



**Luís Henrique de
Souza**

**CASAS PARTILHADAS MONETIZADAS-A
EXPERIÊNCIA TURÍSTICA E SEUS EFEITOS NA
AUTENTICIDADE PERCEBIDA, NO APEGO AO
DESTINO E NA LEALDADE**

**MONETIZED HOME SHARING – THE TOURIST
EXPERIENCE AND ITS EFFECTS ON PERCEIVED
AUTHENTICITY, DESTINATION ATTACHMENT AND
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Tese apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Doutor em Turismo, realizada sob a orientação científica da Doutora Elisabeth Kastenholtz, Professora Associada do Departamento de Economia, Gestão, Engenharia Industrial e Turismo da Universidade de Aveiro e coorientação científica da Doutora Maria de Lourdes de Azevedo Barbosa, Professora Associada da Universidade Federal de Pernambuco.

À Odete Fernandes, Andréia Fernandes, Luiz José e Luciano Pedro.

o júri

presidente

Prof. Doutor Delfim Fernando Marado Torres
professor catedrático da Universidade de Aveiro

Prof. Doutora Paula Cristina Almeida Cadima Remoaldo
professora Catedrática da Universidade do Minho

Prof. Doutora Ana Maria Alves Pedro Ferreira
professora associada da Universidade de Évora

Prof. Doutora Maria João Aibéo Carneiro
professora Auxiliar da Universidade de Aveiro

Prof. Doutora Ana Maria Caldeira
professora auxiliar da Universidade de Coimbra

Prof. Doutora Elisabeth Kastenholz
professora associada da Universidade de Aveiro (Orientadora)

agradecimentos

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palavras-chave

economia da partilha, dimensões da experiência turística, alojamento partilhados pessoa-a-pessoa, autenticidade, apego ao destino, lealdade do turista.

resumo

O surgimento do alojamento partilhado pessoa para pessoa (SP2PA) tem vindo a atrair a atenção de profissionais e académicos uma vez que esse novo modelo de negócio tem ganho crescente popularidade entre os viajantes. Sugere-se, portanto, que esse tipo de alojamento ofereça aos seus hóspedes uma experiência diferenciada, eventualmente mais autêntica, introduzindo novos valores e significados à hospitalidade proporcionada nos destinos. Para sustentar esse argumento, é importante melhorar a compreensão das experiências dos hóspedes durante a permanência em um SP2PA, ao mesmo tempo em que vale a pena explorar o impacto desses novos padrões de comportamento turístico nos destinos. Tendo em vista a relevância de compreender a experiência turística associada ao SP2PA, este estudo tem como objetivo desenvolver uma compreensão teórica e empírica da experiência dos hóspedes no SP2PA, propondo e testando um modelo teórico descritivo que estima as relações entre as dimensões da experiência turística (a experiência dos hóspedes no SP2PA) e os construtos de 'apego ao destino', 'percepção de autenticidade', 'lealdade atitudinal ao destino' e 'lealdade atitudinal ao SP2PA'. Para atingir esse objetivo, duas etapas metodológicas complementares foram realizadas: (i) uma "abordagem exploratória qualitativa", conduzindo as técnicas de grupos focais e netnografia passiva; e (ii) uma "abordagem quantitativa", administrando uma pesquisa a uma amostra conveniente de hóspedes do SP2PA. A análise estatística dos dados utilizou métodos descritivos e inferenciais, sendo o principal método para testar as hipóteses a modelagem de mínimos quadrados parciais - PLS-SEM. Assim, 409 questionários foram utilizados para testar o modelo conceitual proposto. Os resultados confirmam a "estética", "escape", "entretenimento", "educativa", "afetiva", "interação social" e "experiências de partilha" como dimensões apropriadas para analisar a experiência dos hóspedes no SP2PA. Entre essas dimensões, "educativa", "interação social", "estéticas", "partilha" e "afetivas" são, nessa ordem, as dimensões que mais influenciam a experiência dos hóspedes no SP2PA. Com relação à influência da experiência dos hóspedes no SP2PA nos resultados analisados da experiência turística, este estudo demonstra que a experiência dos hóspedes no SP2PA influencia positivamente a 'percepção da autenticidade' do destino" e a formação do 'apego ao destino'. Por sua vez, o 'apego ao destino' media a relação entre a "experiência dos hóspedes do SP2PA" e a "lealdade ao destino", enquanto a experiência dos hóspedes do SP2PA condiciona positivamente a "lealdade atitudinal ao SP2PA". Além disso, a "percepção da autenticidade" influencia positivamente a formação do "apego ao destino" e a "lealdade atitudinal ao SP2PA". Os resultados contribuem para a teoria da experiência turística, especificamente em contexto de alojamento turístico partilhado, monetizado, fornecendo uma

resumo

visão baseada empiricamente em sua dimensionalidade no contexto da economia da partilha na hospitalidade. Este estudo também fornece uma estrutura analítica para a compreensão dos efeitos da experiência dos hóspedes no SP2PA em constructos como a percepção de autenticidade, o apego ao destino e a lealdade do turista. Além disso, poderá auxiliar o gerenciamento de plataformas SP2PA e aos anfitriões do SP2PA a desenvolver e implementar uma estratégia de serviço orientada à experiência, a fim de obter uma experiência memorável para os hóspedes no SP2PA e criar intenções comportamentais futuras positivas. Limitações do estudo e sugestões para futuras pesquisas completam o quadro.

keywords

sharing economy, dimensions of the tourist experience, shared peer-to-peer accommodations, authenticity, destination attachment, tourist loyalty.

abstract

The emergence of the shared peer-to-peer accommodation (SP2PA) has attracted the attention of practitioners and academics, given this new business model's increasing popularity amongst travellers. It is therefore suggested that this type of accommodation can offer a differentiated, eventually more authentic, experience to its guests, introducing new values and meanings to the hospitality provided at destinations. To sustain this argument, it is important to enhance the understanding of guest experiences while staying in such a SP2PA, while also the impact of these new tourist behaviour patterns on destinations is worthwhile exploring. Taking into account the relevance of understanding the tourist experience associated with the SP2PA, this study aims to gain theoretical and empirical understanding of the SP2PA guest experience by proposing and testing a theoretical model that estimates the relationships between the dimensions of the tourist experience (the SP2PA guest experience) and the constructs of 'destination attachment', 'perception of authenticity', 'destination attitudinal loyalty' and 'SP2PA attitudinal loyalty'. To achieve this goal, two complementary methodology stages were undertaken: (i) an 'exploratory qualitative approach' by conducting focus group discussions and passive netnography; and (ii) a 'quantitative approach' by applying a survey to a convenience sample of SP2PA guests. Statistical analysis of data used descriptive and inferential methods, with the Partial Least Squares (PLS-SEM) as the main method for testing the hypotheses. A total of 409 valid responses were used to test the proposed conceptual model. Findings confirm the 'aesthetic', 'escape', 'entertainment', 'educative', 'affective', 'social interaction', and 'sharing experience' dimensions as appropriated dimensions to analyse the SP2PA guest experience. Amongst these dimensions, the 'educative', 'social interaction', 'aesthetics', 'sharing', and 'affective' are, in this order, the dimensions that most influence the SP2PA guest experience. Regarding the influence of the SP2PA guest experience on the tourist experience outcomes, this study demonstrates that this experience positively influences the 'perception of destination authenticity' and 'destination attachment' formation. In turn, destination attachment mediates the relationship between the 'SP2PA guest experience' and 'destination loyalty', while the SP2PA guest experience predicts the 'SP2PA attitudinal loyalty'. Besides, the 'perception of authenticity' positively influences 'destination attachment' formation and 'SP2PA attitudinal loyalty'. The results contribute to the tourist experience theory by providing an empirically-based insight into its dimensionality in the hospitality sharing economy context. This study also provides an analytical framework to understand the effects of the SP2PA guest experience on constructs such as the perception of authenticity, destination attachment and tourist loyalty. Furthermore, results may help design

abstract

management strategies for both SP2PA platforms and SP2PA hosts to develop and implement an experience-oriented service strategy in order to achieve a memorable experience for SP2PA guests and create positive future behavioural intentions. Limitations of the study and suggestions for further research complete the picture.

"Marco Polo imaginava responder (ou Kublai imaginava a sua resposta) que, quanto mais se perdia em bairros desconhecidos de cidades distantes, melhor compreendia as outras cidades que havia atravessado para chegar até lá, e reconstituía as etapas de suas viagens, e aprendia a conhecer o porto de onde havia zarpado (...). "... era um passado que mudava à medida que ele prosseguia a sua viagem, porque o passado do viajante muda de acordo com o itinerário realizado, não o passado recente ao qual cada dia que passa acrescenta um dia, mas um passado mais remoto. Ao chegar a uma nova cidade, o viajante reencontra um passado que não lembrava existir: a surpresa daquilo que você deixou de ser ou deixou de possuir revela-se nos lugares estranhos, não nos conhecidos" (Ítalo Calvino, Cidades Invisíveis, p. 28)

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List of Abbreviations and acronyms

Advances in Tourism Marketing Conferences - ATMC
Access-based-consumption – ABC
Amazon Mechanical Turk - AMT
Augmented reality – AR
Average variance extracted - AVE
Bed & Breakfast - B&B
Bike, Sharing, System (BSS)
Business-to Business - B2B
Business-to-Consumers - B2C
Commercial Home Enterprise – CHE
Consumer Behaviour Tourism Symposium' - CBTS
Consumer-generated media – CGM
Consumption emotion descriptors - the CES
Construct reliability – CR
Covariance-based - CB
Destination emotion scale – DES
Destination management organisation – DMO.
Electrodermal activity - EDA
Electronic word of mouth - e-WOM
European-Asia Tourism Studies Association - EATSA
Experiential marketing – EM
Information and communication technologies - ICT
High order component - HOC
Hierarchical component models – HCM
Kaiser-Meyer-Olkin - KMO
Low-order component - LOC
Partial least square - PLS
Peer -to peer - P2P
Peer – to – peer accommodation - P2PA

List of Abbreviations and Acronyms - continuation

Pleasure-Arousal-Dominance - PAD
Positive and negative affect schedule - PANAS
Product-dominant - PD
Product Service Systems – PSS
Service-dominant - SD
Shared peer – to – peer accommodation - SP2PA
Structural equation modelling - SEM
Tourist experience model - TEM
User generated content – UGC
Variance-based - VB
Variance inflation factor - VIF

Chapter 1

Introduction

1.1 Introduction

This chapter provides an initial overview of the research object and the major constructs discussed in the thesis. After that, the research question and the main research objectives are highlighted. Additionally, the justification of the relevance of the study is explained. Finally, an outline of the thesis structure is presented.

1.2 The research object, the major constructs discussed in this thesis and presentation of the research question

Individualization, possessiveness, materialism or the desire/need of owning and accumulating tangible goods are indelible marks of twentieth-century consumer culture and arguably remain relevant today. Nonetheless, in the context of 'postmodernity' (see Chapter Four, Sub-section 4.4.1 and Chapter Seven, Sub-section 7.2.4), a stream of changes in consumer behavior has become popular, shifting the focus from exclusive ownership and possessions of tangible goods to processes underpinning sharing, exchanging, renting, lending, subscribing, reselling, swapping, pooling, bartering, or exchanges between peers. The business models underlying these practices are being labelled in the literature by several terms, such as 'sharing economy', 'collaborative consumption', 'person-to-person economy', 'collaborative economy', 'access-based consumption', etc. Therefore, a growing number of 'peer-to-peer (P2P) Internet-based businesses' stand out, fostering the sharing economy and connecting people locally or worldwide, enabling them: (i) to have access to products or services instead of owning them (Bardhi & Eckhardt, 2012; Belk, 2014; Bucher, Fieseler, & Lutz, 2016; Catulli, Cook, & Potter, 2017); (ii) to offer idle spaces in their homes for travellers (Guttentag, 2015); (iii) to create online communities to exchange knowledge and skills (Stokes, Clarence, Anderson, & Rinne, 2014) or even to solve interpersonal problems by sharing emotions (John, 2013). On this logic, many 'P2P Internet-based businesses' are challenging traditional ways of doing business, creating new marketplaces, rules, and regulations (Stokes et al., 2014) and (co)creating new values to (and with) consumers (Botsman & Rogers, 2010).

The sharing economy involves contemporary modes of consumer behavior based on interactions between people. Such interactions modify traditional patterns of economic

transactions through relations of sharing or collaboration (Belk, 2014). In this context, a growing number of new business models, based on the sharing and collaborative ethos, are becoming popular among consumers, including tourists. Tourism stimulates different opportunities to develop innovative business models within the sharing economy. Hence, peer-to-peer (P2P) initiatives in tourism are spread in different activities, such as: (i) accommodation; (ii) guidance; (iii) welcome; (iv) food; (v) rides; (vi) exchange; and (vii) transport (Dredge & Gyimóthy, 2015). This rapid expansion of the sharing economy in tourism is explained by some practices associated to the postmodern society, such as consumers' technology acceptance, cyberculture and different tourists' motivation such as the search for authentic experiences (Molz, 2014). In tourism, one of the most visible forms of sharing entrepreneurship is the peer-to-peer (P2P) business of monetized accommodations, promoted by platforms like Airbnb, 9Flats, Flipkeys, Knock-on, etc. These platforms provide an online marketplace formed by the rental of spare or extra spaces from one ordinary individual to another (Guttentag, 2015). Through these platforms, travellers can book an entire house, a private room or even a shared room (Tussyadiah & Pesonen, 2015). In this study, such types of general accommodation in sharing economy contexts will be labelled as 'peer-to-peer accommodation' (P2PA). As will be outlined in Chapter Two, when guests stay in an entire house, the P2PA service is close to traditional rental practices. In contrast, when guests stay in a private room or in a shared room inside the house where hosts live, this practice is close to what Belk (2010) labels as 'true sharing', including several moments and opportunities of sharing private space and life at the visited destination, through personal interaction in a context of intimacy (Cederholm & Hultman, 2010). In this logic, although accommodation is overall deemed as a support experience, it is suggested here that when tourists share the same space with their hosts, the lodging experience shifts from an ordinary support experience to a non-ordinary or extraordinary experience, enriched, overall, by the emerging social dynamics established and guests' immersion in the local culture. This study will focus on this type of accommodation where the guests stay at the same house as their hosts. Here, they will be labelled as 'shared peer-to-peer accommodation' (SP2PA), contrasting with the general P2PA. It is worth mentioning that peer-to-peer accommodation provided by the Couchsurfing platform could also be included into the SP2PA category, however, this study will focus only on monetized SP2PA, also implying 'economic sharing' of the costs of properties and households, being a large-scale, quickly expanding innovative 'business model' within the accommodation sector.

Regarding the 'monetized SP2PAs' (from now on they will be called 'SP2PA' in this thesis), their function and role within destination dynamics deserve attention. The provision of tourist services is characterized as rigid (Cooper et al., 2007), concentrated in permanent and inflexible spatial arrangements, traditionally close to main tourist attractions (Molz, 2013). Given the SP2PAs diffusion through the territory of a destination, tourists start moving through neighbourhoods where the locals' daily life routine manifests itself. According to Molz (2013), the spatial emblem of everyday communal life – the neighbourhood – becomes a tourist destination in its own right. Accordingly, SP2PA guests are close to the real-life of destinations and they have opportunities to get in touch with local residents and enjoy conviviality practices. 'Authentic' experiences (see Chapter Four, Sub-section 4.4) thus stand out, provided by genuine intercultural encounters. As a matter of fact, authenticity and the experience of domesticity and sociality, mediated by 'handmade' hospitality, may represent key driving factors for demanding peer-to-peer accommodation (Dredge & Gyimóthy, 2015; Guttentag, 2015; Sigala, 2014; Tussyadiah & Personen, 2016). The 'perception of authenticity' is thus considered as a relevant construct for this study.

Giving support to this argument, it is relevant to focus on guest experiences while staying in such SP2PA and also on the outcomes of these new tourist behaviour patterns on destinations. Overall, the tourist experience involves visitors' engagement and interactions with services, resources, environments, and people at the destination and tends to stimulate cognitive, emotional and behavioural reactions (Tung & Ritchie, 2011). Several authors from the field of tourism and hospitality address the question of how to conceive, to assess or to manage the tourist experience (Arnould & Price, 1993; Cohen 1979; Gnoth & Matteucci, 2014; Otto & Ritchie, 1996; Quan & Wang, 2004; Tung & Ritchie, 2011; Uriely, 2005; Volo, 2006). In this vein, frameworks mapping the main dimensions of the consumer/ tourist experience have been proposed, for instance, the 'experience economy' framework, developed by Pine and Gilmore (1999) or the 'experiential model', proposed by Schmitt (1999), while research in personalized accommodation context have also highlighted the particular role of social 'interaction' (Tucker & Lynch, 2005; Tussyadiah and Pesonen, 2016). Therefore, to describe the nature and essence of the SP2PA guest experience, the dimensions proposed in these frameworks will be considered as formative constructs of the tourist experience.

The dimensions of the tourist experience should be managed to leave a memorable experience in the tourist's mind and to generate positive feelings and attitudes to destination by a process recognized in tourism literature as 'destination attachment' (Brocato, 2006; Lee, Kyle, & Scott, 2012; Yuksel, Yuksel, & Bilim, 2010). Destination attachment has been deemed as a relevant

outcome of tourist experiences (Chen, Leask, & Phou, 2016) and several studies have shown the effect of destination attachment on destination attitudinal loyalty (Alexandris, Kouthoris, & Andreas, 2006; Gursoy, Chen, & Chi, 2014; Lee & Shen, 2013; Mechinda, Serirat, & Gulid, 2009). Tourism literature is also concerned about the effects of perception of authenticity in fostering destination attachment (Ramkissoon, 2015). Given the relevance of 'perception of authenticity', 'destination attachment', and 'loyalty', these constructs will be considered as the outcomes of the SP2PA guest experience and they will integrate the proposed model of this study. It is worth mentioning that 'loyalty' will be examined in terms of 'destination attitudinal loyalty' and 'SP2PA attitudinal loyalty'.

In the context of the SP2PA guest experience, one may inquire: what exactly are the dimensions of the tourist experience that most influence the perception of authenticity destination attachment, the destination loyalty and the SP2PA loyalty? What are the most relevant dimensions for the SP2PA guest's experience?

The present thesis fits into this debate! Motivated by these issues, the research question of this study emerges as following:

To what extent does the SP2PA guest experience influence the perception of authenticity, the formation of destination attachment, of attitudinal loyalty towards the destination and towards the SP2PA?

1.3 The objectives of this research

The current study focuses on the SP2PA guest experience and its effects on the outcomes of the tourist experience, namely, the perception of authenticity, destination attachment, and attitudinal loyalty. The guests' exposure to the stimuli of the SP2PA environment, to its social dynamics, and their immersion in the local culture is suggested to result in affective and cognitive bonds to destinations, as well as in positive attitudes towards the sharing economy services in this particular hospitality context.

In this perspective, the overall purpose of this research is *to gain an empirical understanding of the SP2PA guest experience by proposing and testing a descriptive theoretical model that estimates the relationships between the dimensions of the SP2PA guest experience and the constructs of 'perception of authenticity', 'destination attachment', 'destination attitudinal loyalty' and 'SP2PA attitudinal loyalty'.*

In particular, this study also aims:

- (i) *To clarify the relationships between the sharing economy and tourism;*
- (ii) *To identify the most representative dimensions of the tourist experience related to guests stays at SP2PA;*
- (iii) *To assess the relative importance of each of these experience dimensions for the SP2PA guest experience;*
- (iv) *To examine the role of the SP2PA guest experience in developing destination attachment formation;*
- (v) *To evaluate the impact of the SP2PA guest experience on perception of authenticity*
- (vi) *To assess the effects of the SP2PA guest experience on the constructs 'destination attitudinal loyalty' and 'SP2PA attitudinal loyalty';*
- (vii) *To assess the effect of the perception of authenticity on the constructs 'destination attachment', destination loyalty, and SP2PA attitudinal loyalty;*
- (viii) *To confirm the influence of 'destination attachment' on 'destination attitudinal loyalty' and to assess the influence of 'destination attachment' on 'SP2PA attitudinal loyalty';*
- (ix) *To identify the most representative dimensions of the SP2PA guest experience influencing the perception of authenticity, destination attachment, destination attitudinal loyalty, and SP2PA attitudinal loyalty.*

1.4 Justification for the research

In light of the increasing popularity of the sharing economy in tourism and considering that the hospitality business is one of the tourism sectors most affected by the new business model in the sharing economy, it is very important to understand the guest experience at the peer-to-peer accommodation. Furthermore, since the SP2PA guest experiences apparently help travellers looking for a more authentic experience at destinations (Dredge & Gyimóthy, 2015; Guttentag, 2015), it is also relevant to assess the effects of this experience on destinations.

The potential of the P2P accommodation model for the tourism sector become clear from the statistics associated with the sector, which already present significant numbers, despite of its recent emergence. Traditionally, available statistics about P2PA present data about Airbnb, which has the largest market share of the P2PA business model. Airbnb is available in more

than 190 countries and has listings in over 80,000 cities around the world and as of April 2019, the company has reached more than 150 million users (Airbnb, 2019). Since its launch, in 2008, it has hosted 500 million guests and there are more than 6 million Airbnb' listings across the world (Statista, 2019). The number of Airbnb listings in major European urban destinations demonstrates the expansion of this P2PA over the continent, for instance: London (74,724), Paris (41,913), Rome (25,753), Copenhagen (26,016), Amsterdam (19,619), Barcelona (18,302), Madrid (17,301), Berlin (15,709), Munich (15,802), Prague (13,901), Vienna (10,1149), and Venice with 8469 listings (AirDNA, 2019). Portugal also shows impressive numbers for Airbnb listings. According to AirDNA (2019), Lisbon registered 18, 122 active listings in July 2019, while Porto had 8,945, Faro, 1,195 and Aveiro reached 441 active listings. In Brazil, in July 2019, Rio de Janeiro had 27, 636 active listings, while São Paulo 13,736, Salvador, 5,399, and Recife registered 2,706 active listings (AirDNA, 2018). Other major urban destinations in the Americas also shows important numbers, such as New York (37,979), Miami (11,063), Los Angeles (20,916), Buenos Aires (17,348), Toronto (17, 579), Mexico City (16,749), Montreal (16,307), Bogotá (14,605) and Santiago (13,077). Regarding the occupancy rate, Lisbon registered 85% of average occupancy rate during the 2018 high season, while the average of 45% was registered during the low season of the same year (AirDNA, 2018).

Nevertheless, it is not only the recognized popularity of these relatively recent hospitality sharing economy services justifying this study. It is particularly the focus on the arguably distinct hospitality experience, suggested by authors such as Guttentag, 2015; Paulauskaite, Morrison, Powell, and Stefaniak, 2017; Zhang, 2019; that deserves research attention and is the main contribution of the present study. Specifically, this study suggests a comprehensive analytical framework for assessing the 'holistic multi-dimensional tourist experience', integrating Pine and Gilmore's (1999) and Schmitt's (1999) frameworks while also considering contributions from other personalized tourist accommodation contexts (Lynch, 2005; Molz, 2013), thus deepening the conceptual and methodological debate on the tourist experience. Specifically for the P2PA context, by integrating both major frameworks from the general consumer behaviour literature and additional tourism-specific literature, the study contributes to a better understanding of the dimensionality of the tourist experience in the context of shared accommodation. For this approach, seven dimensions of the consumer experience were extracted from the mentioned frameworks as most relevant for the SP2PA experience, also clarified through the exploratory qualitative approaches of this research project, as later explained in Chapter 5, Sub-sections 5.4.2 and 5.4.3. These dimensions are

named: 'aesthetics', 'affective', 'educative', 'entertainment', 'escape', 'sharing experience', and 'social interaction'.

Additionally, the tourist experience, and its associated dimensions, were deemed as influencing the guests' perception of authenticity, destination attachment, SP2PA loyalty, and destination loyalty. These relationships have both theoretical and practical interest, suggesting approaches to improve the SP2PA experience that would consequently positively affect the image and success of the destinations where these units are located.

On the other hand, studies reflecting 'some' of the mentioned relationships are scant. This study thus attempts to fill the gap in the tourism literature discussing the relationships between the 'tourist experience' and 'destination attachment'; and the 'tourist experience' and the 'perception of authenticity' in the sharing economy hospitality contexts. Similarly, studies discussing the relationships between the 'perception of authenticity' and 'destination attachment' are also scant and this study attempts to also fill this gap.

The topic 'destination attachment' is very popular amongst tourism scholars. Frequently, studies discuss: (i) the relationships between 'destination attachment' and 'destination loyalty' (Cheng et al., 2016; Gursoy et al., 2014; Kwenye & Freimund, 2016; Mechinda et al., 2008; Prayag & Ryan, 2012; Yuksel et al., 2010); (ii) the relationships between 'destination image' and 'destination attachment' (Alonso & O'Neill, 2012; Fan & Qiu, 2014; Gursoy et al., 2014; Jiang et al., 2017; Morais & Lin, 2010, Prayag & Ryan, 2012); (iii) the relationships between 'events' and 'place attachment' (Halpeny et al., 2016; Kaplanidou et al., 2012; Lee et al., 2012; Yang et al., 2016); (v) studies analysing antecedents of place attachment, such as *socio-demographic tourist profile* (Hou et al., 2005; Prayag & Ryan, 2012; Xu, 2016).

Studies reflecting causality relationships between the 'tourist experience' and 'place attachment' have also attracted increasing attention (Gross & Brown, 2006; Ji et al., 2016; Kweny & Freimund, 2016; Mao & Zhang, 2014; Mechinda et al., 2008; Moore et al., 2015; Suntikol & Jachna, 2016; Tang et al. 2007; Toudert & Bringas-Rábago, 2015; Trauer & Ryan, 2005). However, these studies analyse the tourist experience as a whole, not considering the tourist experience in its multidimensionality. In some cases, scholars consider one or two dimensions of the tourist experience as antecedent of 'destination attachment', for instance, the link between the 'affective' dimension and 'destination attachment' (Alexandris et al., 2006; Folmer, 2013; Hosany et al., 2014; Lee et al., 2016; Shofield & Felon, 2012; Tang, 2007; Trauer & Ryan, 2005; Tsai, 2012). In this sense, studies comprehensively analysing the dimensions of the tourist experience as antecedents of 'destination attachment' are scant. Furthermore, as to

our knowledge, the relationship between the tourist experience and destination attachment, considering a support accommodation service, like the SP2PA, has not been considered in tourism literature before, presenting an additional original contribution of this thesis.

Similarly, little empirical research on tourism literature has examined the link between the tourist experience and the perception of authenticity concurrently with the major tourist experience dimensions. In general, many studies have highlighted the close link between 'tourist experience' and the 'perception of authenticity' (Kirillova et al., 2017; Lee et al., 2016; McIntosh & Prentice, 1999). However, as observed for destination attachment, these studies analyse one or two dimensions of the tourist experience. McIntosh and Prentice (1999) indicated that cognitive and emotional dimensions of the tourist experience significantly influence tourists' perception of authenticity, while Lee et al. (2016) noted that the 'escape' dimension is associated with the relationships between the 'recreational experience' and the 'perception of authenticity'. Both studies were conducted on heritage sites. The current study, however, intends to extend the knowledge in this field since the influence of the 'tourist experience' on the 'perception of authenticity' is here examined considering a comprehensive set of tourist experience dimensions regarding a specific hospitality support service.

Previous studies linking the 'perception of authenticity' and 'destination attachment' have been conducted in heritage sites, island destinations and nature-based tourism (Jiang, Ramkissoon, Mavondo, & Feng, 2017; Ramkissoon, 2015). However, as far as to our knowledge, studies analysing the link between the 'perception of authenticity' and 'destination attachment' for the SP2PA environment has not yet been assessed. Therefore, this lack identified in the tourism literature will be addressed in this study.

Last but not least, the 'perception of authenticity' has been claimed to affect 'destination loyalty' in slow-life-related activities in tourism, winery tourism destinations, heritage destinations, and festival foodservice experiences (Chung, Kim, Lee, & Kim, 2017; Kim & Bonn, 2016; Kolar & Zabkar, 2010; Robinson & Clifford, 2012). Given that the SP2PA guest experience is deemed as contributing to the 'perception of authenticity', the rationale of guests' perception of authenticity influencing loyalty towards SP2PAs is expected. Studies indicating the influence of the 'perception of authenticity' on touristic services are scant and, by analysing this link, this study expects to also contribute to overcoming this research gap.

Apart from these theoretical contributions, this study should additionally provide insights of practical relevance to SP2PA hosts. Specifically, results may assist hosts in understanding how values are co-created within the liminality of the SP2PA hosting context, where support and

extraordinary experiences may coexist. Moreover, destinations may gain new practically relevant perspectives, since this study attempts to clarify the interplay between the SP2PA guest experience and the tourists' 'perception of authenticity', 'destination attachment' and 'destination loyalty'. Particularly the impact of the SP2PA guest experience on destinations is worth of notice since there is a consensus in the tourism literature about the role of destination attachment and perception of authenticity as antecedents of positive tourist attitudes regarding intentions to recommend and revisit the destination (Chen et al., 2015; Cheng et al., 2016; Chung, Kim, Lee, & Kim, 2017; Halpenny et al., 2016; Kim & Bonn, 2016; Kwenye & Freimund, 2016; Lee et al., 2016; Moore et al., 2015; Xu & Zhang, 2016). This possible positive impact of appealing, authentic SP2PA experiences should add to the controversial debate on the diverse (also negative) impacts of P2PAs, as it will be discussed later in Chapter Two, Sub-section 2.4.1., especially in destinations where such accommodations have substantially increased over the recent past.

1.5 Structure of the thesis

Basically, this thesis consists of 'three parts'. The 'first part' encompasses the three chapters dedicated to the literature review undertaken. Chapter One discusses the object of research, namely, the sharing economy in tourism, focusing on the hospitality services of shared peer-to-peer accommodation. The Chapter initially outlines the nature and characteristics of the sharing economy, introducing the range of different services found in this emergent business model. Doing so, the main object of the present research, the 'shared peer-to-peer accommodation' is positioned amongst the different alternatives of the sharing economy services. Next, preparing an understanding on the topic 'SP2PA guest experience', the motivations and values involving the consumption of the sharing economy services are highlighted. The Chapter ends discussing the major concerns regarding the sharing economy in tourism and hospitality. Chapter Two reviews the major construct of this study: the tourist experience, with the two previously mentioned seminal frameworks related to the management of consumption experiences standing out. Within these frameworks, different approaches identified in the literature about the dimensions of the tourist experience are presented. Chapter Three introduces the three constructs deemed as outcomes of the SP2PA guest experience, namely, the 'perception of authenticity', 'destination attachment' and loyalty both towards the SP2PA and the destination. The discussions on these topics support hypotheses suggested in this study.

The second part of this thesis is understood as a bridge between the theoretical approaches presented in Chapters Two, Three, and Four and the empirical part of this thesis. It encompasses the 'Chapter Five', which first discusses the position of this study within the epistemological and ontological perspective and, after that, details the methodology used, presenting the methods and technics applied so as to achieve the research objectives, estimate and validate the proposed model. The chapter also presents the proposed model, the postulated research hypotheses, and the operationalization of the constructs under analysis.

The third part is dedicated to the empirical component of this study. It encompasses Chapter Six and Chapter Seven. At first, in Chapter Six, the insights of the exploratory qualitative stage, based on two focus groups and passive netnography, are presented. Following, the chapter shows: (i) the results of a series of pre-tests leading to the refinement of the online survey undertaken among scholars with expertise in the topics under analysis and with SP2PA guests; (ii) the validity and reliability of approaches; (iii) the results of the online survey undertaken amongst a sample with 409 SP2PA guests. Chapter Seven, finally, discusses the results described in the previous chapter according to the proposed framework and postulated hypotheses. Additionally, theoretical, methodological, and practical implications are outlined. The Chapter ends considering the limitations of the study and making suggestions for future studies in the field of the sharing economy in tourism and hospitality.

Chapter 2

Sharing economy in tourism and hospitality

2.1 Introduction

This chapter aims to describe theoretically the object of study of this research project, the monetized P2PAs, exploring the main topics analyzed in the recent literature about sharing economy and sharing economy in tourism and hospitality. Therefore, the discussion begins with the nature and characteristics of the sharing economy. Next, the origins of the sharing economy and the main drivers of its popularity will be presented. After that, two relevant themes for this study will be discussed. The first is related to conceptual issues involving the sharing economy. A discussion of these issues aims to clarify the boundaries between different experiences in the sharing economy; in this perspective, a conceptual framework will be provided in order to define the scope of the sharing economy. The second theme addresses the motivations behind the sharing economy, which are intertwined with the nature of the tourist experience. The chapter continues with a debate about the sharing economy in tourism and hospitality, presenting a systematic literature review and focusing on the sharing economy in the hospitality sector. Ultimately, some theoretical conclusions are reported.

2.2 Sharing and the collaborative ethos

According to *The Oxford English Dictionary*¹ sharing means “the action or an act of share” (p. 181) and, in the same dictionary, it is founded that the entry ‘to share’, among other meanings, express “to receive, possess, or occupy together with others” (p. 179); moreover, ‘share’ means “the part or portion (of something) which is allowed or belongs to an individual, when distribution is made among a number” (p. 178). According to Belk (2007, p. 127), sharing, in terms of consumption, is a pattern of behavior that “involves the act and process of distributing what is ours to others for their use as well as the act and process of receiving something from other for our use”. In the same sense, sharing “is a concept that incorporates a wide range of distributive and communicative practices, while also carrying a set of positive connotations to do with our relations with others and a more just allocation of resources” (John, 2012, p. 176). Additionally, “sharing is to have something in common with someone; this thing may be concrete or abstract” (John, 2013, p. 114). In the light of these definitions, sharing involves not

¹ Sharing. (1991). Simpson, J.A.; Weiner, E.S.C. *The Oxford English Dictionary* (p. 181, 2nd, v. XV).

only the act of distributing but further the act of receiving, and, consequently, mutuality as a central characteristic of sharing (Belk, 2010). Thus, sharing presents a relational dimension, and may be considered a social and cultural practice (Belk, 2007), and in some cases, an economic practice, embedded in the notions of resource exchange, reciprocity and mechanism of distributing.

Although sharing is becoming popular in postmodernist consumers through the emergence of several P2P Internet-based businesses models, it is worth noting that sharing is an ancient practice, present in rituals of some traditional societies and still relevant in many contemporaneous relationship in modern societies. Indeed, sharing is “something that mankind has always done instinctually” (John, 2013, p. 121). Historically, from the ancient times to contemporaneity, sharing and collaboration comprise acts of surviving, distributing, hospitality, exchanging, reciprocity, and, in some cases, highlight the nature of altruism reflected in some sharing and collaborative behaviors (see Table 2.1).

TABLE 2.1
Sharing and collaborative acts in different historical periods

Historic period	Examples
Pre-historic	At the nomadic pre-historic mankind stage, the sharing of foods, weapons and tools was imperative for survival (Belk, 2007).
Classical ages	Exchange processes were largely conducted at the ancient Greek city-states and they consisted in a trade between two parts when each one has a surplus that they are agreeing to give up in return for one another`s good, and, by this sense, it was also built the notion of reciprocity (Ekelund & Hébert, 2007) and the recognition of sharing as the oldest type of consumption distribution (Belk, 2010).
Medieval times	Economic sociologists argue that exchanges and reciprocity in European Middle-age societies were organized according to the Feudalism principles, as the dominant form of economic organization. Therefore, exchanges were ruled by social, religious and political issues, additionally moral systems, which defined the notion of ‘justice’ within the exchanges (Ekelund & Hébert, 2007; Swedberg & Granovetter, 1992).
Primitive societies in Modern times	Rituals of sharing, embedded in giving and exchanging was frequently observed in archaic societies (Mauss, 2003). Marcel Mauss, a French sociologist and ethnologist, published in 1924 the seminal study “ <i>Essai sur le don: forme et raison de l’échange dans le sociétés archaic</i> ” and, in this essay, published in the scientific journal <i>Anée Sociologique</i> , Mauss has discussed the political and symbolical dimensions of ‘gift’ exchanges. The author defended the thesis that the ‘gift’ is the basis of all human sociability and communication and recognized that the act of giving develops social bonds associated to reciprocity obligations (Valerie, 2013). The triple obligation ritual ‘to give, to receive and to reciprocate’ is described by Mauss as the social global fact (Durosoi & Roussel, 2000).
Contemporary rural societies	Brazilian ethnologists relate traditional rituals associated to the sharing and collaboration in Brazilian rural areas, for instance, the altruism of people living in rural areas of <i>Goiás</i> (a state in Brazil) where they use to help each other in a collaborative sense. Brandão (2009) details that when relatives and neighbors discover that a rural family needs help to carry out a delayed work (e.g., the cleaning of a pasture, the preparation of land for planting), it is usual to invite partners of the community to share their labor and tools in a joint effort to help those families. As

reciprocity, the family prepares meals for the workers and also offers a ritual of a joyful party, with the community singing typical rural songs, eating and drinking while working.

Undoubtedly, sharing is spread in different cultural and social behaviors and it is ubiquitous and pervasiveness strands in the daily life routine. It is also deemed as an alternative distributing mechanism of consumption, in opposite to materialism and individualism (Belk, 2010). Based on diverse theoretical studies conducted by the Canadian scholar Russel Belk, Table 2.2 presents a set of sharing acts in different contexts of mutuality and communal activities, some of them, very frequent in contemporaneity.

TABLE 2.2
Sharing in diverse contexts of contemporary life

Typical sharing behaviors	Examples
Family environment	Mothers share their body with the 'fetus' and their milk with the infant. This is deemed by Belk (2010) as the elementary form of sharing, in which there is no expectation of exchange or reciprocity (the prototype of sharing). The family's radio, car, television, coach, furnishing, food, resources and belongings are shared within the family on the basis of joint possessions. Siblings may sometimes share toys, rooms, and other possessions.
Academic environment	After the XVII century, sharing has been the norm between scholars, as a legacy of Scientific Revolution on the basis of the so called 'open science' model of disclosure and dissemination of new inventories and discoveries. Scientists began to realize that science would advance quickly with the free and open sharing of information. Today, when academics publish papers and reviews for journals or present studies at conferences they are playing a part in this sharing model of open science.
Sharing based on access to goods and services	Groups or individuals that share their belongings and possessions. They make available, for example, cars (carpooling), designer handbags, vacation homes, sailboats, tools like drills or lawnmowers.
Sharing a variety of information and sharing online	Sharing information is a daily common practise. To share recipes, directions, travel tips, weather forecasts, restaurants recommendations, shopping sales, consumer welfare alert is often more the rule than the exception. Sharing online includes: <i>open-source code writing; information on chat rooms; contributing to collaborative online games; books, journals, and videos; helping create or improve entries in online encyclopedias like Wikipedia; participating in P2P file sharing; open source software like Linux; a set of information in multimedia modes is shared in social networks as Flickr, YouTube, Facebook, TripAdvisor.</i>
Sensible issues in sharing	Some concerns arise when sharing involves sensible situations like human organs, semen, blood and personal information (e.g., government surveillance, data mining, and identity theft). The point here is what can or cannot be shared and under what conditions.
Sharing as a cultural practice	Some Asians usually share tea or beer in companion meals. Therefore, it is generally unthinkable that dinner mates would pour their own tea or that they would consume a bottle of beer by themselves. Thus, tea cups are quite small and the beer bottles are quite large for assuring frequent replenishment of others' beverages.

Note: sources: Belk (2014); Belk (2010); Belk (2007).

A brief analysis of Table 2.2 indicates the capillarity of sharing in different perspectives. For this study, it is relevant to understand the diverse authors' points of views about sharing in order to better distinguish the different types of P2P Internet-based business models in tourism and hospitality.

Non-reciprocity stands out as a mark of the nature and essence of sharing (Belk, 2010; Benkler, 2005) and sharing is deemed as a non-reciprocal pro-social behavior (Benkler, 2005). Besides non-reciprocity or the absence of expectations of direct reciprocity, Belk (2010) further distinguishes sharing from two distinct possibilities of consumption: (i) gift giving and (ii) commodity exchange, in which the first is related to the ritualized human practice of gift giving (birthdays, marriages, Valentine's day, etc.) and the latter refers to the traditional market exchanges mediated by monetary transaction. In order to explain the nature of sharing, the author develops the idea of the perfect prototype of sharing, which is described by 'mothering' and 'pooling and allocation of resources within the family.' Therefore, the prototype of sharing is likewise the 'true sharing', encompassing its nature in essence and described by: (i) non-reciprocal social links to others, since "sharing tends to be a communal act that links us to other people. It is not the only way in which we may connect with others, but it is a potentially powerful one that creates feelings of solidarity and bonding" (Belk, 2010, p.717); (ii) the irrelevance of money; (iii) network inclusion, creating a sense of community; (iv) inalienability; (v) dependence; (vi) non-ceremonial; (vii) love, caring (Belk, 2010).

From the starting point of 'true sharing', the different modes of sharing will, sometimes, get close to the nature of gift giving, and, other times, near that of commodity exchange. For instance, sharing and gift giving evolve social relationships based on different degrees of reciprocity - unlike commodity exchange, creating marketing relationships with reciprocity based on monetary terms. Another aspect about the nature of sharing is that it involves joint ownership whereas both gift giving and commodity exchange involve transfers of ownership (Belk, 2010).

Belk's (2010) and Benkler's (2005) notions about the non-reciprocal nature of sharing, encompassing the 'true sharing' and other modes of sharing, are not a consensus in literature. The French anthropologists like Lévi-Strauss and Marcel Mauss or the German sociologist Georg Simmel defend the 'reciprocity' as a universal law. Analyzing the seminal study of Marcel Mauss (*Essai sur le don: forme et raison de l' échange dans les sociétés archaïques*), Sabourin (2011) has conceived forms of reciprocity that develop 'affective and ethical values' (particularly between family members) and reciprocity generating friendship and justice (e.g.

when friends share goods equally). Therefore, according to Mauss' logic of reciprocity, sharing in the family context is a 'gift' associated with the triple obligation of 'give-receive-reciprocate'. Reciprocity is further recognized as an elementary structure observed in kinship and emerges from an exchange structure (Lévi-Strauss, 1977). Additionally, Simmel understands reciprocity as keeping social cohesion, since its key concept of *Wechselwirkung* (reciprocal effect) denotes the reciprocity effects as central and activated in 'all' relational processes (Sabourin, 2011).

These debates are important to clarify, or even criticize, some discourses surrounding aspects of altruism, morality and generosity verified in the P2P Internet-based business models. Some practitioners and gurus playing in this market use to promote the sharing economy businesses based on the logic of non-reciprocity and altruism (Belk, 2010; Bucher et al., 2016), contrasting with the views of some sociologists and anthropologists that recognize, in their classical studies, the reciprocity in most acts based on exchanges. Perhaps, the notion of 'mutuality' better describes today's ethos of sharing in contexts of consumption. The discussions above are useful to characterize the object of this study, the shared peer-to-peer accommodation, and it contributes for understanding the specific dimensions of the SP2PA guest experience. The next topic will discuss how the ethos of sharing and collaborative action is being translated into business, social and economic online initiatives, resulting in consequences to some economic sectors such as tourism and hospitality.

2.3 The sharing economy

Nowadays, the traditional forms of sharing and collaboration between individuals are being redrawn mainly by new technologies introduced on the Internet, providing relational tools to Websites and enabling closer interactions between users and Websites' owners and users. This way, these technologies add values to shareable products and services (Belk, 2014; Dredge & Gyimóthy, 2015; Guttentag, 2013). Contrasting with the existence of traditional market agents, generally formed by enterprises and consumers, accomplishing formal business characterized by Business-to Business (B2B) and/or Business-to-Consumers (B2C) transactions, the online marketplace of sharing is developed, essentially, by the encounters of common individuals positioned as both producers/ suppliers and consumers. Moreover, the marketplace developed by these common individuals as producers/consumers are framed by relations of mutualism, sharing and collaboration. To some extent, this 'peer-to-peer' (P2P) transaction distinguishes the shared/collaborative businesses from the mainstream marketplace. Here, the term 'peer-

to-peer’ is a “form of relationality between human beings whereby people can connect to each other without permission, and aggregate around the creation of common value” (Bauwens, 2015, p. 158).

Within this context, emerges the marketplace of P2P Internet-based businesses, also considered as a marketplace formed by enterprises based on technology, which are responsible for intermediation of sharing/collaborative action between individuals (Belk, 2014; Botsman & Rogers, 2010; Gansky, 2010; John, 2012). Frequently, this marketplace is recognized by the terms ‘sharing economy’ and ‘collaborative economy’, both in the scientific literature and in general. Table 2.3 presents some authors’ definitions of the term ‘sharing economy’.

TABLE 2.3
Academic definitions for ‘sharing economy’

Definitions	Authors
Forms of exchange facilitated through online platforms, encompassing a diversity of activities for-profit and non-profit that aim to open access to under-utilised resources through what is termed ‘sharing’.	Richardson (2015, p. 121).
A field of related innovations (i.e. sharing economy platforms) and the intermediaries who support and promote the development of these innovations.	Martin (2016, p. 150).
A socio-economic ecosystem [...] around the sharing of human and physical assets. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organisations.	Stokes et al. (2014, p. 9).

The origins of this digitally mediated sharing dates from the late 1990s and early-mid 2000 when online platforms emerged enabling individuals to evolve P2P businesses at a previously unprecedented scale (Martin, 2016). According to this author, the pioneer sharing platforms were ‘e-Bay’, ‘Craigslist’, ‘Freecycle’ and ‘Couchsurfing’². Since then, business models based on sharing and collaboration are experiencing an increased popularity, disrupting and changing diverse markets such as tourism, hospitality, goods exchanges, car rental, finance, staffing, music and video (Guttentag, 2015). The popularity reached by these new business models

² (i) e-Bay: www.ebay.com. Platform specialized in selling second-hand objects, (ii) Craigslist: www.craigslist.org. Provides local classifieds and forums for jobs, housing, for sale, personals, services, local community and events, (iii) Freecycle: www.freecycle.org. Freecycle is an entirely nonprofit movement of people who are giving (and getting) stuff for free in their own towns, (iv) Couchsurfing: offers free stays for travellers at private residences. www.couchsurfing.com. All of platforms descriptions were collected into their respective websites and they were online during writing this thesis.

outlines the contours of social sharing and collaborative consumption as a third mode of organizing economic production, alongside markets and the state (Benkler, 2005).

The popularity of the sharing economy can be explained by multiple factors, such as:

- (i) Consumers' motivations related to sustainability issues, social appeals, psychological effects and economic values (Botsman & Rogers, 2010);
- (ii) Financial crises, driving attitudes towards entrepreneurship, enabling individuals to earn extra money (Botsman & Rogers, 2010). The ripple effects of global financial crisis from 2008 onwards have also urged a demand for alternatives consumption practices instead of unsustainable consumption and industrial forms of capitalism (Ranchordás, 2015);
- (iii) Low barriers of entry: the low investments required and the lack of regulation afford entrepreneurs to go online quickly and easily (Dredge & Gyimóthy, 2015; Sigala, 2014) and to grow through viral exposure (Sigala, 2014). It is remarkable that the entrepreneurs in the sharing economy are framed in two specific ways: (1) the producers, who have the property of idle spaces or others shareable contexts; (2) the intermediates, constituted by Internet-based companies who operationalize the P2P Internet-based businesses.
- (iv) Technology: the social and interactivity tools available on Web 2.0 and the dissemination of mobile devices, like smartphones and tablets, has been contributing to the spread of the sharing economy in a worldwide scale (Dredge & Gyimóthy, 2015; Sigala, 2014, Catulli et al., 2013). The relevance of the Web 2.0 for the sharing economy will be discussed later, in Sub-section 2.3.3.

As the sharing economy gains popularity, it has attracted growing attention not only by popular literature but also by scientific studies (Hellwig, Felicitas, & Florent, 2015; Dredge & Gyimóthy, 2015). Scientifically, authors strive to theoretically and empirically analyze the logics of sharing in contexts of consumption and production, their conditioning factors and consequences. The combination of P2P producers/consumers and start-up enterprises enabling online interactivity characterizes sharing as an economic practise and this explains the popularity and diffusion of the term 'sharing economy'. In these business models, values are created on the basis of relationship between individuals and encompass trust, reputation, collaboration, equality (horizontal relations between individuals), reciprocity and openness (Vallat, 2015). Therefore, the contemporary version of sharing differs from its historical and

traditional arrangements by the existence of sharing-based technology enterprises (start-ups) acting on a worldwide scale and intermediating sharing acts between individuals. Thus, new patterns of consumer behaviour are observed, with respect to consumer empowerment acquired by the relational tools available on the Internet and consumer participation in online communities (Kozinets, Hemetsberger, & Schau, 2008; Trusov, Bodapati, & Bucklin, 2010), as will be discussed in Sub-section 2.3.3.

Although P2P Internet-based businesses have the same roots – that is, being based in technology and interactivity by network of connected individuals, communities and creation of values within this interactivity – they can assume different conceptions, according to: (i) the nature of what is being shared: tangible goods, such as cars, bicycles, apartments or physical objects or intangible goods, such as skills, knowledge, emotions and ideas (Bucher et al., 2016; John, 2013; Stokes et al., 2014); (ii) the market orientation: profit or non-profit platforms (Schor, Fitzmaurice, Carfagna, & Attwood-Charles, 2016); (iii) the different economic sectors where sharing economy spreads up: transportation, financial, commerce, hospitality, information technology, etc. (Bucher et al., 2016). As the scale and scope of sharing economy continue growing and expanding in diversity, academic efforts to disentangle and classify the sharing ‘ecosystem’ can be observed. Nevertheless, research in the sharing economy is still on its initial stage (Bucher et al., 2016) and it is not possible to find a consensus between authors regarding the exact scope of the phenomenon nor the various manifestation of the sharing economy. Thus, some paradoxes and ambiguities of classification of phenomena are still visible in this still very dynamic field of social reality. Paying particular attention to this diversity, it is relevant for this study to clarify and locate the boundaries of peer-to-peer accommodation (P2PA) within the different perspectives of the sharing economy. Therefore, the next topic will present the diverse terms used to frame the diversity of sharing economy manifestations.

2.3.1 Clarifying semantical issues within the ‘sharing economy’

In part, the paradoxes and ambiguities still encountered in much of the debate on the ‘sharing economy’ are generated by semantical issues related to a miscellany of terms used to describe identical or nearly identical businesses and practices. Semantically, P2P Internet-based businesses and practices are recognized by different terms, such as: *sharing economy* (Benkler, 2005; Hasan & Birgach, 2016; Martin, 2016; Richardson, 2015); *sharing consumption, the mesh* (Gansk, 2010); *collaborative economy* (Bauwens, 2015; Gruszka, 2016; Stokes et al., 2014); *collaborative consumption* (Botsman & Rogers, 2010; Lamberton, 2016; Piscicelli, Cooper, &

Fisher, 2015); *collaborative commerce* (Sigala, 2014), *Access-Based Consumption* (Bardhi & Eckhardt, 2012); *Product Service System* (Catulli et al., 2017); *Internet mediating-sharing* (Bucher et al., 2016). 'Sharing' and 'collaborative' are the most used terms and tenuous differences are reported between them. In some cases, their meanings are overlapping and authors may use them interchangeably, as will be presented next.

2.3.1.1 The uses of the term 'collaborative' in the literature about P2P Internet-based business.

According to *The Oxford English Dictionary*, 'collaborate'³ means "to work in conjunction with another or others, to co-operate", whilst 'collaboration' means 'united labour' (Ibden). Following this, the term 'collaborative economy' relates to events based on joint activities, where individuals manage the resources to produce something and they will share the results of the activities (Vallat, 2015). This refers to a traditional, sometimes informal, mode of production where individuals, joined in associations, cooperatives or groups, together contribute to collective goals and/or social benefits. This approach refers to the notion of solidarity economy based on self-management (no bosses or employers, instead, partners) and values built on solidarity, democracy, cooperation, environmental preservation and human rights (N'Guyen, 2016). In turn, collaborative consumption refers to "those events in which one or more persons consume economic goods or services in the process of engaging in joint activities with one or more others" (Felson & Speath, 1978). According to Belk (2014), collaborative consumption occurs, for instance, when friends 'buy' (everybody contributes) and 'consume' together a bottle of beer in a restaurant (everybody receives the benefits).

Nonetheless, the term 'collaborative consumption' is adopted by Botsman and Rogers (2010) to describe people participating in "organized sharing, bartering, trading, renting, swapping, and collectives to get the same pleasures of ownership with reduced personal cost and burden, and lower environmental impact" (Botsman & Rogers, 2010, p. 53). For Botsman and Rogers (2010), collaborative consumption encompasses the categories displayed in Table 2.4.

³ Collaborate. Collaborative. (1991). Simpson, J.A.; Weiner, E.S.C. *The Oxford English Dictionary* (p. 469, 2nd, v. III).

TABLE 2.4

Categories of collaborative consumption proposed by Botsman and Rogers (2010)

Categories	Description	Examples
Product service systems (PSS)	Related to use products without owning them. In this case, there is no ownership transfer.	Schedule movies or TV programs services: <i>Netflix.com</i> ; carpooling: <i>car2go.com</i> ; downloading music services: <i>iTunes</i> .
Redistributive markets	Platforms that facilitate the sale or exchange of second-hand goods between people. Thus, second hand goods are redistributed between persons and this deal involves ownership transfer.	e-Bay.com, Olx.pt, mercadolive.com.br, custojusto.pt, estantevirtual.com.br, Freecycle.org;
Collaborative lifestyles	Related to sharing or exchange of resources like spaces, time, food, skills or money.	<i>Fusioncowork.com</i> (a cowork enterprise located in Aveiro - Portugal); <i>Timebanks.com</i> (promotes helping between people); <i>BlaBlaCar.com</i> (drivers offer rides for travelers by a fee); <i>Uber.com</i> (drivers offer transportation for individuals within a city by a fee); <i>mealsharing.com</i> (sharing foods by a fee); <i>Airbnb.com</i> , <i>Homeway.com</i> , <i>Flipkey.com</i> (examples of platforms offering private monetized accommodation for travelers).

Belk (2014) also attempts to characterize the P2P Internet-based businesses and defined collaborative consumption as “people coordinating the acquisition and distribution of a resource for a fee or other compensation” (Belk, 2014, p. 1597). The author agrees in part with Botsman and Rogers (2010), since he includes bartering, trading and swapping as acts of collaborative consumption, but if these acts involve monetized transactions, he does not consider them as part of the concept ‘sharing economy’, since Belk advocates the non-reciprocity for sharing acts.

Moreover, for Stokes et al. (2014), the ‘new’ collaborative behavior is more than consumption, embedding, further, engagement in collaborating to produce. The term ‘collaborative economy’, as they define it, encompasses: (i) collaborative consumption (in the sense of the three categories described by Botsman and Rogers (2010)); (ii) collaborative production: individuals working together to design a product or service or collaborating in making projects or products; (iii) collaborative learning: related to open courses, skill sharing, crowd-sourced knowledge, for instance, when individuals produce content and learn together and this is related to the known case of ‘Wikipedia’; (iv) collaborative finance: associated to

crowdfunding, when individuals contribute directly to a specific project's funding goal, and peer-to-peer lending, which consists in individuals having money to invest being connected directly with people looking for borrow funds (Stokes et al., 2014).

2.3.1.2 The uses of the term 'sharing' in the literature of P2P Internet-based business

Besides 'collaborative', 'sharing' is another term frequently used by authors to refer the emergent relational P2P profit and non-profit businesses promoted by online platforms. However, Belk (2014) highlights that the basic principle of sharing is the existence of 'non-reciprocity' or 'non-compensation' in the transaction. Thus, by this premise, sharing does not include financial remuneration. Against this logic, in a certain way, some P2P Internet-based business models, often labelled by the term 'sharing', are not encompassed by Belk's characterization of sharing. In this sense, car or bike pooling (car sharing) are frequently associated to the examples of 'sharing economy' (Becker, Ciari, & Axhausen, 2016; Santos, Behrendt, & Teytelboym, 2010), however, since individuals should pay a fee for accessing these services, car or bike pooling are deemed by Belk (2014) as 'false sharing' and should be considered collaborative consumption, as defined by Botsman and Rogers (2010). On the other hand, 'true sharing' occurs when, for example, material goods are transferred with no costs, avoiding possessions and fostering a sense of community between individuals (Belk 2014). According to this author, individuals can list the objects they have available, like washing machines, electrical drills, tools, sewing machines, etc., and others can search for these objects in online platforms (e.g., www.sharewood.com) and use them. The ratings of touristic services offered by TripAdvisor (www.tripadvisor.com), the popular websites of video sharing (YouTube - www.youtube.com) and photo sharing (Flickr - www.flickr.com), the shared encyclopedic information provided by Wikipedia (www.wikipedia.com) and the, sometimes illegal, practice of sharing music, films, e-books, software and games are other examples of 'true sharing' or 'Internet facilitated sharing' illustrated by Belk (2014).

Similar to Belk's (2014) notion of 'true sharing', John (2013) defines 'sharing economies' as those in which money, or more specifically, the ability to make it, is not a relevant factor in motivating participation. However, the author frames the P2P Internet-based businesses within the umbrella of 'sharing economy', including the practices framed by the term 'collaborative'. In this way, John (2013) makes a distinction between 'sharing economy of production' and 'sharing economy of consumption'. The 'sharing economy of production' is related to something immaterial, like time or knowledge, that is shared by all. In other words,

it is shared in a way everyone has equal access to it (John, 2013). The 'sharing economy of production' is observed in the examples of free operating system 'Linux', as well as in the case of 'Wikipedia'. In both situations, people involved are not paid for contributing with time or knowledge for these projects. Note that 'sharing economy of production', as framed by John (2013), is also in line with Stokes' (2014) notion of 'collaborative production', described earlier.

On the other hand, according to John (2013), the 'sharing economy of consumption' is associated to the act of distribution, since the verb 'to share' means to cut into parts or to divide (*Oxford English Dictionary*⁴, cit. by John, 2013). For John (2013), 'sharing economy of consumption' can involve, or not, compensations and encompasses acts of distribution observed when individuals share their personal properties or goods with other people by lending or renting and also acts of co-usage, like sharing a space for co-working. Clearly, the use of the term 'sharing economy of consumption' by John (2013) overlaps with Belk's (2014) notion of 'false sharing' or the term 'collaborative consumption' used by Botsman and Rogers (2010).

2.3.1.3 Other terms used in literature to designate the P2P Internet-based business

In addition, other contexts are framed into the 'grammar' of P2P Internet-based businesses and practices. According to Catulli et al. (2013) the collaborative notion of PSS encompasses the concept of Access-Based-Consumption (ABC), which is defined by Bardhi & Eckhardt (2012, p. 881) as "transactions that can be market mediated but where no transfer of ownership takes place. In other words, the consumer pays a price for access objects not for owning". Car or bike-sharing programs, online borrowing of bags or jewelry are examples of ABC (Bardhi & Eckhardt, 2012). Therefore, the concepts of PSS collaborative consumption proposed by Botsman and Rogers (2010) and ABC proposed by Bardhi & Eckhardt (2012) are overlapped in the sense that both terminologies describe the same market-mediated cases of access. 'Mesh' is another term added within the panoply of concepts in this field. Introduced by Gansk (2012) it regards exclusively to business models sustained by the engagement of customers through social networks and the core business includes sharing products and services. Specifically for hospitality, Molz (2013) coined the concept of 'network hospitality' which includes 'non-monetized' and 'monetized' forms of hospitality, bolstered by social interactions developed by peer-to-peer platforms. Similarly, Sigala (2014, p. 3) describes the concept of 'collaborative

⁴ Share. (1991). Simpson, J.A.; Weiner, E.S.C. *The Oxford English Dictionary* (p. 179, 2nd, v. XV).

commerce' in tourism, arguing that this new form of e-commerce, fostered by relational Internet technology, "creates an exchange economy whereby customers become producers/suppliers and sellers of their own travel goods by negotiating and bartering exchanges for trading these goods even without having use of money".

At a glance, the boundaries mapping the authors' definitions and attempts to depict the multi-level perspective of the P2P Internet-based businesses are fluid and overlapped. The current study does not intend to build a globally-applicable definition overarching to the range of P2P Internet-based activities. In turn, it is proposed a theoretical diagram (see Figure 2.1) exploring the magnitude of these activities/businesses in order to: (i) offer a theoretical contribution, by describing the essence of the diverse collaborative/sharing practices; (ii) help practitioners to recognize the diversity of contexts on which these activities/businesses spread up; (iii) contribute to public administrators to implement local regulations according to specific context, avoiding generalizations.

Moreover, the above discussions also contribute to frame the object of study for this thesis - the SP2PA offered by monetized platforms on which the hosts are living in the same space with their guests - into the multiple scales of P2P Internet-based businesses and practices. These types of accommodation are part of the group of 'sharing economy' in Figure 2.1 Theoretically, it cannot be framed as a 'true sharing' because it is implicit a monetary exchange. Furthermore, it is not a sharing 'close to traditional marketplace' because the host will occupy the same residence with its guests, which is different from regular rental businesses. Additionally, reviewing the meaning of the entry 'collaborative' from dictionaries, it is possible to conclude that, for this type of accommodation, there is no co-working, with sum of resources and equally distribution of the working results, so it cannot be considered as a collaborative economy or collaborative consumption as described by many authors. Indeed, there is a residence offered to a non-family member who will occupy together the same family-space and this is close to the definition of 'sharing' from the dictionaries. Therefore, the type of P2PA analyzed on this thesis, the SP2PA, will be considered as a 'sharing economy' case.

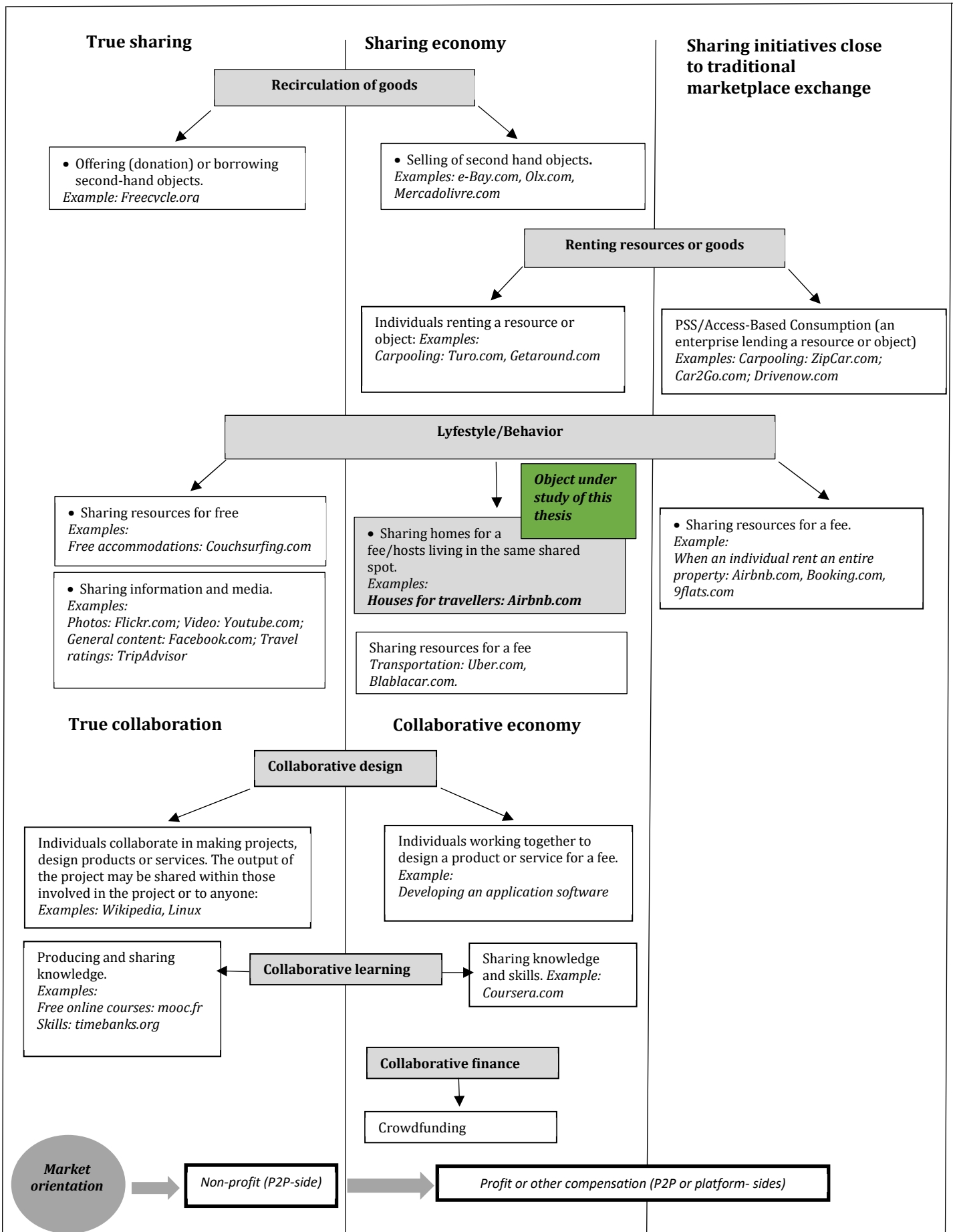


FIGURE 2.1 Scale and scope of P2P Internet-based businesses and initiatives (own elaboration)

These multiple perspectives, encompassing P2P Internet-based businesses and practices, attract different clusters of 'sharing consumers' categorised by their specific motivations (Hellwig et al., 2015). The nature of some motivations of sharing consumers has close connections with some tourist experience dimensions; for instance, social and psychological appeals. Next, a discussion about the main motivations of sharing consumers will be conducted.

2.3.2 Motivations and values for adopting sharing economy

As sharing economy gains attention and popularity, scholars have attempted to understand the major factors motivating individuals' involvement in shared production and consumption. Recent literature explores the following factors, developed in the next topics:

- The sustainable bias of sharing;
- Utilitarian motives;
- Psychological motives;
- The social appeal of sharing economy.

2.3.2.1 The sustainable bias of sharing

Many scholars (Belk, 2014; Bucher, Fieseler, & Lutz, 2016; Hasan & Birgach, 2016; Hellwig, Felicitas, & Florent, 2015; Lamberton, 2016; Piscicelli, Cooper, & Fisher, 2015) argue that individuals are motivated to sharing economy because they believe to be engaged in a less resource-intensive model of consumption and production. In this context, results of PCW (2015) survey illustrate that 76% of participants agree that sharing economy reduces clutter and waste, and 60% believe in the positive impact of sharing economy on the environment. The sustainability of sharing economy has promoted a vibrant rhetoric, encouraged by the media, incumbent industries, entrepreneurs, and grassroots activists (Martin, 2016). Sharing economy helps prevent unnecessary use of resources and excessive waste by reducing new purchases and promoting the reuse of products (Piscicelli et al., 2015), and support an educational bias towards more sustainable use (Catulli et al., 2013). On the other hand, the sustainability bias of sharing economy has been recently criticised by scholars in terms of some contrasting and contradictory framings and paradoxes. Most concerns are related to the following:

i) Creation of unregulated marketplace

P2P platforms, in particular Airbnb and Uber, are being criticised for unfair competition with the mainstream market (in case of the abovementioned platforms, hotel industry, and taxi drivers, respectively) and by promoting tax avoidance (Martin, 2016). Hotel managers and taxi drivers ask for sharing economy to be regulated on the same basis as the mainstream businesses (Gruszka, 2016), in order to protect consumers and the interests of regular market. Additionally, sharing economy leads to decentralised labour practices, opening up unregulated spaces of (under) employment that might be exploited by sharing economy start-ups (Richardson, 2015) and eroding some workers' rights (Martin, 2016).

ii) Adverse social impacts

Some tourist destinations face adverse social impacts associated with the P2PA, such as gentrification, disturbances, issues with renting/selling properties. Sub-section 2.4 will discuss these adverse social impacts.

iii) Exclusivity and inequity

As with any other capitalist activity, unbalanced profits are observed in sharing economy. Start-ups behind PSS and online second-hand trading platforms increase their profits while access-based consumption goes up (Martin, 2016). Likewise, participation in the production of sharing economy is exclusively for those who have economic capital—properties, cars, assets, etc. (Martin, 2016). Hence, sharing economy increases inequalities rather than social justice. In this regard, Dredge and Gyimóthy (2015) stress that sharing economy may be a hipster, rather than a survival phenomenon, driven by and benefiting people with high cultural, digital, and networking capital.

2.3.2.2 Motivations based on utilitarian motives

Arguably, earning and saving money play a relevant role in motivating people to produce and consume through sharing economy. Sharing economy increased its popularity during the economic crisis in the United States and in some European countries in 2008 (Belk, 2014; Vallat, 2015). Thus, there is evidence of engagement in sharing economy because of utilitarian reasons and stimuli (Botsman & Rogers, 2010). For Belk (2010), sharing by utilitarian motivation is central in some pragmatic cases, for example, schoolchildren or siblings who share clothing to increase their wardrobe with no additional expenditure. Similarly, consumers participating in car sharing or bike sharing, and many tourists using

P2PAs are largely motivated by self-interest and utilitarianism, since they perceive economic gains in the sharing process (Lamberton, 2016; Tussyadiah & Pesonen, 2016).

2.3.2.3 Psychological motives

As discussed earlier, altruism and generosity form the nature of sharing, and individuals also get involved in sharing because it is viewed as altruistic, generous, pro-social, and voluntary (Belk, 2010; Bucher et al., 2016). In other words, it enhances the status of those who share within the community (Hellwig et al., 2015), and it may create synergies among individuals (Belk, 2014), resulting in social recognition, sociality, and affinity through the offering of potential values (Arnould & Rose, 2015). When individuals share for altruistic reasons, they are motivated by convenience, courtesy, or kindness to others (Belk, 2014). Recently, Hellwig et al. (2015), has confirmed the existence of motivations associated with the inner self of the individuals and positive emotions such as mutual respect, compassion, sympathy, or simply, the feelings of joy and fun when sharing. Psychological motivations, in terms of feelings and emotions surrounding sharing acts, open a larger discussion in literature about reciprocity expectations from sharing, highlighting the nature of altruism, antimaterialism, and morality embedded in the sharing ethos. Since this study will analyse the affective/feel dimension of the tourist experience in SP2PAs, it is important to bring contributions from different perspectives about sharing and better understand the 'affective' as a dimension of tourist experience in this context.

2.3.2.4 The social appeal of sharing economy

Relational Internet technology supports the interaction of strangers in sharing economy contexts, developing social bonds between them. Thus, sharing economy relies on social relations to mobilise and allocate resources. In this sense, sharing attitudes are driven by social appeal motivations (Bardhi & Eckhardt, 2012; Belk, 2014; Bucher et al., 2016; Hellwig et al., 2015; Martin, Upham, & Budd, 2015; Molz, 2013; Ozzane & Ballantine, 2010; Tussyadiah & Pesonen, 2016), since sharing helps individuals to connect with others. Wittel (2011) affirms that seeking human connection is a key motivation for sharing.

The potential role of social interaction as a value and a motivating factor for engagement in sharing economy is justified by Botsman and Rogers (2010) in terms of the individuals' wish to return to old models of consumption, where they buy directly from others, recreating the old bazaars and trying to reconnect to local and personalised assets which were lost in mass or hyper consumption. Similarly, Bucher et al. (2016) recognise that social motivation for

sharing economy includes the wish to establish new social ties, to be part of a community, and to find companionship in a community. Furthermore, the authors conducted an empirical study and found that sociability is the strongest driver of overall sharing motivations (than monetary-materialism and morality-volunteer). The same evidences were found in Tussyadiah and Pesonen's (2016) study, demonstrating that social appeal motivates guests of P2PA rather than economic factors. These results highlight the relevance of social relation as an analysed dimension of tourist experience in P2P. Social relations and business between strangers have been facilitated through the introduction of new technologies supported by Internet, as described in the following sub-sections.

2.3.3 The Web 2.0 technology and the popularity of sharing economy

Prior studies provide evidence on the role of Web 2.0 technology as a driving factor behind the spread of sharing economy in different consumption contexts (Bardhi & Eckhardt, 2012; Belk, 2014; Botsman & Rogers, 2010; Catulli et al., 2013; Dredge & Gyimóthy, 2015; Guttentag, 2013; John, 2013; Molz, 2013; Sigala, 2014). Some scholars and technical books suggest that the term 'Web 2.0' was introduced by Tim O'Reilly during a conference in 2004, and has become popular since then (Fayon, 2010; Kozinets et al., 2008; Power & Phillips-Wren, 2011; Sellito, Burges, Cox, & Buultjens, 2010; Zollet, 2014). However, evidences in some websites⁵ reveal that the term was first used by Darcy DiNucci in an article titled 'Fragmented Future', published by Print Magazine in 1999.

Overall, academic literature describes the nature of Web 2.0 as a new generation of business models, websites, and applications which enable Internet users to be more active in online transactions through instant interactivity and to generate online content (Albert, Aggarwal, & Hill, 2014; Fayon, 2010; Sellito et al., 2010). Although the term is closely related to new technologies, architectures, or technical infrastructure introduced on Internet (Chakrabarti & Berthon, 2012), the Web 2.0 is rather considered as a concept related to online processes where people are simultaneously the initiators and recipients of information (David Williams, Crittenden, Keo, & McCarty, 2012), and to the transformation of Internet into a place for participation, sharing, and collaboration between users (Hernández-Méndez, Muñoz-Leiva, & Sánchez-Fernández, 2013; Öz, 2015). Essentially, while the first version of Internet—labelled as Web 1.0—is characterised by one-way and passive communications, the Web 2.0 is interactive and offers instantaneous and networked communication

⁵ See, for example: (i) www.orfeu.org/weblearning20/1_1_genese_do_conceito; and (ii) www.W2b.com

(Williams et al., 2012). Furthermore, while consumption on Web 1.0 is mostly goal-oriented, rational, and functional, consumption on Web 2.0 is exploratory, idiosyncratic, and social (Chakrabarti & Berthon, 2012).

The Internet-based P2P businesses are flourishing based on these innovations, since start-ups entrepreneurs are introducing the key factors of Web 2.0 technology to (co)create values in their businesses. Indeed, the features of the Web 2.0 enable interactive information and collaboration among consumers, opening possibilities to approach individuals interested in carrying out online businesses and transactions. It is remarkable that sharing economy business models take advantage of the multiple channels offered by the Web 2.0 to increase its popularity, such as: (i) applications; (ii) blogs and chats; (iii) social networks; (iv) online communities (Kozinets et al., 2008; Stephen, 2016). According to Sellito, Burges, and Cox (2010), information posted through these channels or in any Website 2.0 is known as 'user generated content' (UGC) or consumer-generated media (CGM) (Chakrabarti & Berthon, 2012).

Making use of UGC tools, participants of the sharing economy meet other participants online and consequently, arrange offline encounters (Molz, 2014). Given that UGC has assumed an important role in strengthening ties between individuals in digital environments (Curty & Zhang, 2011), it is frequently considered as being responsible for enhancing trust and reputation in sharing economy context. In this sense, researchers have shown that the Web 2.0 technologies associated with the sharing economy platforms create value by favouring trust and reputation among those involved in P2P transactions (Guttentag, 2015). Specifically, the mechanisms and facilities of the Web 2.0 address confidence and reputation within P2P transactions by enabling: (i) secure modes of payment, (ii) publication of personal profiles; (iii) online interaction between individuals; (iv) integration of individuals in online communities; (v) sharing of photos, videos, and others resources to enhance the quality of information; and (vi) generated content in terms of assessments and opinions from others participants (Molz, 2014; Richardson, 2015; Sigala, 2014).

While successfully conducting P2P transactions and practices, individuals increase their reputation in sharing economy platforms and communities. After gaining confidence, the participants in P2P practices permanently write their transaction biographies and acquire a reputational capital that will give them access to new P2P transactions (Guttentag, 2015; Molz, 2014). By this logic, reputation as a measure of capital is progressively accumulated by those involved in sharing economy transactions (Molz, 2014). Following these approaches, there are evidences that reputation systems promoted by the Web 2.0 in sharing economy are relevant to strengthening social ties in online communities. Ultimately,

creating a good image in the reputation systems of the Web 2.0 reflects the desire to be accepted and to belong to P2P transaction communities, and therefore, to promote sustainability in sharing economy businesses.

In tourism, practices towards trust and reputation are evident through online sharing, revealing consumption behaviours before, during, and after travel. Content production in blogs, chats, Facebook and Twitter updates, recommendations, and assessments on TripAdvisor turn travellers' lives more evident and affordable (Blichfeldt & Marabese, 2014). Tourists also post photos on social networks such as Flickr, Pinterest, and Instagram; presently, destination management organisations (DMOs) are widely accepting these posts to promote destination image (Derek & Kulczyk, 2017). Moreover, John (2013)—who shares online and offline—has witnessed an expansion in P2P tourist businesses and initiatives by sharing through digital technologies, turning spare or idle capacity of homes, cars, bikes, vessels, time, equipment, and local expertise into a useful asset, and offering new possibilities in tourism. Next topic will present the sharing economy in tourism, highlighting the most important themes of research in this field.

2.4 The sharing economy and tourism

Tourism stimulates different opportunities to develop innovative practices within the sharing economy. Hence, P2P Internet-based initiatives in tourism are found in many domains, such as: (i) hospitality; (ii) travel guides; (iii) food and beverages; (iv) rides; (v) exchange; (vi) transportation; (vii) tour operators (Dredge & Gyimóthy, 2015). Similar to other economic sectors, P2P Internet-based initiatives are creating core business values for tourism. They are changing the way travellers autonomously organise their tailor-made holidays (Guttentag, 2015), experience the destination by being immersed in local culture (Forno & Garibaldi, 2015), and co-create value through meaningful social encounters with locals (Tussyadiah & Zach, 2016). In the tourism context, in addition to the aforementioned factors associated with the increasing popularity of P2P Internet-based practices, the search for authentic experiences is also suggested to explain the diffusion of sharing economy in tourism (Cheng, 2016b; Molz, 2014). Considering the relevance of perceived authenticity for SP2PA guest experience, this topic will be discussed in Sub-section 2.4.1, and in Chapter Four (see Section 4.4). Besides the quest for authenticity, recent studies also provide supporting evidence about the role of Web 2.0 technologies in the popularity of sharing economy in tourism. In this context, the tools of Web 2.0 contribute to strengthening trust and reputation between travellers and individuals who supply tourist services (Dredge & Gyimóthy, 2015, Guttentag, 2013).

Considering this recent popularity, sharing economy in tourism and hospitality has become an important topic of research, as underscored by a growing number of scientific publications, including those in the top-ranked journals in tourism and other interdisciplinary fields. Despite this increasing academic interest, scientific literature concerning sharing economy in tourism and hospitality has been relatively sparse (Cheng, 2016; Dredge & Gyimóthy, 2015). Therefore, a systematic literature review was conducted in order to contribute to the scientific knowledge in this field by recognising the main streams of the studies. The process was started by searching available papers in Scopus and Web of Science, which are considered two of the most important databases for citation analyses (Waltman, 2016). This process was conducted in May, 2019. Querying by the terms 'sharing economy and tourism', 'sharing economy and hospitality', 'collaborative economy and tourism', and 'collaborative economy and hospitality', a total of 168, 106, 36, and 22 papers, respectively, were found in Scopus database, and 169, 107, 26, and 23 papers, respectively, in Web of Science. Naturally, there were redundancies within these numbers, since papers can figure in both databases and between the queries. To expand the quest, terms such as 'Airbnb and tourism', 'Couchsurfing and tourism', 'ridesharing and tourism', 'tour guide and sharing', and 'food sharing and tourism' were also queried. However, all papers found using these keywords have been considered in the previous query.

Then, filtering procedures were undertaken. According to Proença and Silva (2016), filtering in systematic literature mapping happens in successive phases. Thus, the first step was filtering by papers' keywords, titles, and abstracts. In this step, papers not directly related to the theme 'sharing economy in tourism' were removed from the query list. Following this, a second filtering was conducted according to the number of papers published in ranked journals and/or most cited papers. This filtering process resulted in 113 papers published between 2003 and May 2019, as summarised in Appendix 1. It is important to note that it was not possible to access the full text of some papers on the above mentioned databases. In such cases, ResearchGate (an online network of researchers) and Google Scholar were used to find these papers.

In order to reveal the relevant topics of sharing economy in tourism, the references from Appendix 1 were clustered. Mendeley software and MS Excel were used to control and organise the clustering process. The following clusters were identified: (i) tourist behaviour in sharing economy; (ii) impacts of sharing economy on destinations; (iii) impacts of sharing economy on tourism industry; (iv) innovation (business models); (v) sustainability; (vi) dilemmas of the sharing economy in tourism; (vii) tourists' experience in sharing economy;

and (viii) spatial distribution. A description of each cluster and its associated papers are presented in Table 2.5.

Among the tourism sectors encompassed in sharing economy initiatives, scholars are paying particular attention to the hospitality sector (see Section 2.5); this literature mapping has found 85 papers that discuss P2PA. Among these, 73 papers are related to Airbnb, ten papers explore Couchsurfing, and two papers discuss ‘homeswapping’. With respect to other tourism sectors, this literature review has found 11 studies discussing the sharing economy in tourism and hospitality sectors in general, six studies for mobility sector (car and bike sharing), two studies for tourist guide, and two studies for food sharing, revealing a scientific gap between these two fields.

TABLE 2.5
Research clusters within the theme ‘sharing economy in tourism’

Cluster	Brief description	Number of papers ⁶	Authors
Tourist behavior in sharing economy	Topics associated to trust, satisfaction determinants, loyalty, tourists and hosts motivations, level of participation, e-WOM, segmentation, etc.	45	Cheng and Edwards (2019); Ert and Fleischer (2019); Kang et al. (2019); Ketter et al (2019); Marques and Gondin (2019); Mody and Hanks (2019); Mody, Hanks and Dogru (2019); Mody, Suess and Letho (2019); Moreno-isquierdo et al. (2019); Pera et al (2019); Sun et al. (2019); Volgger et al (2019); Alrawadieh and Alrawadieh (2018); Bernardi (2018); Bridges & Vásquez (2018); So, Oh and Min (2018), Tussyadiah and Parks (2018); Ram and Hall (2018); Cheng and Foley (2018); Gunter (2018); Volgger, Pforr, Stawinoga, Tapplin, Matthews (2018); Guttentag, (2018); Kim et al. (2018); Zgolli and Zaiem, (2018); Bae, Lee, Suh, and Suh (2017); Decrop et al (2017); Hajibaba et al. (2017); Schuckert et al. (2017); Ketter (2017); Priporas, Stylos, Vedanthachari, and Santiwatana, (2017) Bridges and Vásquez (2018); Forno and Garibaldi (2015); Karlsson and Dolnicar (2016); Karlsson et al. (2017); Liu and Mattila (2017); Mao and Lyu (2017); Tussyadiah and Pesonen (2016); Tussyadiah (2016); Varma et al. (2016); Andriotis and Agiomirgianakis (2014); Ert et al. (2016); Möhlmann (2015); Molz (2013); Tussyadiah and Zach (2016); Heo (2016); Liu, Nie, and Li (2016)

⁶ Some references analyse various themes and can be classified in more than one cluster.

Impacts of the sharing economy on destinations	Impacts associated to local community, rental market, regulation, gentrification, discrimination, employment; governance, etc.	25	Batle et al. (2019); Garau-Vadell et al. (2019); Gyód (2019); Ham et al. (2019); Bakogiannis et al. (2018); Di Natali et al. (2018); Garau-Vaddel, Gutierrez-Taño (2018); Jordan and Moore (2018); Tescasiu et al (2018); Brauckmann (2017); Gurran and Phibbs (2017); Llop (2016); Oskam and Boswijk (2016); Edelman and Luca (2014); Tussyadiah and Pesonen (2015); Guillén Navarro and Iñiguez (2016); Cheng (2016a); Fang, Ye, and Law (2016); Heo (2016); Cohen and Kietzmann (2014); Dredge and Gimothy (2015); Guttentag (2015); Heo (2016); Gant (2016)
Impacts of the sharing economy on tourism industry	Impacts related to hotel revenues, employment in tourism industry, hotels' types affected by P2PA,	16	Dogru et al. (2019); Gyód (2019); Heo et al (2019); Gunter and Onder (2018); Aznar et al. (2016); Choi et al. (2015); Ginindza and Tichaawa (2017); Koh and King (2017); Osés Fernández et al. (2016); Oskam and Boswijk (2016); Varma et al. (2016); Guttentag (2015); Heo (2016); Richard and Cleveland (2016); Sigalla (2014)
Tourist experience in sharing economy	Dimensions of tourist experience, perceived authenticity, transformative experience, communication issues.	17	Cheng and Zhang (2019); Lin et al. (2019); Pappas (2019); Zhu et al. (2019); (2019); Lyu et al. (2019); Kim, Lee, Koo, and Yang (2018). Volgger et al (2018); Sthapit and Jiménez-barreto, 2018; Souza et al. (2018); Tussyadiah and Park, 2018; Mikolajewska-Zajac (2018); Schuckert et al. (2018); Mody et al. (2017); Paulaskaite et al. (2017); Decrop et al. (2017); Johnson and Neuhofer (2017); Bae et al. (2017).
Innovation (business model)	Values and characteristics of the business models framing tourism sharing economy start-ups, disruptive innovation, competitiveness, etc.	13	Dogru et al (2019); Gössling and Hall (2019); Lee et al. (2019); Li et al. (2018); Meged and Zillinger; Schukert, Peters and Pils (2018); Benitez-Aurioles (2018); Zecan et al. (2018); Kannisto (2017); Guttentag (2015); Cohen and Kietzmann (2014); Tham (2016); Sigala (2014)
Sustainability	Concerns about whether the sharing business models in tourism are sustainable.	4	Guttentag (2015); Dredge and Gimothy (2015); Priskin and Sprake (2008); Cohen and Kietzmann (2014)
Dilemmas of the sharing economy in tourism	Discussions on claims, controversies and ideologies on sharing in tourism.	3	O' Regan and Choe (2017); Dredge and Gimothy (2015); Gant (2016)
P2PA spatial distribution	Analysing the P2PA's spatial distribution on destinations.	3	Roelofsen and Minca (2018); Ioannides, Roslmaier, Zee (2018); Gutiérrez, Garcia-Palomares, Romanillo, and Salas-Olmedo (2017).
Other topics	Disabled tourists and P2PA branding	2	Boxall et al. (2018), Fierro and Aranburu (2018)

An examination of Table 2.5 shows that the most dominant and representative themes of scholars' interests are particularly connected to 'tourist behavior in sharing economy consumption' and 'impacts of sharing economy', both on destinations and tourism industry. In the light of the scope and importance of these themes for this study, they will be discussed in the next topics. According to the same Table, studies discussing the 'tourist experience in sharing economy' are also significant, and due to its relevance for the current study, the related papers will be discussed in Chapter Three (Sub-sections 3.5.1, and Section 3.7). The other themes encompass issues related to sustainability, innovation (business model), dilemmas, concerns and issues about sharing economy in tourism, and P2PA spatial distribution on destinations.

2.4.1 Impacts of sharing economy on destinations and on tourism industry

As travellers pursue better value for money, sustainable practices, and authentic tourist experience at destinations (Cheng, 2016b), the P2P start-ups find in tourism a fertile terrain to develop new business and help travellers reach these goals. Otherwise, whereas such rapid growth and benefits of sharing economy in tourism are acknowledged by scholars, practitioners, and policy makers, an increasingly concern for the fast diffusion of sharing economy in tourism has also been observed (Cheng, 2016b). Ultimately, the rationale for these concerns is related to negative impacts induced by sharing economy in destinations and travel industry. The next two topics will analyse these negative and positive impacts on destinations and tourism industry.

2.4.1.1 Impacts on destinations

Empirical studies on Airbnb conducted by Tussyadiah and Pesonen (2015) in United States and Finland have demonstrated that sharing economy positively impacts destinations in terms of: (i) expansion in destination selection—tourists are considering more destination options, since the reduction in accommodation costs allows travellers to rethink about their selected destinations that are otherwise cost-prohibitive; (ii) increase in travel frequency and length of stay; and (iii) increase in the range of participated activities in tourism destination, since travellers wish to engage in particularly meaningful social interactions with locals and uniquely authentic settings. Similarly, Dredge and Gyimóthy (2015) also emphasise the increase in length of stay and the new opportunities for experiences as positive impacts of sharing economy in tourism destinations. Tussyadiah and Pesonen's (2015) and Dredge and Gyimóthy's (2015) findings are particularly supported by Cheng's

(2016b) and Heo's (2016) arguments that sharing economy creates value for locals, tourists, and other tourism service providers, since it incrementally helps visitors to access a wide range of products and services at destinations at more affordable prices and facilitates authentic encounters between tourists and residents. Furthermore, Cheng (2016b) concludes that this exchange value contributes to employment and income of locals. The residents' support for sharing economy in tourism depends on whether they can perceive the benefits of the activity (Garau-Vadell, Gutiérrez-Taño, & Díaz-Armas, 2018).

Moreover, studying the effects of sharing economy on mobility, Cohen and Kietzmann (2014) argue about the environmental benefits of shared mobility; this is particularly interesting in the context of destinations with large population and increasing density. Recently, Bakogiannis, Christodouloupoulou, and Siti (2018) showed that bike sharing systems (BSS) complements public transport, replaces short journeys by car (reducing traffic congestion), improves citizens' health, and reduces noise and CO₂ emissions (improving the urban environment). Hence, BSS enhances destination attractiveness.

In turn, negative impacts are also analysed by scholars. Regarding this, authors have attempted to discuss the concerns about transformation of private homes into tourist dwellings and its effects on the gentrification⁷, liveability, and security in neighbourhoods.

Guttentag (2015) explains that the P2PA short-term rentals to tourists has affected the long-term rental market of dwellings in three ways: (i) an increase in the value of traditional rents because of the expansion of short-term rent; (ii) the availability of properties for sale may suffer a reduction, since owners prefer to rent out their properties to tourists than selling; (iii) landlords at tourist destinations are increasingly using P2PA platforms to rent out their properties in short-term markets instead of offering them in traditional long-term rental markets. Consequently, local population at tourism destinations are facing a scarcity of properties for long-term renting (Guttentag, 2015; Richardson, 2015). These evidences are also analysed by Llop (2016) using a case study in Barcelona, which identified a decrease in residential rental offer and a rise in rental prices in touristic central areas. The same negative impact was observed by Dinatale, Lewis, and Parker (2018) in the state of Oregon (USA). According to them, 38% of Airbnbs in Oregon are homes that are rented out for more than 30 days in a year, showing evidence of potential impacts on long-term rental supply.

⁷ Gentrification is a process involving a change in the population of land-users, such that new users are of a higher socioeconomic status than the previous users, together with an associated change in the built environment through a reinvestment in fixed capital (Clark, 2005).

Recent studies (Gyodi, 2019; Gant, 2016; Navarro & Iñiguez, 2016; Llop, 2016; Oskam & Boswijk, 2016) find evidence of gentrification stimulated by P2PAs in tourist zones. Gant (2016) contends that gentrification in tourist destinations is fuelled by investors, tourist companies, and individual landlords, for whom the conversion of residential buildings into accommodation for visitors is a new business opportunity. The author explains that the gentrification process in Barcelona's historic centre occurs according to these motives, and is in line with Llop (2016), who highlights that this population exodus (voluntarily or because of tourist pressure) can happen in areas where tourists are concentrated.

Another major concern involving sharing economy and destinations is possible disturbances, incidences of noise and conflicts caused by tourists while transiting in residential areas, mainly when they exhibit uncivil behaviour (Llop, 2016, Guttentag, 2015). Another recent case study conducted in Sidney (Australia) by Gurran and Phibbs (2017) has observed a growing concern over tourist behaviour in residential neighbourhoods, particularly when whole P2PAs are offered by absent hosts. Thus, according to Guttentag (2015), and Tescasiu, Epuran, Simona, and Chit (2018), a key issue in such concerns is the avoidance of government regulation for sharing economy services, resulting in low security warranties for tourists and local residents, and no-fee regimes. Navarro and Iñiguez (2016) endorse regulatory and urban planning requirements to control the negative impacts of the P2PA on destinations, thereby avoiding neighbourhood disturbances. Besides these concerns, some authors (Cheng, 2016a; Dredge & Gymóthy, 2015; Guttentag, 2015) also mention the increase in informal work as a negative impact in the field of sharing economy in tourism destination.

2.4.1.2 Impacts on tourism industry

According to Table 2.6, hospitality is the dominant tourism sector affected by sharing economy. In particular, its impacts on tourism industry, aspects of competition, employment, and financial performance are often analysed by scholars.

In terms of positive impacts, Fang, Ye and Law (2016) argue that sharing economy benefits tourism industry by generating new jobs as more tourists would come because of lower prices of the P2PA. Support for this assertion is found in Tussyadiah and Pesonen's (2015) findings (as discussed before) about changes in travel patterns because of the entry of sharing economy in tourism, and Sigala's (2014) arguments about the facilities for entrepreneurship in sharing economy because of lower entry barriers. According to these

authors, sharing economy increases the tourist consumption and potentiality generates jobs within destinations.

Specifically, for hotel industry, impacts of sharing economy have stimulated growing interest among scholars. This can be related to the huge popularity of the P2PA in sharing contexts. Aznar et al. (2016) considered Airbnb listings close to hotels in Barcelona and found that changes in revenues are positive but not significant. In turn, Choi et al. (2015) demonstrate that revenues of budget hotels are more affected by Airbnb listings; otherwise, no evidences of this influence were found for luxury, upscale, midscale, and economy hotels. Similarly, analysing price-value competition, Oskam and Boswijk (2016) argue that Airbnb competes with two and three stars hotels on the leisure market, and tourists now prefer to have an experiential value through the unexpectedness of a diverse offer, contact with locals, being part of a community, and staying in residential neighbourhoods, instead of staying in budget low-quality hotels. Evidently, sharing economy has a more visible impact in the traditional low-end niche market of budget hotels. On the other hand, recently, Dogru, Mody, and Suess (2019) demonstrated that an increased Airbnb supply impacts not only lower-end hotels but also the mainstream market across hotel segments equally, which is in line with the tenets of the disruptive innovation theory, since Airbnb initially impacted the lower-end hotel segment, and nowadays, it also impacts the mainstream market.

Some scholars suggest that arguments and claims from tourism industry regarding the sharing economy initiatives include the creation of policies to regulate this new economic activity (Dredge and Gymóthy, 2015; Guttentag, 2015; Hoe, 2016; Oskam & Boswijk, 2016). Hotel industry is building pressure for equality in playing competition by requiring P2PA platforms to follow the same obligations for safety and taxation (Oskam & Boswijk, 2016). Sharing in transportation sector also faces similar issues; Uber, Cabify, and similar mobility platforms have several conflicts with taxi drivers and transport associations around the world. However, the point is that tourists now prefer such sharing models to mainstream alternatives (Cohen & Kietzmann, 2014) and therefore, a regulation policy may contribute to the sustainability of sharing economy in tourism and a fair competition among players. This argue is supported by Hoe (2016), who explains that if legislative challenges and conflicts between stakeholders continue, the future of the sharing economy in tourism will remain uncertain. Caution is necessary when implementing regulation plans, strategies, and governance for the sharing economy. General rules, excluding territorial differences (e.g., rural and urban territories, dimensions of the cities, etc.) and particularities of each sharing economy services, should be avoided.

2.4.2 Tourist behaviours in sharing economy

Tourist behaviour in sharing economy is another theme largely discussed in academic literature. The focus here is on the demand-side of sharing economy and several authors have attempted to discuss themes like pre-encounter of sharing economy services, trust, determinants of satisfaction, loyalty, tourists' and hosts' motivations, e-WOM, etc.

Scholars are interested in gaining insight into what reasons push or motivate tourists to adopt sharing economy. Cost savings or economic benefits play an important role in pushing tourists to sharing economy initiatives (Guttentag, 2015; Han, Shin, Chung, & Koo, 2019; Tussyadiah & Pesonen, 2016;). Moreover, this is considered as an important competitive advantage for sharing businesses since cost savings is significantly correlated with the likelihood of repeating the use of P2PA in the future (Tussyadiah & Pesonen, 2016). Despite the economic appeal of sharing economy in tourism, an overview of studies listed on Table 2.6 and related to tourist motivations on sharing initiatives reveals that cost saving is not the unique appeal of this 'new' way of travelling. By this logic, the social appeal—the desire for community and sustainability ethos—is considered as a central factor pushing tourists towards sharing economy initiatives (Marques & Matos, 2019; Molz, 2013; Tussyadiah & Pesonen, 2016). In sharing economy, tourists are interested in the way they connect with each other using Web 2.0 tools, as well as in the types of tasks they perform in face-to-face tourism sharing initiatives (Molz, 2013). Such motivation brings forth an important implication of this study: considering the social appeal of sharing economy in accommodation services, involving tourists with local community and give them access to local experiences exposes them to a differentiated hospitality not found in traditional hotels (Dredge & Gyimóthy, 2015; Guttentag, 2013; Sigala, 2014; Tussyadiah & Pesonen, 2016).

Tourists are also motivated by the sense of community fuelled by sharing economy initiatives (Guttentag, 2015; Molz, 2013; Tussyadiah & Pesonen, 2016). The sense of community in sharing economy emerges from two distinct but connected ways: the first way is related to Tussyadiah and Pesonen's (2016) notion of feeling as being a part of a community when travellers are immersed in a different culture. In this context, the values of social relationship and perception of authentic experience are considered driving factors for tourists to take part in the P2PA experience (Tussyadiah & Pesonen, 2016). This assumption is relevant for this study since such experience is being suggested as impacting destination attachment, revealing the significance of today's sharing economy initiatives for destinations. The second way is intertwined with Lévy's (1999) notion of virtual community. According to Lévy (1999, p. 127, our translation), "a virtual community is built on the affinities of interests, knowledge, mutual projects, in a process of cooperation and

exchange, all of this regardless of geographical neighbourhoods and institutional affiliations'. Therefore, virtual communities in sharing economy join individuals with the same interests and concerns, which may include a desire for social relationship, sharing instead of owning, engaging in more sustainable modes of consumption and social responsibility (contributing to local economy), and experiencing tourism destinations like locals (Botsman & Rogers, 2010; Tussyadiah & Personen, 2016;). Although most online tourist communities are informal, the collaborative interaction through digital technologies or online networking are imbued by rhizomic patterns, or in other words, with non-hierarchical interactions and connectivity among participants. According to Lévy (1999), the activation of flexible and transversal modes of cooperation and the establishment of synergies between competences, resources, and projects are responsible for developing collective intelligence within virtual communities. The intimate relationship between hosts and guests is central for guests' SP2PA experience and this will be analysed in Chapter Three (see Sub-section 3.6.1) of this document.

The relationship between tourist experience and loyalty is relevant to this study. In this context, Priporas et al. (2017) verified a positive relationship among guest experience, guest satisfaction, and P2PA loyalty for Airbnb guests in Indonesia and that satisfaction partially mediates the relationship between service quality and loyalty. Varma et al. (2016) conducted a study comparing users and non-users of P2PA and concluded that in general, P2PA users find it to be a safe and convenient option that they can continue to use in future, while non-users of P2PA express their intentions to use such services in the future.

These issues are particularly relevant for the accommodation sector, which is being radically changed (and challenged) by P2P Internet-based initiatives (Karlsson & Dolnicar, 2016). Sharing economy is increasingly intertwined with accommodation as tourists find more options for their travels because of particular opportunities to co-create value within the P2PA experience. Therefore, a P2PA is suggested not merely as a support experience but a multidimensional experience spot. Next topic will develop an analysis of sharing economy in the hospitality sector as a basis to discuss the tourist experience in P2PA.

2.5 Sharing economy in the hospitality sector

In tourism, one of the most visible forms of sharing entrepreneurship is the P2P business of monetised alternative accommodation, promoted by Web 2.0 platforms such as Airbnb, 9Flats, Flipkeys, Knock-on, Homeway, Housetrip, etc. These platforms provide an online marketplace which provides houses on rent from one ordinary individual to another,

featuring a person-to-person accommodation (Guttentag, 2013). According to DaMatta (1997), homes where families live are prototypes of hospitality since ‘at home, there is always the golden rule of hospitality, which translates purely and simply into respect for the visitors and the satisfaction of receiving them under our roof, wishing to talk to us’ (p. 11, our translation). Historically, travellers used to stay in familiar environments during their trips (see Table 2.6). Thus, P2PA platforms turn the hospitality of ‘home’ and its associated values into a business, redrawing an old and traditional mode of stay for some travellers.

TABLE 2.6
Examples of home staying along the history

Historic period	Examples
Classical ages	In the anthropocentric societies, such the ancient Greeks, a traveler seeking hospitality would commonly receive food and shelter from strangers (Iverson, 1989). Much of what is known about travel in ancient times is due to the writing of Herodotus (a Greek historian and geographer who died around 430 b.C.) and he is considered as the world’s first travel writer (Holloway, 1994).
Modern times	Eighteenth-century travelers on their Grand Tours in Europe, used to stay in people's private accommodations along their itineraries (Black, 2011). The Grand Tours were travels accomplished by the young European aristocracy during the 17th and the 18th centuries and the journeys led the young Europeans to the centres of cultural, political, economic and religious life, for instance, to cities like London, Paris, Amsterdam, Rome, Venice, Turin and Madrid (Steinecke, 1993)
Contemporary times	‘Servas international’ is an internacional, non-profit, non-governmental organization established in 1949 by Bob Lutweiler and aims to provide opportunities for personal contacts among people of different cultures, backgrounds and nationalities, joining an international network of hosts and travellers (Servas, 2017). According to Molz (2012), Servas is the first network of domestic hospitality. Servas itself proclaims as an organization fostering peace and value understanding among people regarding their cultural differences, gender equality and diversity in ethnicity, ideology, sexuality and nationality and they are not linked to any specific political or religion ideology (Servas, 2017). Members are encouraged to make donates and pay an annual fee. Homestay or commercial home enterprise (CHE) are names suggested by Lynch (2005) to frame peer-to-peer accommodation and they encompass the well-known domestic hospitality types of ‘bed & breakfast’, ‘farmhouses’, ‘self-catering accommodation’, ‘host-families’ or even small hotels (Tucker & Lynch, 2005). Generally, a CHE has less than ten bedrooms and is kept and operated by the property’ owners, who offers a breakfast to their guests (Chen, Chen, & Lee, 2013). Additionally, the host has a relevant role for the CHE` experiencescape involving guests in an intimacy, warmth, trust, generosity and spontaneity ways (Cederholm & Hultman, 2010; Kastenholz & Sparrer, 2009)

As mentioned earlier, the interactive technologies provided by the Web 2.0 determine the increasingly popularity and worldwide scale of P2P accommodation marketplace. Nowadays, the platform ‘Airbnb.com’ has the largest market share in the P2P accommodation business (Guttentag, 2015). This start-up was founded in 2008 in San

Francisco, USA (Oskam & Boswijk, 2016), and offers more than two millions shared property listings in more than 191 countries and 34.000 cities around the world (Airbnb, 2019).

The non-monetised platform 'Couchsurfing.com' is also popular among travellers and it is considered the largest free online hospitality platform (Figueiredo, 2014; Molz, 2013). Couchsurfing is a 'global network of travellers who host each other for free in their homes' (Molz, 2013, p. 218). The project was originally launched in 2003, and as a non-monetised P2PA, it is an example of true sharing in terms of Belk's (2014) tenets for 'sharing'. From this perspective, Molz (2013) also describes Couchsurfing as a social networking technology embedded on the Albert Harsey' notion of moral economy (see Bauman, 2004). Additionally, Molz (2013) considers Couchsurfing.com as a form of volunteer tourism. Figueiredo (2010) conceives Couchsurfing hospitality as an ingrained gift, where human values such as reciprocity, friendship, confidence, and tolerance stand out. These values evolve based on the cultural exchanges and intimate relations between travellers, favoured by an experience-scape of domestic hospitality. Couchsurfing guests will always stay with the host's presence, and the accommodation offered is usually a couch, or an entire or shared room (Figueiredo, 2014). Other platforms have the same tenets as Couchsurfing; for instance, 'Hospitality Club', 'Hospitality Exchange', and 'Globalfreeloaders' (Molz, 2013; Priskin & Sprake, 2008).

The market of P2PAs on online platforms also includes home swapping between tourists. Similar to Couchsurfing, home swapping is based on the principles of reciprocity and mutuality. According to Forno and Garibaldi (2015, p. 207), it "consists of the mutual exchange of homes over varying periods of time for the purpose of holiday-making, work, or study. It is a form of accommodation which occurs directly between the homeowners—the swappers—from all parts of the world'. Escaping from traditional hospitality market's desire of reciprocity, and search for experience local authenticity are some driving factors for tourists adopt home swapping (Alexandris, Kouthoris, & Andreas, 2006; Forno & Garibaldi, 2015).

Overall, P2PA offers an interesting and innovative alternative to the traditional hotel stay (Varma et al., 2016) and, considering the increase popularity of the online P2PA platforms, they are being considered as a mode of disruptive innovation business in the hospitality market (Dinatale et al., 2018; Guttentag, 2015; Karlsson, Kemperman, & Dolnicar, 2017).

The etymology of the word disruptive⁸ comes from *disruptu/disrumpere* in Latin, meaning split or break. The term ‘disruptive innovation’ was introduced by Joseph Bower and Clayton Christensen, authors of ‘Disruptive Technologic: catching the wave’, published in 1995 by the scientific journal Harvard Business Review (Markides, 2006; Sultan, 2013). Later, Govindarajan and Kopalle (2006, p. 13) described a disruptive innovation as “introducing a different set of features and performance attributes relative to the existing products and being offered at a lower price, a combination unattractive to mainstream customers at the time the product is introduced due to inferior performance on the attributes mainstream customers value”. However, more price-sensitive customers from the mainstream market see values and advantages in disruptive innovation and shift to the new proposal.

Although P2PAs have conquered clients from the traditional hospitality companies, there are no evidences that they will replace the traditional accommodation providers (Karlsson et al., 2017). As a disruptive innovation, P2PA platforms are considered easy to use (Guttentag, 2013; Molz, 2013; Tussyadiah & Pesonen, 2015), and Web 2.0 tools establish a trusted marketplace through engagement and community (Oskam & Boswijk, 2016), thereby contributing to increase the usage of P2PA platforms. The process starts with the traveller creating a profile in the P2PA platform. This profile includes autobiographical descriptions, photographs, and references from previous hosts (Molz, 2013), and this stage is relevant in developing a reputational capital within the community—a requirement for P2P transactions, as discussed earlier. After creating the profile, for monetised P2PA, travellers can book an entire house or apartment online, as well as a room or a shared room in a residence, (Guttentag, 2015; Tussyadiah & Pesonen, 2015,). Some platforms also offer opportunities to stay in unique alternative accommodations, such as tree houses, renovated airplanes, castles, windmills, boats, igloos, indigenous tents, buses, trains, etc. (Dredge & Gyimóthy, 2015;. Souza, Kastenholz, & Barbosa, 2018).

It is worth noting that when travellers rent an entire property without the host living in it, although deemed as a P2P business, it is closer to marketplace exchange (as described in Figure 2.1), since this context is analogous to transactions by real estate agents. On the other hand, when travellers rent only an entire room or a bed in a shared room, two cases are possible: (i) the guests stay at the property without the presence of the host, or (ii) hosts live in the property and guests share the stay with them and sometimes with their family (SP2PA). The first case is again close to marketplace exchange, since it is similar to staying

⁸ Disruptive. (2003). *Dicionário da Língua Portuguesa com Acordo Ortográfico [em linha]*. Porto: Porto Editora. Available at: <<http://www.infopedia.pt/dicionarios/lingua-portuguesa/disruptivos>>.

in a hostel or a guest-house; the latter case—the monetised SP2PA as a sharing economy-based initiative—is analysed in this study the monetized SP2PA, and it is a sharing economy-based initiative. In this context, the hosts share all the facilities of their house with the guests, such as kitchen, bathrooms, and home appliances (Guttentag, 2015). After the stay, guests are encouraged to rate some P2PA features such as cleanliness, location, and communication (Zervas, Proserpio, & Byers, 2015). Last but not least, guests and hosts both write public comments on the platform about their mutual experience. It can be argued that this form of mutual e-WOM enhances the reputational capital of the individuals participating in this type of hospitality experience.

As discussed before, in the contemporary times, travel-related behaviours are (irreversibly?) influenced by disruption processes, largely influencing the hospitality sector. However, this technological determinant is not the only one at the root of these disruptions. Other factors associated with features of post-modern travellers are designing compelling experience value propositions for tourists and they should not be despised. This becomes particularly evident when looking at the diversity of P2PA types described before and the geographical distribution of these accommodations at the destination territory. Accordingly, for the accommodation sector, it is possible to suggest that sharing economy is breaking the stiffness observed in the regular accommodation supply. Indeed, the tourist supply is stiff (Cooper, Fletcher, Fyall, Gilbert, & Wanhill, 2007), usually concentrated in permanent and inflexible spatial arrangements and quite close to the main tourist attractions (Molz, 2013). Nonetheless, within the P2PA diffusion through the destination territory, it may be observed that travellers' circulations have been expanding to different quadrants and corners of the destination. According to Guttentag (2015), P2PA guests are likely to visit and spend money in non-tourist areas, since many of the P2PAs are distributed on peripheral localities, outside the tourist bubble. Hence, P2PAs allow tourists to get closer to the real life through direct contact with local residents in their habitual residential areas, permitting more authentic experiences and genuine cross-cultural encounters, which are preferred by post-modern tourists as they seek identity constructions and authentic narratives provided by encounters with local destination culture (Dredge & Gyimóthy, 2015). Ultimately, post-modern tourists are also interested in learning while travelling, and when travellers stay in a P2PA, they have the opportunity to learn about the visited culture by directly experiencing the everyday life of local residents, something that would otherwise difficult to achieve within traditional tourist arrangements (Forno & Garibaldi, 2015).

2.6 Conclusions

The literature review conducted in this chapter explores the sharing economy theme in order to introduce the study object of this thesis: person-to-person accommodation. From the analysis of academic literature (papers, conference proceedings and doctoral thesis), documents from recognised international institutions, and books written by consultants specialised in sharing economy, it was possible to present a theoretical contribution to guide the empirical study of this PhD thesis. In terms of the nature and characteristics of sharing and collaboration—conceived as inherent practices of mankind—it leads to conclude that the combination of these practices with network and interactive technology has developed a recently popular economic model, well-known by the expression sharing economy. The sharing and collaborative ethos appeal people to join sharing economy, and the technology acts as bridge to redefine the way goods and services are exchanged and allows consumers to co-create values in this new economic model. Besides technology, other factors also explain sharing and collaborative ethos as the core of today's businesses models: economic crisis, low entry barriers, and consumers' motivations (Bostman & Rogers, 2010; Dredge & Gyimóthy, 2015; Sigala, 2014).

Sharing economy has spread in various scales and scopes to different economic sectors, including tourism and hospitality, resulting in paradoxes and ambiguities related to different definitions of the activity. To avoid semantical issues, this review concludes that monetised P2PA should be framed and published in the scope of sharing economy and not as collaborative economy or collaborative consumption. It is necessary to identify different scopes of P2PAs, since it is possible to find practices close to traditional marketplace exchanges (rentals without hosts) and initiatives close to true sharing (Couchsurfing). Hence, a regulation observing the specificities of each scope is necessary for the sustainability of the sharing economy in tourism, since the potential of positive and negative impacts of sharing economy on tourism has been identified. As it was discussed, there are different types of P2PAs, and those which are effectively shared, with host actually living in the P2PA, tend to be more sustainable, which is not to say that uncontrolled growth and domination of parts of cities by this type of lodgement, is globally beneficial, but gives an argument for controlling these business, giving priority to the SP2PA. The literature review also shows that the impacts of sharing economy on destinations, tourism industry and consumer behaviour are the most analysed themes in tourism and the accommodation sector.

This review also concludes that certain motivating factors encourage individuals towards sharing economy, such as sustainable factors (Bucher et al., 2016; Hasan & Birgach, 2016),

instrumental factors (Lamberton, 2016), psychological factors (Hellwig et al., 2015) and social factors (Tussyadiah & Pesonen, 2016). The last two motivating factors (psychological and social) are closely related to certain P2PA experience dimensions. The P2P accommodation offers experiential values such as the surprise of a diverse offer, contrast with the mainstream market, direct contact with locals and cross-cultural encounters by being part of a community, and staying in residential neighbourhoods, that enthruse many travellers (Oskam & Boswijk, 2016), and provides opportunities to live a particular authentic experience escape. These contexts are particularly relevant to this thesis, as they will be reinforced in the next chapters.

Chapter 3

The nature of the tourist experience

3.1 Introduction

The experiential aspect of consumption is especially relevant for tourism and hospitality (Ryan, 2010). Tourists are becoming more engaged during their trips, searching for meaningful activities that result in self-realization and even self-transformation (Cohen, 2010). Otto and Ritchie (1996, p. 168) outline that 'perhaps more than any other service industry, tourism holds the potential to elicit strong emotional and experiential reactions by consumers.' However, the experience is subjectively related to individuals' inner self and occur within different possibilities of cultural, social and environmental conditions. The tourist experience is thus deemed as a complex entity, since tourists consume this experience by associating specific and heterogeneous cognitive perceptions, feelings, sensations, emotions, meanings, and behaviours (Tung and Ritchie, 2011). Therefore, managing the tourist experience is a big challenge for destinations and tourist enterprises.

This chapter discusses the tourist experience and the focus will be on the efforts devoted by scholars and practitioners in attempting to better understand and manage it. First, the experience will be defined according to a multi-disciplinary perspective, and this approach contributes to understanding the nature of the experience in consumption contexts like tourism, presenting first general consumer behaviour and respective management models to then focus on tourism and hospitality. Special attention will be given to the management of the tourist experience by recognizing the relevance of its specific dimensions and related outcomes, such as destination attachment, perception of authenticity and destination loyalty.

3.2 Defining experience in different approaches

Experience is not discussed in the literature by a unique lens, since authors from different perspectives have attempted to define 'experience', providing diverse frameworks for understanding the nature and essence of the experience in consumption contexts. At this point, Carù and Cova (2003), Schmitt (2010) and Walls, Okumus, Wang and Kwun (2011) have gathered various definitions for 'experience', derived from diverse scientific fields (see Table 3.1) and these definitions frequently provide some clues for better understanding the main issues and concerns regarding managing tourists' consumption experiences.

TABLE 3.1
Interdisciplinary definitions for 'experience'

Discipline	Authors	Definitions
Anthropology	Abrahams (1986, p. 49)	Experience is, at one and the same time, illustrative of what individuals are and of the conventional patterns of culturally learned and interpreted behaviour that makes them understandable to others.
Psychology	Dubet (1994, p. 93) Husserl (1931 cit. by Schmitt, 2010, p. 61) Csikszentmihalyi (1990, p. 3)	A cognitive activity, a test, a means to construct reality and, above all, to verify it. Experiences are private events that occur in response to some stimulation. They are often not self-generated (as some thoughts and cognition) but induced. The best moments in our lives are not the passive, receptive, relaxing time – although such experiences can be enjoyable if we have worked hard to attain them. The best moments usually occur when a person's body or a mind is stretched to its limit in a voluntary effort to accomplish something difficult and worthwhile. Optimal experience ('flow') is thus something that we make happen.
Philosophy	Mora (1984, p. 1094-1095))	En filosofía, la expresión "experiencia" tiene múltiples significados: (i) 'la aprehensión por un sujeto de una realidad, una forma de ser, una forma de hacer, una manera de vivir... (ii) la aprehensión sensible de la realidad externa... (iii) la enseñanza adquirida con la práctica... (iv) La confirmación de los juicios sobre la realidad por medio de una verificación, por lo usual sensible, de esta realidad... (v) El hecho de soportar el sufrir, algo como cuando se dice que se experimenta un dolor, una alegría, etc. ⁹
Management/ Consumer Behaviour Studies	Schmitt (2010, p.61) Carù and Cova (2003, p.272). Pine and Gilmore (1999, p.11-12) Schmitt (1999, p. 25-26) Holbrook and Hirschman (1982, p.131)	Experiences are private events that are not self-generated but rather occur in response to some staged situation and involve the entire being. An experience is mainly a type of offering to be added to merchandise (or commodities) products and services, which is particularly suited to the needs of postmodern consumer. The newly identified offering of experience occurs whenever a company intentionally uses services as the stage and goods as props to engage an individual. While commodities are fungible, goods are tangible, and services intangible, experiences are memorable. Experiences occur as a result of encountering, undergoing, or living through situation. They are triggered stimulations to the senses, the heart, and the mind. Experiences also connect the company and the brand to the customer's lifestyle and place individual customer's action and the purchase occasion in a broader social context. The experience view focuses on the symbolic, hedonic and aesthetic nature of consumption. This view regards the consumption experience as phenomenon direct towards the pursuit of fantasies, feelings, and fun.

⁹ 'The apprehension by an individual of a reality, a way of being, a way of doing, a way of living ... (ii) the sensitive apprehension of external reality ... (iii) the learning acquired through practice ... (iv)) The confirmation of judgments about reality through verification, usually sensible, of this reality ... (v) The fact of enduring suffering, something like when someone refers to experiencing pain, joy, etc. (our translation)

Overall, Table 3.1 indicates that definitions from a psychological perspective consider the cognitive 'learning' process associated to reactions to 'sensorial stimuli', while, particularly 'positive psychology' (Csikszentmihalyi, 1990) refers to 'active engagement', and particularly intense involvement leading to positive sensations of 'flow'; these 'experience elements' are also relevant dimensions for managing experience in consumption contexts (Schmitt, 2010), as it will be detailed later. Similarly, philosophical definitions suggest that experience has an escapist and learning nature. Furthermore, Schmitt (2010), analysing the contributions of the Danish philosopher 'Søren Kierkegaard',¹⁰ discusses that the experience is tied to emotions and, in turn, emotions and affectivity are relevant dimensions for marketing and managing the experience in consumption contexts, because they are intertwined to consumer's decision making and behaviour. Specifically, the 'management perspective' exploits the relationship between experience and consumption, or the 'experience view' of consumption, emphasizing that experiences create new values to goods and services by focusing the 'hedonic' nature of consumption (Pine & Gilmore, 1999; Holbrook & Hirschman, 1982). Hedonic consumption can be defined as 'positive, fun and intrinsically enjoyable experiences' (Arnould & Price, 1993, p. 25). Besides pleasure, hedonic consumption also has an emphasis on sensorial stimuli. In this context, Addis and Holbrook (2001, p. 59) explain that hedonic consumption refers to 'facets of consumer behaviour that relate to the multisensory aspect of one's experience'. Moreover, the fantasy and emotional aspects of consumer interactions with products and services are characteristic of hedonic consumption (Solomon, 2009). Within these notions, the hedonic consumption attributes different values to consumption, not only the traditional 'utility value' that considers consumers as mere rationalists – decision makers, values that are particularly relevant in leisure and tourism contexts.

3.3 Managing 'experience' in consumption contexts

In order to acknowledge the usefulness of the management perspective to the current study, it is relevant to discuss the efforts devoted by scholars to elucidate how to manage the experience in consumption contexts. According to Volo (2006), the interest and popularity among scholars about how to manage the experience in consumption contexts has emerged after the seminal paper 'The experiential aspect of consumption: consumer fantasies, feelings and fun', published by Holbrook and Hirschman (1982). From a phenomenological

¹⁰ Søren Kierkegaard is a Danish writer whose literature includes philosophy, psychology, theology, etc. By discussing the drama of human existence, the anguished loneliness of individuals, and the relationship between man's faith and God, Kierkegaard is deemed as an important philosopher for the genesis of contemporary existentialism and religious philosophy (Durosai & Russel, 2000).

perspective, these authors discuss the 'experiential view', arguing that consumption is not merely functional. Indeed, it integrates 'fantasies' (dreams, imagination, unconscious desires), 'feelings' (from positive and negative emotions) and 'fun', highlighting the hedonist effect derived from fun activities and aesthetic pleasures.

Later, two relevant frameworks have contributed to spreading the popularity of the 'experience view' in consumption contexts: the 'experience economy' (Pine & Gilmore, 1999) and the 'experiential marketing' (Schmitt, 1999) frameworks. Pine and Gilmore (1999) stressed that the success of business enterprises lies in delivering experiences, instead of merely goods or services. The authors argue that consumers are experiencing the age of the 'experience economy'. Similarly, Schmitt (1999) presented the 'experiential marketing' theory which is consumer-oriented and focused on experiences that create connections to consumers. This contrasts to more traditional approaches, which focus on functional and objective features of products and services. Both, Schmitt (1999) and Pine and Gilmore' (1999) frameworks stress that business enterprises should create conditions to help consumers immerse into meaningful experiences in order to mark consumer' memories. In this sense, enterprises have more opportunities to be successful and competitive in this new era. The section 3.5 will discuss the dimensions and usefulness of both frameworks for the tourism sector.

Also relevant for customer experience management is the notion of value co-creation (Prahalad & Ramaswamy, 2004; Vargo & Lusch, 2004). The consumers' role in value co-creation is recognized by Prahalad and Ramaswamy (2004) who argue that enterprises should develop efforts to create value by interactive experiences between consumers and enterprises. Recently, Campos, Mendes, Valle, and Scott (2018) concluded from a literature review that tourist on-site co-creation requires tourists' active participation by undertaking activities and interacting with 'people' and the destination 'environment', which results in the increase of emotions and in the acquisition of knowledge and also leading to memorability experiences. Similarly, Vargo and Lusch (2004) developed the marketing approach of the 'service-dominant' (S-D) logic which highlights the values and benefits associated to using products, instead of focusing on the tangible aspects of products (product-dominant logic). In these terms, the SD-logic sees the consumer as a co-creator of value on the basis of interactive experiences generating values and benefits for both, consumers and enterprises (Vargo & Lusch, 2004).

By recognizing the relevance of the environment and relational elements of consumption for managing the consumer experience, Verhoef et al. (2009) propose a conceptual model of consumer experience creation (see Figure 3.1) highlighting some determinants of

customer experience such as social environment, the service interface, the retail atmosphere, the assortment, the price and promotions. Furthermore, the model acknowledges that these determinants are influenced by 'situational' moderators (e.g., type of store, location, culture, season, etc.) and 'consumer' moderators (e.g. socio-demographics, consumer goals, such as experiential or task orientation). The model also puts into evidence a dynamic element which accounts for the fact that the customer experience at the current time "t" is affected by past customer experience at time "t-1". In this study, Verhoef et al.' (2009) analyse the potential impact of situational and consumer moderators on the SP2PA guest experience. For instance, positive and negative guests' emotions could represent a relevant aspect to analyse within the P2PA guest experience to consequently guide management strategy.

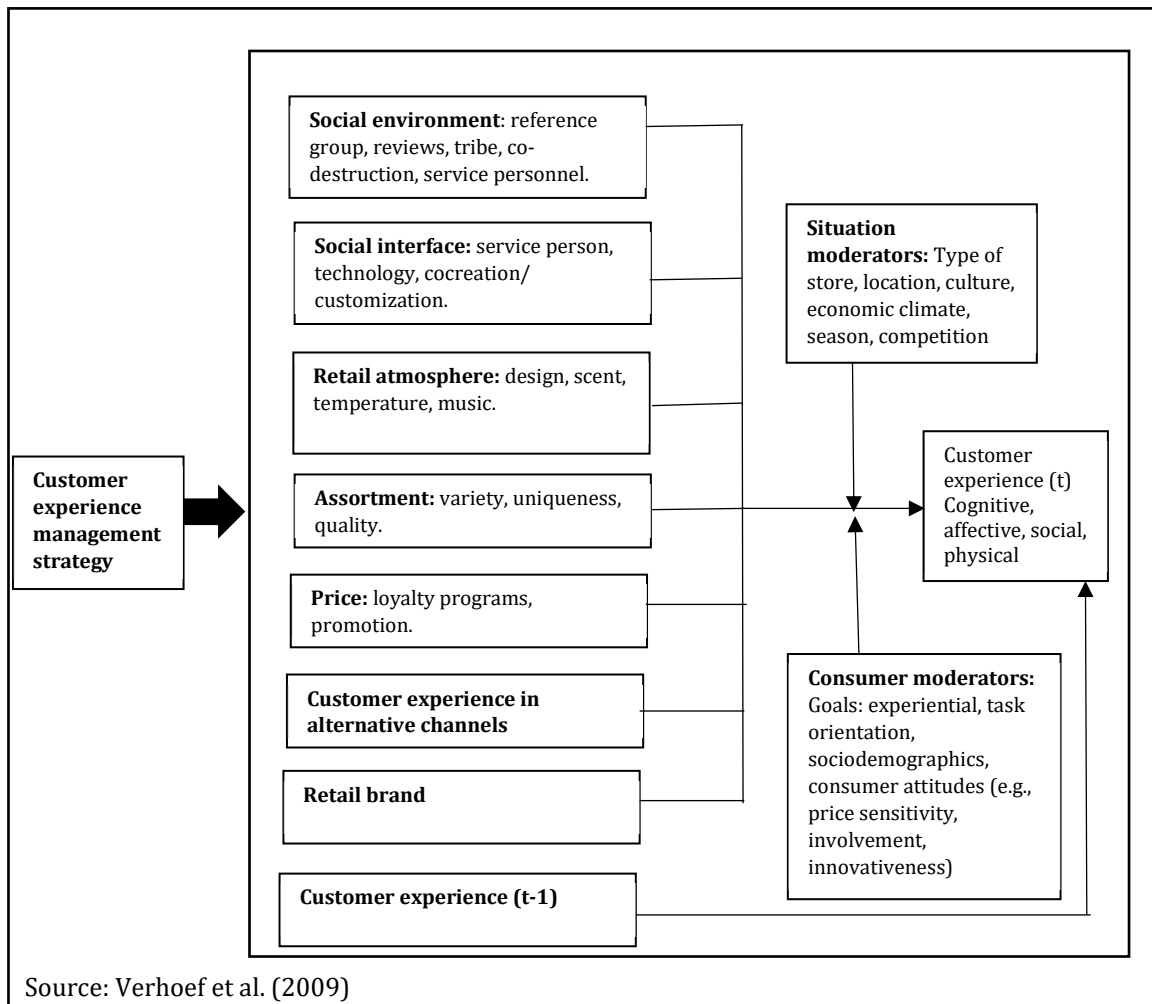


FIGURE 3.1
Conceptual model of customer experience creation

The analyses presented above show that experience is emancipated as a key category in postmodern consumer behaviour theory, objectified in various expressions of consumption

and, to a large extent, associated to meaningful and symbolic values and consumers' cognitive, affective and behavioural responses. However, despite the fact that experience in consumption contexts has gained popularity, anthropologists, such as Barbosa and Campbell (2006), point to some dilemmas on the generalized trend to consider consumption as 'experiences'. The authors claim that what was considered as 'events' before, today is named 'experiences' (Barbosa & Campbell, 2006). Indeed, is it 'possible to say that there are no more objective events, only different subjective experiences?' (Ibid., p. 28). Anthropologists, thus, call the attention to a 'commoditization' extant in the experiential view of consumption.

On the other hand, Carù and Cova (2003) recognize that the 'experience economy' (Pine & Gilmore, 1999) and the 'experiential marketing' (Schmitt, 1999) theories seem to relativize experience attributing them much more objective meanings, rather than subjective. Considering the pivotal role of individuals in experience consumption and taking into account anthropological and sociological perspectives for experience in consumption contexts, Carù and Cova (2003) recognize that companies are not the only sources of experiences. They accordingly propose a framework describing: (i) different levels for the intensity of the experience (defined as a continuum between ordinary and extraordinary); and (ii) different means of provisioning the experience, which vary along an axe with one extremity in the 'consumption' experience (characterized by the commercial dimension through the provision of products and services in the market) and the other extremity in the 'consumer' experience (comprising experiences acquired in non-commercial ways, like social interactions within family and friends). Carù and Cova's (2003) framework is depicted in Figure 3.2.

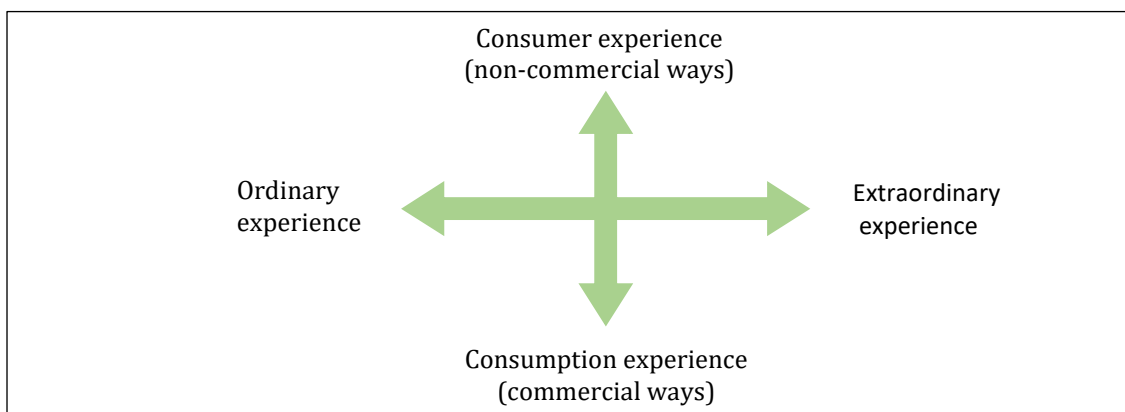


FIGURE 3.2
Caru and Cova's (2003) framework for experience in consumption contexts

Pine and Gilmore (1999), Schmitt (1999) and Carú and Cova's (2003) frameworks are relevant for this study by clarifying the nature of the tourist experience and they are here considered as complementary theories, since the experience economy and experiential marketing approaches have introduced some consumption experience dimensions that will be considered and applied to a specific hospitality context in this study. In turn, Carú and Cova's (2003) framework helps to understand how to support tourist experiences, considering singular individuals in SP2PA contexts, whose experience can be influenced by several cognitive, affective and behavioural elements, while these experiences *may* result in some outcomes such as perception of authenticity and destination attachment.

The distinction between 'ordinary' and 'non-ordinary' experiences is also highlighted by the concepts of 'sacred experience' and 'extraordinary experiences', proposed by Belk, Wallendorf, and Sherry (1989) and Arnould and Price (1993). Belk et al. (1989) suggested the theoretical construct 'sacred consumption' arguing that some non-ordinary consumption experiences are considered 'sacred'. According to these authors, the sacred experience contrasts with the profane and ordinary consumption associated to the daily routine. Indeed, besides its symbolic features, the sacred consumption of products and services is embedded in a fullness of veneration, devotion and respect (Solomon, 2009). The rise of the attention given to 'sacred consumption' may be ascribed to the veneration of objects, time, places, cultural pursuits or travel in postmodern civilization.

The concept of 'extraordinary experience' is discussed in the seminal paper published in 1993 by Eric Arnould and Linda Price. These authors described the elements of an extraordinary experience through an in-depth research applied to adventure tourism. For Arnould and Price (1993, p.25), an extraordinary experience 'is triggered by unusual events and is characterized by high levels of emotional intensity'. In order to better understand the nature of extraordinary experiences, contributing to their improved management, Arnould and Price (1993) defined their main dimensions in this particular leisure consumption context: (i) *communion with nature*: the relation with nature or the environment where the experience takes place; (ii) *communitas* or connecting to others: this refers to the sense of cooperation and interaction with others; (iii) *renewal of the self*: regards to self-discovery, awareness, achievement and personal transformation. Other theoretical contributions for customer experience management (general business) are displayed in Table 3.2 and its chronological evolution is shown in Figure 3.3.

TABLE 3.2

Customer experience management: major frameworks

Author	Journal/Book	Theory/Topic
Bitner (1992).	Journal of Marketing	The 'servicescape': the focus is on the spot where the service is delivered (including the physical environment and their tangible and intangible elements) and the interaction between providers and consumers within the service encounters.
Berry., Carbone, and Haeckel (2002)	MIT Sloan Management Review	The 'total customer experience': The authors argue that companies compete best when they combine functional and emotional benefits in their offerings and they should pay attention to two major clues: 'mechanics' (clues emitted by functionalities of things) and 'humanics' (clues emitted by people).
Gentile, Nicola, and Noci (2007)	European Management Journal	Customer experience and exchanged value: the authors propose a conceptual framework where the concepts of customer experience and exchanged value are encapsulated and the inter-relations with the main entities (the company and the consumer) are outlined.
Zomerdijk and Voss (2010)	Journal of Service Research	Customer experience design: The theory argues that the creation of an engaging, compelling, and consistent context is vital to the successful delivery of experience-centric services. The authors highlight and distinguish the areas that may influence a customer experience: (i) the backstage (back-office support); (ii) the front-stage (physical environment, service employees, service delivery process).
Klaus and Maklan (2013)	International Journal of Market Research	The customer experience quality: the authors propose a conceptual framework outlining the customer experience consisting of five <i>dimensions</i> : <i>hedonic pleasure, personal progression, social interaction, efficiency and surreal feeling</i> .

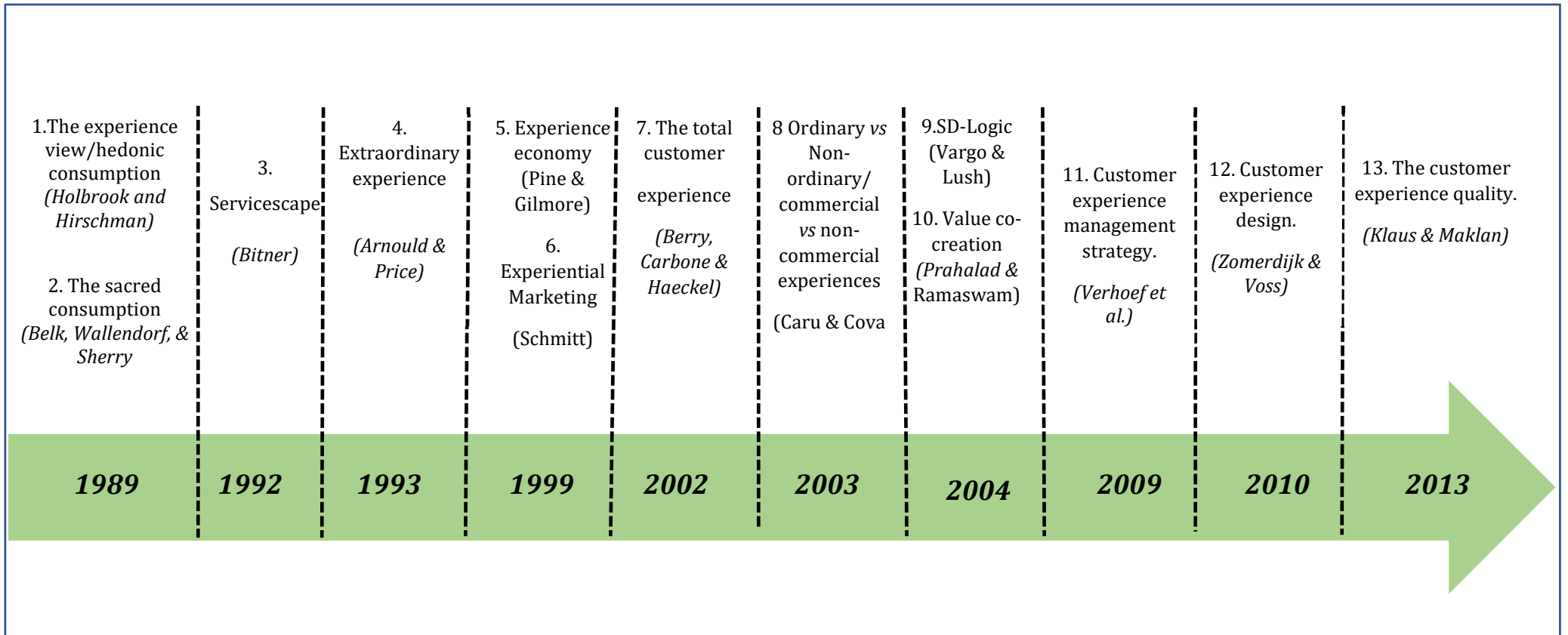


FIGURE 3.3
Chronological line of the major customer experience management frameworks (own elaboration)

Considering the experiential nature of tourism, the herein presented frameworks and theories have several repercussions in tourism experience research. The next sub-section will discuss the tourist experience and the main theoretical contributions delineating the efforts to manage it, with particular consideration given to its dimensionality.

3.4 The tourist experience

The relationship between consumption and experience also finds resonance in tourism. According to Mossberg (2007), tourists are deemed as consumers since they are engaged in different trade relationships, and tourist transactions cover different types of services, regardless of whether tourists are experiencing a peak or any other support experiences. The experience is inherent to tourism and occupies the centrality of destination and tourist services management (Stamboulis & Skayannis, 2003). Due to this relevance, the 'tourist experience' has received much attention in tourism research. Phenomenological analysis and empirical studies have been carried out, and most of the knowledge 'corpus' on the tourist experience has received contributions from different disciplines.

Historically, Dolnicar and Ring (2014) explain that the relevance of the tourist experience has been highlighted in literature since the 1970s when Jafar Jafari discussed the relationship between tourists' personal satisfaction and tourist experience and how this satisfaction becomes critical for the consumption of tourist activities and services. Years before, according to Hemmington (2007), Campbell-Smith published already in 1967 a seminal work entitled 'Marketing the meal experience' highlighting the experience in hospitality contexts. Another seminal contribution is that presented by MacCannel (1973), who discussed the role of authenticity of the tourist experience, confronting objectively authentic experiences to staged authenticity. Later, Cohen (1979) discussed the tourist experience in terms of phenomenology and presented a debate about the diverse modes of this experience (see Sub-section 3.4.1 on this Chapter). Furthermore, authors have been attempting to understand the 'nature' of the tourist experience. Ryan (2010) stressed that capturing the nature of the tourist experience should be recognized as a key factor for the future of the tourism industry (Ryan, 2010). In this sense, the nature of the tourist experience has been discussed, based on several definitions proposed by diverse tourism scholars (see Table 3.3).

TABLE 3.3

Definitions of the 'tourist experience' extracted from tourism-related literature

Authors	Definitions
Tung and Ritchie (2011, p. 1369).	An individual's subjective evaluation and undergoing (i.e., affective, cognitive, and behavioural) of events related to his/her tourist activities that begin before (i.e., planning and preparation), during the destination, and after the trip (i.e., recollection).
Mossberg (2007, p. 61)	A blend of many elements coming together and to involve the consumer emotionally, physically, intellectually and spiritually.
Uriely (2005, p. 209)	The tourist experience is currently depicted as an obscure and diverse phenomenon, which is mostly constituted by the individual consumer.
Volo (2009, p. 119-120)	A 'tourist experience' can be defined as any occurrence that happens to a person outside the 'usual environment' and the 'contracted time' for which a sequence of the following events happens: energy reflecting the state of the environment impinges on sensory organs, the energy pattern is transmitted centrally and is interpreted and categorized according to one's knowledge acquired through time and is integrated and may be stored in the form of memory under some conditions (and thus some learning will occur).
Stamboulis and Skayannis (2003, p. 41)	Define the tourist experience as an interaction between tourists and destinations, with destinations being the site of the experience and tourists being the actors of the experience.
Larsen (2007, p. 15)	A tourist experience is a past personal travel-related event strong enough to have entered long-term memory.
Selstad (2007, p. 20)	Defines the tourist experience as a novelty/familiarity combination involving the individual pursuit of identity and self-realization.
Otto and Ritchie (1996, p. 166)	The experience of leisure and tourism can be described as the subjective mental state felt by participants.
Kastenholz, Carneiro, & Marques (2012)	The tourist experience should be understood as a complex and multifaceted phenomenon from the tourist's point of view, integrating pre-, onsite, and post-experiences [...], with a series of sensorial, affective, cognitive, behavioural and social dimensions.
Gnoth and Matteucci (2014, p. 412)	The tourist experience is the conflux of what is sensually perceived, how it is processed, and how it is retained in the resulting experience.

An overview of Table 3.3 indicates that complexity and subjectivity encompass the tourist experience and that its nature is related to sensorial, affective, cognitive and behavioural elements and responses to the destination that begin before the trip, remain during the trip and last after the trip. Within this multidimensionality, experience has become a fertile terrain in tourism studies, and scholars have been producing a growing body of scientific investigations on this subject. According to Volo (2009), Marujo (2016) and Quan and Wang (2004), the main approaches discussing the tourist experience are:

- (i) Social science approach, which encompasses : the investigation of motivations, activities, interests, meanings and attitudes, the search for authenticity the authenticity perspective (Cohen, 1988; MacCannell, 1973; Wang, 1999), the visual nature of the tourist experience (Urry, 1990), the novelty approach (Lee & Crompton, 1992);

- (ii) Anthropological approach, which deals with the social relations and tourists' narratives related to their experiences at the destination (Selstad, 2007). Also included in this approach are Abrahams' (1986) and Turner's (1986) discussions about the liminalities between leaving the ordinary life to the non-ordinary journey and come back to the ordinary and these authors also consider the journey experience as opportunities for escape, achieve states of freedom, novelty and change;
- (iii) Psychology approach, which conceives tourist experience as an object to be analysed by positivist methods based on scientific experimentation and other methods of investigation (Marujo, 2016). The psychology perspective also analyzes: the 'cognitive processes' associated with the experience: expectation, perception and memorization (Larsen, 2007 cit. by Marujo, 2016); the 'subjective processes', with emphasis on the individual perception of the experiences, for instance, the sensations promoted by immersions in activities at the destination, which result in learning, knowledge and personal growth (Moscardo, 2008);
- (iv) Phenomenology approach: 'what's the nature of tourist experience?' This question, reported in 1979 by Erik Cohen, illustrates the main concern in terms of tourism experience phenomenology. According to Bryman (2012) the phenomenology approach is related to the description of the phenomenon, or establishment of causal relations from the tourists' point of view, focusing on the subjective experience (Veal, 2006);
- (v) Marketing approach: In this context, emerges the notion of experiential marketing. The consumption of experiences was introduced in the marketing studies mainly by Pine & Gilmore (1999) and Schmitt (1999) as will be analysed in sub-sections 3.5.1 and 3.5.2;
- (vi) The experience economy, based on Pine and Gilmore's (1999) framework. According to this framework, companies create economic value by constituting experiences that engage their clients. Experiences, thus, can be designed, managed and co-created, bringing value to the consumer and adding great benefits to suppliers (Scott, Laws, & Boksberger, 2009).

From these perspectives, tourism scholars and practitioners have indeed given an increasing attention to the experience view paradigm to create new values, achieve desirable outcomes and significantly impact tourists' perceptions of destinations and

tourist enterprises. Managing the tourist experience has emerged as a vital research area that demand efforts to articulate the multidimensionality, dynamic, interactional and holistic nature of the tourist experience. The next section will explore the main issues and concerns involving the management of tourist experiences.

3.4.1 Managing the tourist experience

When individuals participate in and 'consume' the tourist experience they may be absorbed or even immersed in cognitive and affective elements. However, it has been suggested that the tourist experience is not a singular event (Kastenholz, Carneiro, & Eusébio 2015) and complexity, subjectivity, holism and diversity are also challenging characteristics for the management of the tourist experience (Uriely, 2005). The complexity and centrality of the tourist experience pose challenges for academics, destination and tourism industry managers. Giving support for this evidence, Middleton, Fyall and Morgan (2009) explain that tourists do not buy products or services but rather the expectation of an experience. Destinations and tourist enterprises, thus, need to understand how to provide the adequate conditions to live such tourist experiences. Hwang and Seo (2016) contend that 'designing' and 'providing the adequate conditions' for great experiences are key objectives of managing customer experiences, and, hence, helps destinations to achieve competitive advantages and tourists' loyalty.

On the other hand, Mossberg (2007, p. 60) affirms that 'an organization is not able to give an experience to the consumer' or 'experiences are usually not self-generated but induced' (Schmitt, 1999, p. 61). Similarly, Tung and Ritchie (2011) argue that the tourist experience cannot be offered, instead, destinations and tourist enterprises should provide an adequate environment leading to re-signification of values, the perception of the unusual (in contrast to the daily routine) and a context that allows tourists freely create and co-create their own experiences.

In order to face these challenges, authors have proposed theoretical frameworks to contribute to the management of the tourist experience. For example, Ryan (1997) indicated that the tourist experience is a holistic process encompassing a temporal interlocation on which the tourist experience is shaped by diverse elements. Therefore, in the '*antecedent stage*' of the tourist experience, the key elements are (i) the 'tourist's motivation', which is influenced by personality, social class, lifestyle, life-stage; (ii) her/his expectations, which is influenced by past experience, knowledge of the destination, marketing and images induced by the destination. In the '*travel experience stage*', the tourist

experience is shaped by (i) persons with whom the destination is shared, usually, local inhabitants, people working in tourist enterprises or tourist services, travel companions and other tourists; (ii) individual personalities traits; (iii) nature of the destination and its environment; (iv) tourist suppliers; (v) locations of favourite places and activities. Finally, at the '*outcome stage*', tourists will assess the experience in terms of original expectation fulfilled or amended (dis)satisfaction. On this final stage, Ryan (1997) also claims that issues of perceived authenticity and values attributed to those perceptions induce behaviour outcomes and the assessment of the experience occurs in various degrees of satisfaction.

Authors also put in evidence the existence of diverse modes of experience. Cohen (1979) proposed that different modes of tourist experiences will be probably desired by different types of individuals. Based on the individuals' inner subjectivity and considering the tourists' appreciation of the environment, the social life and the culture of 'others', Cohen (1979) has ranked a spectrum of touristic experiences related to the different meanings tourists attribute to the visited place and community, in relation to his/ her place of origin. The modes he conceptualized in his seminal article thus derive from diverse degrees of identification with, adhesion to and quest of what he calls the 'centre out there', more or less encountered at the visited destination. Then, the tourist experience varies between the specific mode on which tourists are only in pursuit of pleasure and entertainment to the mode of questing for meanings through alterity processes with another culture. Within this spectrum, Cohen (1979) distinguished the following modes of tourist experience:

- (i) Recreational mode: the tourist is interested in relaxation, seeks to be entertained and to restore physically and mentally, endowing her/ him with a sense of well-being;
- (ii) Diversionary mode: some tourists are alienated from their own life or culture, or as Cohen says, alienated from their home society and culture. Thus, she/ he travels to feel free from the boredom of daily routine and, to some people, travelling is a way of achieving relief to the spirit, without acquiring any new meanings to her/ his life, though;
- (iii) Experiential mode: in this mode, tourists feel unable to lead an authentic life at home, hence, they try to capture meanings to their lives by a passive experience of authenticity in the life of others;
- (iv) Experimental mode: here, tourists are pre-disposed to be engaged in quests for meanings, trying alternative life-ways. While tourists in the experiential mode feel satisfied by finding meanings only observing the authentic life of 'others', in

the experimental mode, tourists engage in that authentic life, but without commitment;

- (v) Existential mode: at the extreme of the spectrum, the existential mode is characterized by those tourists fully committed to an 'elective' authentic centre 'out there', achieving self-encounter and full realization.

Cohen (1979) explains that the two first modes have less interaction or interest in the 'other' and the three last modes identify different degrees of confronting the 'centre' of the individual, with respect to his /her place/ society of origin, to the 'centre of the others'. It is important to mention that these modes are not tight classifications, as Cohen (1979) explains. Due to analytical reasons, they seek to separate the most superficial modes, related to mere pleasure motives, from those motivated by a deep quest for meanings.

However, a tourist may experience several modes in the same trip, and this reflects the individuality of the tourist experience and explains the complexity of its management. Hence, inseparable to the complexity of tourist experience is its 'subjectivity'. The tourist experience encompasses cognitive, sensory, affective and social elements (Tung & Ritchie, 2011) and different tourist perceptions, motivations and personality traits induce highly subjective tourist experiences (Uriely, 2005). Subjectivity is referred to as 'the personal psychological state that is one's own way of feeling, thinking, or perceiving which continuously changes according to the changing environment' (Addis & Holbrook, 2001, p. 51). Anthropologists explain the subjectivity nature of experience arguing that people can experience their own life, what is received by their own consciousness, thereby, people can have clues and make inferences about the others' experiences but they can never know or understand it completely (Bruner, 1986). According to these views, experience is more personal and may have different meanings to each individual. Therefore, an emphasis must be placed on the tourists' subjective responses, acknowledging the emotions and feelings that consumers bring to their interactions with products and services (Addis & Holbrook, 2001) and to the narratives of experiences expressed by tourists (Tung & Ritchie, 2011). Although experience is stressed as subjective, Schmitt (2010) explains that marketers must attempt to closely consider and understand this subjective reality.

The complexity of the tourist experience is also observed by the multiple repertoires of experiences available to tourists. The richness of tourist experiences encompasses 'peak experiences', 'extraordinary experiences' and 'sacred experiences'. These types of experiences are also labelled as 'non-ordinary' experiences, easily retained in tourists' memory (Arnould & Price, 1993; Belk, Wallendorf, & Sherry, 1989; Quan & Wang, 2004). In

contrast, ordinary experiences take place in banal or routine activities, such as sleeping, eating, having fun, shopping, etc. (Chen et al., 2016). On the other hand, Quan and Wang (2004) conceptualize the tourist experience as a whole, with peak experiences (art, culture and heritage) intertwined with support experiences (accommodation, transportation, shopping, etc.). These authors explain that an experience such as 'eating' can be both a peak and a support experience. In this way, the tourist experiences are interchangeable and alternate in ambivalences of familiarity (ordinary) and novelty (non-ordinary). This particularity of the tourist experience is very important for this study since it helps to understand the guest experience in SP2PA. As will be analysed, the SP2PA is considered as a support experience, however, this support experience co-exists with non-ordinary experiences, related to the multidimensional nature of the SP2PA guest experience. Moreover, in terms of the intensity and richness of the tourist experience, the concept of 'extraordinary experience' (Arnould & Price, 1993) and 'sacred experience' (Belk et al., 1989), as discussed in sub-section 3.3. This 'extraordinariness' of the experience may be underlined by particular, sometimes unique, physical context of the SP2PA (Souza et al, 2018).

As 'peak', 'extra' and 'sacred' are related to intensive experiences, they are closely related to what has been defined as the 'escape' dimension of the tourist experience, as it will be detailed in sub-section 3.5. Additionally, it is worth mentioning that, besides its similarities, or, sometimes, overlapping, the notions of 'peak', 'extra' and 'sacred' experiences present roots in previous studies in different disciplines, such as sociology, anthropology and psychology discussing issues related to the alternate or interchangeability from ordinary to non-ordinary events: (i) travel is considered as a ritual of passage from the ordinary life (daily routine) to non-ordinary life, which is partly similar to Durkheim's notion of alternate life rituals passing from the profane (ordinary experience) to the sacred (non-ordinary experience) (Smith, 1989); (ii) Victor Turner's theory of liminality, which describes life in society as being full of transitional stages and rites of passage (Turner, 1969), and by this sense, tourists engage in transitions from the ordinary to the extraordinary, and then back again to the ordinary (Smith, 1989); (iii) According to Belk et al. (1989), ecstasy and flow mark the sacred experience, in terms of Csikszentmihalyi's (1990) theory, considering that the effects of sacred consumption may include intense and focused concentration, feeling of being in control of self, and in a state of intrinsic reward.

Taking into account the several approaches of 'experience' provided by different disciplines, it is possible to consider that an amalgam of cognitive, affective and behavioural elements co-exists as part of an individual within the world and, therefore, experience results in

knowledge, sensory perceptions, feelings and actions (Schmitt, 2010). In this scope, scholars and practitioners have been attempting to map the 'tourist experience' in order to elucidate its 'nature' and the elements associated to this experience. Thus, frameworks for mapping, empirically distinguishing and assessing the main dimensions of this experience have been proposed. The next sub-section will discuss the main conceptual delineation of the dimensions of the tourist experience.

3.5. Dimensions of the tourist experience

Diverse dimensions of the tourist experience were identified as most referred to in the academic literature, matching affective, cognitive, sensorial and behavioral elements as a basis for this study, and analyzing the influence of these dimensions on attitudes and behavioural outcomes such as satisfaction, loyalty, affectivity and memorability. Indeed, tourism researchers have carried out several studies following two relevant frameworks on which propose a set of dimensions of experience in different settings of consumption:

- (i) The four realms of experience economy, proposed by Pine and Gilmore (1999);
- (ii) The experiential marketing (EM), presented by Schmitt (1999).

Even more so, as these two frameworks cover experience dimensions analyzed in several earlier tourism studies, and have been adapted and validated by statistical procedures, with large acceptance by tourism researchers for different tourist experiential contexts (as it will be detailed later), this study will follow Pine and Gilmore (1999) and Schmitt's (1999) frameworks to describe the SP2PA guest experience.

Recently, Gnoth and Matteucci (2014) developed the tourist experience model (TEM) which specifically explores the nature of the tourist experience and how tourists structure and perceive their destinations. This conceptual model understands the tourist experience as a dynamic process encompassing tourist behaviours and attitudes that determine tourists' orientation towards the relationships they evolve while experiencing the destination. Pine and Gilmore, Schmitt and Gnoth and Matteucci's frameworks are described in the next sub-sections.

3.5.1 The experience economy framework

Pine and Gilmore (1999), among other authors (Arnould & Price, 1993; Holbrook & Hirschman, 1982; Schmitt, 1999) strengthen the shifting paradigm from utilitarian

delivery-focused product/service economy to a hedonic delivery-focused experience economy. To survive in a competitive scenario, Pine and Gilmore (1999) have argued that enterprises should engage their clients in rich experiences in a way that they will recollect positive memories. Briefly, Pine and Gilmore (1999, p. 2) explain the difference from the utilitarian view to the experience economy: ‘when a person buys a service, he purchases a set of intangible activities carried out on his behalf. When he buys an experience, he pays to spend time enjoying a series of memorable events that a company stages to engage him in a personal way’. Referring to this notion, once enterprises engage their clients in entertainment experiences, they can stage a combination of the other three components of the experience economy framework: the educational, the escapist and the aesthetic. These components, or dimensions, are designed by the authors as the ‘experience realms’ (see Figure 3.4).

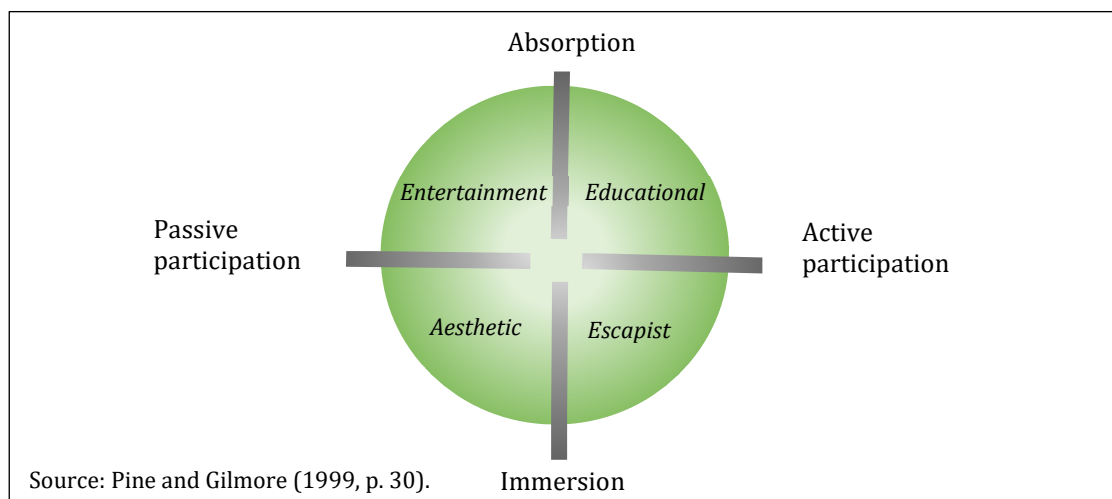


FIGURE 3.4
Pine and Gilmore (1999) experience economy framework

As displayed in Figure 3.4, the experiences individuals can engage in follow two possible spectra: (i) the first spectrum, composed by the horizontal axis, corresponds to the degree of customers’ participation in experience activities, which varies from *passive participation*, “where customers do not directly affect or influence the performance” (Pine & Gilmore, 1999, p. 30) to the other end of the spectrum, the *active participation*, “in which customers personally affect the performance or event that yields the experience” (Pine & Gilmore, 1999, p. 30); (ii) the second spectrum, illustrated by the vertical axis, is associated with the degrees of connection or environmental relationships that bond the customers to the event or performance. On one pole of this spectrum lies *absorption*, described by Pine and Gilmore (1999) as the level customers’ attention is occupied by bringing the experience into the

mind. The other pole is *immersion*, as the name indicates, individuals become literally 'physically (or virtually) a part of the experience' (Pine & Gilmore, 1999, p. 31).

Within these two spectra, Pine and Gilmore (1999) have recognized four experience dimensions, or experience realms, related to the different combinations of 'active versus passive participation' and 'absorption versus immersion':

- (i) *Entertainment* is a combination of passive participation and absorption and occurs when individuals passively absorb what is happening, for instance, when individuals are being entertained by diversionary activities;
- (ii) *Educational* is a combination of active participation and absorption, reflects a learning experience that is absorbed while individuals actively participate in the event or performance;
- (iii) *Aesthetic* is described as a combination of passive participation and immersion and happens when individuals have their senses stimulated and feel immersed and indulged to the experienced environment;
- (iv) *Escape* mixes an active participation and immersion and refers to immerse experiences that make individuals worthy their time by actively participating in events and performances, resulting in personal transformation or diverging to a new self. It is based in the sense of 'doing'.

In accordance with this experience-based framework, tourists articulate their experiences through the four realms and multi-interactions with the environmental setting of the destination, with other tourists, travel mates and the inhabitants of destination, but also with its resources and physical environment. As a consequence, a destination should deliver experiences comprising all four realms (Stamboulis & Skayannis, 2003). However, Quadri-Felitti and Fiore (2013) emphasize that, in terms of impact on satisfaction and destination loyalty, each realm may have different contributions according to the type of experience. In this sense, the next topic will discuss some empirical evidence regarding the experience economy in tourism and hospitality.

3.5.1.1 Applications of the experience economy framework in the field of tourism

The four dimensions of experience economy have been focused by previous studies in diverse contexts in tourism and hospitality. A systematic literature review, covering the related themes 'experience economy' and 'tourism', was conducted in order to assess the applicability and evolution of Pine and Gilmore's framework in the fields of tourism and

hospitality. For this review, similar steps presented in Sub-section 2.4 were followed, however, only the Scopus database was used. The search employed the keywords 'experience economy' and 'tourist experience' and resulted in 530 documents published from 1999 to May 2019. Many of these papers were related to tourist experience in general, and a filtering process was necessary to select the studies related only to the application of Pine and Gilmore's framework in tourism. In the 'filtering' process, following the same procedure described in Chapter Two, titles, abstracts, and keywords were analysed and resulted in 23 papers, encompassing not only the most cited papers but also the most recent ones. Appendix 2 summarizes the gathered papers addressing the major studies focusing the application of Pine and Gilmore's framework in tourism. Amongst these studies, it is worth mentioning that Oh et al. (2007) developed and validated a scale to empirically analyse Pine and Gilmore's framework in the context of tourism and hospitality. Apparently, Oh et al.'s (2007) scale was reproduced by most of the authors who have carried out quantitative studies in this field, as observable in Appendix 2.

Since Oh et al (2007), diverse scholars have attempted to validate Pine and Gilmore's experience model, and, alluding to Appendix 2, it is possible to conclude that the relevance and outcome impacts of each individual realm seem to depend on the tourist experience settings. For instance, aesthetics is suggested to be determinant to rural wine tourism (Quadri-Felitti & Fiore, 2012), bed and breakfast (Oh et al., 2007), unique alternative accommodation (Souza et al., 2018), and cruise experiences (Hosany & Witham, 2010). In turn, escape is considered relevant for music festival events (Mehmetoglu & Engen, 2011; Semrad & Rivera, 2016) and natural parks (Su et al., 2016). Hwang and Lee (2019) examined the 'well-being' as an outcome of the four realms of experience by considering the case of senior tourism in South Korea. The authors concluded that all dimensions positively contribute to the 'well-being' perception.

In the field of sharing economy in hospitality, Souza et al (2018) conducted a netnography approach by examining 419 guest reviews related to unique, alternative shared accommodation experiences (e.g., castles, houseboats, three-houses, windmills, etc.). The reviews were collected on the Airbnb Website and the results showed the relevance of 'aesthetic' and 'escape' dimensions for such type of experience. Still, Mody, Day, Sydnor, Lehto, and Ja (2017) considered Pine and Gilmore's dimensions as forming the construct 'stimuli' and measured the influence of this construct on the following outcomes: well-being, meaningfulness, memorability and P2PA loyalty. Results demonstrated a significant influence of the construct 'stimuli' on all outcomes under analysis. The results of these mentioned studies using the dimensions of Pine and Gilmore's framework are summarized

in Table 3.4. Regarding the outcomes or dependent variables in quantitative studies (mostly based on structural equation models), Table 3.4 also shows that ‘satisfaction’ and ‘memorability’ are the preferred outcomes. The next preferred outcome is ‘loyalty’, followed by ‘emotions’ (arousal and ‘pleasure’). The dimensions that most affect the outcomes are in this order: Aesthetic (19 cases); Educative (17 cases); Entertainment (14 cases) and Escape (13 cases).

TABLE 3.4

The positive influence of each individual realm on the main outcomes analysed by the authors, according to the tourist experience application

Outcome	Application	Authors	Escape	Educative	Aesthetic	Entertainment
Satisfaction	Wine tourism	Quadri-Felitti and Fiore (2013)		√		
	Music festival events	Mehmetoglu and Engen (2011)	√			
	Temple staying	Song, Lee, Park,	√	√	√	√
	Cruisers	Hosany and Witham (2010)			√	√
	Museums	Mehmetoglu and Engen (2011)		√		
	B&B Rural tourism	Oh et al. (2007) Kastenholz et al. (2018)				√ √
Memorability	Airbnb	Mody et al (2017)	√	√	√	√
	Wine tourism	Quadri-Felitti and Fiore (2013)		√	√	
	Rural tourism	Kastenholz et al. (2018)	√		√	
	Music festival events	Semrad and Rivera (2016)	√	√	√	√
	Natural parks	Su, Lebrun, Bouchet, Wang, Lorgnier, Wang (2016)	√	√		
	Cruisers	Hosany and Witham (2010)			√	√
Loyalty	Airbnb	Mody et al (2017)	√	√	√	√
	Golf	Hwang and Lyu (2015)		√		√
	Music festival events	Semrad and Rivera (2016)	√	√	√	√
	Wine tourism	Quadri-Felitti and Fiore (2013)		√		
	Cruisers	Hosany and Witham (2010)			√	√
Emotions, arousal, pleasure	Rural tourism	Kastenholz et al. (2018)		√	√	
	B&B	Oh et al. (2007)			√	
	Natural parks	Su, Lebrun, Bouchet, Wang, Lorgnier, Wang (2016)	√	√		

	Temple staying	Song, Lee, Park,			√	√
Personalization			√	√	√	√
Meaningfulness	Airbnb	Mody et al (2017)	√	√	√	√
Well-being			√	√	√	√
Place identity	Destinations	Suntikul and Jachna (2015)	√	√	√	√

It is worth mentioning that, according to Appendix 2 and Table 3.4, studies explaining whether Pine and Gilmore’s dimensions of the tourist experience influence the perception of authenticity and destination attachment are scarce. Therefore, by proposing the analysis between the dimensions of the tourist experience and destination attachment and perception of authenticity, the current study appears to fill a gap in the theoretical construction about the outcomes of the tourist experience, which are more frequently analysed in terms of satisfaction, loyalty, and memorability.

3.5.2 Schmitt’s experiential marketing (EM) framework

Schmitt (1999) has developed the experiential marketing (EM) framework, which forms the strategic underpinnings of experiential marketing. Within this theory, Schmitt has introduced a different approach to marketing, highlighting that consumers are not just rational decision-makers who seek for functional values, but they are rather emotional human beings who care about achieving pleasurable experiences. The proposed framework aims to manage customer experiences by evaluating different types of the consumer experience. Schmitt’s major contribution lies in suggesting a theoretical framework that decomposes the consumer experience into different types, each one with their specific structure and processes. The author, thus, distinguishes five experience types, namely: ‘sense’, ‘feel’, ‘think’, ‘act’ and ‘relate’. Table 3.5 conceptually describes each one of these dimensions. The EM research in the field of tourism and hospitality is described in the next sub-section.

TABLE 3.5

Description of Schmitt's dimensions of the strategic experiential model. Adapted from Schmitt (1999)

Dimension	Description
Sense	The 'sense' dimension is related to the sensory nature of the experience, i.e., the sense dimension appeals to the five senses: sight, sound, scent, taste and touch. Experiences, thus, impact consumers' sensory, providing aesthetic pleasure, excitement, beauty and satisfaction through sensory stimulation.
Feel	The 'feel' dimension attaches affection to consumers via experiences or is associated with customers' inner feelings and emotions. This dimension is also designated as 'affective' experiences, and it can take a variety of feelings, ranging from mildly positive or negative mood states to intense emotions.
Think	The 'think' dimension appeals to the intellect with the objective of creating cognitive, problem-solving experiences that engage customers creatively. It implies an intellectual stimulus, a cognitively engaging experience.
Act	This dimension is related to bodily experiences, lifestyles and interactions, also referring to the physical behavior and active engagement with the environment.
Relate	'Relate' experiences expand beyond the individual's personal, private feelings and thus relating the individual to his/her ideal self, other people, or cultures. 'Relate' experiences range from relatively straightforward reference-group identification, in which consumers feel connections with other users, to the highly complex formation of brand communities. Schmitt's 'relate' dimension additionally refers to the social meaning of consumption, i.e. social interaction and relations that may occur not only 'on site' at the destination but later, at home, with relevant others (This aspect is however not considered in the present model which focuses on the experience lived at the SP2PA)

3.5.2.1 Applications of Schmitt's EM framework in the field of tourism and hospitality

In the context of tourism and hospitality, applications of EM are not as frequent as those observed for the 'experience economy'. A systematic literature review about the theme 'Schmitt's experiential marketing framework' in tourism was conducted in order to identify the major trends on this theme in the discipline of tourism. A quest in the Scopus database was conducted, and 131 papers were displayed after querying by the terms 'experiential marketing' and 'tourism'. Filtering the papers by their abstracts, and considering only the studies analysing the Schmitt's framework, only 13 studies were identified as relevant. This process was conducted in May, 2019. A summary of the major findings of studies related to 'EM and tourism' is shown in Appendix 3.

As shown in Appendix 3, for the hospitality sector, (Kim & Perdue, 2013) demonstrated that when tourists choose a hotel, they take in consideration not only cognitive attributes, such as price, service and food quality, and brand, but also affective (e.g., comfortable feeling and entertaining) and sensory (e.g., room quality, atmosphere) attributes. The affective and sensory dimensions are also highlighted in Chou's (2009) findings. The author demonstrated that the experiential marketing impacts on perceived customer value, for the case of casual dinner chains, being highly correlated to the emotional experience, and then,

following the order of correlations, to sensory and intellectual experiences. Regarding 'satisfaction' and 'loyalty', Appendix 3. shows that, in general, experiential marketing dimensions have influence on these two outcomes. Additionally, 'affective' is determinant for recreational settings like Taipei Zoo and 'relate', 'sense' and 'action', in this order, are suggested to have more influence on loyalty. It is worth observing that the relation between the tourist experience dimensions, assigned to Schmitt's (1999) framework, and destination attachment and perception of authenticity remains a gap, since no study addressing these issues was found.

3.5.3 The tourist experience model (TEM)

In this framework, Gnoth and Matteucci (2014) shift the focus from what the 'destination provides' to 'how the tourist mind perceives the activity it is engaged in and the interactions with its environment'. Rather than making distinctions between orthogonally positioned dimensions (as described in Pine and Gilmore framework), the authors consider the tourist experience as a dynamic process, within which tourists transit between 'being' and 'becoming', according to the type of activity engaged in ('repeated activities' vs 'new or exploratory activities'), and between 'person' and 'human being', according to the consciousness tourists have about their selves ('self-reflective' vs 'self-directed'). Figure 3.5 displays the model devised by Gnoth and Matteucci (2014).

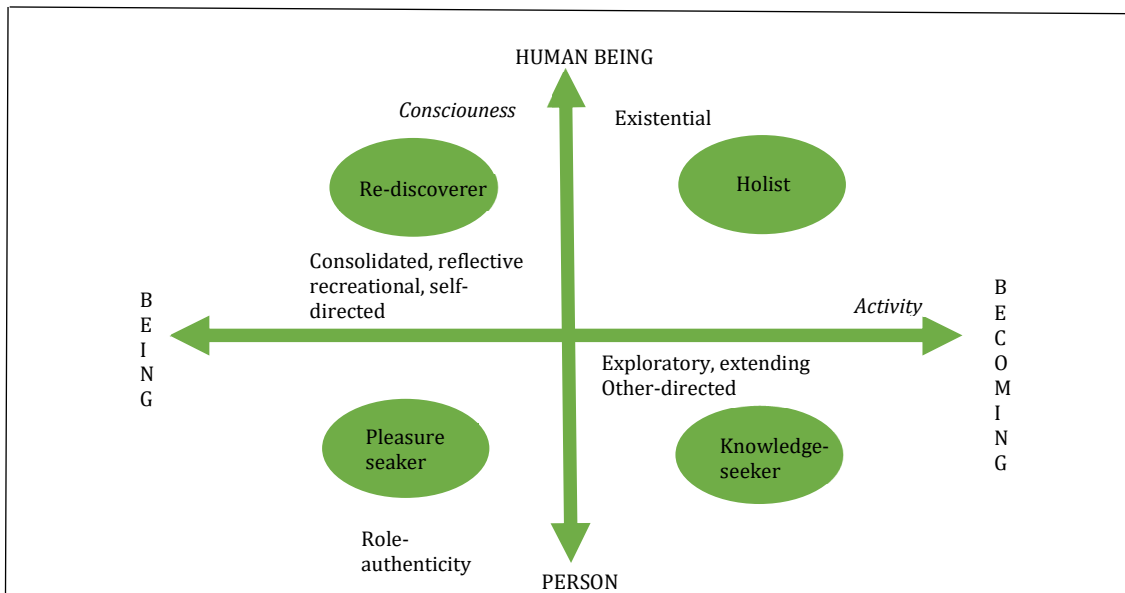


FIGURE 3.5
The tourist experience model (TEM) developed by Gnoth and Matteucci (2014)

Adopting a psychological perspective, the authors seek to understand the nature of the tourist experience by proposing its dynamic evolving along two axes, that is, the tourist's level of consciousness (person vs human being) and the tourist's active immersion into the destination (being vs becoming). The two axes suggest four modes or phases of the tourist experience as described in Table 3.6.

TABLE 3.6
Gnoth and Matteuch's dimensions of the tourist experience

Dimension	Description
<i>The pleasure seeker</i>	Based on the sense of 'self-reflection', which tourists' activity comprises, repetitive, known, ritualized, consolidated practices are performed. In this mode, the tourist destination is largely stereotyped and 'pleasure seeker' tourists usually have the same opinion about the destination. Tourists in this mode have just the desire of 'being', according to the objective of just seeking pleasure, recovering from the daily pressures and finding happiness in the world of fantasies. This mode of experience poses few or no challenges. This experience mode is marked by a role-authentic orientation, which means that tourists reinvent themselves automatically by gazing at the destination environment, by having contrasting and comparative perceptions, and by focussing on differences which reinforce destination stereotypes.
<i>The 're-discover'</i>	The level of engagement is increased in terms of skills and capabilities but still remains in repeated activities. It is related to playful, arousal-seeking behaviour or goal-oriented activities that require some possibly body and mental efforts and it may lead to flow. This mode of experience based on efforts and skills evokes the tourists' sense of their existential authenticity by reaching self-consciousness or maybe a collective-self is developed, if the engagement is experienced in family context and 'communitas'.
<i>Holistic</i>	Relates to forms of exploratory activities of the 'true self', which is existentialist in nature. The tourist challenged by different and novel settings has the opportunity to experience his/her own 'true self'. Existential tourists desire to 'go native' and, therefore, search to relocate to other places. The tourist's exploratory mind does not depend on socially acquired norms and expectations based in tourists' own-cultures. In this sense, tourists are not only 'being' but 'become' since the tourist experience is continuously changing and, by this way, this mode of experience induces transformation, personal growth and self-discovering.
<i>Knowledge seeker</i>	This mode relates to tourist experience marked by a role-authentic orientation, but tourists view their activity as new and exploratory and, as a knowledge seeker, tourists get involved in a destination, making an effort to actively search for new learning with those they relate to at the destination.

Source: Gnoth & Macciatto (2014)

Apparently, TEM shows similarities with the modes of experience described in Cohen's (1979) framework (see Sub-section 3.4). Furthermore, some categories introduced by TEM seem to be overlapped with Pine and Gilmore and Schmitt's discrete dimensions of the tourist experience. Nonetheless, Gnoth and Macciatto's (2014) framework provides a basis

to understand the tourists' mind according to the level of relations tourists engage in at the destination and the outcomes desired by them. Furthermore, Gnoth and Macchiato (2004) discuss the role of authenticity and its nexus to self-development through the tourist experience. When tourists are held to destination varnishing, they usually are inclined to develop their perception of authenticity by interacting with other similar tourists. However, these tourists experience the same tourist bubble and previous repeated experiences, as a result, are suggested to reinforce destination stereotypes. On the other hand, tourists going deeper into the destination varnish and cross the liminal zone towards the 'centre of the other' are supposed to develop the 'true self' by perceptions of existential authenticity, exchanging and learning with native population and being open-minded to explore the new.

3.6 Studies focusing particular experience dimensions

Schmitt's (1999) and Pine and Gilmore's (1999) frameworks have been adopted and empirically validated by some previous tourism studies, as detailed in Appendix 2 and Appendix 3. However, many studies have focused only on specific or particular dimensions of the tourist experience in order to obtain a deep understanding on the nature, elements, and importance of each dimension under analysis. These studies also analyze the relationships between these particular dimensions and specific outcomes, such as overall evaluation, satisfaction, memorability and loyalty. Next, some particular dimensions of the tourist experience will be discussed.

3.6.1 Social interaction

The 'relate/social interaction' dimension of the tourist experience has received much attention in the literature. Overall, the discussions around this topic have focused on different human interactions within the destinations and/or during service encounters in tourist enterprises. These studies usually analyze:

- (i) The relation between local residents and tourists, and positive attitudes to destinations (Choo & Petrick, 2014; Pizam, Uriely, & Reichel, 2000);
- (ii) The relation between local residents and tourists and cultural exchanges (Brown & Osman, 2017; Chen, 2016; Reisinger & Turner, 1998; Zhang, Inbakaran, & Jackson, 2006; White & White, 2009);
- (iii) The social interaction with local service providers, companion tourists, and tourists with other tourists (Arnould & Price, 1993; Choo & Petrick, 2014;

Heuman, 2005; Huang & Hsu, 2009; Kastenholtz et al., 2015; Selstad, 2007; Uriely & Reichel, 2000);

- (iv) The intimacy theory (Cederholm & Hultman, 2010; Kastenholtz & Sparrer, 2009; Trauer & Ryan, 2005);
- (v) The social interaction between tourists and staff of tourist enterprises (Solnet, 2007; Walls, 2013).

It is worth mentioning that 'social interaction' in tourism is a theme largely discussed from different disciplinary backgrounds of researchers, however, this sub-section focuses on the social interaction as a dimension of the tourist experience. In these terms, tourists have many opportunities to interact with people during the trip: (i) In the service encounters at tourist and non-tourist enterprises and tourist attractions. Service encounters can be defined by the presence of "multiple customers and service providers who share the servicescape with each other, involving a set of interactions and/or relationships" (Choo & Petrick, 2014, p. 373); (ii) Meeting local inhabitants at the destination (e.g. on streets), where a superficial but genuine, hospitable, generous and helpful contact occurs, as tourists ask for directions and information about where to buy or eat (Cetin & Bilgihan, 2015; Kastenholtz, Carneiro, Eusébio, & Figueiredo, 2013); and (iii) Interactions with other tourists at tourist facilities (hotels, hostels, trains or buses stations) and destination attractions (Arnould & Price, 1993; Choo & Petrick, 2014; Kastenholtz et al., 2013). One may think that with the rise of the sharing economy in tourism, not only the superficial interaction may occur, but more intimate interaction is expected when tourists meet local inhabitants inside their homes, as well.

Traditionally, in the field of social interaction as a dimension of the tourist experience, studies have been shown the relevance of social interaction between tourists and local residents determining positive attitudes to destinations, such as satisfaction and revisit intention, as consequences of this interaction (Pizam et al., 2000; Reisinger & Turner, 1998). The more intense social interaction between tourists and destination inhabitants, the higher the tourists' satisfaction (Pizam et al., 2000). Moreover, it should be mentioned that human interaction in tourism is acknowledged as presenting an emotionally charged process (Otto & Ritchie, 1996), embedded in cross-cultural encounters. These cultural differences frequently emerge within the tourist-local inhabitants encounters. Reisinger and Turner (1998) stressed the relevance of understanding cultural differences within tourist-local residents relationships for developing positive encounters, leading, thus, to tourist satisfaction and repeated visitation.

Paying particular attention to these comprehensive forms of social interactions, Arnould and Price (1993) presented the dimension *communitas* referring to the sense of emotional involvement and close interactions encompassing participants in an adventure tourism trip. *Communitas* is a Latin term firstly described in 1966 by the British anthropologist Victor Turner and refers to an unstructured community in which participants are equal and submit together to the general authorities of the ritual elders; the term also distinguishes the modality of social relationship from an area of common living (Turner, 1991). The social interaction in terms of *communitas* seems particularly adequate for SP2PA permitting tourists to live like a local, interacting with hosts and neighborhood communities (Guttentag, 2015), contributing to narratives of authentic encounters with local cultures (Dredge & Gyimóthy, 2015). Additionally, the social dimension of the experience may relate to other people one travels with (friends and family), to getting to know and interacting with other travelers or with local population at the destination, all contributing to a sense of *communitas*. To a certain extent, social interaction with significant others, in the form of cultural values, are also integral to the process of developing the tourist self-identity (Wearing & Foley, 2017), which leads to perception of authenticity and place attachment formation (see next chapter, Sub-sections 4.3 and 4.4).

Within this context, Kastenholz, Carneiro and Eusébio (2015) analyzed diverse socializing patterns of tourists in village destinations and found a richer and overall more pleasant experience for those who interact more, both with fellow tourists and with residents. The authors showed the role of social interaction in rural tourism for enhancing pleasantness of the tourist experience, tourist satisfaction and destination loyalty. Social interaction may lead to more active participation in destination experiences and eventually allow tourists to immerse into a different culture (escape), potentially increasing memorability (Kastenholz et al., 2015). Similarly, Choo and Petrick (2014) suggest that, for the case of small scale tourism, tour operators should provide an opportunity for positive and integrative interaction to improve tourists' satisfaction with their experience on destinations. One must bear in mind that these practices are not easy to achieve, since barriers due to language or other cultural differences may exist, see, for example, female tourists facing male constructed local norms at Muslim destinations (Brown & Osman, 2017). Another constraint to social interaction may occur in face to sexual harassment (Ram, Tribe, & Biran, 2016), drug peddling (Kozak, 2007) or aggressive harassment from small traders across destinations (Nicely & Ghazali, 2017). These occurrences may inhibit the social interaction between tourists and local inhabitants and probably reduce tourist satisfaction and visit recommendation (Kozak, 2007).

Recent literature highlights the effect of online technology by creating new social interaction values to the tourist experience (Dredge & Gyimóthy, 2015; Molz, 2014; Sigala, 2014; Tussyadiah & Pesonen, 2016). As discussed in Chapter Two, tourists are interacting through online communities and social networks, establishing flows of informational exchange (Molz, 2014), by generating online content (e.g. producing online reviews and ratings about tourist services), participating in discussion forums and other cyberculture practices, such as making posts on social networks, like Facebook and/or Instagram, thereby recording the tourists' encounters with people and spaces (Munar & Jacobsen, 2014). Furthermore, these online social interactions enable local inhabitants to provide peer-to-peer services to tourists, through online platforms, and under these processes, tourists are interacting directly with local inhabitants in a more emotionally intimate (Cederholm & Hultman, 2010; Molz, 2013; Trauer & Ryan, 2005) or even transformative way (Decrop, Del Chiappa, Mallargé, & Zidda, 2017).

Indeed, Trauer and Ryan (2005) explain that intimacy emerges when tourists sustain meaningful relationships with hosts and travel companions, and, thus, intimacy is suggested to encompass the social interaction experience in the domain of SP2PA tourist experience. As post-modern tourists seek for fulfilling experiences, they desire to have intimate embodied interactions with local inhabitants and travel companions (Molz, 2013). Therefore, in the context of person to person tourist services, 'intimacy' is considered as a value that emerges through the social interaction experience between tourists and local inhabitants or hosts and guests (Cederholm & Hultman, 2010; Kastenholtz & Sparrer, 2009; Tucker & Lynch, 2008). Supporting this evidence, Cederholm and Hultman (2010) suggest that the relationship between hosts and guests in commercial homes is characterized by specific emotional qualities like warmth, trust, spontaneity, sometimes even chaos, however always suggesting proximity and intimacy. Tussyadiah and Zach (2016) highlighted 'the feeling of being welcome' as a relevant attribute frequently mentioned in guests' reviews related to the guest experiences in SP2PA. Within this intimacy atmosphere, SP2PA hosts may take care or look after their guest (Heuman, 2005) and may act as a 'cultural broker', facilitating the tourists' immersion in the destination culture acculturation process to destinations (Kastenholtz & Sparrer, 2009). By playing the role of cultural brokers, being generous, kind, and showing altruistic behavior and willingness to help, hosts can induce positive emotions in tourists, such as gratitude and eudaimonia, and a sense of thankfulness (Filep, Macnaughton, & Glover, 2017).

Although a significant number of studies have consistently supported the relevance of social interaction to tourist experience, there are some studies reporting a lack of contact

opportunities and motivational issues on the part of both tourists and local residents that undermine the development of cross-cultural understanding in tourism. Meaningful contacts may be limited by: (i) Cultural differences and language barriers (Kim & Mckercher, 2011; Smith, 1989); (ii) Superficial and sporadic nature of contacts, often due to short and transient periods of the trip (De Kadt, 1979; Cohen, 1972); (iii) Sometimes, tourists are merely motivated to escape from their daily routine and to become more revitalized to perform their normal work life, thus, they do not feel motivated to develop contacts with local inhabitants (Smith, 1989). Therefore, superficial contacts with hosts have the potential to reinforce misconceptions that travellers have about foreign cultures (Cohen, 1972), and may even reinforce extant social or tourists' cultural norms (Kim & Mckercher, 2011). In this sense, the intimate nature of relationships between hosts and guests in SP2PA contexts may differ from these findings and may break the stereotypical view of tourists about local inhabitants as their hosts may introduce, in a more effective and authentic manner, the cultural aspects of destinations and neighbourhoods, acting as cultural brokers.

Finally, 'communication' between tourists and service providers significantly contributes to enhance the 'social interaction' tourist experience. In the field of sharing economy, as explored in Chapter Two, trust and reputation are considered as a 'capital' participants should develop and consolidate. By this instance, for the context of person-to person accommodation, some authors pay special attention to communication between hosts and guest during the 'pre-encounter' service stage, when guests interact with P2PA platforms (Ert, Fleischer, & Magen, 2016; Karlsson, Kemperman, & Dolnicar, 2017; Tussyadiah & Park, 2018) Studies analysing communication between P2PA guests and hosts are scarce. Recently, Sthapit and Jiménez-Barreto (2018), conducting a grounded theory approach, found that poor communication between hosts and guests is observed in the case of cold welcome, language barriers, little host attention in replying guests messages, and/or when guests could not find the host at the specific hour of arrival. According to the authors, feelings of disappointment, frustration and unhappiness are triggered in these circumstances, incurring some emotional effort and also additional loss of energy, money and time.

3.6.2. Sense/ Aesthetic

As discussed before, the tourist experience is socially structured by several types of encounters. However, it is not possible to ignore the effects of place or physical environment where these human interactions occur. According to the Urry's (1990) notion of 'gazing',

when tourists move around the destination, they interact not only with people but also with the place, engaging emotionally with both, people and environment. Tussyadiah and Fesenmaier (2009) expand upon this assertion to point out that, in this movement, a cognitive process denotes 'meanings' to the tourist experience which are originated from the multiple interpretations of simultaneous interaction with the social and environmental environment. Places where tourists are 'immersed', may also charge tourists emotionally, however, previously or simultaneously, tourists 'perceive' the places through inter-sensorial elements particularly stimulating the tourists' senses (Middleton, 2011; Lagerkvist, 2007). For this overview, globally one may summarize that, inference can be made: beyond through the activation of the senses, tourists become immersed in and embody the destination, while the mentioned environmental or spatial, physical exposure enhances both cognitive and affective responses within the construction of the tourist experience.

Traditionally, these emotional and cognitive responses used to be emphasized by the 'visual' as prominent sensorial stimulus. In the seminal book "The tourist gaze", Urry (1990) discusses the tourist's involvement with the human and spatial resources of destinations, focusing on what is 'seen' by the tourist gaze. More recently, however, by the recognition that tourists are not detached from their bodies, several authors (Agapito, Valle, & Mendes, 2014; Gretzel & Fesenmaier, 2010; Liu, Wang, Liu, Deng et al., 2018; ; Kirillova, Fu, Lehto, & Cai, 2014; Martins et al., 2017; Pan & Ryan, 2009) have paid attention to diversified sensory stimuli in the context of the tourist experience. In a glance, the sense/aesthetic dimension of the tourist experience, according to these authors, should be addressed not only considering the 'vision' stimulus but also diverse senses, or even all senses together, in order to capture the rich sensorial tourist experience (Agapito, Pinto, & Mendes, 2017). Regarding this approach, Milliman (1986) studied the role of 'audition' in the hospitality experience (restaurants), analysing the influence of background music on the behaviour of restaurant clients. The author found that music tempo variations may significantly affect purchases and length of stay. Still for the 'audition' sense, Liu et al (2018) demonstrated that the 'soundscape' of a heritage destination in China positively influenced tourists' satisfaction. In turn, according to Mak, Lumbers, Eves, and Chang (2017), 'taste' experiences during vacations are deemed as a pleasure. Indeed, sensory experiences and pleasure were significantly associated with tourists' motivation to consume food. Hence, these authors suggest that tourism and hospitality marketers should devote efforts in their promotion mix to highlight the sensory-pleasure of the food consumption experience, including taste, and the overall sensory presentation determining the dining atmosphere of the gastronomic experience.

More specifically regarding destinations, several authors (Agapito et al., 2017; Ballantyne, Packer, & Sutherland, 2011; Dann & Jacobsen, 2003; Kastenholtz, Eusebio, & Carneiro, 2016; Kirillova et al., 2014; Middleton, 2011; Pan & Ryan, 2009; Tung & Ritchie, 2011) discussed the intimate link between 'sensory stimuli' and 'destinations', highlighting the effects of the sensory dimension to favourable tourist behaviour and the potential of creating memorable experiences. In these terms, Dann and Jacobsen (2003) attempted to analyse the 'olfactory' sense stimulated by destinations and they stressed that in order for a touristic destination to succeed it must be attractive not only visually but also aromatically appealing, since it is responsible for evoking memories. Similarly, Sidali, Kastenholtz, and Bianchi (2013) argued that, for the case of rural tourism, tasting local food is considered a way to benefit destinations, since food experiences can play a particular role to a more meaningful, distinctive, intense and memorable experience.

However, in a comprehensive sense, other authors (Agapito et al., 2017; Kastenholtz et al., 2016; Middleton, 2011; Pan & Ryan, 2009) actually proposed the multisensory approach, stressing that the structure of an enriched experience should take into account all sensory elements of the destination. Agapito, Valle, and Mendes (2014) argue that considering only the 'visual' part of the sensory experience is reductory, particularly in tourism, where individuals get involved in a distinct, frequently unknown, multisensory destination context, suggesting the need to study the tourist experience holistically, encompassing all five senses. Ultimately, tourist experiences while travelers immerse in complex and diverse sensory impressions are linked to loyalty intentions and memorability (Agapito et al., 2017). Besides loyalty and memorability, the multisensory approach also results in other benefits to destinations. Particularly, Kastenholtz et al.'s (2016) findings demonstrate that multisensorial experiences show a significant impact on the purchase of local products. Hence, visitors' opportunities to enjoy more stimulating sensorial experiences should be increased.

The link between the multisensory experience and destinations has also been marked by the discussions around the perception of authenticity as an outcome of the tourist experience (Lew, 2011; Mak et al., 2017; Sidali, Kastenholtz, & Bianchi, 2013; Sims, 2009; Wang, 1999). The research in this field highlights the contribution of multisensory synergies to the perception of authenticity and outcomes such as tourist satisfaction and destination loyalty. Tourists tend to perceive authenticity by attempting to capture the sense of 'real' or 'genuine' (Waller & Lea, 1999). Particularly for heritage tourism and local food consumption, authors point out the role of multisensory synergies to enrich the tourist experience by perceiving the authenticity of toured objects and lifestyle. In the case of heritage tourism, multisensory synergies attempt to enhance the interpretation and

learning at historical sites, museums, historical festivals, or art galleries (Lee, Chang, & Luo, 2015; Cho, 2012; Steiner & Reisinger, 2006; Chhabra, Healy, & Sills, 2003; Waitt, 2000). In light of this evidence, Cho (2012) shows the case of Korean Folk Villages which employ visual performances regarding life-on-the-scene as living history and the use of unique scents and various elements related to multisensory experiences. Cho's (2012) findings also demonstrate the relation between perceived authenticity and tourist satisfaction.

Regarding local food consumption, and the associated sensory experience, when tourists give preference to purchasing local food, or other products, they are probably questing for authenticity (Kastenholz et al., 2016; Robinson & Clifford, 2012; Sidali, Kastenholz, & Bianchi, 2015; Sims, 2009). Moreover, Sims (2009) explains that when tourists purchase and have a sensory experience of consuming local foods and drinks, they are constructing their own identity, probably, because tourists desire to construct their identity in the valuable authentic sense of their 'self'. Contrary to the sense of 'objectivist' and 'constructivist' authenticity viewed in the aforementioned examples of heritage tourism, the sensory experience linked to the consumption of local foods and drinks is associated with the concept of 'existential' authenticity, when tourists look for authenticity, not in objects outside them, but, within their 'self' (Wang, 1999). Indeed, it is worth noting that local foods and drinks may trigger a hybrid perception of authenticity, since values of objectivist authenticity may be represented in typical dishes of destinations, as they use genuine ingredients, are locally sourced, reflect historicism, use a traditional receipt, are mythologized, etc. (Robinson & Clifford, 2012). On the other hand, existential authenticity may also refer to the roots of identity construction by consuming local products and drinks. This may, in the case of postmodern consumers, be associated to the perceived value attached to handmade products, the wish to support local producers and small traders in the reconnection to nature, and to the refusal of commodified products offered in massive large scale¹¹ (Sidali et al., 2015; Sims, 2009). Apart from authenticity, recent studies (Sthapit, Björk, & Coudounaris, 2017) suggest that taste experiences when consuming local food plays a relevant role on the formation of memories that further may influence destination attachment formation and behavioural intentions.

For the specific case of P2PA, a study conducted by Paulauskaite, Morrison, Powell, & Stefaniak, (2017) revealed that aspects associated to the P2PA's interior design and

¹¹ These postmodern behaviours are also acknowledged by the term 'slow life', which refers to an emerging trend that describes a life in harmony with the environment and a preference for being closer to all that is traditional, local, fair, organic, and authentic with a clear sustainability charged bias (Chung et al., 2017).

atmosphere contribute to guests' perception of authenticity. Additionally, these authors also claim that interactions with P2PA hosts and local culture also play a relevant role in authenticity, which can lead to destination attachment. As will be seen in the next chapter, destination attachment is a concept quite related to emotional bonds that emerges towards destinations. In this sense, it is important to take an overview about the feel/affective dimension of the tourist experience.

3.6.3 Feel/ Affective

Undoubtedly, emotions represent a key issue in the field of consumption, particularly so in tourism. Several studies have attempted to understand the nature of emotions in the consumption experience and the role played by emotions in consumer responses. It can thus be argued that valid references from psychological approaches to human behaviour are considered by consumer behaviour scholars. In this context, according to Maia (2011) and Carneiro, Eusébio, and Santos (2016), the general frameworks used to explain the nature of consumption-related emotions are: (i) The PAD framework (Mehabian & Russel, 1974), which considers 'pleasure', 'dominance' and 'arousal' as significant emotive responses from environmental stimuli; (ii) The 'circumplex model of affect', proposed by Russel (1980), which describes the main dimensions of affect, spatially organized into four opposite pairs of emotions: arousal-sleepiness; excitement-depression; pleasure-misery; contempt-distress; (iii) Plutchik's wheel of emotions (Plutchik, 1980), which describes eight primary emotion dimension arranged as four pairs of opposites (love-remorse; submission-contempt; awe-aggressiveness; disapproval-optimism; (iv) The positive and negative affect schedule (PANAS) proposed by Watson, Clark, and Tellegen (1988), where briefly, the 'positive affect' reflects the extent to which a person feels enthusiastic, active and alert, while the 'negative affect', in contrast, reflects anger, contempt, disgust, guilt, fear, nervousness; (v) the framework of Consumption Emotion Descriptors (the CES): while the previously mentioned frameworks have their roots in the discipline of psychology, CES was proposed by Richins (1997) specifically for consumption-related emotions in order to identify an appropriate set of descriptors for consumption emotions.

Regarding tourism, when tourists interact with sensory and social destination attributes, or when facing service encounters provided by tourist enterprises, a diversity of emotional responses may be elicited. This is particularly true when recognizing the important role travel and tourism consumption plays in individuals' lives, the hedonic motivations frequently associated to this consumption and the complexity of this particularly engaging type of consumption (Gnoth, Zins, Lengmueller, & Boshoff, 2000; Malone, Mckechnie, &

Tynan, 2018). Hence, in the domain of the tourist experience, emotions also have a significant influence on tourist behaviour in terms of satisfaction and loyalty intentions towards destinations (Hosany & Prayag, 2013; Hosany, 2012; Hosany & Gilbert, 2010 ; Lin & Kuo, 2016) and tourist service providers (Barsky & Nash, 2002; Bigné, Andreu, & Gnoth, 2005; Han & Jeong, 2013; Ma, Scott, Gao, & Ding, 2017). Commonly, studies in this field have analysed the mediating role of satisfaction between positive emotions and behaviour intentions for both, destinations and tourist/leisure service providers. In the case of destinations, authors (Bosque & San Martín, 2008; Hosany & Gilbert, 2010; Lin & Kuo, 2016; Su & Hsu, 2013) have demonstrated the mediating effect of satisfaction between positive emotions and behaviour intentions. However, contrary to this result, the study carried out by Prayag, Hosany, and Odeh (2013), related to tourist experience in a heritage site, did not confirm the mediating effect of tourist satisfaction between tourist emotions and behavioural intentions. For tourist/leisure service providers, the mediating effect of satisfaction between emotions and behavioural intentions is found in the cases of hospitality (Ustrov, Valverde, & Ryan, 2016; Ladhari, 2009); culinary festivals (Mason & Paggiaro, 2012); theme parks (Aziz, Ariffin, Omar, & Evin, 2012; Bigne et al., 2005); natural parks (Ballantyne et al., 2011); tourists participating in shopping experience (Yüksel & Yüksel, 2007). Apart from these issues, emotion has been recognized as central to memorable tourist experiences (Servidio & Ruffolo, 2016; Tung & Ritchie, 2011).

Therefore, acknowledging the significance of emotion for optimizing tourist experiences and its contribution to successful experiential marketing, diverse research techniques (empirical analysis, *in-situ* measurements, laboratorial analysis) have been applied in order to understand the nature of emotional responses underlying the tourist experiences. In this sense, inspired by the previously mentioned psychological studies, Hosany & Gilbert (2010) developed a scale, labelled the 'destination emotion scale' (DES), to identify salient dimensions of emotions towards destinations. The authors' findings demonstrate the relevance of 'love', 'joy' and 'positive surprise' in tourists' responses of their emotional experiences. Recently, Prayag, Hosany, Muskat, & Del Chiappa (2017), using the DES scale, demonstrated the significance of 'positive surprise' to tourist satisfaction, while a non-significant relation to tourist satisfaction was found for 'joy' and 'love'.

The 'Pleasure-Arousal-Dominance' (PAD) scale is also analysed in tourist experience studies (e.g. Bigne et al., 2005; Carneiro et al., 2016; Lee, 2014; Lee, Lee, Lee, & Babin, 2008; Yüksel & Yüksel, 2007). 'Pleasure' refers to the degree to which an individual feels happy, good, delighted or satisfied in a situation, which is subject to that individual's preference for an environment, while 'arousal' is associated with the degree of excitement, stimulation or

becomes alert in a situation and 'dominance' is the 'extent to which a person feels in control of a situation' (Lee, 2014, p. 117). According to Carneiro et al.'s (2016) findings, 'pleasure' and 'arousal' were identified as powerful emotions in creating satisfaction and loyalty towards historical re-enactment events. This is in line with Bigne et al.'s (2005) study, revealing that 'pleasure' is directly linked to the visitors' satisfaction and loyalty towards theme tourist parks, whilst 'arousal' mediates the relationship between pleasure and satisfaction. Yüksel and Yüksel (2007) also found similar relationships between emotions (pleasure and arousal) to satisfaction and loyalty in terms of tourists' shopping experience; however, in this case, authors additionally analysed the effect of risk perception and found that low-risk perception positively influences pleasure and arousal.

Recently, researchers are attempting to 'measure' the tourist experience emotions in 'real time' and directly from neurophysiological reaction towards stimuli. For instance, Kim and Fesenmaier (2014) carried out a study with tourists in Philadelphia (USA) collecting data from electrodermal activity (EDA), which is based on neurophysiological responses. According to the authors, measuring tourists' emotions '*in situ*' permits a higher accuracy in terms of assessing the entire experience, including the 'specific moments' when tourists are experiencing tourist attractions and those 'empty moments' where tourists are, for example, just walking or using public transport. This approach represents an important tool for the design and management of tourist experiences. Moreover, as observed in the proceedings of the ninth 'Consumer Behaviour Tourism Symposium' - CBTS/2016, researchers are attempting to analyse emotions from guests in real-time, using specialized software based on human muscular activity which enables analysis of people in videos, showing emotions in real time (Christian, Scuttari, & Harald, 2016).

3.6.4 Escape

In general, tourism offers an opportunity for people to escape from their daily life, from their perceived mundane environment (Crompton, 1979), from their problems or troubles (Mannell & Iso-Ahola, 1987), from dominant family and work patterns (Trauer & Ryan, 2005). Travelling is also an opportunity for seeking novelty and strangeness (Otto & Ritchie, 1996; Cohen, 1972). Actually, the wish to escape is acknowledged as a major socio-psychological motivation for travelling (Crompton, 1979; Fodness, 1994; Nikjoo & Ketabi, 2015; Oh, et al., 2007). Indeed, many individuals seek, associated to a broader motive of self-realization, significant actions that may enhance their lives, if they remain open to the new (Abrahams 1986).

In tourism literature, the escape experience was traditionally viewed as a search for novelty (Otto & Ritchie, 1996). Later, this dimension was considered as an active immersion in a particular, non-ordinary, setting or a new reality (Pine & Gilmore, 1999). However, one may interpret Otto and Ritchie's (1996) and Pine and Gilmore's (1999) conceptualizations, as more than just novelty seeking or immersion in active experience, being actually close to what Csikszentmihalyi (1990) coined as the 'flow experience' (see Table 3.1 of this Chapter). More recently, Cohen (2010) conceptualized 'escape' experiences as those related to tourists' desire of being free from the daily routine lifestyle, and even from the values of modern society, making tourists disconnect their selves from such society. In this sense, Cohen (2010) explains that 'escape' experience may result in self-discovery and self-realization, allowing personal transformation and growth.

In contemporary times, individuals may feel trapped in the mundane everyday life, their work and daily responsibilities or they may feel bored with respect to their daily routines and materialistic life. It seems that the current lifestyle is alienating people and does not permit them to give meaningfulness to their lives. Sometimes this lifestyle leads people to play multiple roles, being eventually far from people's true 'self.' According to Cohen (2010), in the liminal process of travelling, disconnecting from the mundane life and feeling immersed within the extraordinariness of travel and other places and cultures, tourists have the opportunity to find themselves, having thus a sense of self-discovery. These are possibilities discussed by Cohen (2010) who stresses that travel is the way individuals try to escape from their everyday 'notions' of self. Thus, travellers imagine travel experiences as a 'route' to find themselves, to find their space 'outside' the contradictions of everyday social, political, and economic life. This escape experience may consequently result in transformative experiences to tourists.

According to Cohen (2010), transformational experiences reflect encounters in which a participant feels that she/he has changed as the result of an experience. In this sense, the quest for escape may reflect a quest for self-discovery, self-development, reinforcing identity: 'some individuals still seek experiences that allow feelings of escape and a strong sense of identity and meaning and value may be attached to experiences that provide for these perceptions' (Cohen, 2010, p. 16). About this, Tung and Ritchie (2011) claim that the tourist experience resulting in self-discovery affects tourists' way of life by expanding their understanding of the world and changing their perspectives in life. Authors argue that escape experiences that elicit self-discovery will remain in tourists' minds as memorable experiences. Similarly, a previous study conducted by Arnould and Price (1993) defined the dimension 'personal growth/renewal of self' relating to self-discovery, self-awareness or

personal transformation, achieved through extraordinary experiences. In this sense, the 'escape' dimension of the tourist experience, according to Tung and Ritchie (2011), Cohen (2010) and Arnould and Price's (1993) perspectives, involves 'travelling' (metaphorically speaking) to the inner self as well as personal transformation, achieving a new state of mind.

Acknowledging the relevance of the escape dimension for the tourist experience, some authors have attempted to demonstrate its influence on regular outcomes of tourist behaviours, such as satisfaction, loyalty and memorable experience. In this sense, Ali, Ryu and Hussain (2016) suggest that escape opportunities make the creative tourist experience memorable and satisfying. In contrast, Oh et al (2007), adapting Pine and Gilmore's (1999) general consumer experience dimensions to the B&B context, did not reveal a significant contribution of the escape dimension to guests' satisfaction, arousal, memory and overall perceived quality, which may be due to the type of experience (B&B) analyzed or the operationalization of the construct in their study. Apart from these studies, specific cases of tourist experiences were discussed in terms of 'transformative experiences' by considering the potentiality of these experiences to enable tourists to escape, in terms of being encouraged to personal transformations, to enlarge their worldview and to change their lives. In tourism, transformative experiences are apparently fostered by: (i) Nature tourism (Arnould & Price, 1993; Mason & Christie, 2003; Walter, 2016; Wolf et al., 2015); (ii) International sojourn students experience (Brown, 2009); (iii) Volunteer tourism (Coghlan & Gooch, 2011); (iv) Backpacker experience (Noy, 2004).

Conceptually, according to Tomljenović and Ateljevic (2015), the underpinnings of a transformative tourist experience are related to the 'transformative learning theory', originally developed by the American sociologist *Jack Mezirow*. The 'transformative learning theory' encompasses three dimensions: *psychological*, relating to deeper understanding of self; *convictional*, based on revision of belief systems; and *behavioral*, in terms of changes in lifestyle of a person, their families, communities and entire societies (Mezirow, 1996). Therefore, the correspondence between this theory to transformative tourist experiences can be observed, for instance: (i) Brown's (2009) discussions about international students 'sojourn', which are found to have the power to produce changes in students' minds by enhancing intercultural competencies, as well as a shift in self-understanding. Such change is considered by the author as a result of exposure to diversity and of the geographical and emotional distance from home environment; (ii) Coghlan and Gooch (2011) argue that volunteer tourism can be improved according to the principles of transformative learning as it provides a cathartic experience and may alter how tourists see

their place in the world; (iii) Noy (2004), analysing backpacker experiences, observed evidence of profound change of self mainly for those backpackers that seek for authenticity.

Regarding transformative experiences in the context of sharing hospitality, Decrop et al. (2017), analysing Couchsurfing guest experiences, stress that Couchsurfing represents a more authenticity-driven and transformative style of travel. According to the authors, the main outcomes of the Couchsurfing experience is characterized by a change in beliefs, attitudes and values, personality changes and engagement in local communities. However, these transformative responses are achieved by certain conditions, such as 'no money' involved in the transaction, shared ethos, time available, and authenticity (Decrop, Del Chiappa, et al., 2017). Authors' findings contrast with the study proposed in this research project since the SP2PA here analyzed is 'monetized'. This study will thus attempt to understand to what extent monetized shared hospitality experiences, such as the SP2PA, permit an 'escape-transformative' experience and perception of 'sharing' ethos as well.

Relevant for this research is the relationship between transformative experience and existential authenticity. Kirilova et al' (2017) discussions suggest that tourist escape is linked to the very human and existential nature of a tourist and thus the issues pertaining to perceived meaninglessness of life, alienation, freedom, and one's mortality frame and contextualizes subsequent transformative changes in a tourist. Moreover, the authors suggest some triggers related to transformative experiences, for instance, conducive environment with beautiful scenery, novel cultural context, and the potential for meaningful connections with others. By these results, the potentiality of SP2PA guest experience to initiate meaning-making transformation in a guest may be suggested.

As stressed by Tung and Richie (2011), the tourist experience may result in self-discovery or self-knowledge, and whether existential or intellectual, while knowledge also belongs to the domain of the tourist experience, as discussed in the next topic.

3.6.5 Educational, entertainment and act

Almost three decades ago, Martin and Mason (1987) stressed that activities, experiences, participation, and 'learning' would be key elements in the future of tourism. More recently, professor Chris Cooper and his colleagues described the main features of the 'new tourists', or 'postmodern tourists': they are more educated, demonstrate more skills and they seek more participation, being more active (Cooper, Fletcher, Fyall, Gilbert, & Wanhill, 2007). New tourists are leaving the passive search for sun and sand and are now motivated by educational or curiosity reasons (Cooper et al., 2007; Crompton, 1979 ; Martin & Mason,

1987). Traditionally, the educative perspective in tourism was perceived as almost a moral obligation (Crompton, 1979) in the sense that, tourists may perceive travel as the one opportunity in a lifetime to see and admire the authenticity of a particular cultural attraction, and if the opportunity was not grasped, then, educational benefits of the tourist experience were lost (Crompton, 1979). Still today, acquiring knowledge or learning during tourism, in diverse facets, is significantly associated with the tourist experience (Ali et al., 2016). While travelling, tourists frequently want to learn 'something new about themselves' (as discussed in the previous topic), engage in learning in terms of practicing skills, or in learning something new about places and other people's way of life or culture (Winkle & Lagay, 2012). Analyzing these motives for learning, it can be suggested that the SP2PA experience seems to be a chance for immersing in local culture, suggesting corresponding learning opportunities. Additionally, Winkle and Lagay (2012) have identified some factors influencing tourists' learning, such as engagement with others, advanced planning and past experiences/knowledge, life-stage and feelings of safety. Moreover, learning resulting from tourist experiences is suggested to be strongly related to individual interests, motivations and prior knowledge (Falk & Ballantyne, 2012).

The educational aspect of experience encompasses the individual's active participation (Pine & Gimore, 1999), in contrast with the rather passive 'entertainment' experience. The experience of 'action/activity' refers to physical behavior and engagement in alternative lifestyle (Schmitt, 2010). Once actively engaged in an experiential environment, cognitive processes as well as emotions are triggered and tourists may reflect about their lifestyle or ways of doing things (Tsaur, Chiu, & Wang, 2007). Therefore, the 'act' dimension of the tourist experience seems consequently related to the cognitive and symbolic interpretation and meaningfulness of the experience (Schmitt's dimensions labelled as 'think' and 'relate' or Tung and Ritchie's 'consequentiality/intellectual development').

Considering the ties between activity involvement and learning, authors have been attempting to assess the tourists' responses to activity involvement and learning. In this sense, Liang (2017) demonstrated that tourist's engagement in agritourism activities impact both general knowledge and that regarding agricultural practices and knowledge through activities that incorporate teamwork and collaboration among tourists. In a study on wine tourism experiences, the 'act' dimension was shown to be linked to loyalty intentions (Lee & Chang, 2012). Moreover, these authors suggest that winery managers should develop activity programs beyond tasting and purchase of souvenirs or wine, to provide engaging learning experiences, such as regarding the winemaking process and wine culture, in order to attract and satisfy tourists.

Despite the relevance of active participation in tourism for educative experiences, authors also highlight the role of entertainment in this field. For instance, Hosany and Witham (2010), analysing cruiser trips, show that entertainment is deemed as a relevant dimension in predicting arousal, memory, overall perceived quality, satisfaction, and intention to recommend. Moreover, besides escape, entertainment was found to be the most relevant experience dimension for museums and historic sites (Lee & Smith, 2015). However, as postmodern tourists are motivated by acquiring knowledge, the nowadays trend is to mix education with entertainment. Therefore, Pine and Gilmore (1999) coined the term 'edutainment' to characterize an experience that mixes education with entertainment. Edutainment is a way to promote educational experiences through exploration and interactivity so that the visitors are enjoying the experience and learning at the same time (Green & Mcneese, 2008). The challenge is to deliver an entertaining product that at the same time is educational or to design a touristic attraction offering learning opportunities which empower superior experiences. Useful examples of human-interactive guided tours, improving edutainment that preserves the educational value while at the same time providing degrees of entertainment value, is observed in winery tourism (Alonso et al., 2017); historical representations at museums (Hertzman et al., 2008); heritage tourism (Li & Qian, 2017), among others.

Beyond human-interactive guided tours, recently, authors are investigating the role of information and communication technologies (ICT), such as gamification¹², augmented reality¹³ and QR code¹⁴ in 'edutainment'. In this sense, Wei, Weng, Liu, and Wang (2016), analysing game-based learning within a Chinese historic destination, finding that gamification is an effective tool that promotes enhanced learning experiences. Similar results were found by Lumpoon and Thiengburanathum (2016) when examining young tourists' behaviors using games related to culture, history and general touristic information of a Chinese destination. While game users demonstrated a moderate degree of satisfaction using gamification in their tourist activities, the authors showed the potentiality of

¹² Gamification is a neologism used to indicate a trend referred to as the introduction of game mechanics and game thinking within a range of industries (Adukaite, Zyl, Sebnem, & Cantoni, 2017). According to Dymek (2017), the most quoted definition for gamification is 'the use of game design elements in non-game contexts';

¹³ Augmented reality (AR) is the overlay of digital content into users' immediate surroundings, allowing users to explore the surrounding environment by using mobile technologies (Dieck et al., 2018);

¹⁴ QR Code is a two-dimensional bar code where, in contrast to what happens for the traditional barcode, a significant amount of information can be stored, rather than to an internal link to an app. The bar code is scanned by using the camera of the mobile device, which reads the code and activates a specific program through which the user can have access to additional information (Solima & Izzo, 2018, p. 118-119).

gamification to increase the degrees of detailed knowledge regarding the selected historical and cultural destination. Similarly, Tian, Xu, and Fu (2013), and more recently Dieck, Jung, and Rauschnabel (2018) claim that augmented reality engines, browsers and applications are creating and providing memorable and exciting experiences to tourists with entertainment, interactive fun and learning, since tourists may interact and engage seamlessly with virtual objects in the real world. In this sense, museums are applying technology to integrate more interactive elements in order to enhance emotional, entertainment and educational experiences (Müller, 2013; Hertzman et al., 2008).

3.6.6 The sharing experience

As discussed in Chapter Two, consumers adopting the sharing economy services usually follow some attitudes and behaviors associated to a set of values and rules they believe as being important to enhance efficiency, trust and reputation in such type of service. Following this logic, the tourist experience in the sharing economy context is underlying values and assumptions increasingly recognized by those engaged in the sharing economy. Recently, it is possible to find some studies in tourism-related literature discussing the major values and assumptions in the sharing economy deemed as relevant for tourist experience in this kind of service.

Accordingly, for the particular case of Couchsurfing, the individuals involved in this experience usually cocreate values of reciprocity, proselytism, desire for helping, homophily, and the sense of belonging to a community (Decrop et al., 2017; Kim et al., 2018; Mikołajewska-Zaj, 2018). In advance, as it will be analysed in Chapter Six (Sub-section 6.2.1.5.1), some of these values emerged from the qualitative research of this study, for instance, 'reciprocity', 'desire for helping' and 'being part of a community'. In the sharing economy context, reciprocity is a behaviour frequently observed in members of virtual communities (Wasko, Teigland, & Faraj, 2009). For instance, in Couchsurfing, reciprocity is deemed as a 'norm' (Mikołajewska-Zaj, 2018) or there may also be implicit expectation of reciprocity (Molz, 2014). Couchsurfing participants usually exchange material resources of hospitality (food, drink, beds, or rides) as well as immaterial resources, such as guidance, welcome, conviviality (Molz, 2014).

According to Lèvy (2001), a virtual community is built upon interests and knowledge, affinities, mutual projects, and cooperation or exchange processes. The author stresses that the communication within virtual community is not restricted to the cyberspace. Indeed, face-to-face or off-line meetings also happen and most of the time, online communication is

a complement of the off-line meetings. Some SP2PA, such as Couchsurfing and Airbnb, are deemed as 'traveller communities' setting out online and off-line meetings which entail commitment (self-identification) to the community and the individual is more likely to develop the desire of cooperation and simply enjoys helping others in the community (Kim et al., 2018). Indeed, helping shapes the host-guest practices and is related to value formation in Airbnb (Camilleri & Neuhofer, 2017). According to these authors, helping includes hosts showing guests around and giving them useful explanations about housing, access to bus links, etc. However, as helping is typically part of sharing lifestyles, it is not exclusively a host initiative as detailed in Camilleri and Neuhofer (2017). Guests also may help hosts doing some home services and cooking, as will be shown later in the results of the exploratory stage.

Not much is known in scientific literature about the nature of tourist experiences embedded by the sharing economy values. In the current study, it is suggested that the 'sharing experience' is a specific type of the tourist experience in sharing economy contexts. Thereby, this study attempts to fill the existing gap in this field.

3.7 The tourist experience in P2PA

Beyond the studies analyzing the P2PA tourist experience following the economy experience approach (Mody et al., 2017; Souza et al., 2018; Schuckert, Peters, & Pilz, 2017) and the studies investigating the tourist experience in sharing economy contexts (see the last Sub-section), other authors use different frameworks attempting to describe the P2PA tourist experience. Commonly, authors use to highlight some elements of this experience, such as 'social contact', 'value co-creation', 'risk perception', and the relations of these factors with the outcomes of 'perceived authenticity' and 'P2PA attitudinal loyalty'.

In this sense, Zhu, Cheng, Wang, Ma, and Jiang, (2019) argue that the P2PA hospitality experience encompasses the combination and interaction of physical and spatial, affective and social interaction experience dimensions. Furthermore, the authors highlight that these dimensions are associated to the construction process of home feeling in the P2PA tourist experience. Also, this study indicates a positive relationship between guests' home feeling and P2PA loyalty. The 'social interaction' dimension is also highlighted in Pappas' (2019) framework as a influencing the overall experience in P2PA. Detailing the nature of social interaction in the P2PA tourist experience, Lin, Fan, Qiu, and Lau (2019) identified three types of social contact during the guests' stay, namely 'guest-host, guest-community, and guests-guests' contacts. These types of social contacts are viewed by the authors as

nurturing a high level of tourist engagement with and within the destination. In this sense, this result evidences the likelihood of the P2PA experience in developing destination attachment. The social contacts between 'hosts and guests' and 'guests and local inhabitants', when guests tour around the P2PA neighborhood, are deemed by Johnson and Neuhofer (2017, p. 2366) as "primary resources that form the basis of collaborative value co-creation efforts in Airbnb settings". The authors also indicate that some activities, such as cooking with the host, learning about the destination, attending local events, relaxing off the beaten track, etc., may be identified as value co-creation practices. The utilitarian benefits of the physical environment underpin the guest experience within P2PA (Lyu, Li, & Law, 2019; Zhu et al, 2019). A convenient location, close to trains stations or attractions with easy access to transportations, the P2PA being as pictured in the platform, the unique characteristics of the room, the quality of living conditions, home facilities and washing supplies are valued by the P2PA guests (Lyu, Li, & Law, 2019; Zhu et al, 2019).

The 'perceived risk' and 'sense of security' are also deemed as dimensions influencing the P2PA guest experience. According to Lyu, Li, & Law (2019), P2PA guests are more concerned about safety issues in terms of the physical environment of P2PA property, such as regarding the surrounding environment, availability of room locking, but also whether the host demonstrates sincere care for the guests. Regarding perceived risks, Airbnb guests feel as safe as hotel guests (Birinci, Berezina, & Cobanoglu, 2018). The necessary safety infrastructure and a guest-host communication network provides low risk perception to Airbnb guests (Birinci et al., 2018). The risk perception in the P2PA experience influences customer repurchase intentions (Birinci et al., 2018; Mao & Lyu, 2017).

According to some studies reviewed in this chapter, the outcomes of 'perception of authenticity' and 'loyalty' are frequently analyzed. In contrast, studies analyzing the relationship between the P2PA guest experience and destination attachment formation are scarce. Next chapter will discuss these topics highlighting the relevance of 'perception of authenticity, 'loyalty' and 'destination attachment' as outcomes of the tourist experience.

3.8 Conclusions

This chapter showed that the tourist experience is a complex and subjectively lived process, being analysed and understood by diverse and multidisciplinary approaches. Moreover, according to anthropologists' arguments and Cohen's framework discussing the different modes of tourist experience, the setting and tourists' personalities and motivations affect the tourist experience, posing challenges to destinations and tourist service suppliers to

manage the tourist experience. However, despite of these features, managers should pay attention to tourists' responses associated to the experiences tourists live at the destination and make every effort to ensure the respective positive experience outcomes, such as pleasant emotions, satisfaction and memorability of the experience, as well as loyalty and place attachment.

The knowledge on how tourist experiences can be measured, and hence, the research possibly providing clues for best managing the tourist experience, is still a work in progress. The most common approach is focusing on the nature and scope of the tourist experience reflected by their main dimensions and, commonly, these dimensions are explored by two distinct frameworks: Pine and Gilmore's experience economy model and Schmitt's experiential marketing framework. Studies focusing individually on specific dimensions of the tourist experience are also frequent and they introduce relevant insights to also understand the SP2PA experience.

Although there is no consensus yet on the dimensional structure of the tourist experience, several dimensions have received increasing attention, some of which have been identified as particularly relevant for accommodation experiences, while some appear interesting for the broader destination experience sought by guests of shared accommodation, being both an *accommodation* and accommodation-enhanced *destination* experience. These are consequently chosen for the purpose of this study.

From the diverse perspectives adopted and content discussed in this Chapter, we may conclude that some dimensions from the two dominant frameworks (Schmitt and Pine & Gilmore) may be combined, given their overlapping conceptualization. This overlapping is suggested by considering, for instance that the 'think' dimension of 'experiential marketing' is close to what Pine and Gilmore coined as 'educational' and that the 'sense' dimension of Schmitt's framework, considering the senses of hearing, vision, smell, taste and touch, is close to Pine and Gilmore's (1999) concept of 'aesthetics'(Souza et al., 2018). Given this overlapping, this study presents a more comprehensive analysis by assuming a 'holistic multidimensional framework' comprising both Pine and Gilmore' (1999) and Schmitt' (1999) approaches. Therefore, by combining both approaches, the 'social interaction (relate)', 'sense (aesthetics)', 'think (education)', 'feel (affective)', 'entertainment', 'escape' dimensions will be the categories for analyzing the SP2PA guest experience. Recognizing the highly complex human experience, the here suggested dimensions are, by no means, rigid classification schemes but are rather selected to reflect the most consensual facets considered for describing the holistic tourist experience. It is clear that these dimensions are far from exhaustive to describe the tourism and hospitality experience construct but

they seem adequate to assess relevant dimensions of the essence of the SP2PA guest experience.

Following a management perspective, the dimensions here analyzed can predict different outcomes associated to the SP2PA guest experience. Next chapter will review the outcomes introduced in the theoretical model proposed by this study.

Chapter 4

The outcomes of the tourist experience

4.1 Introduction

As discussed in the previous chapter, the 'experience economy' and the 'experiential marketing' approaches provide significant contributions to the management of the tourist experience, because they propose a set of dimensions to assess and analyze the tourist experience. These perspectives are also relevant for tourism, since they introduce new paradigms of value-creation in contemporary economy, as they shift the paradigm of economic utility, which underlies the notion of rational consumption, to an emphasis on the hedonic values of consumption (Arnould & Price, 1993; Holbrook & Hirschman, 1982; Pine & Gilmore, 1999; Schmitt, 1999), particularly relevant for leisure and tourism. Typically, destinations and tourist services are managed in terms of service quality (Miao, Lehto, & Wei, 2014), deemed as functional or utilitarian, and the service delivery is based on quality standards and yields customer satisfaction, relativizing the consumer as being primarily driven by rationality (Addis & Holbrook, 2001; Pine & Gilmore, 1999). However, the 'experience view' introduces hedonic meanings into consumption motivation (Otto & Ritchie, 1996), and tourists' satisfaction, thus, is not enough. On the contrary, what should be delivered to consumers are memorable experiences (Oh, 1999). Consequently, and particularly in the field of tourism, a shift from traditional service quality management to a focus on the tourist experience is observable (Hemmington, 2007).

Managing the different dimensions of the tourist experience, in a realistic, integrated and contextualized approach, may result in tourists' favourable attitudes and behaviours towards a destination and tourist service suppliers. In this sense, researchers have particular concerns regarding the understanding of the complex experiential drivers of these favourable attitudes and behaviors, namely those corresponding to loyalty and affective attachment. As largely analysed in tourism marketing literature, authors consensually consider satisfaction as an antecedent or predictor of destination loyalty and loyalty to tourist service suppliers. However, as mentioned before, additional relevant insight may be expected when adopting the experience view. Encouraged by these assumptions, this study will analyze some outcomes of the tourist experience, a relationship that has been identified as a gap in the current tourism literature, while focusing on outcome variables that are, at the same time, relevant for the SP2PA guest experience. According to Table 3.4 (Sub-section 3.5.1), outcomes such as memorability, satisfaction, loyalty, and emotions are recurrent in several studies discussing the dimensions of the tourist experience. However, studies analysing the influence of these dimensions on destination

attachment and perception of authenticity are scarce, although these variables have been suggested as characterizing particularly the P2PA experience.

Therefore, this chapter will discuss the proposed outcomes of the tourist experience. First, destination loyalty and loyalty to hospitality services are reviewed. Particular attention will be given to studies examining the influence of the dimensions of the tourist experience on loyalty. Second, the notions and major dimensions of destination attachment are explored, followed by the analysis about the influence of the tourist experience on destination attachment and the relationship between destination attachment and destination loyalty. Finally, authenticity in tourism is discussed, focusing mainly on the influence of the dimensions of the tourist experience on perception of authenticity, the relationship between perception of authenticity and destination loyalty, and the mutual influence between perception of authenticity and destination attachment.

4.2 Tourist loyalty

Tourist loyalty is considered one of the most relevant indicators to be achieved by destinations and tourism enterprises and one of the most critical driving forces of business survival and success (Gursoy et al., 2014). In tourism and hospitality research, the theoretical background for the loyalty debate is built upon the theories related to customer loyalty in the marketing literature, specifically within the services marketing field. Therefore, although tourism and hospitality have specific issues and realities which justify a particular marketing approach, the basic concepts and propositions of loyalty and other consumer behavior terms developed within the general marketing theory have been applied to tourism phenomena (Kastenholz, 2002). Following the marketing theories, a loyal customer 'is a customer who repurchases from the same service provider whenever possible, and who continues to recommend or maintains a positive attitude towards the service provider' (Kandampully & Suhartanto, 2003, p. 7). This perspective can also be applied to a loyal tourist to a destination, considering revisits and positive attitudes towards a destination.

The topic 'tourist loyalty', whether focusing on destinations or tourist service providers, has been receiving considerable attention in the tourism marketing literature and it is understood as a fundamental concept related to destination development and sustainability of tourism enterprises (Kastenholz, 2004; Kastenholz, Eusebio, & Carneiro, 2013). Under the concept of tourist loyalty, topics such as tourist behaviour, the management of destinations attributes and assets for business or destination competitiveness are frequently discussed,

as well as the efforts undertaken by tourism service suppliers towards the retention and maintenance of tourist-consumers, requiring strategies to cultivate strong relationships with frequent customers (Fyall & Edwards, 2003).

Traditionally, according to Oppermann (1999) and Baker and Crompton (2000), loyalty in the general marketing literature is measured by two approaches:

(i) *Behavioral loyalty*, which can be defined as ‘a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour’ (Oliver, 1999). In these terms, it refers to the act of repeated purchase of specific brand. Translating to tourism, behavioral loyalty encompasses repeated visits to the same destinations or the repeated purchases of specific tourism services brands (Kastenholz et al., 2013);

(ii) *Attitudinal loyalty*: In the social psychology perspective, attitude can be defined ‘as the positive or negative, favourable or unfavourable evaluations of a person, an object, an activity, an idea, the environment a person is in, et cetera’ (Huang, Cai, Yu, & Li, 2014, p. 819). In this sense, attitudinal loyalty refers to different feelings that create an individual’s overall attachment to a product, service, or organization (Hallowell, 1996). In tourism, it refers to tourism brand or destination preferences or the intention to (re)purchase tourism services from the same brand, (re)visit a specific destination, or recommend the destination or tourism service suppliers. In this sense, Yoon and Uysal (2005) stress that attitudinal loyalty in tourism encompasses a tourist’s psychological commitment, such as through affect involvement or favourable attitudes toward a particular tourism service brand or destination. For instance, tourists’ recommendations to friends and relatives represent a favourable attitude towards destinations or tourism service suppliers, which is additionally considered as the most reliable information source for potential tourists (Yoon & Uysal, 2005). Apart from attracting new tourists, positive word of mouth enhances destinations’ and tourism service suppliers’ reputations, contributing to create a positive image (Baker & Crompton, 2000; Kastenholz, 2002). By empirically measuring loyalty, authors consider the integration or combination of both behavioral and attitudinal approaches (the composite approach), arguing that customers who purchase and have loyalty to particular brands must have a positive attitude towards those brands (Yoon & Uysal, 2005). Attitudinal, behavioural or the composite approach are very discussed in the tourism literature in both contexts: destination loyalty and loyalty to tourism suppliers. The following subsection will introduce relevant discussions on these topics.

4.2.1 Tourist loyalty to hospitality services

Apart from destination loyalty, tourists' loyalty to service providers has been receiving much attention in tourism literature. For the purpose of this study, this literature review will be focused on hospitality service providers, specifically on accommodations settings. Hotels, and similar accommodation settings, are being challenged by the globally intense competition, driving the industry to continuously strive to provide greater value and high standard levels of services to customers. Keeping a satisfied number of loyal or 'habitués' customers is on the agenda of hospitality managers, insofar as customer loyalty becomes the prerequisite for the future survival of hospitality organizations (Kandampully & Suhartanto, 2000).

Most literature discussing loyalty in the context of accommodation service providers focuses on the understanding of the relevant factors that influence customer loyalty and the strategies addressed by organizations to enhance it. With regards to major factors influencing consumer loyalty to accommodation services, satisfaction is frequently highlighted as mediating variable between several antecedents, such as *hotel corporate image* (Martínez & Nishiyama, 2017; Liat, Mansori, Chuan, & Imrie, 2017; Nunkoo, Teeroovengadum, Thomas, & Leonard, 2017; Kandampully & Suhartanto, 2003; Kandampully & Suhartanto, 2000); *perceived quality* (Kasiri, Cheng, Sambasivan, & Sidin, 2017; Nunkoo et al., 2017; Ramanathan & Ramanathan, 2011; Ladhari, 2009; Wilkins, Merrilees, & Herington, 2009; Ekinici, Dawes, & Massey, 2008); *self-congruence* (Ekinici et al., 2008); *customer brand identification* (Rather, 2017); *standardization and customization* (Kasiri et al., 2017); *emotions* (Nunkoo et al., 2017; Ladhari, 2009); *Corporate social responsibility* (Su, Pan, & Chen, 2017; Martínez & Rodríguez, 2013); *service recovery* (Liat et al., 2017; Ogbeide, Bo, & Ottenbacher, 2017) and consumer loyalty. Overall, the mentioned antecedents showed a positive influence on satisfaction and, through the mediating effect of satisfaction, on customer loyalty.

Apart from satisfaction, authors also investigate other antecedents directly influencing customers' loyalty to tourist accommodations. Frequently, these studies explore customer loyalty to hotel chains or upscale hotels, specially focusing on the association between brand equity and brand loyalty (Martínez & Nishiyama, 2017; Rather, 2017; Kim & Kim, 2005; Tepeci, 1999); and aspects related to organizational behaviour, such as employee engagement and empowerment (Seric, Gil-saura, & Mikulic, 2017; Ogbeide et al., 2017); communication and internal processes (Kasiri et al., 2017; Shoemaker & Lewis, 1999). These studies usually suggest strategies to be addressed by hotel managers in order to improve customer loyalty, for instance through enhancement of value creation (Nunkoo et al., 2017;

Shoemaker & Lewis, 1999; Tepeci, 1999); value co-creation (Shulga, Busser, & Kim, 2017); customer relationship management and frequent customer programs (Shulga et al., 2017; Shoemaker & Lewis, 1999; Tepeci, 1999); integration of both standardization and customization approaches (Kasiri et al., 2017); empowering frontline employees (Ogbeide et al., 2017); and/ or taking advantage of hotel innovation technology (Onojaefe & Nhepera, 2017).

Regarding the relationship between guest experience and loyalty, the physical environment, comprising space, function, amenities, design, sign, symbols and artifacts; and social interaction, comprising interaction with staff, play a pivotal role of creating unique guest experiences and, in turn, trigger positive word of mouth and repeat visitation (Cetin & Walls, 2016; Fakharyan, Omidvar, Khodadadian, Jalilvand, & Vosta, 2014). Furthermore, the affective dimension of the tourist experience is also suggested to influence hotel customers' loyalty (Walls, 2013).

Stressing the specific purpose of this study, investigations about P2PA loyalty are scarce. Recently, Duan et al. (2018) demonstrated a positive relationship between service quality, customer satisfaction, and P2PA loyalty and that satisfaction partially mediates the relationship between service quality and loyalty. In addition, governmental regulation and P2PA's security policy had a positive effect on users' attitude towards P2PA (Yang & Ahn, 2016). P2PA guests are encouraged to recommend (or not) their hosts by the eWOM facilities provided by the P2PA platforms. Nevertheless, this attitudinal loyalty in P2PA is questioned, since highly positive reviews are frequent (Bridges & Vásquez, 2018). One may argue that due to close social interaction between hosts and guests, frequently resulting in friendship, guests do not truly reveal all the aspects of the P2PA experience in their reviews.

4.2.2 Destination loyalty

Particularly regarding destination loyalty, Gursoy et al. (2014) stress that the composite approach accurately represents tourist loyalty. They argue that the isolated analysis of the behavioural approach does not truly reflect tourist loyalty towards destination since tourists are often motivated to seek new destinations, even though they might have enjoyed their stay, with little probability of tourists visiting the same destination repeatedly. Additionally, the use of new information, marketing, and sales tools provided by Internet technologies, applications, and social networks are suggested to stimulate tourists to seek new tourist products and destinations, hence, the probability of behavioral loyalty would be decreased (Almeida-Santana & Moreno-Gil, 2017). Consequently, tourists' destination

loyalty is predominantly viewed in the form of attitudinal rather than behavioural loyalty (Fyall & Edwards, 2003). Paying attention to tourism specificities, Mckercher, Denizci-Guillet, and Ng (2012) found evidence that tourists are not loyal to destinations, but rather to experiences or destination styles. In this case, tourists would have some travel preferences and satisfy their associated needs in different destinations. Such tourist behaviour is framed in the category of 'horizontal loyalty', which is associated to consumer loyalty to different suppliers on the same level (Mckercher et al., 2012). Furthermore, some destinations are perceived as iconic and considered a 'once in a lifetime experience' and tourists do not have intentions for revisiting them (Rivera & Croes, 2018), with loyalty being reflected by tourists' willingness to recommend.

In spite of some researchers claiming that behavioral loyalty does accurately assess destination loyalty, recent studies provide evidence supporting that repeated visitation to a destination should not be neglected. Indeed, repeated visits to destinations were found and analysed in several studies (e.g.: Alegre & Juaneda, 2006; Almeida-Santana & Moreno-Gil, 2018; Correia, Zins, & Silva, 2015; Kastenzholz et al., 2013). Particularly, these studies attempt to explain the factors enhancing behavioral loyalty, extending the focus from issues related to destinations (such as attributes, images, etc.) to factors associated to tourists' profiles. Some demographic features explain revisits, for instance, researches demonstrate a positive correlation between repeated visits and age (Correia et al, 2015; Kastenzholz et al., 2013;), with seniors apparently showing a more conservative attitude, preferring to trust a well-known destination (Correia et al., 2015). Other segments of tourists, mainly the psychocentric, who are risk-averse, select the familiar destination over unfamiliar ones in order to reduce potential dissatisfaction by avoiding the risk (Mechinda, Serirat, & Gulid, 2009; Alegre & Juaneda, 2006). Tourists being price sensitive have the trend to revisit the same destinations, since this permits an accurate notion about the level of expenditure they will have during the trip (Alegre & Juaneda, 2006). Furthermore, repeated visitors show low levels of expenditure at the destination when compared to those tourists with no or only one previous visit (Croes, Shani, & Walls, 2017).

Tourists' motivations also explain the behavioral loyalty. Tourists motivated by relaxation, comfort and rest, and also by utilitarian motives such as quality, satisfaction, or goal-oriented trips have preferences to repeat the destination (Alegre & Juaneda, 2006). Cultural tourists motivated by hedonic rather than predominantly educational experiences, and by a lively cultural atmosphere were found to be more likely to repeat visitation (Kastenzholz et al, 2013). More recently, studies have been analysing the role of affective motivations encouraging the behavioural loyalty. The image and experiences related to the motives of

prestige and social exhibitionism, triggered by some destinations, and the perception of an emotional vibrancy at the destination are viewed as determinant factors to behavioral loyalty (Almeida-Santana & Moreno-Gil, 2018). Bonds to destinations, in terms of positive attitudes and affective attachment towards the visited place, is suggested to positively influence revisit frequency to destinations (Huang et al., 2014; Tsai, 2012). Ultimately, travel distance consistently affects behavioral destination loyalty, indicating that tourists who live farther from the destination have a longer time interval between visits than those who live close (Huang et al., 2014). Similarly, Kastenholtz et al (2013) identified more repeat visitation amongst domestic versus international cultural tourists.

In the contemporary world, 'low cost' airlines, budget accommodations, such as hostels and P2PA, also including Couchsurfing, may increase behavioral destination loyalty, since tourists can reduce their expenses by using these services to actually repeat visitation of preferred destinations along the year.

According to this debate, it may therefore be concluded that both behavioral and attitudinal scales are suitable measures for assessing destination loyalty. Considering the diversity of tourist experience modes (see Cohen, 1979), the different tourist profiles and tourist motivations, the tourists' revisit of the same destination could be more frequent than often assumed. Destinations should therefore identify their target tourists, also according to their loyalty behavior patterns, and marketing strategies, including the selection of loyalty-enhancing measures, should be developed according to the needs and desires of these target tourists. Nevertheless, tourism is a complex system requiring cooperation from many and diverse players in different levels of territorial networks (Costa, 1996). In this approach, tourist loyalty challenges destinations and tourism services managers, since tourists may switch tour or hotel operators in the same destination or they may also switch destinations to have new experiences but remain loyal to the travel agency or hotel channels (Mcdowall, 2010).

In spite of these debates, researchers have shown increasing interest in destination loyalty. Generally, researchers seek to explore empirically the major antecedents of destination loyalty. Traditionally, the antecedents tested in order to identify determinants of destination loyalty are adapted from general marketing studies. Table 4.1. shows a set of the major antecedents that positively influence destination loyalty.

TABLE 4.1

Major antecedents of destination loyalty traditionally found in tourism marketing literature

Major antecedents	Authors
<i>Destination attributes</i>	Eusebio and Vieira (2013); Denstadli, Kr, and Jacobsen (2011); Quintal and Polczynski, (2010); Chi and Qu (2008); Chen and Gursoy (2001)
<i>Perceived quality and satisfaction</i>	Minseong and Thapa (2017); Pérez-Cabañero, Cervera-Taulet, and Schlesinger (2017) Pinkus, Moore, Taplin, and Pearce (2016); Kim, Holland, and Han (2013); Lee, Jeon, and Kim (2011); Quintal and Polczynski (2010); Xia, Jie, Chaolin, and Feng (2009); Hutchinson, Lai, and Wang (2009) Baker and Crompton (2000)
<i>Destination image</i>	Albaity and Bani (2017); Martín-Santana, Beerli-Palacio, and Nazzareno (2017); Kastenholz et al (2013); Sun, Chi, and Xu (2013); Kim, Holland, and Han (2013); Prayag and Ryan (2012); Xia, Jie, Chaolin, and Feng (2009); Bosque and San Martín (2008); Chi and Qu (2008);
<i>Perceived value and satisfaction</i>	Sharma & Nayak (2019); Minseong and Thapa (2017); Lee, Sung, Su, and Zhao (2017); Kim et al. (2013); Sun, Chi, and Xu (2013); Quintal and Polczynski (2010); Hutchinson et al. (2009); Xia, Jie, Chaolin, and Feng (2009)
<i>Tourist motivation and satisfaction</i>	Kim, Chiang, and Tang (2017); Denstadily et al. (2011); Kim (2008); Yoon and Uysal (2005)
<i>Tourists' demographic characteristics</i>	Tasci (2017); Kim and Brown (2012); Mechinda, Serirat, and Gulid (2009); Kastenholz et al (2013)
<i>Tourist involvement and satisfaction</i>	Duan et al. (2018); Prayag and Ryan (2012); Kim (2008)
<i>Length of stay</i>	Albaity and Bani (2017); Pérez-Cabañero et al. (2017); Huang et al. (2014); Kastenholz et al (2013)
<i>Past experiences</i>	Milman and Tasci (2017); Martin, Collado, and Rodriguez (2013)

According to Table 4.1, 'satisfaction' frequently appears as an outcome of the tourist experience and has been recognized as a major antecedent of destination loyalty. However, according to the tourism experience perspective, satisfaction becomes a commodity. Although necessary for enhancing competitiveness of destinations and tourism service suppliers, satisfaction no longer suffices (Dipietro & Peterson, 2017; Pine & Gilmore, 1999). Hence, the paradigm of 'quality-satisfaction-loyalty' should be shifted towards strategies combining 'experience-engagement-value-loyalty'. At least, this strategy should emphasize local culture, meaningfulness, and the creation and realization of experiential value by means of physical, social and emotional engagement of tourists (Dipietro & Peterson, 2017). Furthermore, satisfaction and perceived quality are concepts originally proposed in the

general marketing context. By recognizing the specificities and maturity of the tourism discipline, Mckercher et al. (2012, p. 730) stress that, in terms of loyalty, 'tourism should seek their own theories and not only rely on the wholesale of models, metrics and measures from other scientific fields'.

Still, Table 4.1 reveals that satisfaction, destination image and perceived quality are key drivers of tourist loyalty. As a complex system, though, tourism poses additional challenges for understanding antecedents of loyalty (Tasci, 2017) and, thus, contributions from diverse fields should be encouraged to understand this issue. Scientific efforts in tourism marketing should go beyond building a theoretical knowledge corpus and find ways of applying this knowledge in different tiers of the tourism system in order to overcome the gap between theory and practice. In this sense, the role of other potential variables as direct antecedents of destination loyalty should also be investigated. Recently, it is possible to observe some advances in tourism loyalty research by introducing concepts central to the tourism phenomenon, for instance, the tourist experience, destination attachment, authenticity, destination awareness, memorable experience, destination self-congruity, etc. Following this trend, the current study attempts to analyse the dimensions of the tourist experience, destination attachment and perception of authenticity as relevant drivers of destination loyalty. The next sections will discuss these topics.

4.2.2.1 The interplay between the tourist experience and destination loyalty

Along this literature review, it has been argued that destinations and tourist service suppliers should develop strategies for managing the dimensions of the tourist experience to (co)create values and to provide memorable experiences. By the assumption that valuable and memorable experiences enhance favourable tourist behaviour towards destinations (Agapito, Pinto, & Mendes, 2017; Chen & Rahman, 2017; Manthiou, Kang, Chiang, and Tang, 2015; Tung & Ritchie, 2011), and that both, tourist experience and destination loyalty, embrace cognitive, affective and behavioral elements (Tung & Ritchie, 2011; Yuksel, Yuksel, & Bilim, 2010), several researchers analyse the dimensions of the tourist experience as antecedents of destination loyalty. In this sense, researchers focus on describing the processes associated to destination competitiveness, through repeat visits and positive word of mouth, by using the theories of 'experience value'. Following the studies, which explore the dimensions of the tourist experience, researchers have conducted both approaches: a comprehensive analysis by considering the frameworks of Pine and Gilmore ('the experience economy') or Schmitt ('experiential marketing'); as well

as particular analyses, considering particularly only one or two dimensions in order to assess the respective influences on tourist loyalty.

By conducting a systematic literature review, a query of the Scopus database, considering the period from 1995 to May 2019 and using the keywords 'destination loyalty' and 'tourist experience', resulted in 132 papers (see Appendix 4). Following the same filtering process as used in the previous topics, it was possible to select 34 papers alluding to the links between the 'dimensions of the tourist experience' and 'destination loyalty'. Within the selected papers, two analytical contexts were observed: one exploring the destination itself, and the other analyzing destination loyalty considering mediated by tourist attractions, such as theme park, wineries farm, music or sportive events, etc.

As outlined in this Appendix, studies exploring the links between the dimensions of the tourist experience and destination loyalty are very recent. The year 2017 concentrates most of the publications (13 papers) revealing that there is a growing number of studies in tourism. By examining Appendix 4, some insights can be observed: the studies are more focused on the attitudinal loyalty and studies exploring behavioural loyalty are scarce. Actually, no study focusing on behavioral loyalty was found in the context of destination loyalty *considering tourist attractions*. Furthermore, studies exploring Pine and Gilmore's and Schmitt's frameworks are found only in the case of destination loyalty in the context of tourist attractions [e.g. Pine and Gilmore's framework: Duan et al. (2018); Quadri-Felitti and Fiore (2013), Hwang and Lyu (2015), Semrad and Rivera (2016); Schmitt's framework: Milman and Tasci (2017), Wu (2017)]. Therefore, this study attempts to extend the mentioned studies by assessing the influence of the dimensions of the tourist experience on destination loyalty for the case of SP2PA. However, hopefully to a better delineation of this topic, a more comprehensive use of the dimensions of the tourist experience is proposed by holistically integrating dimensions of both frameworks, leading to a more complete approach.

As observed in Appendix 4, studies which use Pine and Gilmore's and Schmitt's frameworks for analyzing destination loyalty are conducted in different fields of applications. 'Aesthetic' and 'escape' were considered a prominent dimension influencing attitudinal loyalty in winery tourism (Duan et al., 2018; Quadri-Felitti & Fiore, 2013), whereas 'education', 'entertainment' and 'escape' were considered prominent drivers to attitudinal destination loyalty (via well-being formation) in golf sportive events (Hwang & Lyu, 2015). In turn, the four dimensions considered in Pine and Gilmore's experience economy framework are deemed relevant to create memorable experiences, and, then, encouraging attitudinal loyalty by eWOM (Semrad & Rivera, 2016). Likewise, studies using Schmitt's framework in

this context are scarce. Milman and Tasci's (2017) findings indicate that destination loyalty associated to theme parks in the USA is greater for those parks providing corresponding facilities like hotels, restaurants and other hospitality services. The authors' findings also reveal that only 'feel' and 'act' have influence on destination loyalty, however, this impact was verified as mediated through tourist satisfaction.

Meanwhile, regarding the papers that analyse specific(s) dimensions, several studies confirm the 'emotions' or the 'affective' nature of the tourist experience as playing a significant influence on destination loyalty, mainly in terms of attitudinal likelihood of recommending and the intention of revisiting the destination (Bajs, 2015; Bosque & San Martín, 2008; Chen and Chen, 2010; Kim & Thapa, 2017; Sato et al., 2018; Su et al., 2014). Accordingly, some studies mentioned that the effect of emotions in the attitudinal loyalty is mediated by other drivers of destination loyalty, such as satisfaction (Chen and Chen, 2010;; Bosque & San Martín, 2008), flow experience (Kim & Thapa, 2017); perceived value (Chen and Chen, 2010; Wu and Liang, 2011). On the other hand, some studies highlighted the direct and positive influence of the 'affective' dimensions on destination loyalty (Bajs, 2015; (Sato et al., 2018; Su et al., 2014;). In this sense, authors' findings imply that positive attitudinal loyalty formation is an emotional experience-value, triggered by positive emotions (Su et al., 2014). Hence, by the assumption that satisfaction is a consequence of affective-value experiences, it is suggested that destinations should focus on the affective perceived value, not on satisfaction, in order to achieve better responses of attitudinal loyalty (Bajs, 2015).

Apart from the affective dimension, the 'aesthetic' dimension of the tourist experience is considered a relevant driver to destination loyalty. Sensory impressions derived from comfortable weather (touch stimuli), specific and unique visual appearance of landscapes, architectural details, the beauty of natural environment (sight stimuli), the atmospheric attributes are suggested to enhance composite loyalty to destinations, by stimulating repeated visits and positive attitudes towards destinations (Agapito et al., 2017; Bajs, 2015;. Thomas, Quintal, & Phau, 2018). Behavioral loyalty is also enhanced directly by taste stimuli derived from gastronomy experiences (Agyeiwaah et al., 2019; Gálvez, Granda, López-Guzmán, & Coronel, 2017). In the context of festival events, an attractive physical display stimulates visual sensations and promotes WOM (Lee et al., 2017). Indeed, the consumption of local food is greatly appreciated by tourists (Agapito et al., 2017), being addressed in previous studies as contributing to tourists' perception of authenticity (Shen, 2014), exerting thus a substantial influence on destination loyalty. According to this evidence, the aesthetic dimension of the tourist experience has a large influence on retention of the

experience in the tourist's memory and destination loyalty (Agapito et al., 2017, Lee et al., 2017). Moreover, Agapito et al. (2006) stress that tourists who repeat the visit to a destination and perceive more diversification of sensory impressions are more likely to revisit the destination.

Social interaction experiences are also suggested to predict destination loyalty (Cetin & Okumus, 2018; Chen & Rahman, 2017; Kim & Thapa, 2017; Nam, Kim, & Hwang, 2017). The pleasant and helpful ways local people welcome tourists are viewed as hospitality experiences that lead to perceptions of value and destination distinctiveness. Hence, these social hospitality experiences eventually allow tourists to enjoy cross-cultural contacts and they are likely to contribute to meaningfulness and memorable tourist experiences (Nam et al., 2017; Kastenholz, Carneiro, & Eusébio, 2015), which in turn influence attitudinal destination loyalty (Nam et al., 2017). In this sense, many studies analyse the effect of social interaction experience on destination loyalty as an indirect influence, being mediated by factors such as flow experience (Kim & Thapa, 2017), destination distinctiveness (Nan et al., 2016), memorable experiences (Chen & Rahman, 2017) and satisfaction (Kim & Thapa, 2017). Additionally, some local hospitality elements, involving sociability, care, generosity, and helpfulness might create destination loyalty (Cetin & Okumus, 2018). Therefore, this study proposes to extend the mentioned research by testing the influence of social interaction on the P2PA guest experience and examining the effect of the tourist experience on destination loyalty.

Immersed in contrasting cultural environments or in the liminality process of non-ordinary experiences, and thus apart from the constraints of ordinary life, tourists are potentially led to 'escape' into a new reality. 'Escape' and also 'educative' experiences are induced by active tourists' engagement in the experiences. Investigating the role of escape and educative experiences on recommending intention in the context of cultural destinations, Atunel and Erkut (2015) demonstrated a positive influence of these drivers on experience quality which in turn directly influence attitudinal destination loyalty by recommending intention. 'Escape' and 'educative' dimensions are also relevant for tourist experiences in heritage destinations and their effects on attitudinal destination loyalty is enhanced by destination attachment and satisfaction (Chen et al., 2016). Similarly, Lee et al.'s (2017) findings also suggest a positive and significant influence of escape experiences in tourists' satisfaction associated to festival events, confirming the relation between satisfaction and attitudinal destination loyalty. Although the entertainment dimension is associated to passive tourist experiences, this dimension is also related in Atunel and Erkut's (2015) and Chen et al.'s (2016) studies as indirectly influencing attitudinal destination loyalty. That is, in the context

of the dimensions of the tourist experience, both active and passive experiences positively influence destination loyalty. According to these findings, destinations should consider how to meet feelings of 'escape' and opportunities of 'education' and 'entertainment' (or edutainment) to engage tourists in experiences and services, enhancing destination loyalty.

Besides loyalty, this study is also interested in analyzing the influence of the SP2PA guest experience on destination attachment formation. The next subsection will introduce the major discussion about this topic.

4.3 Destination attachment

Through the travel experience, individuals are encouraged to escape from the ordinary daily life, engaging in meaningful activities at the destination involving emotions, pleasure, cognitive stimulation, personal growth, and self-realization. Time spent by the tourists at destinations may elicit the process of developing affective bonds and, arguably, memories of the experience that will be positively recalled several times in the future. These bonds may include both physical and social ties arisen within a destination. Additionally, these bonds may be triggered by particular tourists' interests, aspirations or desires, as in the case of many tourists revisiting the same destination in order to achieve concrete personal goals.

Destination attachment is the term used in tourism-related literature to recognize the affective and instrumental bonds tourists develop towards destinations. Considered as a multidimensional theoretical construct (Yuksel et al., 2010), destination attachment emerges in tourists by cognitive, affective and behavioral processes, with the dimensions associated to destination attachment comprising parameters of attractiveness and belonging. Usually, tourists are attached to destinations according to many aspects, including identity formation, meaning attributions, and creation of affective bonds (Cheng, Wu, & Huang, 2013). Additionally, cognitive aspects in terms of knowledge and beliefs about a destination also contribute to place attachment formation (Rollero & Piccoli, 2010). Tourists may also project a more objective sense to destinations by evolving a functional dependence based on functional goals rather than on affective evaluations (Brocato, 2006).

Place attachment emphasizes the affection and meanings individuals develop by physical settings, being linked to them in emotional and cultural ways. Yuksel et al. (2010, p. 275) define place attachment as "the 'process' by which humans form emotional bonds to places ... in other words, the sense of physically being and feeling 'in place' or at 'home'". Considering place attachment formation as a 'process' means that attachment to places is based on the individual's cumulative experiences with the physical and emotional aspects

of the environment settings, resulting in strong emotional connections to places (Chen, Leask, & Phou, 2016). Additionally, Milligan (1998) reports that people connect to places by the attribution of meanings developed from social interaction occurring in these settings. Hence, place attachment may be induced by involving and meaningful tourist experience at the destination, particularly through the atmosphere of the place and personal contact with local residents (Kastenholz et al., 2016). These notions are particularly relevant for this study, since the context of the SP2PA is marked by transactions, relationships between hosts and guests and by motivations, particularly that of seeking for authentic experiences in the visited places (Dredge & Gyimóthy, 2015; Guttentag, 2015).

The theory of destination attachment has its roots in geography, human ecology, sociology and environmental psychology (Brocato, 2006; Cheng et al., 2013; Lee, Kyle, & Scott, 2012). In these scientific fields, the concept discusses the 'human-environment' relationships to settings of human life and is labelled by the term 'place attachment' (Milligan, 1998) or 'place-identity' (Proshansky, 1978). Milligan (1998) considers that individuals can be attached to homes, organizations, communities, regions, and nations. The author stresses that, to some extent, every aspect of social life is concerned with spatial attachment simply because human beings exist and interact in built environments; thus, interactions create place attachment. When the interaction between humans and 'experience setting' involves a higher degree of meaning, whether or not that meaning is perceived at the time, individuals become attached to the place (Milligan, 1998). Within this notion, affective values play a central role in describing place attachment.

Later, the concept of place attachment has become one of the most engaging topics for destination marketing researchers (Tsai, 2012). Indeed, authors recognize place attachment as a useful concept to understand the tourists' behaviour and the meanings travelers associate to destination experiences (Alexandris et al., 2006). In this sense, the concept of destination attachment, in a tourism marketing perspective, introduces a growing concern about destination competitiveness. Consequently, authors pay significant attention to the role of destination attachment in the formation of the tourist's attitudinal loyalty, revisits to destination and in strengthening place branding.

It is worth mentioning that the term 'place attachment' is also used by several authors in the tourism-related literature and they sometimes use 'place' and 'destination' interchangeably. However, Chubchuwong and Speece (2016) explain that the term 'destination attachment' is a subcategory of 'place attachment', since destination attachment refers to bonds of places which people visit temporarily, whereas place attachment is more suitable for attachment to places by people who reside or regularly

spend much of their time there.. Chubchuwong and Speece (2016) also argue that the attachment developed by a resident to a place is different from the attachment created by a tourist to a place. In this current literature review, it will use 'destination' or 'place' attachment according to the term used by the author being referred. In turn, in this study and in accordance with Chubchuwong and Speece (2016), 'destination attachment' will be the term used, since destination is a place people visit, not a location where they live on a permanent basis. Destination attachment is thus the feeling of bonds by visitors who are not long-term residents.

In general way, there is a consensus in the literature to define 'place attachment' as consisting in four dimensions: *place identity*, *affective attachment*, *place dependence* and *social bond* (Xu & Zhang, 2016; Ramkissoon, David, Smith, & Weiler, 2013; Tsai, 2012; Yuksel et al., 2010; Brocato, 2006; Kyle et al., 2005; Moore & Graefe, 1994). In this study, the construct destination attachment will be analysed by the dimensions 'place identity' and 'place dependence', as the dimensions 'affective attachment' and 'social bond' are intertwined with the dimensions of the tourist experience 'affective' and 'social interaction', respectively. Several studies (Cheng et al., 2013; Fan & Qiu, 2014; Morais & Lin, 2010; (Reitsamer, Brunner-Sperdin, & Stokburger-Sauer, 2016; Veasna, Wu, & Huang, 2013) also only considered 'place identity' and 'place dependence' to measure destination attachment, identified as the main dimensions of the construct. Next, these dimensions are discussed in further details.

(i) Place identity

Place-identity is defined by Proshansky (1978, p. 155) as 'those dimensions of self that defines the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and skills relevant to this environment'. Later, the French anthropologist Marc Augé highlighted the notion of place identity by distinguishing two dialectic categories: 'the anthropological places' and the 'nonplaces'. The first is characterized by the identity, the social relations and history of those who live in the place whose references are registered in the physical space (Augé, 1994) The second corresponds to places recognized as spaces of circulation, distribution and communication, such as airports, hotel rooms, shopping malls (*and why not tourist spots?*, our griffin), where neither identity nor history are recognized and no social references are found (Augé, 1994). According to the author, the 'nonplaces' are evidences of the 'postmodern spectacle society'.

Overall, place-identity is viewed as referring to symbolic and relevant connections between an individual and a place (Yuksel et al., 2010) or as a cognitive and psychological link between the self and a destination, developed over time (Chen et al, 2016). However, not all places arise strong liaison with a person's self-identity. Kyle, Mowen, and Tarrant (2004), based on the previous studies of Proshansky, Fabbian, and Kaminoff (1983), explain that the cognitive connection between the self and a setting, where components of the self are reflected in the setting, contributes to form place identity. In other words, tourists should have at least some previous knowledge of the place to assess whether the setting is congruent with their own sense of self. Later, Toudert and Bringas-Rábago's (2015) study revealed that place familiarity (the extent of knowledge tourists have about the setting) positively impact place identity. Consistent with Kyle et al.'s (2004) findings is Santos, Ramos, and Almeida's (2017) study which analyzed the mediating role of place attachment between tourist involvement and behavioural intentions in the case of wine cellars in Porto. The authors demonstrated that the wine involvement explains the attachment formation of wine tourists in terms of place identity and place dependence. In such circumstances, evidences of place identity formation amongst P2PA guests is suggested since P2PA hosts may act as a 'cultural broker' (Cohen, 1972) of the destinations, guiding the guests around the P2PA and helping them to be familiarized and involved with the P2PA surroundings.

Besides this issue related to cognitive aspects for developing place identity, authors also discuss the role of self-realization as an antecedent of place identity. Bearing in mind that the need individuals have to narrate distinct experiences has now become an increasingly important underpinning of identity, tourists attempt to reinforce a coherent sense of identity through their travel experiences (Cohen, 2010). Disconnected from their daily routine by the liminality process of travel, tourists may develop a strong sense of self by meaningful experiences at destinations, which may lead tourists to self-realization. Philosophically, Plato suggested that the individual's spirit is a cave and individuals live attempting to fulfill their inner world. Bauman (2004) stresses that 'emptiness' is a frequent feeling in the contemporary life, because most of human relationships are ephemeral or fluid. These relationships quickly establish themselves, quickly dissolve, resulting in existential emptiness. The travel experience brings opportunities for people attributing meanings to their lives and thus achieve self-realization. In this sense, the tourist experience may arise identity bonds into tourists, by the attribution of subjective values to destinations (Yuksel et al., 2010).

(ii) Place dependence

With regard to place dependence, utilitarian or functional orientations are the ways tourists feel attached to destinations. According to Lee et al. (2012), destination dependence is associated with opportunities places offer tourists to achieve particular goals or practicing desired activities. Thus, tourists evaluate destinations according to whether or not these places meet their functional needs comparing to other places (Yuksel et al., 2010; Brocato, 2006). Therefore, place dependence emerges from a negotiated view that people continuously evaluate places against several alternatives (Brocato, 2006) and according to how well those places meet tourists' functional needs, making them dependent on the destination in terms of the benefits sought and encountered.

4.3.1 Destination attachment in tourism literature

On the basis of the existing tourism-related literature, the studies of destination attachment are very recent. Initially, Moore and Graefe (1994) analyzed place attachment in recreational settings by using two dimensions: place dependence and place identity. After that, Williams and Vasque (2003) examined validity and generalizability of place dependence and place identity to assess place attachment formation for nature-based tourism. Noteworthy is Kyle, Mowen, and Tarrant's (2004) study, which comprised a more comprehensive scale by adding 'social bonds' and 'affective attachment' dimensions to assess place attachment in recreational settings. A similar scale was used by Brocato (2006) to analyze place attachment for restaurant settings. Hou, Lin, and Morais (2005) explored the antecedents of place attachment to a cultural destinations and the authors' findings suggested that both destination attractiveness and enduring involvement have a direct effect on place attachment.

After these preliminary studies, an increasing interest in place attachment in the field of tourism has been noted. By conducting a systematic literature review, 273 papers using the keywords 'place attachment' (or destination attachment) and 'tourism' were found in the Scopus and Web of Science databases for the period of 1985 to May 2019. By the same filtering process used in previous literature review in this study, the refined search resulted in 102 papers. The filtering process (as described in Chapter Two, section 2.4) resulted in 102 papers. In order to visibly identify the research streams within the topic of destination attachment, the relevant publications were 'clustered' according to the main themes discussed (see Table 4.2).

TABLE 4.2

Main themes discussed in the scientific tourism literature about destination attachment

Themes	Application	Authors
Relations between destination attachment and destination loyalty.	<i>Nature-based tourism:</i> <i>Urban tourism</i> <i>Skiing sport tourism</i> <i>Heritage tourism</i> <i>Destination for student travel</i> <i>Island destinations</i> <i>Sun and sand</i> <i>General destination</i> <i>Festival event</i> <i>Regional destination</i>	Song, Kim, and Yim, 2017; Silva and Correia, 2017; Santos, Ramos, and Almeida, 2017; Kim, Lee, and Lee, 2017; Kwenye and Freimund, 2016; Xu and Zhang, 2016; Chen, Leask, and Phou, 2016; Tsai, 2016; Chen, Dwyer, and Firth, 2015; Moore, Rodger, and Taplin, 2013; Gursoy, Chen, and Chi, 2014; Kil, Holland, Stein, and Ko, 2012; LaMondia and Bhat, 2012; Prayag and Ryan, 2012; Lee, Kyle, and Scott, 2012; Mechinda, Serirat, and Gulid, 2009; Brey and Lehto, 2007; Alegre and Juaneda, 2006; Alexandris, Kouthoris, and Andreas, 2006; Kim, Young, Choe, & Petrick, 2018; González, Parra-lopez, & Buhalis, 2017; Cui, Lee, Lee, & Kim, 2019; Chubchuwong, 2019; Chen & Chou, 2019; Kastenholtz, Eusébio, & Carneiro, 2018; Wang, Liu, Huang, & Chen, 2019; Rather, Hollebeek, & Islam, 2019; Patwardhan et al., 2019; Lee, Pei, Ryu, & Choi, 2019;
Relations between destination attachment and satisfaction.	<i>Urban tourism</i> <i>Island tourism</i> <i>Heritage tourism</i> <i>Skiing sport tourism</i> <i>General destination</i> <i>Festival event</i> <i>Regional destination</i> <i>Nature-based tourism</i>	Silva and Correia, 2017; Ramkissoon and Mavondo, 2017; Ramkissoon, Mavondo, and Uysal, 2017; Xu and Zhang, 2016; Ramkissoon, 2015; Gursoy et al., 2014; Veasna, Wu, and Huang, 2013; Prayag and Ryan, 2012; Lee, Kyle, and Scott, 2012; Yuksel et al., 2010; Alexandris et al., 2006; Chubchuwong, 2019; Chen & Chou, 2019; Kastenholtz, Eusébio, & Carneiro, 2018;
Dimensions of place attachment Relations between destination attachment and tourist services' loyalty and satisfaction.	<i>Recreational settings</i> <i>Restaurant context</i> <i>Hot spring resorts</i> <i>Exhibition events (pavilions)</i>	Brocato, 2006; Kyle et al., 2005; Moore and Graefe, 1994. Su, Cheng, and Huang, 2011 Morais and Lin, 2010, Yi, Fu, Jin, and Okumus, 2018.
Relations between destination attachment and destination image.	<i>Nature-based tourism</i> <i>Gastronomy tourism</i> <i>Sport tourism</i> <i>destination</i> <i>Mountain destination</i> <i>Island tourism</i> <i>Film touris</i> <i>Regional destination</i>	Chen, 2018; Song, Kim, and Yim, 2017; Ma, Hsiao, and Gao, 2017; Silva and Correia, 2017; Jiang, Ramkissoon, Mavondo, and Feng, 2017; Gursoy et al., 2014; Fan and Qiu, 2014; Veasna et al., 2013; Hillel, Belhassen, and Shani, 2013; Filo, King, and Funk, 2013; Silva et al., 2013; Alonso and Neill, 2013; Prayag and Ryan, 2012; Morais and Lin, 2010.
The relationship between destination attachment and pro-environmental tourist behaviour.	<i>Nature-based tourism</i> <i>Island tourism</i> <i>General destination</i> <i>Festival environment</i> <i>Rural area</i>	Lu, Lin, and Yeh, 2017; Ramkissoon and Mavondo, 2017; Qu, Xu, and Lyu, 2017; Chubchuwong and Speece, 2016; Lee, 2014; Cheng et al., 2013.
The relationship between tourists' place attachment and positive attitude of local residents towards tourism development	<i>Regional tourism destinations</i> <i>Alpine destinations</i> <i>Cultural villages</i> <i>Nature-based tourism</i> <i>Heritage tourism</i> <i>Rural tourism</i>	Strzelecka, Boley, and Woosnam, 2017; Reitsamer, Brunner-Sperdin, and Stokburger-Sauer, 2016; Park et al., 2016; Corsale and Vuytsyk, 2016; Hallak, Brown, and Lindsay, 2013; Dredge, 2010; Kaltborn and Williams, 2002; Sheldon and Abenoja, 2001; Chang, 2000.
Destination attachment antecedents	<i>Tourists' sociodemographic aspects</i> <i>Tourists' motivations and expectations</i> <i>Destination brand</i> <i>Destination attractiveness and attributes</i> <i>Involvement</i> <i>The role of emotions</i>	Prayag and Ryan, 2011; Hou et al., 2005. Xu and Zhang, 2016; Merwe, Slabbert, and Saayman, 2011; Prayag and Ryan, 2011. Akatay and Harman, 2013. Ma, Hsiao, and Gao, 2017; Xu and Zhang, 2016; Cheng and Kuo, 2015; Kulczycki and Halpenny, 2016; Akatay and Harman, 2013; Collins, Kearns, Collins, and Kearns, 2010. Ramkissoon, Mavondo, and Uysal, 2017; Santos, Ramos, and Almeida, 2017; Akatay and Harman, 2013; Filo et al., 2013; Kil et al., 2012; Brey and Lehto, 2007; Gross and Brown, 2006; Hou et al., 2005; Bricker and Kerstetter, 2002. Lee, Fu, and Chang, 2015; Hosany, Prayag, Deesilatham, Caušević, and Odeh, 2015; Folmer,

		Haartsen, and Huigen, 2013; Tsai, 2012; Alexandris et al., 2006; Patwardhan et al., 2019.
	<i>Credibility assessment of a travel blog article written about a destination</i>	Tan and Chang, 2016.
Specific themes	<i>Perception of authenticity</i>	Jiang et al., 2017.
	<i>Sport event</i>	Hinch and Holt, 2017.
	<i>Film tourism</i>	Kim, Kim, and Oh, 2017.
	<i>Destination meaning</i>	Huang, Qu, and Montgomery, 2017.
	<i>Diaspora tourism</i>	Corsale and Vuytsyk, 2016.
	<i>Wildlife interest</i>	Folmer, Haartsen, and Huigen, 2013; Kaltenborn and Williams, 2002; Wang, Liu, Huang, & Chen, 2019;
	<i>Well being</i>	
Tourist experience	<i>Purchasing local products</i>	Kastenholz, Eusebio, and Carneiro, 2016.
	<i>Lifestyle entrepreneurship in rural nature-based tourism</i>	Schilar and Keskitalo, 2017.
	<i>Tourism development</i>	Crespi-Vallbona and Dimitrovski, 2017; Styliadis, 2017.
	<i>Destination emotions</i>	Io, Yim, and Wan, 2017; Goggin et al., 2017;
	<i>Rural tourism</i>	Santos, Ramos, and Almeida, 2017; Chen et al., 2016; Tsai, 2016; Kastenholz et al., 2016; Toudert and Bringas-Rábago, 2015; Jiang, Ramkissoon, and Mavondo, 2016; Wildish, Kearns, and Collins, 2016; Ram, Bjork, and Weidenfeld, 2016; Suntikul and Jachna, 2015; Jepson and Sharpley, 2015.
	<i>Heritage tourism</i>	
	<i>Border places</i>	
	<i>Fun experience</i>	
	<i>General destination</i>	
	<i>Urban park setting</i>	
	<i>Casino resorts</i>	
	<i>Nature-based tourism</i>	

According to Table 4.2, behavior attitudes, such as ‘satisfaction’ and ‘loyalty intention’, ‘destination image’, and tourist experience are the most frequent themes discussed in the scientific tourism literature about destination attachment. Large attention seems to be dedicated to exploring the impact of destination attachment on destination loyalty; hence, destination attachment assumes a great importance in the perspective of marketing, as it contributes to create destination ambassadors, enhancing destination competitiveness. Several authors (Brocato, 2006; Cheng et al., 2016, Lee et al., 2016, Yuksel et al., 2010) have consensually highlighted the positive influence of destination attachment on destination loyalty. Studies conducted in distinct types of destinations, such as ‘ski resort’ (Alexandris et al., 2006), ‘heritage sites’ (Chen et al., 2016), ‘natural parks’ (Halpenny, Kulczycki, & Moghimehfar, 2016; Kil, Holland, Stein, & Ko, 2012), ‘islands’ (Prayag & Ryan, 2012) or ‘border places’ (Toudert & Bringas-Rábago, 2015) reveal the nexus between place attachment and destination loyalty, where the former is a significant predictor of the latter.

Authors also pay attention to the relations between place attachment and satisfaction, where a lack of consensus is observed. Overall, the affective-cognitive dimensions of place attachment positively influence tourists’ satisfaction (Chen et al., 2016; Prayag & Ryan, 2012; Ramkissoon et al., 2013; Xu & Zhang, 2016). However, authors such as Su et al. (2011), Yuksel (2010), and Brocato (2006) found that tourists’ satisfaction has, in the opposite direction, a strong impact on fostering place attachment. Prayag and Ryan (2012) argue that satisfaction leads tourists to a greater engagement in activities at the destination and to

higher levels of social interaction, so that tourists' satisfaction contributes to developing attachment to a destination.

Generally, there is a consensus in the tourism-related literature in considering tourist satisfaction as a result of perceived quality, following the traditional expectancy-confirmation theory, which highlights the balance between expectation and attribute performance and the influence on the consumer satisfaction response (Oliver, 1993). Probably, destinations may not provide great performance attributes or high levels of attractiveness, however still be able to trigger affect and identity feelings amongst tourists, fostering place attachment. In this sense, this study does 'not' follow the traditional measurement approach to investigate the antecedents of loyalty in terms of perceived quality and satisfaction. In turn, it focuses on the tourist experience, highlighting perception of authenticity, destination attachment, destination loyalty and as the main outcomes of the tourist experience.

According to Table 4.2, the theme 'tourist experience' receives some attention in the scientific literature about destination attachment. The query in the Scopus database, using the keywords 'tourist experience' and 'destination (place) attachment', resulted in 47 articles among which 12 are actually associated to the relation under analysis. The overall details of these studies are summarized in Appendix Five.

By analysing Appendix Five, it is important to notice that the studies which analyse the relationships between the 'dimensions' of the tourist experience and destination attachment are scarce. Within the mentioned studies, the impact of the tourist experience on destination attachment are measured in terms of the determinants of the experience, such as quality service or the performance of the experience (see Chen et al., 2016, Toudert & Bringas-Rábago, 2015), neglecting the nature and essence of the tourist experience. Other studies particularly address specific dimensions, such as emotional and sensory, but they do not conduct the analysis on the basis of a comprehensive and systematic tourist experience conceptualization. In this context, Jepson and Sharpley (2015) revealed that feelings of spirituality, individual beliefs and engaging in rural tourism activities result in a strong attachment to a rural destination; Jiang et al. (2016) discussed that fun experiences influence visitor delight and place attachment; and several authors discussed the role of emotions in destination attachment formation (Alexandris et al., 2006; Folmer, Haartsen, & Huigen, 2013; Hosany, Prayag, Deesilatham, Caušević, & Odeh, 2015; Lee, Fu, & Chang, 2015; Hosany, Prayag, Deesilatham, Caušević, & Odeh, 2015; Tsai, 201). Within the mentioned studies in Appendix 5, an exception is observed in the study conducted by Io et al. (2017), which analyzed the influence of five dimensions (emotions, activities, sensory, social and

cognitive appraisal) on place attachment formation, considering not a destination, but the context of casino resorts.

Therefore, it seems that there is a gap in literature in terms of investigations that examine the influence of the dimensions of the tourist experience on destination attachment formation. By considering the dimensions in a more holistic way, this study appears to fill a gap in the theoretical construction about the tourist experience in its connection to destination attachment formation. It is also worth mentioning that the extent to which destination attachment is influenced by destination experience is, somehow, intuitively clear. However, in this study the tourist experience is addressed in the context of a support service (accommodation, assuming consequences to the destination in which they are located, namely in terms of place attachment, which may not be observed, to the same degree, in traditional forms of accommodations. After these considerations, as a conceptual basis for the current study, a theoretical model is proposed that should fill the gaps described above, suggesting an approach to manage the dimensions of the tourist experience in the context of shared peer to peer accommodations that takes into account these tourist experience dimensions in a more effective and comprehensive way.

As proven by the largely supported evidence from studies about the relationship between destination attachment and destination loyalty (see Table 4.2), this theoretical model proposes destination loyalty and SP2PA loyalty as relevant outcomes for this study, as will be discussed in the next sub-section.

4.3.2 The relationships between destination attachment and destination loyalty

Arguably, loyalty is a desirable result of tourism marketing efforts and a critical subject for tourism planning since it significantly affects the sustainability of destinations and tourism service suppliers. Bearing this in mind, and as discussed in the previous sub-section, despite the existence of variables that may explain loyalty based on the cognitive-behavioral perspective, such as perceived quality and satisfaction, scholars have been focusing on more relational and affective factors as antecedents of destination loyalty lately. According to Williams and McIntyre (2012), tourists have bonds to places not specifically by the presence of preferred destination attributes, but because some places provide particular meaning, a sense of identity or even the opportunity to achieve a purpose of life to tourists. From this perspective, the relationships between destination attachment and destination loyalty have been empirically tested in recent tourism studies, providing a stream of debate around

whether this relational and affective perspective may be more adequate for explaining loyalty formation.

A systematic examination of the tourism literature, by conducting a query on the Scopus and Web of Science databases considering the keyword combination of 'destination *or place* attachment' and 'loyalty'. After the filtering process, recommended for systematic literature review, 37 articles published from 2006 to May 2019 were identified and their findings are summarized in Appendix Six.

Destination attachment is largely understood as an antecedent of destination loyalty. Several studies conducted in distinct types of destinations suggest this relationship (Alexandris, Kouthoris, & Andreas, 2006; Chen et al., 2016; Halpenny, Kulczycki, & Moghimehfar, 2016; Lee, Pei, Ryu, & Choi, 2019; Kirkup & Sutherland, 2017; Kil, Holland, Stein, & Ko, 2012; Kwenye & Freimund, 2016; Lee, Kyle, & Scott, 2012; Mechinda, Serirat, & Gulid, 2009; Patwardhan et al., 2019; Prayag & Ryan, 2012; Ryan, 2012; Toudert & Bringas-Rábago, 2015; Xu & Zhang, 2016; Yuksel, Yuksel, & Bilim, 2010; Wang, Liu, Huang, & Chen, 2019). For instance, Alexandris, Kouthoris, and Andreas (2006), performing a regression analysis to test the relationship between place attachment and loyalty for tourists visiting a ski resort in Greece, found that skiers' loyalty was significantly predicted by place identity and place dependence. Furthermore, experiences enriched by pleasure, cognitive stimulation, psychological growth, self-expressiveness and communal awareness nurture place attachment formation and, in turn, place attachment formed in such condition is suggested as a powerful driver of the tourist's revisit behaviour (Tsai, 2012). Comparing attitudinal and behavioral loyalty, Mechinda et al. (2009) identified that only attitudinal loyalty is driven by place attachment whilst behavioral loyalty is driven by familiarity. Similar results were found in the cases of festival or sportive events, and the influence of place attachment is measured for both, destination loyalty and event loyalty. Halpenny et al. (2016) analysed place attachment referring to a race event in a natural park and demonstrated that 'park attachment' was the strongest predictor of intentions to return to and to recommend the destination. Still for natural parks, Wang et al. (2019) demonstrated that both, subjective well-being and place attachment, have an important effect on enhancing destination loyalty.

However, a lot of the debate regarding the relationship between destination attachment and destination loyalty has remained open in the tourism literature. A different point of view regarding the relationship between place attachment and destination loyalty is discussed by Alegre and Juaneda (2006) who analyzed repeat tourists' expenditures in a destination. According to these authors, a repeat visit to the same destination implies an emotional

attachment to the place, and this would be associated with a willingness to spend more. Therefore, a contrary path is proposed by the authors, in the sense of destination loyalty is proposed as an antecedent of place attachment. The influence of behavioral loyalty, measured as repeated visits, on destination attachment is also suggested by Duarte et al. (2010), Gursoy et al. (2014), and Kim, Young, Choe, & Petrick, (2018).

In conclusion, findings of these previous studies confirm the the role of destination attachment influencing destination loyalty, both directly and indirectly. Emotional and cognitively enriched experiences contribute to destination attachment formation, which, in turn, directly influences destination loyalty. Destination attachment can also result in the tourist's positive assessment to the destination, and this level of satisfaction can lead to destination loyalty. Although frequently these results are verified for attitudinal loyalty, repeat visitation of destination (behavioral loyalty) is also suggested to have an impact on destination attachment formation. Furthermore, it is important to mention that no studies were verified analyzing place attachment formation in hospitality experience and the current study attempts to fill this gap.

4.4 Authenticity in tourism

The search for authenticity has been recognized as an important tourist motivation (Cho, 2012; Kolar & Zabkar, 2010; Cohen, 2002; Wang, 1999; Fodness, 1994; MacCannell, 1973). Authenticity, in tourism, can be viewed as subjective evaluations and connections that tourists evolve regarding toured objects, places, cultural elements and individuals. Indeed, authenticity is intrinsically related to tourist perceived interpretation and meanings (Cho, 2012) or self-judgments (Steiner & Reisinger, 2006) associated to such toured objects. Overall, authenticity is considered as associated to experiential cultural tourism (Chhabra et al., 2003) and culture changes over time, within the dynamics of a globalized world. Therefore, the perception of authenticity is influenced by tourists' impressions and interpretation of subjects under time and space contexts (Cho, 2012). In this sense, the perception of authenticity in tourism is related not only to consumption of what is real or genuine but also to 'experiences' that provide identity perception and connections to the exterior world (Hughes, 1995; Steiner & Reisinger, 2006). Similarly, Hall (2007) stresses that perception of authenticity should not be limited to the simple perception of places and things, instead, it should be derived from the connectedness of the individual to the perceived everyday world and environment.

These dilemmas and ambiguities around the different perspectives of authenticity are largely discussed within the tourism literature, as much in terms of theoretical, philosophical, or phenomenological debate (Cohen & Cohen, 2012; Cohen, 2010; Cohen, 2002; Cohen, 1988; Hall, 2007; Hughes, 1995; MacCannell, 1973; Mkono, 2012; Steiner & Reisinger, 2006; Wang, 1999) as in empirical studies, in which generally the influence of authenticity on specific tourist behaviour outcomes is assessed, such as *loyalty* (Kim & Bonn, 2016; Robinson & Clifford, 2012; Kolar & Zabkar, 2010); *satisfaction* (Cho, 2012; Chhabra et al., 2003); and *destination image* (Lee et al., 2016; Ramkissoon & Uysal, 2011). On the other hand, theoretically, the different perspectives attempt to discuss the nature of authenticity: its construction and experience (Cohen, 2002); the process of tourists seeking and perceiving it in terms of whether individuals are concerned about the originality and genuineness of toured objects, activities or events (MacCannell, 1973); the issues related to staged or representative authenticity in a postmodern and globalized world (Hughes, 1995); the relevance of tourists' contacts with the 'real' life at a destination; the ways tourists articulate with the world around them, suggesting a conceptualization of authenticity based on 'constructivism', by perceiving and interpreting subjects under relativistic circumstances of time and space and associated feelings of being authentic or inauthentic (Cohen, 1988). The next sections will discuss these main theoretical streams of the authenticity debate in the tourism-related literature and the empirical approaches of this issue in tourism.

4.4.1 Theoretical perspectives discussing authenticity in tourism

Traditionally, debates on tourist authenticity are concerned about whether a toured object is real, unique, genuine, original and shows a cultural and historical integrity, or whether it is a mere replication or representation of the past, of traditions, or of real/ ways of life and about the motivations tourists have to seek for authenticity. Initially, Boorstin (1973, as cited in Barreto, 2008) claimed that tourists are not interested in seeking authenticity in terms of originality or genuineness. Indeed, according to this author's sociological perspective, tourists prefer what he labelled as 'pseudo-events', or to experience the destination within the 'tourist bubble', another expression created by Boorstin (as cited in Hughes, 1995), which characterizes the artificial and homogeneous environment in which the tourist moves at a destination. In a seminal paper, MacCannell (1973) advocates that tourists wish to know the 'real life' of destinations, however, 'the quest for authenticity' is very difficult to be achieved by tourists, because tourists follow tourism industry inductors. Hence, according to this view, authenticity is not reachable by tourists, since they

experience inauthentic, institutionalized, uniform, commoditized tours and 'pseudo-events' and pseudo-experiences of authenticity at destinations, frequently suggested and provided by the tourism industry. The author clarifies his arguments by distinguishing two regions at tourist destinations: (i) *the front regions*, characterized by the tourist bubble, where tourist attractions and services cluster, are referred to the author as regions characterized by staged or constructed authenticity; (ii) *the back regions*, in contrast, correspond to those places designed to receive tourists, where they intimately participate in local social life, however, without knowing exactly how local people's real life is (MacCannell, 1973). According to the author, tourists may transit within these two distinct regions, while the 'authentic experience' they have is often staged and commodified by tourist operators to meet tourists' needs. Therefore, tourists rarely experience a destination community's real life, because 'back regions' are places marketed by tours operators as being aesthetically appealing, culturally designed places, with life being performed as 'staged authenticity'. In the author's words: 'tourist experiences were rarely authentic but rather illusionary or staged representations of the real lives of others' (MacCannell, 1973, p. 505). Similarly, some authors (e.g.: Pan & Ryan, 2009; Ryan, 2011; Urry, 1990) refer to the 'vision' or 'gaze' experiences as 'misdirected' as they can be staged according to interests of the government or the tourism industry.

In contrast to MacCannell's (1973) perspective, Cohen (1979) affirms that it is perfectly possible for tourists, who desire more engaged experiences, to go beyond the 'false' backs and be immersed in local people's life as it *really* is, however, more efforts and skills should be demanded from tourists in this case. Cohen (1979) criticizes the concerns about tourists being manipulated or victimized by 'staged authenticity'. The author argues that tourists engage in different modes of tourist experience, based on their motivations and meanings imbued on the experience they are looking for. According to these different modes of experience-interests, there is no matter about creating a staged scenery or illusions for tourists just seeking 'entertainment' experiences. Hence, for those tourists interested in entertainment, they perceive an authentic experience by simply watching a representation of the real, such as folkloric dances, apparently because they feel fulfilled being entertained by this type of experience. By examining this issue, Cohen (1988) advocates that commoditization of cultural heritage by tourism does not necessarily induce negative impacts on local culture because tourist-oriented cultural products may acquire new meanings for the local people, which will probably result in a sustainable perspective of tourism development for local communities (Cohen, 2002). Through the revenues introduced in local communities through self-representation of their cultural identity, communities can additionally continuously improve the staged performances, making the

commodification product increasingly perceived by tourists as authentic. Within this notion, authenticity is constructed following tourists' perceptions of authenticity in various stages. Cohen (1988) labelled this phenomenon as 'emergent authenticity', referring to the dynamic nature of authenticity and to its close association with the tourist interpretation.

Moving the authenticity ethos from the static object-oriented to variable interpretative-oriented focus, authenticity is recognized as result of social construction, not an objectively measurable quality of what is being visited (Wang, 1999). In this sense, authenticity is perceived by tourists through negotiating processes, which involve, for instance: the tourists' interpretation of what is genuine; the different motivations and demands for authenticity; the social construction of authenticity (Cohen, 1988). Indeed, the negotiable process of tourists' perception of authenticity is associated to a comprehensive assessment determined by social beliefs, reality interpretation, stereotypes, expectations, imaginations, preferences and perceptions, conditioned by tourists' social or personal backgrounds (Cohen, 1988; Kim & Bonn, 2016; Reisinger & Steiner, 2006; Zerva, 2015; Wang, 1999). In addition, besides the debate regarding the perspectives of object-based, staged-based authenticity and negotiated authenticity, Pearce and Moscardo (1986) highlight that 'people' as well as places and objects should be considered as sources of authenticity. Tourists thus can achieve authentic experiences through relationships with people in tourist settings. Therefore, authenticity has been considered as a social construction based on various versions of reality interpretation and judgments associated to relationships between hosts and tourists. Still, Hughes (1995), being especially concerned about representations and commodification of culture, refers to authenticity in tourism as a social construction, which needs to be considered within the balance of two contrasting forces: the complex global homogenizing forces, on the one hand, and the differentiating forces of local identities, on the other. For this author, the symbolic significance of toured objects has been reduced by the (hyper) representation of reality (e.g. through theme parks, shopping malls, urban revitalization projects, souvenirs). These hyper-represented toured objects contrast with the notion of identity and 'sense of place', which is a manifestation of territorial integrity.

In an attempt to systematize these debates, Wang (1999) distinguishes three types of tourist authenticity:

(i) *Objective authenticity*: refers to the authenticity of originals, therefore, the search for an objective authenticity is associated to a cognitive experience in terms of tourists seeking for the authenticity of originals. Kolar and Zabkar (2010) explain, for the case of heritage sites,

that 'objective authenticity' refers to the perception of architecture, buildings, peculiarities of interior design of sites and picturesque streets;

(ii) *Constructive authenticity*: associated to the authenticity that is symbolically projected into toured objects by tourists or tourism producers. 'There are various versions of authenticities regarding the same objects' (Wang, 1999, p. 352). This notion is based on the 'constructivist' perspective of societies that claims there are multiple and plural meanings of and about the same things and that they can be constructed from different perspectives adopted by people according to a particular contextual situation (Wang, 1999).

(iii) *Existential authenticity*: whereas the previous types of authenticity are object-based, the existential authenticity is activity-based, in the sense it is more personal and intersubjective and refers to ways of life and experiences in which people feel to be free, more spontaneous, purer, and truer to themselves than usual (Wang, 1999). Whilst objective and constructive authenticity involves the debate whether and how the toured objects are considered or viewed as authentic, 'existential authenticity' emerges by tourists feeling themselves as free from the constraints of daily life (Wang, 1999). In contrast to objective and constructive authenticity, existential authenticity is not a judgment or assessment of external objects, events or activities, actually, it has been described as a subjective state of being in which one believes he/she has experienced his/her 'true self' (Cohen, 2010). In this sense, tourists may engage in more effort, accept even discomfort in order to experience encounters with untouched environments and cultures to reach their personal state of being authentic, while others are fulfilled by simply relaxing, having a good leisure time, and experiencing existential authenticity that derives from 'being themselves' away from home (Cohen, 2010). Therefore, existential authenticity is 'experience-oriented', corresponding to states of being, in lieu of object or judgment orientations.

In a seminal paper, Steiner and Reisinger (2006) explain that the tenets and notions of existential authenticity are not produced directly by tourist research, actually coming from a school of thought labelled as 'existentialism'¹⁵, initially assigned to the thinking of XX' s philosophers such as Martin Heidegger, Jean-Paul Sartre, Friedrich Hegel, Søren Kierkegaard, etc.

¹⁵ Existentialism 'is a philosophic doctrine derivate from Husserl and Heidegger's phenomenology and it is characterized by the primacy accorded to the 'existence' over the essence' (Godin, 2008, p. 467, our translation). According to this author, the Danish philosopher Søren Kierkegaard is regarded as the first author to claim the relationship between the 'existence' and subjectivity, in contrast with the relation between 'existence' and 'essence (being)'. Overall, existentialism stresses that the individual existence is based on freedom and choices and humans define their own meanings in life (Steiner & Reisinger, 2006).

According to Steiner and Reisinger (2006), the existentialism debate in tourism is rooted in the role attributed to authenticity seeking in tourism, with the quest of one's true self or being true to one's essential nature being central to a meaningful human life. In the existentialist interpretation of authenticity, the relevance of the distinction between the 'real' and 'staged' tourism object is questioned (Cohen, 1988; Hughes, 1995; Waitt, 2000), since what is 'real' itself is socially constructed (Pearce & Moscardo, 1986), therefore, the only 'real' accessible world is one which individuals construct through their own interpretations.

Within these notions, Steiner and Reisinger (2006) introduced comparisons between existential authenticity in tourism and the main dimensions of the existentialism framework proposed by the German philosopher Martin Heidegger, identifying that the main tenets of existential authenticity resemble to Heidegger's existential view. Basically, Steiner and Reisinger (2006) explain that, according to Heidegger's view, someone is authentic when he/she is being himself/herself *existentially*; in other words, it means 'to exist according to one's nature or essence'. In this sense, authenticity is inside not outside. By the assumption that existential authenticity is experience-oriented, the existential self is transient, changing from moment to moment, hence, a person is not authentic or inauthentic all the time. By comparison, Steiner and Reisinger (2006) argue that there are no authentic or inauthentic tourists, indeed, all tourists have the capacity, if not the propensity, to change from being authentic to being inauthentic or vice-versa at any moment. This will depend on the relationship between tourists' self and the world around them.

By these tenets of existentialism, authenticity, to some extent, is a choice that tourists make when circumstances allow or when they feel courageous enough to act accordingly (Steiner & Reisinger, 2006). Analysing Heidegger's framework, Steiner and Reisinger (2006) found some dimensions of existentialism with a common view to some authentic tourist behaviour, as described in Table 4.3.

TABLE 4.3

Dimensions of the existentialism proposed by Heidegger

Dimensions of existentialism proposed by Heidegger	Existential authenticity
Non-conformist	Tourists seek for experiences that allow self-realization and escape from role-playing. Postmodern society constantly searches for stimulation through events and images, triggering consumerism. This constant stimulation and consumerism eventually leads to identity confusion and fragmentation of self and some tourists prefer to escape from this consumerism stimulus.
Mineness	In the tourist experience, 'mineness' would manifest as a desire to make up one's own mind about what is going on during the tourist experience, to interpret this for oneself. Tourists being authentic would be uninterested in a tour guide's explanation.
Resoluteness	It would manifest as a desire to get off the beaten track, away from crowds, away from the popular tourism spots. It would manifest in a rejection of advice about where to visit, where to eat, what to buy, and where it is safe to travel. Tourists looking for authenticity would be very hard to influence by marketers and policymakers.
Situation	Being authentic, individuals would find every experience a unique situation valuable in itself. Situate them in a forest, mountain range, marketplace, or town square, and they will make their own fun.

Note: Adapted from Steiner and Reisinger (2006).

Apparently, according to the existentialism view described by Table 4.3, some tourists show a greater consciousness and independence about being authentic in their trips by rejecting the alienation and conformity of marketed mass tourism and places. Motivated by 'resoluteness' and 'non-conformism' tourists wish to escape the beaten track and tourist bubbles and they desire to be immersed in the way-of-life of host community. In this sense, Kirillova et al. (2017) contend that tourism triggers existential authenticity since destinations potentially enable states of being and it contributes to tourists' acting according their one authentic self since obligations and rules are temporally suspended. This becomes more evident when tourists are exposed to contrasts and differences in culturally engaging travel (Hirschorn & Hefferon, 2013) by the contact with local language, customs, manners of local people and sensory elements of the destination (Kirillova et al., 2014). Similarly, by 'mineness', tourists wish to increase knowledge by hearing stories told in the 'first person', developing cognition of reality from direct interaction with local people and the environment, rejecting secondary information produced by intermediaries. Therefore, the 'resoluteness', 'mineness' and 'non-conformism' dimensions derived from Heidegger's standpoint of existentialism are acknowledged as probably most relevant for the independent, exploring traveler, associated with particularly Cohen's (1979) 'experiential', 'experimental' and 'existential' modes of experience, since tourists involved in such types of experiences usually perceive authenticity by a deep understanding of and

adherence to 'the center of others'. As mentioned by Waitt (2000), authenticity involves some degree of interaction with the way-of-life of the local inhabitants and these experiences are necessary to acquire insights into local senses-of-places and identity. On the other hand, according to the 'situation' dimension of Heidegger's standpoint of existentialism, Cohen's (1979) 'recreationist' or 'diversionary' modes of experience may be also associated to perceptions of existential authenticity by tourists just having fun in unique and valuable situations, although, according to Cohen (1988), most of this recreationists and diversionary tourists are unconcerned about the issues of authenticity of their experience. Later, Wang (1999) labelled this kind of authenticity existentialism as 'intra-personal bodily feelings' which contrasts to the 'true-self' existentialism labelled by Wang (1999) as 'intra-personal self-making authenticity' and more related to the previously mentioned authenticity types.

However, some authenticity-tourism related literature (Hughes, 1995; Steiner & Reisinger, 2006; Zerva, 2015; Waitt, 2000) assigns that, according to the post-structuralism¹⁶ perspective, existential authenticity is not possible, once reality in tourism is largely simulated and based on illusion, since historical and spatial characteristics, which give uniqueness to a tourism destination, are eroded in favor of its abstraction as a center of physical and emotional sensation (Hughes, 1995). In such condition of reality, post-structuralists are not sure about the existence of a tourist's stable 'self' and existential authenticity is consequently contested. Moreover, in the context of globalized human flows of migrants, refugees, guest workers and capital flows and image diffusion that standardize the consumption by commoditization and homogeneity of places and products, post-structuralists advocate that the recovery of any territorial view of authenticity is inconceivable (Hughes, 1995). Post-structuralists argue: by the global process of de-territorialization, is there a place for self-identities? This concern is frequently debated by many sociologist, anthropologists and philosophers discussing the effects of globalization, post-modernity and hyper reality in nowadays societies (see, e.g., Augé, 1999; Baudrillard, 2007; Debord, 1992; Featherstone, 1995; Lipovetsky, 2004). Nevertheless, the post-structuralist perspective about authenticity in tourism is not supported by some empirical studies that assess perception of authenticity in the context of traditional food. For Hughes (1995), although differences at destinations are being standardized and homogenized by

¹⁶ 'Post-structuralism' intellectual movement, mainly discussed by French philosophers such as Michel Foucault, Jacques Derrida, Gilles Deleuze, Jean-François Lyotard.

the capitalist hegemonic modes of consumption, this should not be understood as either the end of territorial meanings nor as the disappearance of the individuality of self.

Despite of very deep debates around different perspectives (objectivists/realistic, constructivists/staged, post-structuralism/existentialism/post-modernism) and considering the wide range of tourist experiences, authenticity in tourism is a very ambiguous concept, and lack of consensus still prevails. Apparently, authors seem to deviate the focus on understanding authenticity in tourism as a dialectic concept, formed by the binaries of objective/subjective, genuineness/experienced-oriented, etic and scientific/social to emphasize the meanings and processes associated to the link between the tourist's self and the external world. To finish, Figure 4.1 summarizes the major frameworks discussing authenticity in tourism.

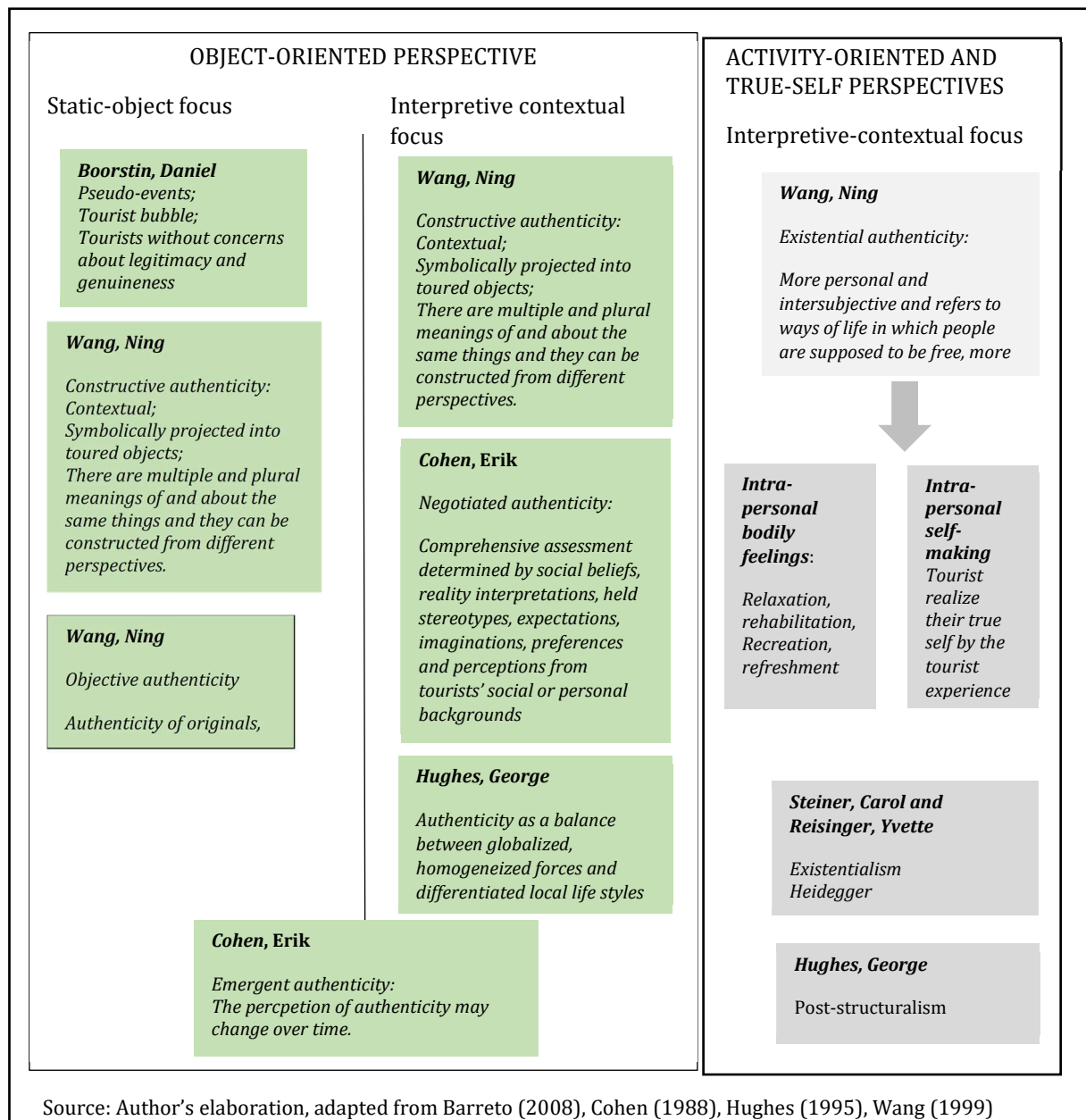


FIGURE 4.1
Main frameworks discussing authenticity in tourism

Recently, despite the divergent theoretical frames, the post-structuralist assumptions of the world as an 'inauthentic place' and the acknowledgement of some tourists' lack of interest in authenticity, Mkono (2012) argues that authenticity is still very important at least to some tourists. Therefore, future research on the phenomenon of authenticity in tourism should not be discouraged. In times of several influences, namely those related to technology and digital innovation, shaping tourist behaviour and the tourist experience, new horizons and perspectives are being delineated regarding the relationship between authenticity and tourism, and tourism researchers should not neglect them.

Besides this theoretical discussion mapping authenticity in tourism, authors are challenged to translate the authenticity ethos into practically relevant insights, requiring the capacity to measure the scope and influence of perceived authenticity on some significant tourist behaviour variables such as satisfaction, destination loyalty, destination attachment, destination image, etc. This is important because perceived authenticity is suggested to render toured objects and events attractive to the tourist market, regardless of whether they are truly original or not (Cohen, 1988). Following this evidence, the perception of 'authenticity' might thus be considered as an important outcome of the SP2PA experience, making that experience more meaningful, eventually leading to destination attachment and to increased loyalty to both the destination and the visited SP2PA unit and its owners. The next section will introduce some relevant studies in this field.

4.4.2 Empirical studies discussing the perception of authenticity in tourism

As competition between destinations and among tourist enterprises has become more intense, scholars and practitioners need more comprehensive information about tourist behavior to improve the tourist experience. As mentioned before, understanding the influence of perceived quality of destinations attributes and tourist services on 'satisfaction' and loyalty towards destinations or tourist enterprises is not enough. Within this context, challenging approaches should be addressed in order to deliver and co-create desirable values to tourists. Following this argument, perception of authenticity arises as a relevant subject of analysis to understand the mutual relations between tourist experience, the destination environment and people at a destination. In this context, Pearce and Moscardo (1986) argue that to understand the results of the tourist experience demands a full consideration of the nature of its environment, the tourists' relations and perceptions of that environment and the tourists' need or preference for authenticity. Tourists may recognize the staged nature of a toured environment and still enjoy the experience provided, since they probably have low preferences for objective authenticity or, in contrast, tourists may not enjoy the toured environment when inauthenticity is perceived and they demand authenticity (Pearce & Moscardo, 1986). In the same sense, tourists may also have enjoyable and memorable experiences regardless the toured environment is authentic or not because authenticity is not demanded by these tourists.

Whether or not perception of authenticity is a key concept for tourist experience has received attention by many researchers in terms of empirical studies. In this study the influence of the 'tourist experience' on 'perception of authenticity' is one focus of inquiry, with the relationship between 'perception of authenticity' and 'destination loyalty', and

'perception of authenticity' and 'destination attachment' also analysed. The next section will discuss the proposed relations.

4.4.2.1 The dimensions of the tourist experience as antecedents of the perception of authenticity

Tourist motivations, destination image, tourists' involvement, destination attachment, perceived quality and satisfaction are useful approaches to understand tourists' perception of authenticity, as has been previously explained. In addition, by the assumption that authenticity is experience-driven (Cohen, 1998, Steiner & Reisinger, 1996, Wang, 1999), cognitively, affectively and behaviorally perceived by tourists, the dimensions of the tourist experience can be understood as relevant antecedents of tourists' perception of authenticity. However, studies with this focus are scarce and the analysis of the dimensions of tourist experience influencing perceived authenticity is not yet systematized in a comprehensive approach.

Essentially, tourists' perception of authenticity is socially constructed (Cohen, 1988), negotiated while tourists gaze the destination environment, develop a sense of being entertained by the so-called 'toured objects' or when they are immersed in activities or events at the destination. In such experiences, one may bear in mind that tourists attempt to find themselves, perceiving their essence as a human being. In addition, some tourists attempt to escape from the commoditization of their lives, in times of post-modernity. The perception of authenticity is thus a balance between tourists' self, the experiences they aspire and the continuous contrast with their commoditized environment. Within this balance, tourists negotiate the perception of authenticity, through cultural and personal values continuously constructed (Olsen, 2002). The way in which tourists negotiate this perception of authenticity is scarcely studied, although the analysis of the dimensions of the tourist experience may give some cues on these dynamics.

In this sense, several authors are concerned with developing practical efforts to ensure tourists' perception of authenticity during their experiences and clarify how tourists may negotiate their perception of authenticity. Conducting a literature review, searching for empirical studies in which authors contrast the tourist experience and perception of authenticity, one may understand in which contexts tourists can perceive authenticity in their experiences. In the next paragraphs some examples of these relevant studies are presented.

Being conscious of the relevance of existential authenticity, authors (Backhaus, 2003; Kim & Bonn, 2016;) claim for changing the ways tourists are guided into tourist settings to enable them to perceive authenticity. Backhaus (2003) stresses that national parks should dispose of adequate infrastructure leading tourists to an eco-friendly learning experience and ensuring a feeling of safety and control of the situation, avoiding negative emotions within the experience. A similar suggestion is given by Kim and Bonn (2016) for winery tourism by recognizing that scripted guided tours in winery settings constrain the perception of existential authenticity.

Cultural tourism is a promising research field for authors to explore the nexus between the dimensions of the tourist experience and perception of authenticity. Cultural tourism is understood as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experience to satisfy their cultural needs' (Richards, 2000, p. 9). It covers visits to all types of cultural attractions, including discrete attractions such as museums and monuments, cultural performances and other cultural manifestations, including the consumption of the 'way of life' of other cultures (Richards, 2000). Visits to historic cities, built monuments, and landscapes are also defined as heritage tourism (Carbonne, 2015), which is largely concerned with the cultural legacy of the past (Richards, 2000). Perceived authenticity is deemed as an important element of heritage tourism because tourists' emotional experiences are linked with authenticity (Chhabra, 2010). Consequently, cultural tourism may provide experiences that are not only cognitively-oriented but also emotionally-driven, by relating aspects of identity formation, feelings of belonging, pride and concerns about preservation and sustainability.

For cultural tourism, McIntosh and Prentice (1999) empirically found that affective and cognitive responses to cultural heritage settings are related to authenticity through a strong emphasis on the personal values of visiting. By this evidence, authors suggest that educative experiences on heritage sites are directly associated to personal meaning or significance. So, visitors perceive authenticity not only receiving historically accurate information, but also, and mainly, due to the assimilation of information enhancing their critical engagement with the past. By these findings, the authors conclude that visiting heritage sites is a sensory complex and emotional-laden activity. Tourists here encode authenticity by a process called 'insightfulness' because it presupposes assimilation of information by tourists as active players in the production of their own 'meaningful environment'. Therefore, insightfulness recognizes that visitors to an attraction aid in the production of their own personal experiences of authenticity.

Similarly, Pappalepore, Maitland, and Smith (2014), discussing the role of creative urban experiences in visitors' perception of authenticity, found that the aesthetics of creative urban settings contribute to an area's atmosphere and 'cool' image, that authors call 'art vibe'. This emerges from the co-creation of experiences between art producers (musicians, artists, designers), creative visitors (perceived as an attraction) and the arty urban environment (e.g. street art, posters, etc., considered as culturally valuable). The authors claim that creative urban areas not only display objectified cultural resources but they can also embody cultural capital, in terms of 'coolness' and cultural diversity promoted by people that frequent the place and simultaneously consume and construct the place. If these aesthetic and social experiences represent a place's habitus, tourists may perceive authenticity being drawn to creative urban areas whose habitus is consistent with their cultural preferences (Pappalepore et al., 2014).

For food experiences at destinations, a sensory taste and cultural experience, although showing a direct relation with objective authenticity by symbolizing the visited place, Sims (2009) argues that the consumption of local food and drink, to some extent, can be considered as a way for tourists express the self. Apparently, choosing local food and drink while travelling constitutes the way tourists, disillusioned with the inauthentic nature and expressions of modern life, escape to a more meaningful sense of connection between themselves and places that produce their food (Sims, 2009). Consciously, tourists feel contributing to responsible consumption, developing an authentic existential sense of self.

By analysing these previous empirical studies exploring the nexus between the tourist experience and perception of authenticity, one may conclude that, although the environment and touristic spots are the stage where experiences occur, the perception of authenticity is not limited to accurate objective genuineness of these places or the quality of toured-objects. Authenticity is rather conceptualized as located inside the tourist, particularly through negotiations that take place according to the meaningful manner they relate with the place and its people. This study suggests that understanding the processes of seeing, learning, feeling, and being actively involved are relevant to understand the way tourists negotiate authenticity of their place experience.

4.4.2.2 The perception of authenticity and destination loyalty

According to previous discussions, perception of authenticity is experience-based and varies according to tourist predisposition to interpret or demand authenticity. Some tourists are authenticity-driven others have no expectations or they are unaware about

issues related to genuineness or falsehood of toured objects and events. In this context, concepts such as cultural motivations, engagement and destination attachment are viewed to impact the tourist perception of authenticity, and to influence destination loyalty by consequence.

Nevertheless, studies attempting to examine whether tourists' perception of authenticity influence their loyalty intentions to destinations and tourist services are scarce. Similarly, few studies cover the link between authenticity and loyalty to tourist services, overall measured by the construct 'brand loyalty'. By querying on the Scopus database, combinations of keywords were used, such as: (i) 'authenticity' + 'destination loyalty'; (ii) 'authenticity' + 'tourism' + 'loyalty'; (iii) 'authenticity' + 'hospitality' + 'loyalty'; (iv) 'authenticity' + 'brand loyalty' + 'tourism or hospitality'. In total, 22 relevant studies were found for the period of query between 1973 and May 2019. These studies are synthesized in Appendix Seven.

According to Appendix Seven, the major studies discussing the relation between perception of authenticity and destination loyalty focus on the heritage sites and festival events. In these contexts, authors (Bryce, Curran, O'Gorman, & Taheri, 2015; Fu, 2019; Kolar & Zabkar, 2010; Ramkissoon & Uysal, 2011; Shen, Guo, & Wu, 2014; Yi, Lin, Jin, & Luo, 2017; Zabkar, 2010) confirm the positive effect of authenticity on destination loyalty. Typically, authors attempt to measure perception of authenticity through the three dimensions proposed by Wang (1999), namely, the objective, constructive and existential dimensions of authenticity. Kolar and Zabkar (2010) found that existential authenticity positively influences tourist loyalty to heritage sites. According to the authors, this result is stronger for culturally motivated tourists (with intellectually-based interests). Park et al., (2019) demonstrated that tourist satisfaction from experiencing constructive and existential authenticity is a strong indicator of their intention to revisit the heritage sites. Regarding festival events, Shen (2014) and Robinson and Clifford (2012) demonstrated the positive association between perception of authenticity and festival loyalty. In some cases, satisfaction mediates the influence of perception of authenticity on destination loyalty, as examined by Naqvi et al. (2018) for the case of a festival event in Pakistan.

Besides heritage sites and festival events, the perceptions of authenticity in winery and nature tourism are also focused. For these cases, authenticity exerts a significant direct impact on loyalty towards destinations and endeavors. Regarding nature tourism destinations, Hernandez-Mogollon, Campón-Cerro, and Alves (2013) found that affective image is a relevant antecedent of perceived authenticity. In contrast, perceived quality would not have a statistically significant influence on the formation of authenticity. Kim and

Bonn (2016), analysing authenticity in wine tourism, concluded that objective, constructive and existential approaches play a significant role in the behavioral intentions regarding the revisit, recommendation and spending more money buying wine. However, the authors argue that strategies should be implemented in order to provide a feeling of freedom in winery activities, avoiding scripted activity programs to potentialize existential authenticity and, hence, loyalty to wineries and regions associated to wine production.

Perception of authenticity is also explored in the context of hospitality services, such as restaurants. In this context, authors attempt to assess the link between the perception of authenticity and intention to return and brand loyalty. Usually, these cases figure specific restaurant services, based in regionalism or uniqueness aspects of servicescape, where authentic experiences are demanded by customers. Overall, the positive influence of authenticity in customers' revisit intentions is confirmed (Cheng, Lu, Gursoy, & Yirong, 2015; Dipietro & Levitt, 2017) and the restaurant attributes play a relevant role in customers' perception of authenticity. In this case, practitioners should pay attention to the servicescape attributes to enhance loyalty. Specifically for the case of hospitality in the sharing economy context, Mody and Hanks (2019) found evidence that tourist satisfaction from experiencing constructive and existential authenticity is a strong indicator of their intention to revisit.

Additionally, some authors examined the role of perception of authenticity in destination attachment as will be analysed in the next sub-section.

4.4.2.3 The perception of authenticity and destination attachment

Studies showing the relationships between perception of authenticity and destination attachment are scant in tourism-related literature. By the assumption that tourists seek for distinctive or unique places and enjoy being immersed in authentic or genuine environments (Ramkissoon, 2015), which may result in meaningful and affective experiences, thereby allowing destination attachment formation, the link between perception of authenticity and destination attachment should not be neglected. Apart from being scarce, studies in this field are inconsistent. Recently, referring to nature-based tourism, Jiang, Ramkissoon, Mavondo, and Feng (2017) found a positive and significant influence of existential authenticity on all dimensions of destination attachment. On the other hand, Ram, Bjork, and Weidenfeld (2016), by analysing tourist experience in major attractions in two capital cities, demonstrated that place attachment is a predictor of perceived authenticity. One may interpret that the type of experience may influence the

relationship between perception of authenticity and destination attachment. For instance, Lee, Fu, and Chang (2015) concluded that when people attend religious festivals they gain authentic experiences, which strengthens their sense of traditional religious festival identity and destination attachment. Similarly, for those destinations characterized by outstanding natural and cultural assets, tourists' perceived authenticity is suggested to positively influence place satisfaction, which in turn influences each of the destination attachment dimensions - e.g.: place identity, place dependence, place affect, social bonding - (Ramkissoon, 2015).

Indeed, by the assumption that authenticity can exist through tourists' states of being and connectedness to themselves, experiences that prompt existential authenticity may trigger the sense of tourists' identity feelings regarding places where the experience occurs. However, by feeling attached to places, tourists may feel at ease with the setting and develop states of being natural and spontaneous or authentic to the place. In this sense, there is evidence that both destination attachment and perception of authenticity are very correlated constructs. Moreover, both constructs show dimensions which are affective-related (e.g.: existential and constructive dimensions of perceived authenticity and the affective dimension of destination attachment), enhancing the likelihood of a correlation between them.

4.5 Conclusions

The current chapter reviewed, summarized and systematized a growing tourism-literature base examining the outcomes of the tourist experience, also analysed in this study, namely loyalty, destination attachment and perceived authenticity in tourism. Several findings emerges providing evidence supporting the positive influence of the tourist experience on *destination loyalty* (Hwang & Lyu, 2015; Milman & Tasci, 2017, Quadri-Felitti & Fiore, 2013; Semrad & Rivera, 2016), *destination attachment* (Jepson & Sharpley, 2015; Ram et al., 2016; Sthapit, et al., 2017; Tsai, 2016), and *perception of authenticity* (Chhabra, 2010; Carbonne, 2015; Kim and Bonn, 2016; Pappalepore et al., 2014). The relationships between these constructs were also reviewed and findings suggest that, although destination attachment and perception of authenticity are largely deemed as antecedents of destination loyalty, some results suggest the inverse influence, highlighting loyalty as antecedent of destination attachment and perception of authenticity, which reveals some inconsistencies in this field. Similarly, studies analysing the relationships between destination attachment and perception of authenticity are still inconsistent.

Furthermore, the literature review shows that the mentioned outcomes are multidimensionally conceptualized. For instance, destination attachment is measured by four dimensions: destination identity, destination dependence, destination affective and social bonds; perception of authenticity comprises the object-based authenticity, the constructive authenticity and the existential authenticity dimensions; and loyalty is distinguished as the behavioural and attitudinal loyalty. The attitudinal loyalty comprises the intentions to recommend the destination or tourist service suppliers and the intention to revisit them.

The results of the explored literature in this chapter give support for proposing the research hypotheses presented in the next chapter.

Chapter 5

Research methodology

5.1 Introduction

This chapter outlines the methodological design of this study. Basically, the chapter consists of three sections: (i) Section 5.2 will analyse the study in light of philosophical assumptions — philosophical paradigms of scientific research, epistemological issues, and ontological considerations that provide support for the characterisation of this research project and the research strategies and methods selected; (ii) Section 5.3 will present the research characterisation; and (iii) Section 5.4 will describe the research methods used: the steps, procedures, and instruments used for data collection and analyses.

In order to guide the reader through the main topics explored in the methodological design, Figure 5.1 presents an illustrative scheme. Thus, the research design strategy was selected according to the main research objectives and involves decisions related to the previously mentioned, intersected areas of philosophical assumptions, research characterisation, and research methods.

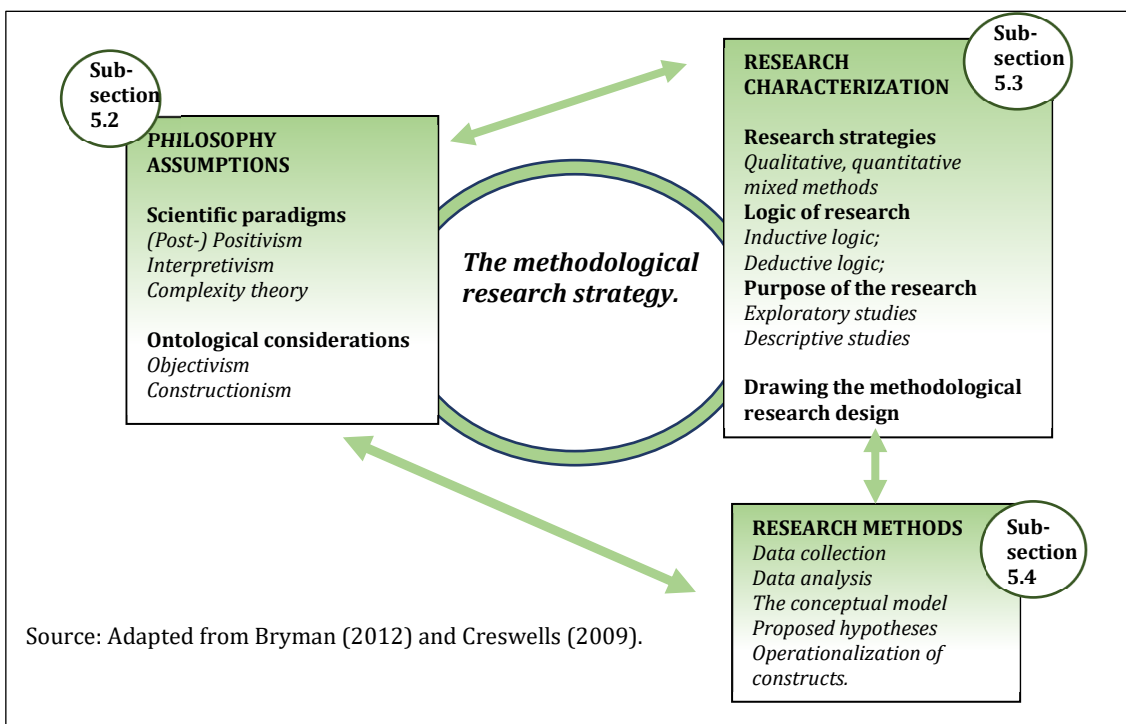
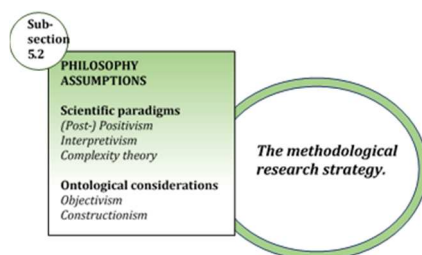


FIGURE 5.1
The methodological research strategy and the major topics explored in this chapter

In summary, this study combines two complimentary methodological stages, which integrate qualitative and quantitative data (mixed methods). In this sense, an exploratory

stage comprising a literature review and the qualitative technics of focus groups and passive netnography were conducted. The literature review contributed to identifying the major dimensions of the tourist experience. Next, insights of the mentioned qualitative techniques confirmed the relevance of the identified dimensions for the SP2PA guest' experience. A new dimension and subdimensions of the tourist experience, for the SP2PA context, also emerged from these qualitative techniques. The exploratory stage also contributed to identifying relevant outcomes of the SP2PA guest experience. Next, the conceptual model, the hypotheses to be tested and the operationalization of the constructs are described. Finally, a quantitative stage was conducted, using the techniques of descriptive statistics, construct reliability, and partial least squares (PLS) in order to estimate the proposed theoretical model and the respective research hypotheses.

5.2 Philosophy assumptions in positioning our study: Scientific paradigms, epistemological issues, and ontological considerations



Overall, the initial steps of the research process should identify the scientific approaches to study the analysed phenomena. Usually, different approaches describe the research methods but the philosophical assumptions are deemed as the most fundamental for any research process (Clark, 1998). Scientific knowledge is built around systemic and structured ethos; thus, it should follow a set of criteria corresponding to its production process (Ramos & Naranjo, 2014) and the ways it articulates the philosophical conceptualisation of truth (Clark, 1998). In order to articulate an underlying basis for developing a scientific investigation and to provide the referred systemic and structured ethos for scientific knowledge, the methodological and theoretical issues in the scientific field should be unified into common identities, usually recognised by researchers as scientific paradigms.

Although the thoughts and reflections on science and its paradigms date back to Ancient Greece, the term 'scientific paradigm' was firstly conceptualised in 1962 by the American physicist and philosopher Thomas Kuhn, who wrote the seminal book 'The Structure of Scientific Revolutions' which discussed the historical development of the sciences

(Coutinho, 2011). On the preface of the second edition of this book, the author defined paradigm as “scientific achievements that for a time provide model problems and solutions to a community of practitioners” (Kuhn, 1970, p. viii). The ‘scientific paradigm’ unifies and legitimises the research in both conceptual and methodological aspects, and is related to the sharing of a specific body of knowledge and attitudes towards the delimitation of problems, and the process of data collection and interpretation (Coutinho, 2011).

Therefore, a paradigm is distinguished from another according to the way a group of researchers approach the analysed phenomena and the way they want to investigate it. Referring to social sciences, Bryman (2012) explains that the paradigms are distinguished according the way researchers address three relevant issues: (i) the nature of knowledge, or the epistemological issue; (ii) the essence of research, or the ontological issue; and (iii) the focus on the method, or the methodological issues. Indeed, it goes beyond this, since the paradigms differ from each other according to the way they identify phenomena themselves (Kuhn, 1970).

An epistemological issue is related to what is (or should be) acceptable knowledge in a discipline (Bryman, 2012), and to its nature, limitations, and validity (Lew, 2011). Within a specific paradigm, a set of orientations shapes the nature of research and a system of fundamental beliefs and approaches, normally accepted by the scientific community, guides the researchers to obtain this ‘acceptable knowledge’ (Bryman, 2012). In this sense, scientific paradigm is viewed as “a coherent set of epistemological beliefs that are predominant in a scientific discipline at a particular period of time” (Lew, 2011, p. 25). However, it is important to distinguish between ‘what is reality’ (an epistemological concern) and ‘how knowledge is obtained from this reality’ (Collis & Hussey, 2005). In this sense, the ontological issues of research bring to light the conceptions about the reality (nature/essence) of the social entity under investigation (Bryman, 2012). According to Bryman (2012), social ontology often refers to two dialectic positions: (i) objectivism, and (ii) constructionism. The former implies that social phenomenon confronts the researcher externally and is beyond her/his influence. The latter asserts that the meanings of social phenomenon are continually being accomplished by social actors, and therefore, the social world is not external to a researcher; however, it is built up and constituted in and through interaction (Bryman, 2012).

Traditionally, positivist and interpretative paradigms have competed for the preference of social science community members, including the tourism discipline. Positivism is a scientific paradigm based on the traditional notion of the absolute truth of knowledge; therefore, scientific research should be based on observable and measurable facts

(Creswell, 2009). Historically, the main notions of positivism appeared during the 19th century from the thoughts of Auguste Comte, the French sociologist. Positivism advocates the methods of natural sciences to study the reality, and the core positivist ingredient within social science is the 'explanation' of human behaviour (Bryman, 2012). In this sense, positivism is a stance of scientific thinking that conceives the existence of true knowledge achieved through the observation and empirical assessment of nature and the world. Positivism is inspired by a realistic ontology, which means that the researcher proposes hypotheses and observes how the observable phenomena in nature answer these questions. Here, a strict experimental method should be considered and the verification of the hypotheses must be conducted through statistical techniques (Coutinho, 2011). Thus, positivism is objective and value-free (Benseman, 2011; Lew, 2011), which means that it assumes the existence of an objective reality that is independent of the researcher (Clark, 1998). Based on this epistemological nature, positivism is viewed as a reductionist doctrine by assuming that only phenomena confirmed by the senses and their interpretation using reason and logic can be warranted as valid or authentic knowledge.

In contrast, the 'interpretivism' paradigm appeared in the beginning of the XX century as an alternative epistemological proposal to the positivist reductionism. This paradigm is based on the sociological assumptions of Max Weber, who asserted that "sociology is a science which attempts the interpretive understanding of social action in order to arrive at a causal explanation of its course and effects" in his book 'The Theory of Social and Economic Organisations' (as cited in Bryman, 2012, p. 29). In this sense, Bryman (2012) argues that the interpretivism paradigm has its roots in the Weberian' notion of *Verstehen*, a German term which means 'understanding'. Interpretivism "is predicated upon the view that a strategy is required that respects the differences between people and the objects of natural sciences and therefore requires the social scientist to grasp the subjective meaning of social action" (Bryman, 2012, p. 30). The goal of the interpretive research stance is placed on meanings and understanding, rather than just on generalizations, and the researcher is close and sensitive to the social phenomenon under analysis (Benseman, 2011). Thus, the epistemological position of interpretivism is 'subjectivist' since, under this paradigm, scientists are much more oriented towards obtaining an understanding of the subjectively created social world (Hartley, 2010).

Notwithstanding the subject matter of social sciences being people and their institutions or, in a comprehensive sense, the 'social reality' (Bryman, 2012), different explanations of social reality are being introduced into the scientific arena. Within this context, the positivist and interpretivist paradigms have been criticised as sole strategies to analyse the 'social

world' (Bryman, 2012; Coutinho, 2011; Creswell, 2009; Morin, 1994). Most criticisms of positivism focus on the assumption of the universality of truth and the appropriation of scientific methods typically associated with inanimate objects for researching the social world and humans (Jennings, 2009). Therefore, the commitment to the view that an external reality is subject to predictable laws no longer addresses the issues of social reality, deemed as open and undetermined (Coutinho, 2011).

Drawing on these debates—mainly since the 1960s—the movements claiming the impossibility of obtaining completely objective knowledge, immune from human sensorial and intellectual limitations, have been called 'post-positivism' or 'realism' (Bryman, 2012, Coutinho, 2011, Jennings, 2009). Post-positivism has a more moderate position than 'positivism', advocating that the scientist and her/his perception cannot be seen as entirely detached from the research object (Clark, 1998), admitting an epistemological evolution into 'modified objectivism'. In other words, 'post-positivism' admits that it is impossible to investigate in a neutral way (Coutinho, 2011). Thus, the post-positivist movement advocates that replicated findings are 'probably' true, by recognising that comprehensive explanation of social reality is impossible (Iofrida, De Luca, Strano, & Gulisano, 2016).

Besides the post-positivist movement, the positivist and interpretivist paradigms have been criticised by proponents of a holistic approach, which invokes a more comprehensive perspective, in contrast with the fragmentation of knowledge widely observed in current epistemological positions. 'Complexity thinking', systematised by the seminal book *'Introduction à la pensée complexe'* by the French anthropologist, sociologist, and philosopher Edgar Morin in 1990, is one of the critical approaches to the current scientific paradigms. Although Morin (1990) recognised the progress achieved by scientific knowledge after the seventeen-century scientific revolution, he stressed that the monolithic or disjunctive thinking, which prevails under the fragmented knowledge built by the traditional paradigms, has harmful consequences to the knowledge production in contemporaneity. He advocates multidimensional knowledge construction through the interconnections between disciplines and the links between the observer and the observed, recognising the notion of completeness, which allows scientific knowledge to be no longer isolated from the interconnections between disciplines. In this sense, he labelled the knowledge produced by fragmentation as 'blind intelligence'.

Besides advocating for the articulation between the different disciplines, Morin (1990) also recognised the incompleteness of knowledge. In other words, knowledge is always unfinished, incomplete, and subject to questioning and reformulation. Thus, the holistic and

openness perspectives have expanded the ontological and epistemological scopes of scientific approach, considering the complexity issues imbued in social research.

Today's theorists in social sciences assume that the debate on epistemological and ontological issues related to the scientific paradigms is being surpassed (Coutinho, 2011; Hyde, 2010). The compartmentalised vision is being replaced by the possibility of mutual influence between the paradigms. Although the epistemological and ontological positions are different for each paradigm, this does not necessarily mean that researchers should fit in one of them exclusively, since the research methods are complimentary (Coutinho, 2011). Within this perspective, the traditional dichotomy between the qualitative methods usually considered interpretivist and ontologically constructivist, and quantitative methods based on positivism and objectivism, has been overcome. Thus, paradoxically, a researcher conducting a qualitative research will not necessarily assume all attributes of a specific paradigm and, in this context, qualitative and quantitative methods can be applied together according to specific research objectives (Hyde, 2010; Perez-Serrano, 1998). However, it is worth mentioning that this trend does not indicate a weakness or failure of traditional paradigms to correlate the dialectics between humans and science. Traditional paradigms and their related methods are useful in answering many research questions in social science.

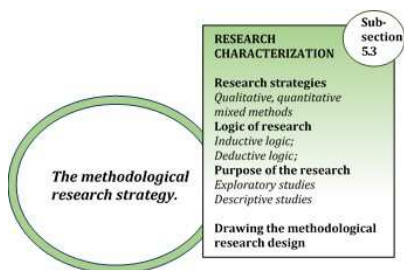
This study is not exclusively elaborated under neither the positivism nor interpretivism paradigm, recognizing the value of both perspectives for studying the phenomena of subjectively lived, complex, shared accommodation experiences, that in some aspects may present patterns of perception and behaviour. It correspondingly combines qualitative and quantitative technics of data collection and analysis to assess and deepen specific aspects and dimensions of the experience phenomena at stake. As mixed methods research is thus conducted (see Sub-section 5.3.1), inspired by both objectivism and constructionism, with both deductive and inductive approaches being considered to analyse the phenomenon of the tourist experience and its influence on specific outcomes. Reviewing the research question or the general objective of this study—to assess the extent to which SP2PA guest experience influences the formation of destination attachment, the perception of authenticity, and the destination and SP2PA loyalties—the assessment of relations between variables are a main concern of this study. Thus, initially, the stance has fallen on an objectivist ontological position and, at first, a deductive reasoning was considered to approach the research question, since the analysis focuses on specific dimensions of the tourist experience that—based on literature—is assumed to be relevant for characterising the nature of the SP2PA guest experience. Again based on literature, a set of outcomes, that

most likely provide insights for interpreting consequences of the guest experience in such type of accommodation to destinations and to the SP2PA business itself, was identified. However, additionally, following a constructionist position, an inductive reasoning was considered important for assessing the nature of this experience and of its dynamics, conditioning factors and outcomes, since the tourist experience is highly subjective and complex, while its assessment is still not consensual, being SP2PA experiences in an even more recent phase of analysis. In this context, also qualitative technics of data collection and analysis were applied in order to obtain new and deeper insights about the particular phenomenon under analysis. Drawing on these perspectives, a theoretical model was proposed.

The challenge of using complementary mixed methods was accepted, considering that the findings from quantitative and qualitative methods will be mutually contrasted and help the researcher better interpret the results of this study. While the statistical results from positivist-quantitative analysis will provide general information about global patterns of relationships between the constructs under analysis, the interpretivist orientation grasps the subjective meaning associated with the tourist experience and their dimensions, attempting to achieve a comprehensive understanding of the proposed relationships presented in the theoretical model. Furthermore, the initial model, developed based on literature review, was complemented through qualitative results, permitting a better definition of relevant dimensions and subdimensions of the tourist experience related to the SP2Pas.

The articulation of both methods will be explored in the next sub-sections.

5.3 Research characterization



Research in social science, including Tourism, has several dilemmas and contingencies, as well as multiple ways for researchers to observe social phenomena. The first challenge researchers have to overcome is related to the selection of a research design, which may be difficult because of the availability of a variety of approaches, methods, procedures,

protocols, and sampling plans (Cooper & Schindler, 2008). Following Collis and Hussey's (2005) and Bryman's (2012) approaches, research can be classified according to its *research strategy* or the general orientation for conducting the research (qualitative, quantitative, mixed method). Following this classification, the next sub-sections will discuss the research strategies and logics of the study in order to emphasise its main methodological characteristics.

5.3.1 Research strategies: qualitative, quantitative, and mixed methods

Usually, one of the first methodological concerns of social researchers is to decide between two types of research strategies: quantitative or qualitative research, and in some cases, even mixed methods. Creswell (2009) explains that both science paradigms, labelled by the author as philosophical worldviews, and corresponding research methods, contribute to designing a research that tends to be quantitative, qualitative, or mixed. The 'quantitative strategy' tends towards a positivist epistemological orientation and an objective ontological position, since it has incorporated practices of natural sciences, while the 'qualitative strategy' is associated with interpretivism and constructionism, where practices of natural sciences are rejected in favour of an increased attention to the ways individuals interpret their social world (Bryman, 2012; Creswell, 2009). Table 5.1 displays a parallel between these strategies.

TABLE 5.1
Strategies of research: qualitative versus quantitative

Quantitative strategy	Qualitative strategy
Embodies a view of social reality as an external, objective reality	Embodies a view of social reality as a constant shifting, emergent property of individual's creation.
Employs surveys and experiments, closed-ended questions, predetermined approaches, numeric data	Employs phenomenology, grounded theory, ethnography, case study, open-ended questions, emerging approaches, text or image data.
Tests or verifies theories or explanations	Collects participant meanings.
Relates variables in questions or hypotheses	Brings personal values into the study
Observes and measures information numerically	Studies the context or setting of participants.
Employs statistical procedures	Makes interpretation of data.
Uses number	Uses words.

Source: adapted from Creswell (2009) and Bryman (2012).

Bryman (2012) states that many authors distinguish between quantitative and qualitative research, highlighting strengths and weakness of each perspective. Authors (Bryman, 2012; Jennings, 2009; Collis and Hussey, 2005) usually affirm that quantitative research is

objective and replicable, and its results may be comparable and generalised; thus, it is qualified as more reliable. In turn, qualitative research has low reliability; however, it has large validity. Indeed, qualitative research is more situated, since it involves small numbers of participants in the research process and does not represent the wider population (Jennings, 2009). It can be argued that—following their respective premises and theoretical assumptions — the use of both orientations improves research reliability and validity.

In light of these arguments, mixed methods emerge as techniques to combine or integrate both quantitative and qualitative strategies in order to solve and break down the dialectics between them (Bryman, 2012; Creswell, 2009; Collis & Hussen, 2005). Moreover, as shown by Creswell (2009), both strategies can be sequentially performed, since procedures of one strategy can expand the findings of the other. For instance, a research may begin with a qualitative technique for an exploratory purpose, followed by a quantitative technique for generalising the previous findings. This approach is recognized by Creswell (2009) as ‘exploratory sequential design’. In turn, the contrary path, that is, starting with a quantitative technique followed by a qualitative technique, is also verified – labelled as ‘explanatory sequential design’ (Creswell, 2009). More purist scholars do not support mixed methods, given that qualitative and quantitative strategies derive from specific paradigms, differing from their epistemological and ontological roots; thus, research results of mixed methods are based on contradictory world views (Jennings, 2009). Overcoming these issues, Jennings (2009) highlights ‘multimethod research’ as a distinct approach that uses multiples methods of one methodology in a study. For instance, a research may approach theory by hypothetic-deductive logic, following a positivist paradigm; however, it also uses qualitative methods to better explore the topic under analysis. As defined by Creswell (2009), mixed methods research is a methodology for conducting research that involves collecting, analysing, and integrating quantitative and qualitative research in a single study, providing a better understanding of a research problem than either research approach alone.

Advantages of mixed methods are, the potential to: (i) compare quantitative and qualitative data; (ii) reflect participants’ point of view, giving a voice to study participants; (iii) foster scholarly interaction by encouraging the interaction of quantitative, qualitative, and mixed methods scholars; (iv) provide methodological flexibility (Wisdon & Creswell, 2013). In contrast, these authors highlight some limitations of mixed methods, namely: (I) increasing the complexity of evaluations; (ii) relying on a multidisciplinary team of researchers; (iii) requiring increased resources.

In marketing-related literature, a useful case of multimethod research can be found in the 'exploratory' research design. This research design can mix qualitative methods such as interviews or unstructured observations, and quantitative methods, such as expert surveys (Malhotra & Birks, 2007). 'Exploratory' research is applied to instances where the measurement process cannot represent particular qualities of the phenomena under analysis but may illuminate specific conclusive findings (Malhotra & Birks, 2007). It may also be used when a researcher deals with complex abstract issues such as image and attitude (Hanlan & Kelly, 2005), certainly applicable to 'perceived experience' as well. In tourism, 'exploratory research' attempts to provide destination managers and marketers with analytical insights into marketing phenomena under analysis (Yuksel, 2000).

The following points can justify the qualitative complementary exploratory step in this study:

- i) As outlined before, in contemporary times, social research considers a diversity of positions to collect and analyse data, assuming that the social world is not confined to an absolute reality and can be understood through different approaches. In this sense, the analysis moves towards a more comprehensive interpretation of the data by engaging with the essence of the tourist experience phenomenon;
- ii) According to the literature, tourist experience is a complex phenomenon and the holistic perspective of complex theory—considering concepts from different disciplines such as philosophy (existentialism), psychology (emotions), marketing (experience in consumption contexts and consumer behaviour), management (co-creation)—may provide a comprehensive understanding of the phenomenon under analysis;
- iii) The increasing popularity of the sharing economy in hospitality deserves the attention of the scientific community in tourism and hospitality. Considering that the knowledge in this field is still embryonic, an analysis based on complementary methods can improve the understanding and interpretation of the phenomena;
- iv) Based on the main findings of this study, some managerial implications are presented in Chapter Seven. Thus, complementary methods and multiple stances may contribute better to clarify these practical implications.

Adopting Jennings' (2009) and Malhotra and Birks's (2007) approaches for combined research strategies, this study is conducted in two distinct and complementary sequential

mixed methods: (i) the initial stage based on exploratory-qualitative approach; (ii) the next stage related to the positivist-quantitative purpose. These stages will be detailed in the next sub-section. One final remark: when using mixed methods, researchers may assign different or same weights to both qualitative and quantitative approaches. Overall, prioritizing one of the stage or assigning the same relevance for each method depends on the interests of the researcher and the audience to whom the study is focused (Creswell, 2009). In this study, as the main objective is to propose and assess a theoretical model, the quantitative approach is therefore emphasized.

5.3.2 Drawing the methodological design

This study starts with an exploratory stage, analysing the main theories concerning to the research question presented at the introduction of this study. Within the exploratory stage, a secondary data collection in terms of literature review (see next sub-section) is conducted in order to discuss the main topics around the constructs analysed in this study, namely, 'the tourist experience', 'destination attachment', 'destination loyalty', and 'perception of authenticity'. After the literature review, the exploratory stage used qualitative methods to afford a more in-depth definition of the research constructs, regarding the context of the study and the hypotheses under analysis. Therefore, qualitative techniques of focus groups and passive netnography were conducted. The literature analysis related to the relationships between these topics, and the results of data collected during the focus group interviews and passive netnography supported the proposed conceptual model to be estimated in this study (see Sub-Section 5.4.2). Then, the researcher proposed hypotheses from these analysis in order to suggest evidences of relationships between the constructs (see Sub-section 5.4.2.2). Next, the researcher employed a quantitative stage which comprises the operationalisation and measurement of the constructs. Ultimately, the findings will be used to validate the hypotheses, and the study will suggest new contributions to tourism-related literature. Both the qualitative-exploratory and quantitative stages are depicted in Figure 5.2.

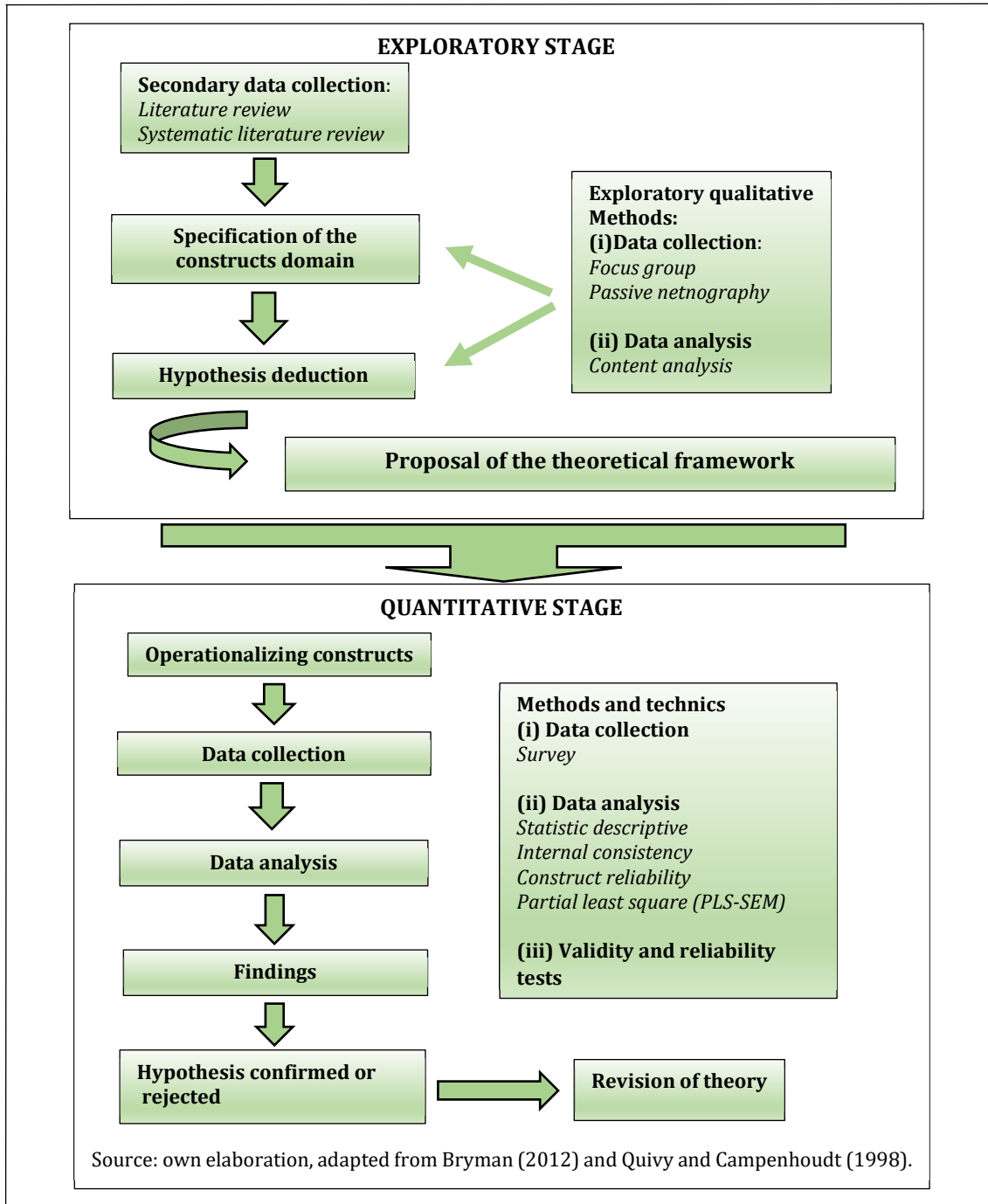
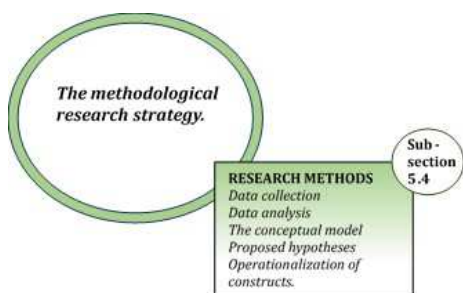


FIGURE 5.2
The methodological design of this study based in mixed methods

The next section will describe the research methods of this study. First, it will introduce the exploratory stage, describing the literature review, as a secondary data collection method, and the qualitative technics of focus groups and netnography. Then, the quantitative method of the descriptive stage will be presented, describing the techniques for collecting and analysing the quantitative data of this study.

5.4 Research methods



Besides describing the literature review, this section elaborates the procedures for collecting and to analysing data in the exploratory and descriptive stages of this study. For the exploratory stage, a triangulation is used in order to cross-check the results of two different methods: the focus group and passive netnography. According to Bryman (2012, p.717), a triangulation is “the use of more than one method or source of data in the study of social phenomenon”. In this sense, triangulation results in great confidence in findings (Bryman, 2012). First, the sub-section describes the methods used for data collection and analysis in the exploratory stage, namely, focus group and passive netnography. Then, the methods used in the descriptive stage (quantitative approach) are described.

5.4.1. Research methods of the exploratory stage

5.4.1.1 Secondary data collection: the literature review

Secondary data collection was employed to develop this study’s literature review. A literature review makes it possible to identify the current state of research in the study field and provide background information on other studies (Jennings, 2009). This literature review helped highlight the main theories behind this investigation and regarding the specificities about the theoretical constructs and their underlying relationships. Additionally, a literature review about the objectives of this investigation—the sharing economy in tourism, focusing the P2PA—was also carried out to improve the understanding of this new consumer behaviour pattern in tourism. Although the sharing economy in tourism is a recent research field, it was possible to trace a scientific background with the most important theoretical and empirical references.

Regarding main sources of scientific information, a set of empirical and theoretical research projects available in a variety of tourism-related scientific journals and also in other discipline-specific journals such as geography, sociology, business, anthropology, social psychology, urbanism, economics, etc., was collected and analysed. Furthermore, it was necessary to gather empirical and theoretical material from specialised books, papers

published in book chapters, grey literature, and conference proceedings. Regarding the scientific journals, the references were mostly gathered from 'Scopus' and 'Web of Science' multidisciplinary databases, which are considered two of the three most important databases available for performing citation analyses (Waltman, 2016). The access to these databases was supported by the researcher's host institution (University of Aveiro, Portugal). In case of unavailability of full-text articles from the referred databases, Research Gate—a social network of researchers—was used to access the searched paper by interacting directly with respective authors. Finally, Google Scholar was used as another information channel to search for full-text articles not available in the above mentioned databases.

Within the literature analysis, a systematic literature review encompassing the following themes was conducted: (i) the sharing economy in tourism; (ii) the dimensions of the tourist experience [with a focus on Pine and Gilmore (1999) and Schmitt's (1999) frameworks]; (iii) links between destination attachment and destination loyalty; (iv) relationships between destination attachment and tourist experience; (v) links between perception of authenticity and destination loyalty; and (vi) tourist experience and destination loyalty. A systematic literature review can be defined as a "comprehensive review that aims to identify all relevant studies of a thematic [field ...].to evaluate and validate the studies in order to reach conclusions about what is important or not" (Correia & Mesquita, 2014, p. 217). For instance, the systematic literature review for the theme 'the sharing economy in tourism' enabled the understanding of the most relevant themes in this field, and the process also revealed that 'accommodation' is the most studied topic by scholars in the tourism sector. Thus, the systematic literature review sustained the relevance of the study object of this investigation.

As a result of this secondary data collection and analysis, it was possible to submit papers to international scientific conferences in order to present part of the literature review and the development of a corresponding research model, which was additionally enriched and consolidated by on-going exploratory research. The researcher, working together with his thesis supervisors, has submitted two full papers and two extended abstracts to five different conferences: (i) CIT2015 (Conferência Internacional de Turismo/Guimarães, Portugal); (ii) EATSA2016 (European-Asia Tourism Studies Association/Lisbon, Portugal); (iii) CBTS2016 (Consumer Behaviour in Tourism Symposium/Brunico, Italy); (iv) INVTUR2017 (Aveiro, Portugal); and (v) 7th ATMC (Advances in Tourism Marketing Conferences/Casa Blanca, Morocco). It is worth mentioning that the paper presented at the 7th ATMC, entitled "Tourist experience, perceived authenticity and place attachment when

consuming person-to-person accommodations: an evidence for destination loyalty' was rewarded as the best conference paper and has been published, in an additionally revised version, in the Scopus-indexed *International Journal of Tourism Cities*.

After presenting the philosophical assumptions adopted by this investigation and the strategy, logic, and purpose of this research project, more detailed information about the qualitative and quantitative methods used in this study will be presented next, namely the research methods for collecting and analysing the empirical data of this study.

5.4.1.2 Exploratory qualitative data collection: the focus group procedure

The focus group method presents an interactive approach between the researcher and their interviewees and amongst the interviewees as well, culminating in gathering data from a collective discussion process (Bryman, 2012). The data obtained is thus socially constructed within the interactions of the group (Merriam, 2009). According to Malhotra and Birks (2007), focus groups are considered the most important qualitative marketing research procedure, used extensively in new product development, advertising development, and image studies. Focus group is described by Silverman (2011, p. 168) as "a simple way to collect qualitative data, which usually involves engaging a small numbers of people in an informal group discussion (or discussions), focused around a particular topic or set of issues'. The interviewees' discussions are based on the questions previously developed by the researcher (the focus group guideline) and, during the activity, the researcher acts as a moderator, leading and developing the discussion and fully controlling the participation of group interviewees (Silverman, 2011). To conduct a focus group, Malhotra and Birks (2007) suggest a group-size between six and ten members in a relaxed and informal setting, which is recommended to help participants forget they are being questioned and observed.

In order to obtain in-depth information and new insights into the dimensions of the SP2PA guest experience and to develop a comprehensive understanding on the possible relationships between the referred dimensions and the outcomes of the tourist experience under analysis, the researcher conducted three focus groups: the first one was a pre-test focus group; the other two were improved according to the pre-test results, and therefore, were considered as the main focus group approaches in this study. Following Malhotra and Birks' (2007) propositions to provide an informal setting for the procedure, the three focus groups were carried out at the researcher's residence (to maintain the anonymity of participants, no photos of the focus groups are published in this manuscript). Next, the pre-test and the two main focus groups' procedures are described.

5.4.1.2.1 *The 'pre-test' focus group*

The 'pre-test' focus group was conducted on 24th of March 2017. Regarding focus group procedure and structured interviews, a pre-test stage is necessary to assess the activity duration, confirm the full comprehension of the questions, refine the guideline, and eliminate redundant enquiries (Merriam, 2009). The 'pre-test' sample comprised six Brazilian post-graduation students. Among them, five came from the University of Aveiro and one came from the University of Porto. This sample was chosen randomly, insofar as the participants freely and voluntarily accepted the researcher's invitation initially presented in the Facebook group '*Brasileiros em Aveiro*'. The respondents who answered the online request were contacted in private online chats ('WhatsApp' or 'Facebook Messenger'), where the researcher posed some preliminary questions (e.g., 'please confirm: did you share the Airbnb accommodation with your host? / how many people lived at the Airbnb you were in?'). This filtering process was necessary to avoid respondents without the required profile, that is, the only requirement was that the participant had been hosted in the same apartment/house where the host was living. After being interviewed, these respondents were also asked to invite more people to engage with the focus group. Subsequently, these new respondents were also interviewed and asked to identify new respondents, characterising a snowballing process. This procedure was chosen because it was necessary to enrol a large number of respondents, since the focus group procedure joins its participants in the same meeting in a specific place and time and it is not easy to find participants available on the same date and hour. This snowballing process resulted in 12 respondents who belonged to the target group, while only six respondents actually participated in this pre-test focus group.

At the beginning of the focus group, the researcher explained the main objectives of the activity and made a brief explanation about the theme to be discussed to all participants. Furthermore, the researcher assured everyone that, although the activity would be recorded, their answers would be anonymously preserved, insofar as their names would be codified, in case of using narrative excerpts in the study manuscript. Thus, this procedure assured participants' confidentiality. In addition, regarding ethical considerations, the participants were informed about the pre-test character of the activity. However, the researcher outlined the relevance of conducting pre-tests in social sciences research methods to the participants.

The pre-test focus group guideline had 23 questions to be discussed and the procedure lasted three hours. The discussions were recorded with the participants' permission. During the focus group, the researcher moderated the discussions and took notes on the activity,

which ultimately helped to improve the guideline. After the focus group, the recorded discussions were transcribed and sent to the participants for validation. Then, the researcher used the audiotape recordings, the transcriptions, and the notes to analyse the pre-test results. Particularly, some redundant questions were observed and to avoid interferences between the questions (i.e., one question inducing the answer of the other), the position of some questions was changed. Consequently, an updated version of the guideline was developed with a total of 16 questions (see Appendix 8). Finally, the researcher conducted two main focus groups as described below.

5.4.1.2.2 The main focus group discussions

After the pre-test focus group, two main focus group debates were conducted. The first main focus group was carried out on 8th of June 2017 at the researcher's residence in Aveiro (Portugal), while the second took place on 3rd of July 2017 at the researcher's residence in Recife (Brazil). All participants have Portuguese and Brazilian nationalities in the first and in the second focus groups, respectively. The snowball sampling process used in the pre-test was repeated in both focus groups. However, besides social networks, the researcher also used his email list to identify the target participants. Those who received the email were invited to follow up the message through their email lists. The confirmatory procedure from the pre-test was repeated in the main focus groups. Consequently, 9 and 15 respondents with the desired profile were identified in the Portuguese and Brazilian groups, respectively. After managing the availability of the respondents, six respondents participated in the Portuguese focus group and seven respondents participated in the Brazilian focus group. Before starting the activities, the commitment adopted in the pre-test to preserve participants' confidentiality was explained. In addition, a brief explanation about the activity and theme was provided.

Regarding the question structure used in the guideline of the main focus groups, the procedure followed Merriam's (2009) framework, which proposes a guide to design questions for academic interviews. In this guide, the author suggests some types of questions according to their nature, as detailed in Table 5.2.

TABLE 5.2
Types of questions proposed to be used in interviews

Type of question	Definitions
Hypothetical question	Ask what the respondent might do, or what it might be like in particular situation; they usually begin with “what if” or “suppose”.
Devil’s advocate questions	The respondent is challenged to consider an opposing view or explanation to a situation.
Ideal position question	Ask the respondent to describe an ideal situation.
Interpretive questions	The researcher advances possible explanations or interpretations of what the respondent have been saying and ask for a reaction.

Source: Merriam (2009).

It is important to point that, although a large number of P2PA platforms are available, the researcher preferred to mention the most known platform, *Airbnb*, in order to facilitate the understanding of what was asked and reduce variability due to diverse types of sharing concepts. The questions were developed by the researcher, except the first one, which was adapted from Cetin and Bilgihan (2015). The questions attempted to induce a discussion around the main constructs under analysis and their respective dimensions. Table 5.3 shows the questions developed in the focus group guideline, the main references associated to the explored themes, the objectives of the questions, and a description about the nature of each question, according to Merriam’s (2009) guide for qualitative interviews.

TABLE 5.3
The focus group guideline description

Themes	Question	Objectives	Nature of the question*	References
General topics	<i>Tell us about your stay in an Airbnb, that is, how was the experience of staying in an Airbnb from the check-in until your departure?</i>	To collect information on what the guests did, their behaviour and, activities in the P2PA. The answers are expected to reflect the dimensions of the tourist experience under analysis and co-occurrences with the outcomes of the tourist experience.	Experiential or behavioural.	Adapted from Cetin and Bilgihan (2015). Walls, Okumus, Wang and Kwun (2011).
	<i>People use to say that staying in an Airbnb is different from staying in a traditional hotel. What is your opinion of whether the Airbnb experience is different from staying in a traditional hotel?</i>	The nature of this question relates to opinions and values. The answers will provide evidence on the P2PA values that will help justify this investigation.	Related to opinions and values.	Adapted from Cetin and Bilgihan, (2015).
Social interaction	<i>Think about your social interaction with your host. Tell us about any aspect, story or event that reminds your social interactions with hosts.</i>	To describe the guest-host relationship, reflecting the social interaction dimension of experience and aspects related to value co-creation.	Experiential or behavioural.	Anderson and Shimizu (2007); Ryan, 2010), Kastenholz et al. (2015), Tucker and Lynch, (2005); Campos, Mendes, Valle and Scott (2015).
	<i>Many tourists say that they would not feel comfortable staying in an Airbnb because they need to share spaces and live with strangers. According to your experience, what would you say to these people?</i>	Aims at collecting information on experiences of intimacy, <i>communitas</i> and generosity in the scope of the host-guest social relations.	The nature of this question is "devil's advocate", in which the focus group members are confronted with something that will likely have a contrary opinion.	Tucker and Lynch, (2005); Sidali, Kastenholz, and Bianchi (2013); Trauer and Ryan (2005); Kastenholz and Sparrer (2009).
Escape Entertainment/ /Social interaction	<i>What did you usually do in the Airbnb surroundings? What kind of involvement did you have with the local community and with other people who were present in these places?</i>	To collect data about immersion activities in local culture and to describe <i>communitas</i> social interaction with local inhabitants, friends and/or family, other tourists and service providers.	Experiential or behavioural.	Guttentag (2015); Dredge and Gymoth (2015); Oh et al. (2007); Kastenholz et al. (2015); Mossberg (2007).

	<i>When you were inside the Airbnb, what did you usually do?</i>	To describe the dimensions of the tourist experience.	Experiential or behavioural.	Schmitt (1999); Oh et al. (2007), Pine and Gilmore (1999).
Aesthetic	<i>What sensory impressions (think about all the senses) come into your mind when remembering the experience of staying in an Airbnb?</i>	To capture more specific data about what was seen, heard, felt, etc.	Sensory.	Agapito, Valle, and Mendes (2014); Tucker and Lynch (2005).
	<i>Can you remember aspects of your Airbnb that were representative or associated with the visited destination?</i>	To capture more specific data about what was seen, heard, felt, etc. May also reflect aspects of perceived authenticity, escape and educational dimension.	Sensory.	Agapito, Valle, and Mendes (2014); Tucker and Lynch (2005).
Affective	<i>What emotions did you feel staying in an Airbnb?</i>	To identify Pleasure-Arousal-Dominance (PAD) emotions.	Experiential.	Tung and Ritchie (2011)
Education	<i>Suppose that knowledge and learning can be promoted while staying in an Airbnb. What did you learn in your staying in an Airbnb stays and what would be interesting to learn/know?</i>	To assess the educative dimension of the tourist experience.	Hypothetical, however, if the focus group members have had learning experiences, he or she will feel inclined to report them.	Pine and Gilmore (1999); Schmitt (1999); Tung and Ritchie (2011); Oh et al. (2007).
Escape/ Aesthetic/ Educational	<i>Can you remember aspects of your Airbnb that reflected your host's personality and lifestyle which have marked you or even have influenced you?</i>	To capture more specific data about aspects of perceived authenticity, escape, and educational dimensions.	Sensory.	Agapito et al. 2014; Tucker and Lynch (2004)
	<i>What has changed in you after the experience of staying in an Airbnb?</i>	To explain possible self-realization, personal growth and evidence about existential authenticity.	Interpretative.	Zervas, Proserpio, and Byers, (2015); Wang (1999); Scott, Laws, and Boksberger, (2009); Cohen (2010); Pine and Gilmore (1999);
Authenticity	<i>Travellers use to say that staying in an Airbnb offers a more authentic experience at the destination, that is, it permits being more active, participating in activities, having contacts with more realistic aspects of destination daily life routine, and above all, you feel living different experiences from your daily routine. So, what is your opinion about whether staying in an Airbnb</i>	To provide evidence about the relationship between P2PA experience and perception of authenticity, and may also reveal the mediating role of authenticity in the relationship between the P2PA tourism experience dimensions and destination attachment.	Related to opinions and values.	Wang (1999); Guttentag (2015); Dredge and Gymoth (2015).

	<i>helps to live an authentic experience at the destination?</i>			
Destination attachment	<i>Some travellers report that staying in an Airbnb develops a kind of identity and affective connection/ attachment to destinations. What is your opinion about how much staying in an Airbnb helps to develop identity and affection for destinations?</i>	To provide evidence about the relationship between P2PA experience and destination attachment.	Related to opinions and values.	Chen, Leask, & Phou, (2016).
Loyalty	<i>Why would you recommend the Airbnb experience to friends and family? Under what conditions? For what types of trips? Why will you stay in an Airbnb on your next trip?</i>	To assess the antecedents of P2PA loyalty.	Behavioural.	Gursoy, Chen, & Chi, (2014); Halpenny, Kulczycki, & Moghimehfar (2016).
	<i>To what extent does staying in Airbnb contribute to your intention to return to the destination?</i>	To assess the influence of P2PA experience in destination loyalty.	Behavioural.	Prayag & Ryan (2012).

(*) Based on Merriam (2009)

After conducting the two main focus group discussions, the researcher analysed the data, following the procedures detailed in the next Sub-section.

5.4.1.3 Exploratory qualitative data collection: the passive netnography¹⁷

The netnography conducted in this study was completely non-obstructive and observational, taking the form of passively lurking the ongoing Internet-mediating posts and discussions (Bryman, 2012; Kozinets, 2002). The passive netnography method analyses the narratives of users in online environments to extract relevant information for research purposes (Mkono, 2016). Considering the richness of available data with the rise of social media and other websites, which provide interactivity among users and display user generated content (UGC), tourism scholars increasingly use netnography research methods. In tourism, UGC is often gathered from specialised blogs, chats, and forums such as Facebook, Instagram, and Twitter. Similarly, tourists' recommendations on TripAdvisor and Lonely Planet, and experience assessments displayed by online tourist service websites (e.g., Booking.com or Airbnb.com) are sources of online data for tourism research. The anthropological theory of experience explains that individuals usually communicate their experiences mainly with self-referential narratives (Bruner, 1986) and the discourses on significant personal experiences typically report meanings and feelings (Abrahams, 1986).

The Internet has thus become a fertile data source for accessing the tourists' life-world as the volume of online information on consumer experiences, perceptions, dilemmas, intentions to travel, etc. grows day by day (Blichfeldt & Marabese, 2014; Mkono, 2012). Particularly in tourism research, netnography has proven to be useful in several contexts, for instance, when studying: (i) motivations to go 'Couchsurfing' and the influence of the 'Couchsurfing' experience on the satisfaction with the stay (Zgolli & Zaiem, 2018); (ii) online user experience in tourism within social media (Mkono & Tribe, 2017); (iii) narratives within TripAdvisor to probe perceived risk associated with some destinations (Björk & Kauppinen-räsänen, 2012); (iv) the behaviour of independent travellers in China by collecting data from two online traveller communities (Luo, Huang, & Brown, 2015); (v) the underlying dimensions of the guest experience constructs in tourist reviews published in TripAdvisor.com and holidaywatchdog.com (Rageh, Melewar, & Woodside, 2014); (vi) reported indigenous tour experiences offered in Australia (Mkono, 2016); (vii) farm stay

¹⁷ This Sub-section integrates some content already published within the scope of this thesis in an international journal: Souza, L.H.; Kastenholz, E.; Barbosa, M.L. (2020). Tourist experience, perceived authenticity, place attachment, and loyalty when staying in a peer-to-peer accommodation. *International Journal of Tourism Cities*.

experiences in Australia, Italy, United Kingdom, and United States, described by tourists' online reviews (Capriello, Mason, Davis, & Crotts, 2013); and (viii) the food experience in Victoria Falls, Zimbabwe (Mkono, Markwell, & Wilson, 2013).

In this sense, the reviews posted by SP2PA guests in the Airbnb platform were analysed in order to identify and understand the relevant dimensions of the guest experience in SP2PA and their relations to perceived authenticity, destination attachment, destination loyalty, and SP2PA loyalty. Contrasting traditional technics of data collection, Internet-based methodologies such as netnography present some advantages (Bryman, 2012): speed, simplicity, cost, and no need for transcription. Moreover, in its passive format, interviewer bias is less likely in the generation of data (Mkono, 2016). Still, netnography is less appropriate for studies where participants' age, gender, or place of residence are critical, with these demographic parameters being difficult to verify in most online forums (Mkono, 2012b).

Netnography analysis typically encompasses a series of procedures and recommendations proposed by Kozinets (2002): *entrée*, data collection, data analysis, data interpretation, research ethics, and member checks. Since the two last procedures refer to netnography forms where the researcher actively participates in the online community, the passive netnography conducted in this study consists of the three first aforementioned steps only:

(i) *Entrée*: as an initial, preparatory step refers to selecting suitable websites or online communities to achieve the study's purposes. Kozinets (2002, p. 65) contends that the adequate selection of online data resources considers the following criteria: (a) providing high 'traffic' of postings; (b) detailed or descriptively rich data (Kozinets, 2002, p. 65). For this study, *Airbnb* —as one of the largest platforms in the shared accommodation market— was the selected website. This platform encourages a mutual assessment between hosts and guests, resulting in a wealth of posted reviews, presenting many details about the hospitality experience. Furthermore, Airbnb was also chosen because this study focuses on the listings where hosts live in the accommodation, sharing the same space with their guests. For these cases, the Airbnb website shows the options 'private rooms' and 'shared rooms', which are easily filtered among the other types of P2PA.

(ii) *Data collection*: Online data was collected in August 2017 and consisted of 250 guests' reviews of Airbnb listings located in the ten top worldwide destinations within the 'traveller choice awards 2016' ranking of TripAdvisor, namely: Ubud (Bali), London, Paris, Rome, New York City, Crete, Barcelona, Siem Reap (Cambodia), Prague, and Phuket (www.tripadvisor.com). After selecting the destinations, the SP2PAs were chosen according

to the sequence of their appearance in the platform and adopting the same criteria used in the 'entrée' procedure. In other words, the SP2PAs showing highest numbers of reviews were filtered for greater richness of data. Additionally, the reviews were selected according to the following criteria: (a) given the study's focus on the main dimensions of SP2PA guest experience, only those comments providing a rich description of the experience were considered; hence, comments with less than 80 words were excluded, and reviews that did not express the guest experience, and only reported general descriptions such as location, the availability of basic amenities, and/or expression of general satisfaction or loyalty intentions without any explanation of what satisfied the guests, were not included in this study; (b) to avoid translation errors, only comments written in English were chosen. It is worth mentioning that Airbnb distinguishes their hosts as 'super hosts' and 'non-super hosts' according to guests' quality assessment, however, this study covers listings from both categories, avoiding any possible bias in favour of one or the other category. Similarly, the data collection process considers both positive and negative comments. Since data saturation was observed after some analyses, a maximum of five SP2PAs were selected for each destination after the filtering process, which seemed to be a reasonable number for the present exploratory purposes. Then, five reviews were gathered for each SP2PA, resulting in 250 reviews for analysis.

(iii) Data analysis: the gathered reviews were analysed following a content analysis procedure described in the next sub-section.

5.4.1.4 Procedures of qualitative data analysis: the content analysis

The *corpus* on which the researcher conducted the exploratory data analysis was the transcribed texts from the two main focus groups and the narratives of the passive netnography. Content analysis was carried out to analyse data extracted from these sources. Content analysis is one of the classical procedures for analysing textual material or communications (Malhotra & Birks, 2007) and can be defined as:

A set of communication analysis techniques aiming to obtain, through systematic and objective procedures for the description of message contents, indicators (quantitative or otherwise) that allow the inference of knowledge regarding the conditions of production/reception (inferred variables) of these messages. (Bardin, 2013, p. 44)

According to this definition, content analysis comprises a set of procedures related to the extraction of manifest content from texts or other types of written, oral, and/or visual

communications. Based on systematic procedures, the researcher carried out the analysis in order to find evidences for assessing and interpreting the manifested phenomena. Bryman (2012) explains that systematic procedures related to content analysis include—albeit as little as possible—researchers' personal bias. Overall, Bardin (2013) distinguishes the following systematic procedures of content analysis: (i) organisation of the analysis, which refers to analysing previous readings, taking notes, and organising data; (ii) the definition of what is to be counted or the selection of the unit of analysis (words, sentences, subjects, themes, etc.); (iii) categorisation, which corresponds to the identification of predetermined analysis categories, according to research questions and literature review; (iv) the codification process; and (v) interpretative attitude by drawing inferences.

In this study, the organisation of the analysis consisted of reading the focus groups' transcriptions, listening to file recordings, eliminating narratives deviating from the main discussion themes, and taking notes about details of respondents' answers, such as agreements and disagreements on viewpoints, spontaneity of answers, etc. The 'sentences'—the main theme of this study— were chosen as the unit of analysis. Generally, a sentence is implicitly derived from one respondent; however, there are cases of sentences including more than one respondent. This is observed in several agreements between participants, when they want to reinforce the ideas of the current respondent, or in terms of disagreements of viewpoints. The 'sentences', or the unit of analysis, start with a text expressing a certain subject or theme and continue until the respondents hold on to the same subject. When the respondent changes the subject, the new text is considered as another sentence. For instance, texts describing respondents' interactions with local residents were considered as the same 'sentence' until the respondent concludes the manifested subject. If she/he changes the subject, and starts describing the SP2PA surrounding picturesque environment, it is considered another sentence. In both focus groups, respondents were evoking memories about their SP2PA experiences. As described in Chapter Three anthropologists consider travel as a liminal process where tourists leave their daily routine to live a 'non-ordinary' experience at destinations and then come back again to their daily routine. After returning, they will communicate their tourist experiences to particular audiences, such as family and friends, building narratives of recalled memories. In this sense, the 'sentences' or 'units of analysis' are labelled as 'narratives' in this study.

Regarding the passive netnography, a content analysis was also conducted to match the guests' reviews with these dimensions of tourist experience, following a two-step procedure: (a) manual content coding by defining the coding pattern, according to the diverse categories/ themes associated with the analysed dimensions (see Table 5.4); and

(b) a content analysis, following an interpretive approach to identify the themes of narratives within guests' reviews, according to the coding pattern.

The development of categories was based on the literature review. In qualitative studies, categories are defined as headings or classes which combine the same concepts, themes, characteristics, or ideas, and are grouped into generic titles (Bardin, 2013; Bryman, 2012). At first, the four realms of the experience economy (aesthetic, education, entertainment, and escape) were considered as pertinent dimensions to describe the SP2PA guest experience. Particularly in tourism, social interaction and affective experiences are also relevant dimensions for the tourist experience, and they were additionally considered in this study, also because they stood out in the present exploratory, qualitative approaches. Therefore, these dimensions were defined as the main 'categories of analysis' for assessing experience dimensions in this study. Similarly, the literature review also identified the perception of authenticity, destination attachment, and destination loyalty as relevant outcomes of the tourist experience and they were also included here as 'categories of analysis'. By considering the object of study, the SP2PA loyalty was included as a 'category of analysis'. Although these categories were created at the beginning of the content analysis, new categories may appear and then be included in the process. Since this study intends to obtain a more comprehensive understanding on the nature of guest experience dimensions in a SP2PA, the researcher also created sub-categories of analysis. Some of these sub-categories appear from literature while others emerged from the narratives. Therefore, this process characterises a hybrid theoretical approach using deductive and inductive reasonings.

Research is invariably portrayed as the contrast between deductive and inductive reasonings. Traditionally, this dichotomy also embraces the accepted view that quantitative research—subscribed to the positivist paradigm of science—adopts a deductive process in the relationship between theory and research, while qualitative research is subscribed to interpretivism and adopts an inductive process. Nonetheless, Hyde (2000) argues that although this contrast is generally correct, it does not fully describe the processes and methods adopted by quantitative and qualitative research. Indeed, some flexible arrangements within the qualitative/inductive–quantitative/deductive dichotomy should not be neglected. By thinking of the relationship between theory and research in terms of deductive and inductive reasonings, literature based on social science methodologies reports the iterative alternation on these reasonings, recognising that the inductive reasoning is also performed in quantitative research, since the researcher may interpret the research findings using inductive insights after testing the theory (Hyde, 2000). By this

notion, Hyde (2000) stresses that both qualitative and quantitative research include inductive and deductive reasoning in their processes.

When considering deductive reasoning in qualitative approach, the exploratory stage of this study adapted the procedure suggested by Campbell (1975, as cited in Hyde (2010)) to formalise the link between collected data and theory: first, the theory is expressed as a pattern of independent outcomes that are predicted to occur and then gathered data is compared to the theoretical predictions. Theory is supported if the gathered data matches the predicted pattern of outcomes of the theory. In this sense, the qualitative exploratory stage of this study was mainly driven by hypothetic-deductive research approach, by first deriving experience dimensions from the literature review, and then applying it to the narratives retrieved from two focus groups interviews. Using this procedure, the confirmation of the relevant dimensions of the tourist experience for the SP2PA case was predicted. Furthermore, the relationships between these dimensions and some outcomes were also analysed according to the theories associated to these relationships. However, a more open and flexible view was adopted by trying to derive new or previously unidentified experience dimensions (or subdimensions) from guests' narratives within the guest/tourist experience context, making for a more hybrid data analysis approach and suggesting a particular content structure for the SP2PA, derived from both theory and analysed narratives.

The codification procedure refers to the process of aggregating raw data into categories, allowing analytical data description (Bardin, 2013). Participants' responses from the main focus groups and the narratives of the passive netnography were aggregated into the pre-defined categories and sub-categories detailed before, and into emerging categories and sub-categories as well. The classification and aggregation of the narratives into categories followed the 'coding patterns' which guided the coding of narratives according to the nature, subject, or concept under analysis. Table 5.4 illustrates the coding patterns supporting the content analysis process.

The previous definitions of the coding pattern and the rule, which guided the identification of the unit of analysis, contribute to increase the reliability of the content analysis (Bardin, 2013, Bryan, 2012, Malhotra & Birks, 2007), once the same procedure can be carried out by different researchers and the results tend to be similar.

It is also worth mentioning that the narratives might be aggregated into more than one category simultaneously. In these cases, co-occurrences were observable. For instance, when a focus group participant mentioned that the host invited her/him to go around the

SP2PA explaining cultural details of the surroundings, such narrative should be coded within 'social interaction' and 'educative' dimensions. Furthermore, if the participant also explained that this activity was also useful in introducing her/him to lifestyle aspects of local community, it shows a 'perception of authenticity,' resulting from the mentioned dimensions of the tourist experience. Therefore, evidences from the relationships between specific dimensions of the tourist experience and the analysed outcomes through observable co-occurrence patterns will be outlined.

TABLE 5.4
Coding pattern supporting the content analysis process

Frequent narratives	Matched category
Descriptions about relations between host-guests, guest-local inhabitants and amongst travel mates and other tourists; descriptions reporting examples of hosts' generosity towards the guests; issues associated to communication skills.	Social interaction
Aspects referred to multisensory stimuli: (i) sight: general narratives describing the SP2PA decoration, the landscape views admired from the SP2PA, issues about cleanness, admiration about the picturesque SP2PA surroundings; (ii) taste: food and beverages consumed during breakfast, dinner or snack times; (iii) touch: narratives mentioning the sensation of comfort provided by the temperature inside the SP2PA and the quality of beds and linens; (iv) smell: the perception of fresh air and cleanliness smelling; (v) ear: perceptions of sounds coming from the SP2PA and their surroundings; (vi) other aspects encompassing the aesthetic/ sensorial nature of experience in a broad sense.	Aesthetics
Narratives reporting most reported emotions such as of pleasure, arousal, surprise, joy, happiness, anxiety, fear, frustration, etc.	Affective
Narratives about leisure activities practiced in the surrounds of the SP2PA and other engaged activities practiced inside, such as cooking, dancing a typical rhythm of the destination, etc. Escape is also viewed as an immersion in a different culture and way of life, forgetting the daily routine typical to one's home environment; as having feelings of self-realization, describing the SP2PA as a unique and differentiated place, as expressing inspiration from, enchantment or identification with and admiration of the hosts and their lifestyle.	Escape
Narratives describing curiosities and historical aspects about the SP2PA surroundings and destination, and opportunities of skill development.	Educational
Descriptions of guests passively exploring surroundings and observing funny details from daily life and relaxing, diversionary activities, such as listening to music, watching concerts or football matches, watching kids having fun, etc.	Entertainment
Narratives including experiences related to genuine and more real aspects of destination, such as local community lifestyle, traditions and physical manifestation of a perceived 'authentic culture', gastronomy, etc.	Perception of authenticity
Emotional bonds to the destination and its people, expressions demonstrating identity and dependence.	Destination attachment
Expressed intentions of returning to the destination and staying again in the SP2PA and/ or recommending the SP2PA.	Loyalty

Besides analysing the relevance of some dimensions of the tourist experience to the SP2PA case, the focus groups and passive netnography also contributed to verify the relationships between the dimensions of the tourist experience and the outcomes of the tourist experience under analysis. In this sense, the literature review, the focus groups and the passive netnography contributed to developing, refining and consolidating the conceptual model and the proposed hypotheses of this study, as will be described in the next section

5.4.2 The conceptual model and the proposed hypotheses of this study

A conceptual model, in social sciences, is a schematic illustration or a narrative form of physical or cognitive relationships among elements, which is conceived as a simplified representation of parts or the entire real system or process (Malhotra & Birks, 2007). Therefore, it is assumed that the elements of the conceptual model and the relations between the interacting elements can be analysed in terms of the structural modeling approach. To introduce the proposed conceptual model for this study, Veal's (2006) framework will be followed, which points out that a conceptual model can be devised involving four elements which are displayed in Figure 5.3. The mentioned elements are not linear or obey a specific sequence, they are generally iterative, involving going backwards and forwards between the mentioned elements (Veal, 2006).

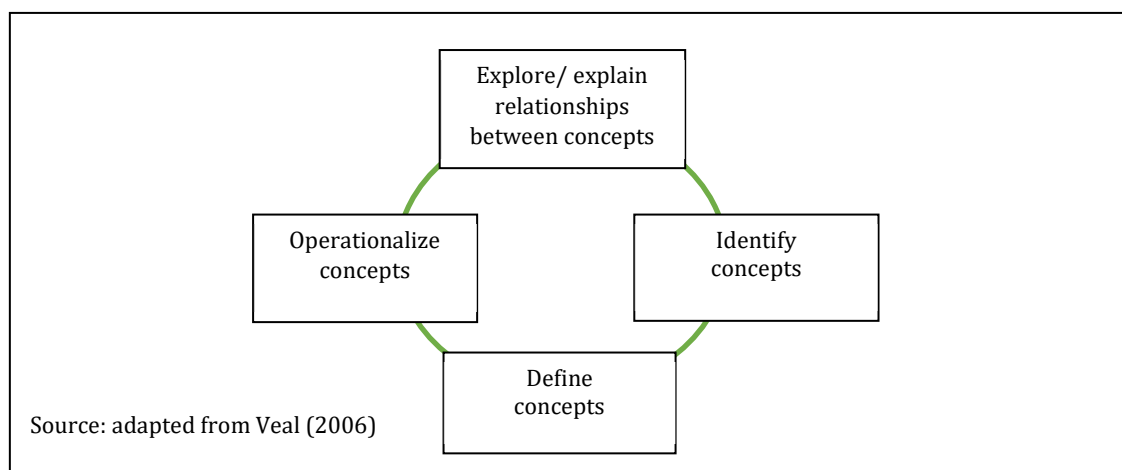


FIGURE 5.3
Devising a conceptual model

Initially the constructs used in this study will be defined. After that, the relationships between the major constructs (the proposed hypotheses) will be explored, and finally the operationalization of the constructs will complete the figure.

5.4.2.1 Identifying and defining constructs: the exogenous and the endogenous constructs

Conceptual models, when estimated by structural equations, are usually formed by two types of variables: (i) the 'latent variables', also recognized by 'constructs'; (ii) the manifest variables, also labelled as 'indicators' or 'items' (Joseph Hair, Black, Babin, & Anderson, 2006). The former comprises those unobservable variables or those variables not directly measured (Marôco, 2010). The latter encompasses the pattern of measured, manipulated or directly observed variables and they will be reflected by or form the 'latent variables' (Nunkoo, Ramkissoon, & Gursoy, 2013; Marôco, 2010). Moreover, a 'latent variable' or 'construct' has a meaning intentionally built from a particular theoretical mark and it should be defined in such a way that it can be delimited, translated into particular observable and measurable propositions (Martins, 2005).

This study proposes a conceptual model integrating five constructs: 'the tourist experience', 'destination attachment', 'perception of authenticity', 'destination loyalty' and 'SP2PA loyalty'. Tourism research into experiential perspective has documented that 'destination loyalty', 'destination attachment' and 'perception of authenticity' are relevant outcomes of the tourist experience (Chen, Leask, & Phou, 2016; Kim & Bonn, 2016; Quadri-Felitti & Fiore, 2013) and they are considered, by evidence, as relevant concepts for SP2PA guest experience. According to Hair et al. (2006), the conceptual models estimated using structural equation modelling (SEM) is characterized by two components: (i) the structural model and (ii) the measurement model. These authors explain that *the structural model* is the path model which relates independent to dependent variables, highlighting which independent variable predict each dependent variable or how constructs are associated with each other. In turn, the *measurement model* represents how measured variables or indicators come together to assess a construct. Within these components, many authors (Kline, 2011; Marôco, 2010; Hair et al.; 2006) also distinguish between exogenous and endogenous constructs. The 'exogenous' constructs are the independent variable and they play the role of predictors (Hair et. al, 2006). In contrast, the 'endogenous' or criterion constructs are the dependent variables (Hair et. al, 2006), that is, the latter are always explained by other variables. Therefore, according to the proposed conceptual model of this study, the 'tourist experience' is the exogenous construct, while 'destination attachment', 'perception of authenticity', 'destination loyalty' and 'SP2PA loyalty' are the endogenous constructs. The associations between the exogenous construct (the tourist experience) and the other four endogenous constructs form the 'structural model', while all the items used to measure their respective constructs comprise the 'measurement model'. Following, these exogenous and endogenous constructs will be defined.

5.4.2.1.1 Tourist experience: the exogenous construct of the proposed model

The concept 'tourist experience' was explored in Chapter 3 and the current study identified the dimensions of the tourist experience provided by Pine and Gilmore's (1999) framework (aesthetic, educational, entertainment, and escape) and two additional dimensions extracted from Schmitt's (1999) experiential framework [affective (feel) experience and social interaction (relate)], also identified as relevant through the exploratory qualitative approach (see Chapter Six, Sub-section 6.2.1.3 and Sub-section 6.2.2). These dimensions will be considered as forming the construct 'tourist experience'. According to Su, Lebrun, Bouchet, Wang, Lorgnier, and Wang (2016), there is an increasing trend towards accepting Pine and Gilmore's framework as a general categorization of experience in tourism and hospitality studies. This evidence is also confirmed by the systematic literature review displayed in Chapter 3 and Appendix 2, where several tourism studies using Pine and Gilmore's framework are summarized. Furthermore, the scale to measure 'tourist experience' in most studies and developed for the field of bed and breakfast accommodation (Oh, Fiore, & Jeoung, 2007) has shown construct validity and is extensively used in distinct fields in tourism and hospitality: (i) a music festival in Aruba (Semrad & Rivera, 2016); (ii) nature tourism in Taiwan (Su et al., 2016); (iii) heritage-urban tourism in Taipei (Suntikul & Jachna, 2015); (iii) a temple stay experience in Korea (Song, Lee, Park, Hwang, & Reisinger, 2015); (iv) golf resort tourism in the United States (Hwang, & Lyu 2015); (v) a winery destination experience (Quadri-Felitti & Fiore, 2013); (vi) the experience of a coastal destination in Turkey (Mehmetoglu, & Engen, 2011); (vii) the cruise tourist experience (Hosany, & Witham, 2010). However, Pine and Gilmore's framework has limitations when attempting to characterize the nature of the SP2PA guest experience, which became clear through an exploratory research approach. Therefore, additional dimensions, extracted from Schmitt's framework, were added to the proposed model of this study.

As observed in Chapter 3 (see Sub-sections 3.5.1 and 3.5.2), both Pine and Gilmore's and Schmitt's frameworks have been extensively used in recent studies exploring the tourist experience. Considering both frameworks, a more comprehensive analysis of the SP2PA guest experience is here proposed. This integrates, apart from Pine & Gilmore's dimensions, the two dimensions 'feel' (affective) and 'relate' (here named 'social interaction') from Schmitt's (1999) framework. This also comprises three additional dimensions, namely 'think', 'sense', and 'act'. However, they are overlapping to already considered dimensions existing in Pine and Gilmore's framework, respectively, 'educational' (think), 'aesthetic' (sense) and the dimensions of the active participation realms: 'escape' and 'educational'. Last, but not least, a qualitative exploratory approach revealed the pertinence of

considering a particular dimension, eventually partly captured by ‘social interaction’, but here suggested as a distinct dimension characteristic of the SP2PA guest experience, namely ‘Sharing experience’ (see Chapter Six, Sub-section 6.2.1.5). This is suggested here as a particular dimension, reflecting tourists’ attitudes and behaviors with regards to the main principles and values underlying the sharing economy paradigm.

The ‘tourist experience’ is thus a variable that is not directly observed, however it can be understood as a combination of ‘dimensions’ which, in turn, are measured by ‘manifest variables’ or ‘indicators’ associated to each dimension. In this instance, the literature about SEM explains that the measurement model can include distinct layers of latent variables. Hence, the measurement model is being described by ‘higher order factors’ (Hair et al., 2006) or ‘multilevel structural modeling’ (Kline, 2011). Thereby, the construct ‘tourist experience’, the seven dimensions of the tourist experience (aesthetic, education, entertainment, escape, affective, social interaction and sharing), and their respective indicators, all together comprise a ‘second-order measurement model’, which includes two layers: the *first layer* involves the dimensions of the tourist experience (first-order constructs) and their respective indicators; and the *second layer* is presented by the second-order construct ‘tourist experience’. Table 5.5 shows the definition for each dimension associated with the construct ‘tourist experience’. Later, in Sub-section 5.4.2.5, the indicators used to operationalize each dimension under analysis will be shown.

TABLE 5.5
Definitions for the dimensions (first-order constructs) of the tourist experience

Dimensions	Definition	Authors
Aesthetic	Tourists enjoy <i>being</i> in the destination environment without affecting or altering the nature of the environment presented to them. They passively appreciate, or are influenced by, the way the destination appeals to their senses with a relative depth of immersion with respect to what is seen or experienced.	Su et al. (2016); Oh et al. (2007); Pine and Gilmore (1999).
Entertainment	A combination of passive participation and absorption occurring when individuals passively absorb what is happening, being entertained.	Su et al. (2016); Oh et al. (2007); Pine and Gilmore (1999).
Educational	An experience of ‘learning something new’ based on the sense of ‘learning’ and acquiring knowledge about aspects absorbed by the mind, also requiring some level of active, at least cognitive, participation in the event or performance.	Su et al. (2016); Oh et al. (2007); Pine and Gilmore (1999).
Escape	Mixes an active participation and the immersion into the experience essence and environment and refers to immerse experiences that make individuals feel worthy their time by actively participating in events and performances, truly escaping from their daily life context and	Su et al. (2016); Oh et al. (2007); Pine and Gilmore (1999).

	conditions, possibly resulting in personal transformation or diverging into a new self.	
Social interaction	A dimension of the customer experience that involves the person and beyond, his/her social context, his/her relationship with other people or also with his/her ideal self.	Schmitt (1999), Gentile, Milano, Noci, and Milano (2007).
Affective	A component of the customer experience which involves one's affective reactions through the generation of moods, feelings, emotions triggered by the experience.	Schmitt (1999), Gentile, Milano, Noci, and Milano (2007).
Sharing	Particularly associated with sharing economy services, this dimension encompasses attitudes and behaviours towards the sharing ethos.	Emerged from exploratory qualitative research.

5.4.2.1.2 The endogenous construct 'destination attachment'

In order to understand the emotional and symbolic relationships people form to places, a diversity of theoretical approaches has contributed to the development of the concept of 'destination attachment' (see Chapter Four, Sub-section 4.4). In tourism-related literature, the construct 'destination attachment' is characterized by four dimensions: destination identity, destination dependence, destination affective and social bonds (Kyle et al., 2005; Williams & Vasque, 2003), with the most consensual and frequently used being 'destination identity' and 'destination dependence' (see Chapter Four, Section 4.3). In this study, similar to the tourist experience construct, destination attachment is a second-order construct, comprising these two dimensions (first-order constructs) and their respective indicators. The other two dimensions, 'social bonds' and 'destination affective' were also not included to avoid possible collinearity problems with similar dimensions, namely 'social interaction' and 'affective experience', used to assess the exogenous construct 'tourist experience'. Table 5.6 shows the definitions for each dimension referring to the construct destination attachment and the indicators used to measure each dimension are presented in Sub-section 5.4.2.5.

TABLE 5.6
Definitions for the dimensions (first-order constructs) of destination attachment

Dimensions	Definitions	Authors
Destination identity	Those dimensions of self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies and relevant skills for coping with this environment, also referred to bonds between the self and the destination'.	Chen et al. (2016); Brocato, (2006); Kyle et al., (2005); Proshansky (as cited in Kyle et al. (2005, p. 155).

Destination dependence	Associated with opportunities offered by destinations to achieve tourists' goals or to fulfill tourists' wishes and functional necessities, making tourists prefer a particular destination as being perceived as the ideal place for pursuing such goals or activities	Lee et al. (2012); Yuksel et al. (2010); Brocato (2006).
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5.4.2.1.3 The endogenous construct 'perception of authenticity'

The literature review on sharing economy in tourism and hospitality (see Chapter Two) and insights from the exploratory qualitative research (see Chapter Six) revealed that 'perception of authenticity' is a relevant outcome of the SP2PA guest experience. Therefore, the perception of authenticity is another construct analysed in this study. Wang (1999), in a seminal paper discussing 'authenticity in tourism', recognized three categories of authenticity: objective, constructive, and existential authenticity. However, unlike Wang's (1999) 'taxonomy' for tourist authenticity, this study follows Kolar and Zabkar' (2010) and Bryce, Curran, O'Gorman, and Taheri' (2015) scales and do not assess objective and constructive authenticity individually, but they are combined as a unique dimension labelled as 'object-oriented' authenticity. In this sense, 'object-oriented' and 'existential' authenticity are the two main authenticity dimensions (first-order constructs) used in this study to characterize the second-order construct 'perception of authenticity'. Table 5.7 shows the definitions related to these dimensions. Later, Sub-section 5.4.2.5 will show the indicators used to operationalize each dimension.

TABLE 5.7

Definitions for the dimensions (first-order constructs) of the perception of authenticity

Dimensions	Definition	Authors
Object-oriented authenticity.	Refers to both, objective and constructive authenticity. The authenticity of originals. Correspondingly, authentic experiences in tourism are equated to cognitive experiences of the perceived authenticity of originals. Associated with authenticity are contents symbolically projected into toured objects by tourists or tourism producers. Therefore, things seem to be authentic not because they are intrinsically authentic but because they are symbolically constructed as such in terms of points of view, beliefs, perspectives, or reflections of power.	Wang (1999); Bryce et al. (2015); Kolar and Zabkar' (2010)).
Existential authenticity.	Is more personal and intersubjective and refers to ways of life in which people are supposed to feel free, more spontaneous, purer, and truer to themselves than usual and these states are activated by the liminal nature of tourist activities.	Wang (1999).

5.4.2.1.4 The endogenous constructs 'destination loyalty' and 'SP2PA loyalty'

Loyalty is commonly analysed in tourism marketing studies focusing both destination and tourist services suppliers. In these contexts, loyalty in the tourism literature is measured through two approaches: as behavioral and attitudinal loyalty. As observed in Chapter Four behavioral tourist loyalty considers of the tourists' revisiting destinations and tourist service suppliers. On the other hand, attitudinal loyalty is usually measured in terms of intentions to *recommend* and *revisit* destinations and tourist service suppliers. The current study will consider both the behavioral and attitudinal loyalty to the destination and to SP2PA services and these constructs will be measured following the definitions depicted in Table 5.8. Later, Sub-section 5.4.2.5 will show the indicators used to measure these constructs.

TABLE 5.8
Definitions of perception of authenticity manifest variables used in this study

Constructs	Definition	Authors
Behavioral loyalty	A deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.	Oliver (1999).
Attitudinal loyalty	A tourist's psychological commitment, such as affective involvement or favourable attitudes towards a particular tourist service brand or a destination.	Yoon and Uysal (2005).

Next, the relationships between the exogenous construct and the endogenous constructs will be described, as well as those between the endogenous constructs themselves. These relationships form the structural model of the proposed conceptual model and they will be formalized by the proposition made in the following hypotheses.

5.4.2.2 Hypotheses and research gaps

In the last sub-section, the proposed conceptual model was developed based on the literature reviewed in Chapters Two, Three, and Four and from data obtained in the exploratory qualitative research (see Chapter Six). According to this conceptual model, the SP2PA guest experience is assumed to influence the endogenous constructs of 'perception of authenticity', 'destination attachment', 'destination loyalty' and 'SP2PA loyalty'. Furthermore, 'destination attachment' and 'perception of authenticity' are suggested to

influence loyalty to destinations and loyalty to SP2PA. Finally, the 'perception of authenticity' is presumed to influence 'destination attachment'. Thereby, this study proposes a set of hypotheses to test the association between the mentioned constructs. According to Charreire and Durieux (2001, p. 56), "hypotheses are overall developed through theoretical reflection, drawing on the prior knowledge the researcher has of the phenomena being studied". Hypotheses are conjectures about premises that a certain event occurs, establishing relationships between theoretical constructs (Malhotra & Birks, 2007). In this sense, the thesis suggests nine hypotheses addressing the research objectives, as follows.

5.4.2.2.1 Hypotheses associated with the relationships between the tourist experience (exogenous construct) and the endogenous constructs of the proposed model

Tourism-related literature shows several empirical studies reporting the influence of the tourist experience on several 'outcomes', such as (i) loyalty (Semrad & Rivera, 2016; Hwang & Lyu, 2015; Quadri-Felitti & Fiore, 2013; Hosany & Gilbert, 2010); (ii) destination attachment (Kastenholz, Eusebio, & Carneiro, 2016; Chen et al., 2016; Suntikul & Jachna, 2015); (iii) emotional values (Hak Song et al., 2015) and specific emotional responses such as 'pleasure' (Su et al., 2016) and 'arousal' (Oh et al., 2007; Hosany & Witham, 2010); (iv) perception of authenticity (Cho, 2012; Kirillova, Lehto, & Cai, 2017; Lee, Chang, & Luo, 2016; Mcintosh & Prentice, 1999; Pappalepore, Maitland, & Smith, 2014; Robinson & Clifford, 2012); (v) memorability of experience (Oh et al., 2007; Hosany & Witham, 2010; Semrad & Rivera, 2016; Quadri-Felitti & Fiore, 2013); (vi) overall satisfaction (Mehmetoglu & Engen, 2011; Oh et al., 2007; Song et al., 2015). According to the conceptual model suggested in this study, the following hypotheses linking the exogenous construct (the tourist experience) and the endogenous constructs (destination loyalty, SP2PA loyalty, destination attachment and perception of authenticity) are proposed.

(i) Tourist experience, destination loyalty, and SP2PA loyalty

With regards to the relationship between the dimensions of the tourist experience and loyalty, Quadri-Felitti and Fiore (2013), examining winery tourists' destination experiences and using Pine and Gilmore's framework, demonstrate the relevance of the aesthetic dimension of tourist experience in predicting destination loyalty intention, in terms of intentions to recommend and to return. In contrast, 'entertainment', 'escape' and 'educational' dimensions of the tourist experience behaved differently, having a statistically non-significant effect on destination loyalty. Analysing the cruisers' experience, Hosany and

Witham (2010) found that the four dimensions of the tourist experience (aesthetic, education, entertainment and escape) predict loyalty in terms of intention to recommend a cruiser experience, however, the relative importance of each dimension on loyalty differs among them. The regression analysis conducted by the authors indicate that the aesthetic dimension accounts for most of the variance in predicting intention to recommend. Entertainment is the second most relevant dimension, followed by educative and escape. Moreover, Semrad and Rivera (2016), analysing the tourist experience in a music festival, showed that a positive relationship exists between the four manifest variables of tourist experience and 'memorable experience', while, in turn, memorable experience has a positive influence on eWOM by recommending the festival amongst a social network audience. In this mentioned study, the direct effect between memorable festival experience and eWOM is statistically significant and the path from overall tourist experience shows a positive influence on the memorable festival experience, with the highest influence obtained for 'educative' and 'entertainment' experience, followed by 'escape' and 'aesthetic'.

As mentioned in Chapter Three, the relative importance of each dimension of the tourist experience varies according to the context of experience. As P2PA has recently gained large popularity, it is relevant to understand the guest experience drivers towards loyalty. This analysis attempts to fill a gap in the literature, since, as far as to our knowledge, studies examining the relationship between the SP2PA guest experience and destination loyalty and SP2PA loyalty are scant. Accordingly, the following hypotheses are proposed:

***H1:** The SP2PA guest experience positively influence attitudinal loyalty to SP2PA;*

***H2:** The SP2PA guest experience positively influence attitudinal loyalty to destinations.*

(ii) Tourist experience and destination attachment

Tourism-related literature illustrates that destination attachment has been identified as one of the relevant outcomes of the tourist experience (Liu, Fu, & Li, 2017; Wildish, Kearns, & Collins, 2016; Chen, Leask, & Phou, 2016; Tsai, 2016; Suntikul & Jachna, 2015). For instance, results of the structural model conducted by Chen et al. (2016) indicate that experiential consumption in heritage sites plays an important role in fostering destination attachment. The authors revealed that 'educational', 'escape' and 'hedonism' are the main dimensions providing memorable experiences to tourists and developing an attachment to heritage sites. The authors operationalized the construct 'experience consumption' adopting items from two scales: (i) Grappi and Montanari's (2011) scale, which consider items associated to 'determinants' of the service, such as atmosphere, facilities and staff; (ii) Kang and Gretzel's (2012) scale, which considers only three dimensions of Pine and Gilmore's

framework (escape, educational and entertainment)¹⁸. In the field of experiencing local cuisine, Tsai (2016) stresses that tourists consuming local cuisine create positive and unforgettable memories, and such positive memories further enhance their identification with or strong attachment to local attractions, by evoking a sense of identity and belonging to the tourist destination. In his research, the author used the construct 'memorable tourism experience', using a scale considering the dimensions of hedonism, involvement, novelty, meaningfulness, refreshment, local culture, and knowledge. Overall, findings show that experiencing local cuisine is a memorable tourist experience and positively and significantly influence destination attachment. However, the author does not analyse the impact of each analysed dimension on destination attachment. Moreover, Suntikul and Jachna (2015) modeled the relationship between tourist experience and destination attachment (destination identity and destination dependence), measuring the construct 'tourist experience' according to the dimensions defined by Pine and Gilmore's framework. In this sense, the authors' findings demonstrated that the 'aesthetic dimension' reveals the strongest correlation to both, destination identity and destination dependence, whilst 'educative', 'entertainment' and 'escape' tend to correlate more strongly with destination identity.

According to the literature review shown in Chapter Four and the mentioned previous studies, little attention has been paid to the influence of 'tourist experience' on destination attachment in a more comprehensive approach, by considering the diverse dimensions of Pine and Gilmore's framework, nor considering the here suggested dimensions of 'social interaction' and 'affective experience'. It is therefore relevant to examine the influence of the tourist experience, in a comprehensive and differentiated way, on destination attachment, proposing the following hypotheses:

***H3:** The SP2PA guest experience positively influences the 'destination attachment' formation, with diverse impacts expected from distinct experience dimensions;*

(iii) Tourist experience and perception of authenticity

Lastly, the relationship between the tourist experience and perception of authenticity stands out in the conceptual model proposed in this study. Many researchers have provided support for a link between tourist experience and perception of authenticity (Kirillova et al., 2017; Lee et al., 2016; McIntosh & Prentice, 1999), however, the relative importance of each dimension of tourist experience to perception of authenticity has been a rather neglected

¹⁸ Kang and Gretzel (2012) used the terms 'learning experience' and 'enjoyment experience' to refer to 'educative' and 'entertainment' respectively. A brief analysis of the scale items show semantical similarities with the existent items used in the scale of Oh et al. (2007).

aspect in tourism literature and this study attempts to fill this lack. Lee et al. (2016) analysed the link between recreational experience and perception of authenticity using attributes such as genuineness, surroundings, indulgence, uniqueness, and escape. These dimensions were measured with respect to heritage tourism and used only two dimensions of authenticity (objective and existential authenticity). According to the structural relationships designed by the authors, the recreational experience positively and significantly affected perceived authenticity. Kirillova et al. (2017) inquired 479 general tourists and showed that tourist experience positively and significantly affects the tourists' perception of existential authenticity. In addition, McIntosh and Prentice (1999) analysed the tourist experience in heritage sites through cognitive and emotional dimensions and observed that both dimensions are significant for the perception of authenticity with respect to the sites under analysis. As mentioned in the literature review (Chapter Two), SP2PA guests use to visit unexpected or non-touristic places and SP2PA surroundings which they perceive as more 'authentic'. In order to identify whether the tourist experience and related dimensions influence SP2PA guests' perception of authenticity, hypotheses four is proposed as:

H4: *The SP2PA guest experience positively influence the 'perception of authenticity'.*

5.4.2.2.2 Hypotheses related to the links between the endogenous constructs of the proposed model

Apart from the relationships between tourist experience and the outcomes under analysis, this study also attempts to assess the links between each endogenous variable, that is, the links between 'destination attachment and destination loyalty', 'destination attachment and SP2PA loyalty', 'perception of authenticity and destination attachment' and 'perception of authenticity and destination loyalty' and 'perception of authenticity and SP2PA loyalty'. Thereby, mediating effects between the tourist experience and the endogenous constructs of destination loyalty and SP2PA loyalty can be assessed.

(i) Relationships between destination attachment and loyalty

Several studies have proposed destination attachment as a predictor of destination loyalty (Kirkup, Sutherland, Kirkup, & Sutherland, 2017; Halpenny, Kulczycki, & Moghimehfar, 2016; Xu & Zhang, 2016; Kwenye & Freimund, 2016; Chen et al., 2016; Toudert & Bringas-Rábago, 2015; Kil, Holland, Stein, & Ko, 2012; Lee, Kyle, & Scott, 2012; Prayag & Ryan, 2012; Su, Cheng, & Huang, 2011; Yuksel, Yuksel, & Bilim, 2010; Mechinda, Serirat, & Gulid, 2009; Alexandris, Kouthoris, & Andreas, 2006). Halpenny et al. (2016) demonstrated that

destination attachment influences tourists' intentions to return and to recommend nature-based tourism destination. Furthermore, the structural model developed by Prayag and Ryan, (2012), which explores the relations between image, personal involvement, destination attachment and island destination loyalty, found that the influence of destination attachment on destination loyalty is mediated by satisfaction levels. Results of the structural equation model developed by Yuksel et al. (2010) suggested that bonds to a destination influence loyalty to this place. Alexandris, Kouthoris, and Andreas (2006), performing a regression analysis to test the relationship between destination attachment and loyalty, found that skiers' loyalty was significantly predicted by destination identity and destination dependence.

As discussed in Chapter Four, the influence of destination attachment on destination loyalty is not consensual. For instance, Xu and Zhang (2016) stress that the influence of destination attachment on destination loyalty is smaller than that of tourist satisfaction and Lee et al. (2012) found that not all dimensions of place attachment are suggested to predict destination loyalty. In contrast, other authors (Gursoy et al., 2014; Duarte et al., 2010; Alegre & Juaneda, 2006) defend that destination loyalty is an antecedent of destination attachment.

Regarding these ambiguities about the relationship between destination attachment and destination loyalty, and considering the relevance of understanding whether a support experience, such as staying in a SP2PA, can influence destination attachment formation and, in turn, determine destination loyalty and SP2PA loyalty, it is relevant to proceed with empirical studies in this field. As a result, this study proposes the following hypotheses:

H5: 'Destination attachment' developed by the SP2PA guest experience influences attitudinal 'destination loyalty';

H6: Destination attachment developed by the SP2PA guest experience influences attitudinal 'SP2PA loyalty'.

(ii) Relationships between perception of authenticity and loyalty

This study attempts to extend recent structural models that emerge in the literature dealing with the relationships between perception of authenticity and destination loyalty and tourist services loyalty as well. Chung, Kim, Lee, and Kim (2017), analysing slow-life-related activities in tourism, demonstrated that slow-food seeking has a significant effect on the authentic experience, and both concepts are related to the perception of 'slow' value and, in turn, the intention to revisit slow-life festivals is significantly influenced by slow value. Kim and Bonn (2016) explored the three dimensions of authenticity proposed by Wang (1999) (objective, constructed and existential authenticity) for the context of winery tourism and

the authors' general findings suggest that each dimension of authenticity plays a substantial role in the tourists' intentions regarding revisit, recommendation and also spending more money buying wine. These findings suggest the perception of authenticity as an important element of tourist experience to enhance competitiveness within winery tourism destinations and vineries as well. Still within the gastronomy context, in terms of festival foodservice experiences, Robinson and Clifford (2012) found that revisit intention is positively correlated with the perceived authenticity of foodservice, although the 'servicescape' of the festival is a better predictor of loyalty. These authors did not follow Wang's (1999) taxonomy of authenticity and created their own scale for its specific case-study.

In terms of heritage destinations, Kolar and Zabkar (2010) empirically examined perception of authenticity as a key mediator construct between cultural motivation and destination loyalty. Results from structural equation modeling show that cultural motivation is an important antecedent of both objective and existential authenticity, which, in turn, influence loyalty to heritage destinations and heritage attractions.

Recognizing the relevance of perception of authenticity to the SP2PA guest experience, this study restores the previous debates on these topics and proposes the following hypotheses:

H7: 'Perception of authenticity' within the SP2PA guest experience positively influences 'destination loyalty';

H8: 'Perception of authenticity' within the SP2PA guest experience positively influences 'SP2PA loyalty'.

(iii) Relationships between perception of authenticity and destination attachment

According to Kastenholz et al. (2016), destination attachment may be fostered by attractive, involving and meaningful experiences at the destination. This may be achieved, for instance, by rural tourist experiences where tourists have the opportunity to enjoy personal and intimate contact with local residents (Kastenholz & Sparrer, 2009) and to be immersed in 'authentic', genuine and uniqueness environment. Similarly, Ramkissoon (2015) stresses that as tourists seek for distinctive natural and cultural heritage assets, they may develop attachment to the cultural and natural elements often unique to certain types of places such as island destinations. Based on these references, there is evidence about the relationships between 'perception of authenticity' and 'destination attachment', however, a scarce number of studies in this field is registered. Only recently, referring to nature-based tourism, Jiang, Ramkissoon, Mavondo, and Feng (2017) proposed a model associating destination image, existential authenticity and the main dimensions of destination

attachment (destination identity, destination dependence, destination affect, destination social bond). Consistent with the structural model conducted, authors found a positive and significant effect of existential authenticity on all dimensions of destination attachment. In contrast, another recent study (Ram et al., 2016) tested a reverse path regarding the link between destination attachment and perception of authenticity and demonstrated that destination attachment may also be conceptualized as a predictor of perceived authenticity.

Regarding the scarcity of empirical studies in the tourism-related literature exploring the relationships between perception of authenticity and destination attachment and in order to achieve a more comprehensive perspective about the relevance of both constructs within the here studied phenomena, the next hypothesis is proposed:

H9: *The ‘perception of authenticity’ of the SP2PA guest experience influences ‘destination attachment’ formation.*

Table 5.9 summarizes the nine hypotheses proposed in this study:

TABLE 5.9
Hypotheses proposed in this study

Relations between:	Paths
Exogenous construct and endogenous constructs	H1: Tourist experience > SP2PA Loyalty H2: Tourist experience > Destination loyalty H3: Tourist experience > Destination attachment H4: Tourist experience > Perception of authenticity
Endogenous constructs	H5: Destination attachment > Destination loyalty H6: Destination attachment > SP2PA Loyalty H7: Perception of authenticity > Destination loyalty H8: Perception of authenticity > SP2PA loyalty H9: Perception of authenticity > destination attachment

5.4.2.3 Relationships between the dimensions of the tourist experience and the endogenous constructs (the outcomes of the tourist experience) of this study

Addressing a more comprehensive perspective about the impacts of the SP2PA guest experience, it would be important to examine the individual influence of each dimension of tourist experience on the analysed outcomes of SP2PA guest experience, specifically, ‘destination attachment’, ‘destination loyalty’, ‘SP2PA loyalty’, and ‘perception of authenticity’. Many studies attempt to analyse the influence of ‘tourist experience’ on mentioned outcomes operationalising the concept of ‘tourist experience’ as a ‘whole’ and not considering which aspects of the experience relatively influence the mentioned outcomes. The present study attempts to address this gap by assessing the mentioned relationships.

5.4.2.4 The proposed conceptual model

In sum, apart from the construct 'tourist experience', the literature review, as well as the exploratory qualitative research undertaken (see Sub-section 5.4.1), provided justification for the outcomes 'destination attachment', 'perception of authenticity', 'destination loyalty' and 'SP2PA loyalty' as relevant endogenous constructs to compose the structural model analysed in this study as well as suggestions for the way the relationships among these constructs may be conceptually modelled. The conceptual framework proposed in this project has the generic aim to determine the significance of relationships between SP2PA guest experience, destination attachment, the perception of authenticity and both destination and SP2PA loyalty. In the same way, the framework aims to demonstrate the relative importance of each dimension of SP2PA guest experience influencing the mentioned constructs. In this manner, according to the literature review and the insights from the focus groups, a new approach on modeling the tourist experience and their outcomes, in a more detailed manner is undertaken in this study, presenting an original contribution to the tourism literature in this field. The simplified conceptual model is displayed in Figure 5.4. Still, the here presented model is not the definitive model that will be estimated in the quantitative stage of this study. An interpretive approach were also conducted in the analysis of data from the qualitative stage of this study and by this process, new insights will emerge and it will be necessary to modify the model shown in Figure 5.4 (see Chapter Six, Section 6.2.3)

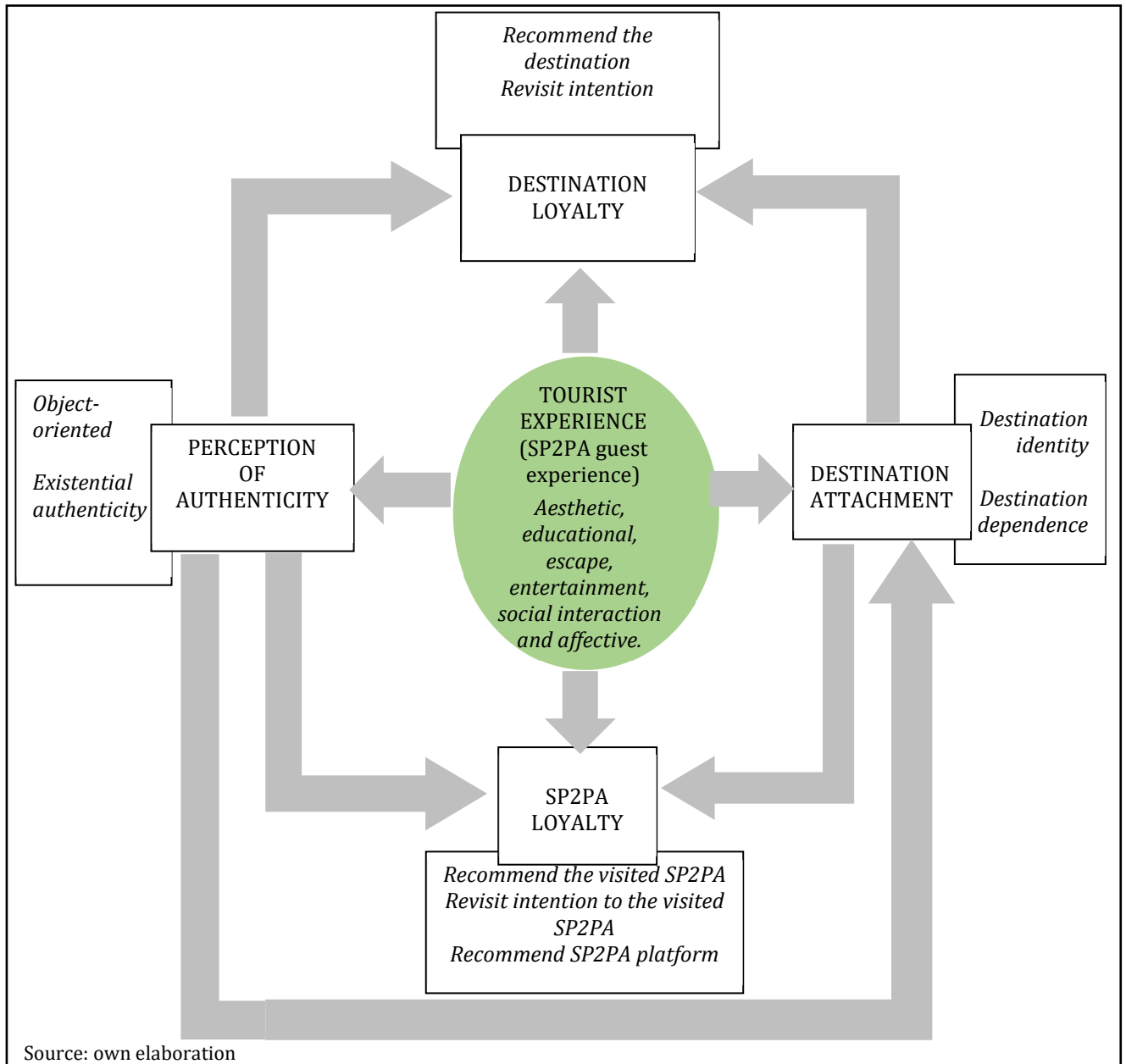


FIGURE 5.4
The initial proposed conceptual model

5.4.2.5 Operationalization of constructs

In the positivist perspective, researchers rely on theory to determine which variables are suitable for describing the phenomenon under analysis, and how these variables should be measured (Malhotra & Birks, 2007). The derivation of measurable characteristics to frame the phenomenon under analysis is named 'operationalization' of constructs (Bryman, 2012). Before devising the survey, a set of items were previously selected to measure the

constructs considered in this study. Some of these items were extracted or adapted from validated scales, whilst others were generated by data collected in the qualitative exploratory research. A seven-level Likert scale from 'totally disagree' (LEVEL 1) to 'totally agree' (LEVEL 7) was used to assess each item.

In this context, most of the items related to the Pine and Gilmore's dimensions of the tourist experience were adapted/extracted from Oh et al. (2007) scale. The 'aesthetic' dimension of the tourist experience construct is measured by five items: two items were semantically adapted from Oh et al. (2007) according to the context of this study (the P2PA); two items were extracted from Oh et al. (2007) keeping the same semantics. One item was adapted from Backus (2002). Five items assess the 'educative' dimension: three items were semantically adapted from Kastenholz et al. (2015) and two items were adapted/extracted from Oh et al. (2017). A total of eight items were used to measure the escape dimension. Within this set, one item was based on Cohen's (2010) phenomenological contribution to conceptualizing the escape experience (see Chapter Three, Sub-section 3.6.4) and five items resulted from insights of the exploratory qualitative research and refer to some SP2PA guests' attitudes and behaviours associated to the escape experience (as will be detailed in Chapter Six, Section 6.2.1.3.3). Completing the measurement of the escape dimension, two items extracted from Kastenholz et al. (2015) and Oh et al. (2007) were introduced. Similarly, for measuring the 'entertainment' dimension, mixed items were considered: two items resulted from exploratory qualitative research and three items came from Oh et al. (2007) (two adapted and one extracted).

The other three dimensions (social interaction, affective and sharing) were not derived from the studies assuming Pine and Gilmore's framework (first suggested for the tourism context by Oh et al. 2007) and, thus, scales from diverse studies on social interaction were used/ adapted to measure these dimensions, except for the sharing dimension whose items mainly result from the exploratory qualitative research. The dimension of social interaction was assessed by nine items exploring the intimacy between hosts and guests, the interaction with the local community, hosts' generosity, and communication between hosts and guests. Thereby, four dimensions were adapted from Reisinger and Turner (1998), two items were adapted/extracted from Tussyadiah (2016), two items were adapted from Walls (2013) and, finally, one item adapted from Nan et al. (2016).

Regarding affective dimension, seven items compose its measurement. Apart from measuring the overall induced emotion triggered by the SP2PA experience one item was extracted from Backus (2002), aiming at assessing the overall feelings and sentiments induced by the SP2PA experience. Two items were used to assess unexpected surprise

(serendipity) according to items extracted from Mody et al. (2018). Four items intend to assess not only positive emotions but also negative, based on Russel's (1980) circumplex model of emotions, on the studies of Hosany and Gilbert (2010) and Servidio and Rufolo (2016), and our own qualitative research.

Still regarding the dimensions of the tourist experience, the 'sharing' dimension was measured by seven items. Two were extracted from Mody et al. (2017), one adapted from Kim et al. (2018) and the others resulted from exploratory qualitative research.

Overall, the empirical measurements of destination attachment usually consider the studies of Willian and Vasque (2003), Kyle and Graefe (2005), Brocato (2006) and Yuksel et al. (2010). The approach conducted in this study uses eight items encompassing the assessment of destination identity and destination dependence. For destination identity, a four-item scale was used, comprising two items extracted from Willian and Vasque (2003), one item from Nielsen (2010) and another item from Kyle and Graefe (2005). For measuring destination dependence, four related items were used with two items extracted from Willian and Vasque (2003) and two items originated from the doctoral thesis of Brocato (2006).

In this study, the two dimensions defining the perception of authenticity were measured by a total of 16 items. Eight items were used to assess 'object-oriented' dimension and eight items measured the existential authenticity. In terms of 'object-oriented' authenticity, one item was extracted from Chung et al. (2018), one item was adapted from Wang and Wu (2013), one item was inspired in Kolar and Zabkar (2010), and two items were proposed by Ramkisson and Uysal (2011). Three additional items resulted from qualitative research. From the eight items measuring 'existential authenticity', two were extracted, one was adapted from Wand and Wu (2013), two from Wood et al. (2008), one item was extracted from Jiang et al. (2017) and two were adapted from Yi, Fu, Yu, and Jiang (2018)

The items used to measure both destination and SP2PA attitudinal loyalty were adjusted from the scale developed by Baker and Crompton (2000). Adaptations of this scale were observed in several tourism studies, for instance, Yoon and Yusal (2005), Chi and Qu (2008), Bigné and Gnot (2005), Prayag and Ryan (2012), Ozdemir et al. (2010). From Baker and Crompton's (2000) scale, 10 items were adjusted to assess destination and SP2PA attitudinal loyalty, from which three items discussed recommending the destination and one item was directed to the intention to revisit the destination. Two items were related with recommending the P2PA (Airbnb) platform and, similarly, two items assessed the intention of recommending specifically the SP2PA where the respondent stayed at. Two

final items referred to the intention of continuous usage of the SP2PA. Behavioural loyalty was directly measured by asking the respondents about the number of times she/he used the SP2PA (Airbnb) platform before and the number of times respondents had been in the same Airbnb before.

It is noteworthy that the final development of all items was subject to discussion and refinements with the supervisors of the thesis and additionally subject to refinements after a first pre-test of the questionnaire.

The complete statements used to measure each exogenous and endogenous constructs are displayed in Table 5.10 and Table 5.11, respectively, which provide a synopsis of the identified authors' scales and the formulations chosen to characterize the items extracted from both conceptual discussions found in the literature and the exploratory qualitative research of this thesis.

TABLE 5.10
Operationalization synopsis of the exogenous construct 'tourist experience'

Construct	Dimensions	Items	Origin	Measuring
Tourist experience	Aesthetic	I felt a real sense of harmony.	Extracted from Oh et al. (2007).	Overall P2PA aesthetic.
		The Airbnb setting really showed attention to design detail.	Adapted from Oh et al. (2007).	Design details of P2PA catching guests' attention.
		The Airbnb setting was aesthetically attractive.	Adapted from Oh et al. (2007).	Overall P2PA aesthetic.
		The Airbnb experience engaged all my senses.	Adapted from Backus (2002).	Sensorial stimuli.
		The Airbnb surroundings were aesthetically attractive.	Adapted from Oh et al. (2007).	The overall aesthetic of P2PA surroundings.
	Educative	The Airbnb experience stimulated my curiosity to learn new things.	Adapted from Oh et al. (2007).	The potentiality of P2PA to induce learning.
		It was a real learning experience.	Extracted from Oh et al. (2007).	Guests level of agreement about learning.
		I learned something about the local culture.	Adapted from Kastenholz et al. (2015).	Example of acquired learning.
		I learned something about the history of the visited place.	Adapted from Kastenholz et al. (2015).	Example of acquired learning.
		I learned something about local society and way of life.	Adapted from Kastenholz et al. (2015).	Example of acquired learning.
	Entertainment	Watching activities of hosts was very entertaining.	Adapted from Oh et al. (2007).	Being entertained by the host or her/his family.
		Activities of others in the Airbnb surroundings were fun to watch.	Adapted from Oh et al. (2007).	Being entertained by local inhabitants, people in general, events, etc.
		I really enjoyed watching special events in the Airbnb surroundings.	Extracted from Oh et al. (2007).	Being entertained by events happening close to the Airbnb.
It was fun to appreciate curious details in the Airbnb surroundings.		New item resulting from the qualitative research.	Appreciating the lifestyle of Airbnb surroundings. See Chapter Six, NR33, NR57, NR102.	

	I was entertained by host' pets or other pets in the Airbnb surroundings.	New item resulting from the qualitative research.	The experience of dealing with hosts' pets or being entertained by pets at P2PA surroundings. See NR38, NR55, NR70.
Escape	I felt like I was living in a different time or place.	Extracted from Oh et al. (2007).	Being immersed in a different culture, the sense of escaping from the ordinary life.
	I felt a different person from what I am normally.	Extracted from Kastenholz et al. (2015).	Escaping from the ordinary life.
	I had a sense of self-discovery.	New item resulting from the literature (Cohen, 2010) and from the qualitative research.	According to Cohen (2010) and Kirillova et al. (2017), being physically away from home enable tourists to achieve self-discovery as tourists are immersed into different and new situations. This is shown on NR28, NR30, NR84, NR109.
	My mind became more open to new values and behaviours.	New item resulting from the qualitative research and from literature (Kirillova, Lehto, & Cai, 2017a; Gnoth & Matteucci, 2014)	Escape by transformative experience may open tourists' mind to new values and behaviours. NR 28, NR 84,
	I felt like I was a local resident.	New item resulting from the qualitative research.	Actively escaping to the new, immersion into the local life. NR79, NR80, NR101, NR115
	I took my time to appreciate the destination slowly.	New item resulting from the qualitative research.	Escape with respect to the slow pace subdimension, appreciating destination slowly, living the moment, letting the destiny determining the experience. See NR32, NR34, NR99, NR102
	I got off the beaten tourist tracks'.	New item resulting from the literature and the qualitative research.	Escaping into places where life is genuine, not staged for tourists appeals. NR11, NR78, NR104, NR111, NR115
	I felt free to do what I actually wished, not to rush after any predefined plan.	New item resulting from the qualitative research.	Escaping with respect to the slow pace subdimension, appreciating destination slowly, living the moment, letting the destiny determining the experience. See NR3, NR34, NR71, NR99.
Social Interaction	The Airbnb experience allowed me to have a more meaningful interaction with my host.	Adapted from Tussyadiah (2016).	Intimacy between hosts and guests.
	The Airbnb experience allowed me to get to know people from the local neighbourhoods.	Adapted from Tussyadiah (2016).	The relationship between hosts and the local community.
	I interacted with residents when purchasing products or visiting bars and restaurants.	Adapted from Reisinger and Turner (1998).	The relationship between hosts and the local community.
	I engaged in recreational activities with my host.	Adapted from Reisinger and Turner (1998).	Intimacy between hosts and guests.

	I engaged in recreational activities with local residents from the Airbnb surroundings.	Adapted from Reisinger and Turner (1998).	The relationship between hosts and the local community.
	I was invited to have meals with my host.	Adapted from Reisinger and Turner (1998).	Intimacy between hosts and guests.
	My host helped me with my travel (e.g. giving information on services, things to do, best places to eat, wayfinding and local attractions).	Adapted from Nan et al. (2016).	Hosts being helpful with their guests.
	My host showed a sincere interest in solving problems or helping in unforeseen occurrences during the trip.	Adapted from Walls (2013).	Hosts being helpful with their guests.
	My host communicated satisfactorily with me.	Adapted from Walls (2013).	Level of mutual understanding between hosts and guests.
Affective	I experienced pleasant surprises during this trip.	Extracted from Mody et al. (2017).	Serendipity as a positive emotion.
	I enjoyed getting to do things on the 'spur-of-the-moment'.	Extracted from Mody et al. (2017).	Serendipity as a positive emotion.
	I felt a sense of inspiration.	Extracted from Hosany and Gilbert (2010).	Positive emotion.
	I felt a sense of anxiety.	Adapted from Servidio and Rufolo (2016).	Negative emotion.
	I felt a sense of tension.	Adapted from Russel (1980).	Negative emotion.
	Has induced many feelings and sentiments.	Extracted from Brakus (2001)/Schmitt (1999).	Overall involved emotions.
	I felt a sense of pleasure.	Extracted from Hosany and Gilbert (2010).	Positive emotion.
Sharing	I enjoyed helping my host at the Airbnb accommodation (for example, tidying my room, cleaning after using it).	Adapted from Kim et al. (2018).	Enjoying helping. See Chapter Six, Table 6.4.
	I took care of objects and furniture of the Airbnb accommodation.	New item resulting from the qualitative research.	Enjoying helping. See Chapter Six, Table 6.4.
	I shared meals and beverage with my host.	New item resulting from qualitative research.	Reciprocity. See Chapter Six, Table 6.4.
	I invited the host to visit me in my country/ city.	New item resulting from qualitative research.	Reciprocity. See Chapter Six, Table 6.4.
	I followed (still follow) my host in social network(s).	New item resulting from qualitative research.	Feeling part of a community. See Chapter Six, Table 6.4.
	Staying at the Airbnb allowed me to turn strangers into friends.	Extracted from Mody et al. (2017).	Feeling part of a community. See Chapter Six, Table 6.4.
	Staying at the Airbnb made me feel I belong to a special travel community.	Extracted from Mody et al. (2017).	Feeling part of a community. See Chapter Six, Table 6.4.

TABLE 5.11
Operationalization synopsis of the endogenous constructs

Constructs	Dimensions	Items	Origin	Measuring
Destination Attachment	Destination identity	I identified strongly with this destination.	Extracted from Williams and Vasque (2003).	The level of perceived identity with the destination.

		I felt I could really be myself when I was at this destination.	Adapted from Nielsen (2010).	The level of perceived identity with the destination.
		I felt my personal values are reflected in this destination.	Adapted from Kyle and Graefe (2005).	The level of perceived identity with the destination.
		I feel this destination is a part of me.	Extracted from Williams and Vasque (2003).	The level of perceived identity with the destination.
Destination dependence		This destination was the best alternative for my goals and needs.	Adapted from Brocato (2006).	The level of arisen destination dependence.
		This destination was the best place for what I like to do.	Extracted from Williams and Vasque (2003).	The level of arisen destination dependence.
		No other place can compare to that destination.	Extracted from Williams and Vasque (2003).	The level of arisen destination dependence.
		That destination was the best place for me to fulfill my needs.	Adapted from Brocato (2006).	The level of arisen destination dependence.
Perception of authenticity	Object-oriented	The architecture of Airbnb and surroundings seemed to be typical of the region.	Adapted from Wang and Wu (2013).	The perception level of genuineness of P2PA surroundings.
		I perceived the interior design and furniture as authentic, representative of a particular social and historical context.	Adapted from Kolar and Zabkar (2010).	The perception level of connexion between the P2PA and its surroundings.
		Overall, the Airbnb provided me with true local experiences.	Adapted from Chung et al (2018)	The perception level of genuineness of P2PA experience.
		The living context, the host's habits and behavioural rules mirror local customs'	New item resulting from qualitative research.	The perception level of authentic life style. NR4, NR31, NR36, NR102.
		The P2PA was an opportunity to interact with local culture.	Extracted from Ramkissoon and Uysal (2011).	The perception level of whether the Airbnb and environment and social interactions represent the local culture and ways of life.
		The Airbnb surroundings represented the local ways of life.	Extracted from Ramkissoon and Uysal (2011).	The perception level of whether the Airbnb and environment and social interactions represent the local culture and ways of life.
		The local food that I ate was the expression of the region	New item resulting from qualitative research.	Food as a representation of perceived authenticity. NR64, NR79
		The interior decoration recreated an idea of local culture	New item resulting from qualitative research.	On which extent the Airbnb decoration represent the local culture. NR68, NR69
		Existential authenticity		I was able to discover more about myself.
	I was in touch with 'the real me'.		Extracted from Wood et al. (2008).	On which extent guests feel free by being in touch with their true self.
	I felt the relaxation of norms and controlled behaviour.		Extracted from Wang and Wu (2013).	On which extent guests feel free by being in touch with their true self.

		I felt free from social pressure and rules.	Adapted from Wang and Wu (2013).	On which extent guests feel free by being in touch with their true self.
		I broke away from the mundane life.	Extracted from Wang and Wu (2013).	On which extent guests feel free by being in touch with their true self.
		I had the chance to develop my true self.	Extracted from Wood et al. (2008).	On which extent guests feel free by being in touch with their true self.
		I related to local people in a natural, authentic, and friendly way.	Adapted from (Yi, Fu, Yu, et al., 2018)	On which extent guests feel free with local people.
		I related to the host in a natural, authentic, and friendly way.	Adapted from (Yi, Fu, Yu, et al., 2018)	On which extent guests feel free with their host.
Destination loyalty	Attitudinal loyalty	I intend to recommend the destination I visited to my friends and relatives	Adapted from Baker and Crompton (2000)	The intent level of recommending the destination.
		I will say positive things about the destination I have been.	Adapted from Baker and Crompton (2000)	The intent level of recommending the destination.
		I would encourage friends and relatives to visit the destination I have been.	Adapted from Baker and Crompton (2000)	The intent level of recommending the destination.
		In the future, I intend to revisit the destination I have been.	Adapted from Baker and Crompton (2000)	The intent level of revisiting the destination.
P2PA loyalty	Attitudinal loyalty	I intend to recommend the Airbnb platform to my friends and relatives.	Adapted from Baker and Crompton (2000).	The intent level of recommending the Airbnb platform.
		I will say positive things about the Airbnb platform.	Adapted from Baker and Crompton (2000).	The intent level of recommending the Airbnb platform.
		I intend to recommend the Airbnb I stayed at to my friends and relatives.	Adapted from Baker and Crompton (2000).	The intent level of recommending the SP2PA guest stayed at.
		I will say positive things about the Airbnb I stayed at.	Adapted from Baker and Crompton (2000).	The intent level of recommending the SP2PA guest stayed at.
		In the future, I intend to continue using the Airbnb.	Adapted from Baker and Crompton (2000).	The intent level of continuing using SP2PA.
		In the future, I intend to revisit the Airbnb I stayed at.	Adapted from Baker and Crompton (2000).	The intent level of revisiting the SP2PA guest stayed at.

The set of indicators shown in Table 5.10 and Table 5.11 were used in the pilot test of the survey. A reduction of items was expected after conducting the ‘exploratory factor analysis’ (see Chapter Six, Sub-section 6.3.1) and the final items used in the definitive survey are shown in Chapter Six, Sub-sections 6.3.2.2. Additionally, one must bear in mind that not all items included in the definitive survey will be part of the proposed model. The PLS estimation modelling require discriminant validity between the constructs for the evaluation of reflective constructs, making the elimination of some items necessary to ensure the model’s overall quality.

Besides the exploratory qualitative stage, this study thus also presented an important quantitative stage, and the next sub-sections will describe the quantitative procedures undertaken for collecting and analysing corresponding data.

5.4.3 Research methods of the quantitative stage

5.4.3.1 Quantitative data collection techniques

Besides the exploratory qualitative stage, this study obtained data from a self-administered questionnaire or self-completion questionnaire using structured questions. The survey instrument (see Appendix 9) was designed considering the following structure:

- i) A cover letter explaining the purpose of the survey, the filiation of the study (University of Aveiro), an assurance on the confidentiality of the responses, age eligibility, and the required profile of respondents which comprises the travellers who stayed in a SP2PA. The researcher's e-mail was also available for any further questions about the survey;
- ii) After the cover letter, the first section of the survey introduces general questions to assess travel behaviour, namely length of stay, travel company, travel purpose, and behavioural loyalty. To confirm that respondents have the desired profile, this section also provides a question to identify whether the person had stayed in a SP2PA establishment.
- iii) The second section presents questions related with the 'tourist experience', the perception of authenticity, destination attachment, and attitudinal loyalty, with a total of 41, 13, 8, and, 10 items, respectively. The questions were presented on a seven-point Likert scale, evaluating the level of respondents' agreement with the proposed statements. These sentences correspond to the items or indicators used to operationalise the constructs under analysis in this study. It is important to highlight that the items used to measure the same construct were not presented in sequence. They were intentionally scrambled to reduce undesirable memory effects and respondents' inclination to use the same answer for similar questions asked before (Hill & Hill, 2009);
- iv) The last section shows questions assessing respondents' sociodemographic profile, namely, her/his age, nationality, country of residence, level of education, professional activity, marital status, and number of children.

As shown in Table 5.10 and Table 5.11 (Sub-section 5.4.2.5), the indicators measuring the constructs (latent variables) had been extracted/adapted from previously validated scales, based on literature, and results of the exploratory qualitative research. Therefore, the scale developed for this study showed both 'validated items' and 'new items', which demanded some procedures of scale development in order to provide an understandable and a shortest possible survey instrument. In this sense, Hill and Hill's (2009) recommendations for developing scales were adopted, which included: (i) the qualitative exploratory stage (in this study, focus group and passive netnography were performed); (ii) the 'pre-test' of the survey instrument, followed by adjustments, if necessary; and (iii) the 'pilot-test' of the survey instrument and final refinement. In this study, the 'pre-test' consisted of three rounds of analysis of the draft version of the survey instrument. In the first round, the survey instrument was analysed by the two supervisors of this PhD project, who paid attention to semantical issues and comprehension check of the translation from English to Portuguese. The survey instrument was first developed in English, translated into Portuguese, and then reverse-translated into English, and a comparison was undertaken to ensure the same meaning in both versions (an external, English native proofreader, also speaking Portuguese was responsible for this activity conducted in June, 2018). Then, the proposed items of the draft version of the survey instrument were checked by five expert professors (three Portuguese, one Taiwanese, and one Brazilian) of tourism and hospitality, for ascertaining the content validity of the items with respect to their underlying constructs and to ensure that ambiguous and vague terms would not be included. After collecting the feedback from these experts, the draft version was improved, and the final round of analysis was carried out. In the third round, the improved version of the survey instrument was checked by four international professors for content validity. Then, a final version of the scale was developed after considering the contributions of these experts. The pre-test process lasted three months, from March 2018–June 2018.

Following Hill and Hill (2009), after pre-testing the survey instrument and adjusting the proposed scale, a 'pilot-test' was undertaken by administering the survey instrument in two different ways:

- (i) the first way obtained a convenient sample by designing the survey instrument within the Google Forms online platform and submitting the instrument to the Amazon Mechanical Turk (AMT)¹⁹, which distributed the online survey

¹⁹ Amazon Mechanical Turk is a crowdsourcing Internet marketplace that enables individuals and businesses to coordinate the use of human intelligence to complete tasks more efficiently than computer systems. These tasks include image/video processing, data verification, information gathering, data processing, etc. (AMT, 2018).

worldwide among individuals with the required profile. A total of 80 responses were obtained using this process; however, 50 questionnaires were removed because (a) they showed inadequate and incomplete answers; and (b) they showed a large number of same consecutive scores, which may be interpreted as the respondents not carrying out the task seriously;

- (ii) The second sample was obtained from tourists visiting the city of Aveiro (Portugal) and staying in SP2PAs around the city. The researcher sent messages to all SP2PA hosts living in Aveiro and asked their permission to administer the survey. A total of eight hosts answered positively to this invitation and fifty printed surveys were distributed among them. After receiving general information about the survey administration, the hosts invited their guests to answer the survey. In this case, a total of 58 questionnaires were collected and 49 were considered valid. Subsequently, the total number of validated questionnaires in the pilot-test was 79.

The first convenient sample was collected during July 2018 and the second one lasted from July 2018–August 2018.

After following Hill and Hill's (2009) recommendations detailed above, the final version of the survey instrument was administered in the next step. Two sampling techniques were utilised—snowball sampling and convenience sampling—as explained in detail in the next sub-sections.

5.4.3.1.1 Snowball sampling

Google Forms hosted the final online version of this study's survey instrument and the snowball sampling technique was employed to identify the respondents and distribute the survey amongst them. According to Bryman (2012, p. 424), "snowball sampling is a sampling technique in which the researcher samples initially a small group of people relevant to the research questions, and these sampled participants propose other participants who have had the experience or characteristics relevant to the research". Each new participant will then suggest others and so on. Bryman (2012) also stresses that snowball sampling is often presented as a strategy when probability sampling is more or less impossible. The population of this study is impossible to assess, giving a missing sampling framework clearly identifying the universe of individuals who had used a SP2PA in the past. Therefore, for the general objective of this study, it is enough to collect a sample that conforms to the pre-requisites of the statistic tests to be performed. In this study, the

sampling started by sharing the survey link in the researcher's Facebook social network and asking the followers to share the link with their contacts. Then, these Facebook followers asked others to share the online survey. Another method to start the snowball sampling consists of sending the survey link to email lists and ask the receivers to share this link on their social networks and email lists. The snowball sampling for this study lasted from October 2018–March 2019.

5.4.3.1.2 Convenience sampling

Convenience sampling is a non-probability or non-random *sampling* technique where subjects are selected because of their convenient accessibility and proximity to the researcher (Hill & Hill, 2009; Maroco, 2007). In this regard, two procedures were undertaken: (i) the first followed the same procedure adopted in the 'pilot-test' by recruiting the hosts in Aveiro city to administer the printed survey among their guests. This procedure lasted from August 2018–October 2018 and gathered 12 validated questionnaires; and (ii) in the second procedure, the researcher addressed the online survey across different Facebook travel groups he was engaged with. The list of Facebook travel groups to which the online survey was addressed is shown in Appendix 14. Considering the snowball sampling and the convenience sampling, a total of 441 questionnaire responses were collected. Thirty-two questionnaires were eliminated since they showed a large number of same consecutive scores. The final sample was composed of a total of 409 valid responses.

5.4.3.2 Quantitative data analysis techniques

In order to meet the research objectives of this study, all valid responses were subject to a variety of statistical techniques, namely, descriptive and inferential techniques, and structural equation modelling. As the survey instrument includes a section of items or indicators that measure the constructs analysed in this study, estimation tests for scale reliability (Cronbach's alpha) and statistical significance tests of the coefficients of the structural and measurement models were also conducted.

5.4.3.2.1 Descriptive statistics

The descriptive statistics summarise and characterise the sample (Maroco, 2007). Typically, measures of central tendency such as mean, median, and mode, and measures of dispersion

such as variance and standard deviation, comprise the descriptive statistics. In this study, these measures were elicited from quantitatively collected data, allowing a preliminary knowledge of the sample, particularly characterising the respondents' travel behaviour and profile.

5.4.3.2.2 Construct reliability test

According to Table 5.10 and Table 5.11 (Sub-section 5.4.2.5), the items measuring the constructs (usually the first order construct, see next sub-section) had been extracted/adapted from previously validated scales, based on literature debate and results of the exploratory qualitative research. Therefore, the scale developed for this study showed both 'validated' and 'new' indicators (hybrid measurement). In the case of constructs measured by hybrid and new items, it was necessary to analyse the interrelationships (correlations) among these items to ensure that they 'represent' the construct.

The construct reliability is measured within the set of remaining indicators. According to Hair et al. (2006), reliability is the extent to which a variable is consistent with what it intends to measure, and the construct reliability (CR) is found by measuring the reliability of the measured variables representing the latent construct. The most popular parameter to assess 'reliability' is Cronbach's alpha that ranges from 0 to 1 and values above 0.7 are deemed acceptable.

The reliability tests provided by the SPSS software calculate the parameter 'Cronbach's alpha' if the item is deleted. This test allows verifying if the CR increases when eliminating an item and, in this study, it will be used to support the final decision of eliminating (or not) a specific item.

The CR tests were undertaken during the pilot-test stage of the survey. To analyse the results of the definitive survey, the PLS-SEM multivariate technique was carried out, as described in the next sub-section.

5.4.3.2.3 Structural equation model (SEM)

As the main objective of this study is to propose a conceptual model to estimate the relationships between the tourist experience and underlying outcomes, SEM is considered the most suitable statistical technique in this context. According to Byrne (2010, p. 3), a structural equation model (SEM) can be defined as a "statistical technique that takes a

confirmatory (i.e., hypothesis-testing) approach to the analysis of a structural theory bearing on some phenomenon". Thus, a key issue in this technique is to estimate causal processes represented by a series of structural (regression) equations which can be pictorially modelled (the SEM diagram) to enable a conceptualisation of the theory under study (Byrne, 2010). SEM has become a popular multivariate technique in the past years with an increasing number of studies in several fields such as marketing, psychology, behavioural, healthy, managerial, accounting, and tourism (Duarte & Amaro, 2018; Nunkoo, Ramkissoon, & Gursoy, 2013). It is one of the most widely used statistical techniques for testing complex models that involve several variables, showing causal and hypothetical relationships between them (Maroco, 2010; Hair, Black, Babin, & Anderson, 2006). It should be noted that the evolution of computer programs with user-friendly interfaces (e.g., AMOS, LISREL, SMARTPLS) has contributed to popularising the access to SEM among researchers. These computer programs enable researchers to quickly estimate their models for analysis.

Overall, SEM has the ability to model latent variables and test entire theories (Henseler, Hubona, & Ray, 2016). SEM also complements 'multivariate regression analysis' and 'ANOVA' methods (Bagozzi & Yi, 2012), since it performs an analysis between several dependent/independent variables. In contrast, multivariate regression analysis manages just one dependent variable and more than one independent variable (Hair et al., 2006). Therefore, the potential of SEM is in providing the appropriate estimation technique for a series of separate multiple regression equations which are calculated simultaneously (Hair et al., 2006). The SEM estimations are undertaken with two basic components: (i) the 'structural model' and (ii) the 'measurement model' (Nunkoo et al., 2013; Byrne, 2010; Maroco, 2010; Hair et al., 2006). The 'structural model' relates independent to dependent variables, designing the path model. Usually, the prediction (paths) of dependent variables by independent variables is based on theory, researcher's prior experience, or other guidelines (Hair et al., 2006). On the other hand, the measurement model comprises the latent variables, and the items or indicators used to measure them (Maroco, 2010).

Regarding the statistical approach used for estimations, two types of SEMs are observed: covariance-based SEM (CB-SEM) and variance-based SEM (VB-SEM), the latter being more commonly referred to as 'partial least square—PLS' models (Duarte & Amaro, 2018; Henseler et al., 2016; Maroco, 2010, Hair et al., 2006). Assuming that SEM is concerned with the relations between sets of observed and latent variables, the CB-SEM considers the covariation among a set of observed variables in order to estimate their underlying latent constructs (Byrne, 2010). Consequently, CB-SEM focuses on explaining covariation (i.e., to what extent the variables are correlated) among the observed or measured variables, or the

observed sample covariance matrix, or the correlation matrix (Hair et al., 2006). In turn, PLS-SEM is a prediction-oriented approach aimed to maximise the explained variance of the dependent constructs and assess the quality of data based on the characteristics of the measurement model (Hair et al., 2014). In other words, PLS-SEM enables an analysis on the extent to which the variance of the observed data correlates with their underlying latent construct.

According to these statistical approaches, CB-SEM and PLS-SEM are applied in different research contexts. Hair, Hult, Ringle, and Marko (2014) explain that CB-SEM is useful to confirm previously established theories (confirmatory studies) and PLS is applied in exploratory studies when researchers are seeking new relationship patterns between variables.

Considering the above arguments, it seems reasonable to choose PLS-SEM to estimate this study's proposed model as an alternative to CB-SEM for the following reasons:

- (i) As previously mentioned, the indicators measuring the constructs are from different sources, namely, literature, qualitative approach, and validated scales; therefore, an exploratory rather than confirmatory analysis is adequate;
- (ii) PLS-SEM is indicated to construct theory. A comprehensive framework was developed in this study to describe the tourist experience in SP2PA contexts. As the state-of-the-art 'tourist experience' research does not theoretically support a well-established comprehensive framework (neither regarding the dimensions nor the respective items to be included), the application of CB-SEM is questionable or infeasible, and PLS-SEM is recommended. Similarly, the state-of-the-art empirical studies on 'authenticity in tourism' seem to be unclear in assessing this construct, and this study does not entirely consider the existing scales estimating this construct. Once again, the condition for a confirmatory approach using standardised scales is not given for this study. Additionally, the suggested relationships between the here suggested constructs are not consensual, so that the hypotheses under analysis and presented as relations in this model are partly of a rather exploratory nature. Therefore, the proposed model of this study is exploratory, rather than confirmatory. In this case, PLS-SEM is recommended (Hair et al., 2014);
- (iii) Normal and homoscedasticity distributions were not verified in the gathered entry-ordinal data. In this context, PLS-SEM is recommended over CB-SEM.

Finally, although PLS-SEM in tourism research is still in an early stage of development, it has been growing in popularity. According to the Scopus database, a total of 137 papers was

found, in July, 2018, when searching by the keywords 'PLS' and 'tourism'. Since 2008, the number of PLS-SEM studies in tourism has been growing exponentially, as seen in Figure 5.5. From January 2018 to July 2018, 33 papers were published in relevant scientific journals in the tourism field, almost the same as in 2017. Specifically for hospitality research, Faizan, Rasoolimanesh, Sarstedt, Ringle, and Ryu (2018) identified 29 full-text articles indexed in the Web of Science database and published between 2001 and 2015. Within this number, 24.14% were published between 2001 and 2012, while 75.86% were published during the period from 2013 to 2015.

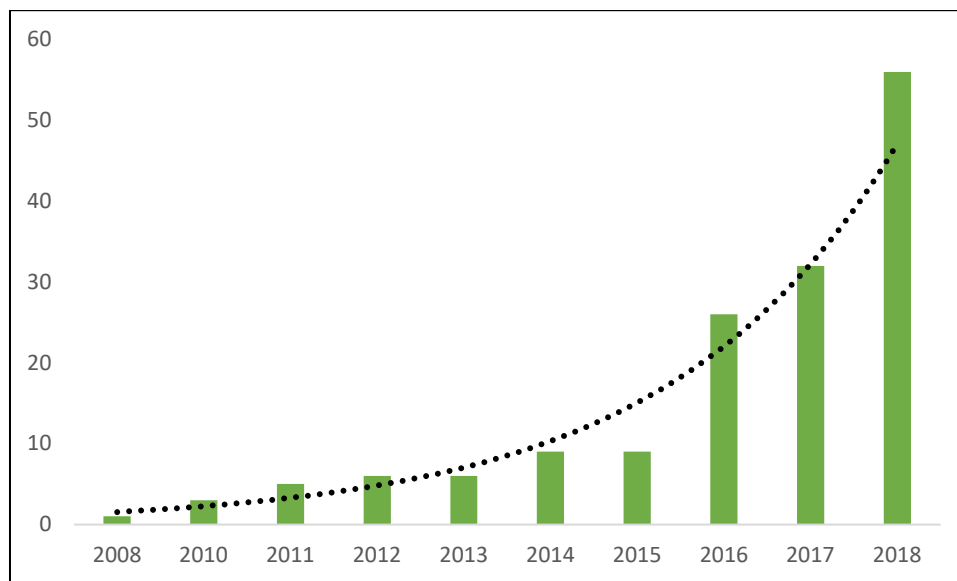


FIGURE 5.5
The growth of PLS-SEM multivariate technique in tourism research
Source: own elaboration based on Scopus database

5.4.3.2.4 The partial least square (PLS) path modelling

The underpinnings of PLS-SEM are the same as of CVB-SEM: both techniques allow a comparison between the structural model and the theoretically proposed reality, according to the empirical measurements. However, as mentioned before, PLS-SEM is suitable for exploratory studies, being related to theory development (Hair et al., 2014). It is considered an alternative for estimating models since the technique is more flexible with respect to sample dimensionality and data distribution (Nascimento & Macedo, 2016; Hair et al., 2014). Apart from making no assumptions about the underlying entry data, PLS-SEM incorporates both 'reflective' and 'formative' measurements. Reflective and formative measurements are associated with the relationships between latent constructs and their

items or indicators. In this sense, in the reflective approach, the causality direction is from the latent construct to the indicators, or the latent construct causes the observable indicators (Hair et al., 2006). In contrast, in the formative approach, the latent constructs result from the occurrences of the measured indicators. Pictorially, reflective measurement models are represented by arrows leaving the latent constructs towards the indicators, while formative measurement models are represented by arrows from the indicators to the underlying latent construct. In terms of nomenclature adopted by PLS-SEM, the term 'structural model' used in CB-SEM changes to 'inner model' and the 'measurement model' is called 'outer model' (Hair et al., 2014).

In this study, three measurement models incorporate two layers of latent variables, thereby introducing more complexity to the analysis (Duarte & Amaro, 2018). One layer is characterised by the general constructs, and the other layer is formed by several subdimensions which capture and describe the attributes of each general construct (Hair et al., 2014). These subdimensions are measured by their items or indicators, and are recognised as 'first order constructs' or 'low-order component' (LOC). In turn, the general constructs are referred to as the second order constructs or high order component (HOC). The more complex models are also known as 'hierarchical component models' (HCM), higher order constructs, or multidimensional' constructs (Duarte & Amaro, 2018). In this instance, more sophisticated PLS-SEM techniques are recommended, such as the repeated indicators and 'two-stage' approach, also known as 'two-step' approach. These techniques are well appropriated to handling such types of complex models (Eusébio, Carneiro, & Caldeira, 2016; Hair, Sarstedt, Ringle, & Gudergan, 2018; Hair et al., 2014; Nunkoo et al., 2013). According to Duarte and Amaro (2018), the 'two-stage' approach initially estimates the first order constructs' scores. Then, these scores are used as indicators for the second order construct. Finally, these scores define whether the measurement model and the structural model estimate the phenomenon under analysis. However, as the scores vary according to the type (formative vs. reflective) of the HCM under analysis, researchers should first identify the type of first- and second order constructs. According to Hair et al. (2014) four types of HCM are found:

Type I: Reflective (first order)–reflective (second order);

Type II: Reflective (first order)–formative (second order);

Type III: Formative (first order)–reflective (second order);

Type IV: Formative (first order)–formative (second order).

By examining Table 5.10 and Table 5.11 (see Sub-section 5.4.2.5) which display the operationalisation of latent constructs used in this study, and according to theoretical and conceptual backgrounds, it can be observed that, the first order constructs are assigned as reflective within the measurement models, while the second order constructs tend to be formative measurement, since they are formed by their associated subdimensions (or first order constructs). Table 5.12 shows the classification of the constructs used in this study into reflective/formative measurements.

TABLE 5.12
First and second order constructs used in this study

First-order reflective constructs	Second-order formative constructs
Aesthetics	Tourist experience
Affective	
Educative	
Entertainment	
Escape	
Social interaction	
Sharing experience	
Destination dependence	Destination attachment
Destination identity	
Object authenticity	Perceived authenticity
Existential authenticity	
Destination loyalty	-
P2PA Loyalty	-

When researchers handle reflective measurement models, the following scores should be used: (i) internal consistency (Cronbach's alpha, composite reliability); (ii) indicator reliability; (iii) convergent validity (average variance extracted (AVE)); and (iv) discriminant validity (Hair et al., 2014). In contrast, in the case of formative measurement models, researchers need to ensure the relevance of each indicator in representing the latent construct. Then, the recommended scores are: (i) convergent validity (indicator weights); (ii) variance inflation factor (VIF); and (iii) significance and relevance of outer weights (Hair et al., 2014). The major scores of the measurement models used in this study are displayed in Table 5.13.

TABLE 5.13
Major scores assessing the measurement models

Type of measurement model	Validity type/criterion	Description
---------------------------	-------------------------	-------------

Reflective models	Internal consistency reliability/Cronbach's Alpha and Composite reliability	The traditional score for internal consistency of the construct is Cronbach' Alpha, which provides an estimate of reliability in terms of how intercorrelated are the items measuring the construct. A high alpha value assumes that the scores of all items within a construct have the same meaning. It should be higher than 0.7, although, in exploratory studies, 0.6 is acceptable (Hair et al., 2014). As Cronbach's Alpha is sensitive to the number of items used to measure the construct, the score 'Composite reliability', as a more conservative score, should be used (Hair et al., 2014). This score quantifies how well a construct is measured by its related items (Duarte & Amaro, 2018). Composite reliability varies between 0-1 and acceptable values should be above 0.7, however, in exploratory research, 0.60-0.70 is considered acceptable (Hair et al., 2014).
	Convergent validity/Average variance extracted-AVE	This score assesses to which extent an indicator correlates positively with other indicators. When convergent validity is accomplished, there is evidence that the indicators all converge on the underlying latent construct. For evaluating the convergent validity, researchers have to consider the 'average variance extracted' (AVE). AVE values above 0.5 indicate the model converge satisfactorily (Hair et al., 2014).
	Discriminant validity/Fornell-Lacker.	Refers to the extent a construct is truly distinct from another construct which implies that by establishing discriminant validity of the construct is unique and captures phenomena not represented by another construct of the model (Hair et al., 2014). It can be evaluated by the score 'Fornell-Lacker' which compares the square roots of the AVE value with the latent variable correlations. The notion of this score is that a construct shares more variance with its assigned items than with any other construct (Hair et al., 2014). In this sense, the AVE of each construct should be higher than the squared correlations with all other constructs (Duarte & Amaro, 2018).
Formative model	Collinearity among indicators/ variance inflation factors' (VIF).	Refers to high levels of correlations between indicators. In this case, there is evidence that indicators are providing redundant information measuring the latent construct. Collinearity is measured by the parameter 'variance inflation factors' (VIF). VIF values above 5, the researcher can consider removing the corresponding indicator. However, it is necessary to observe if the remaining indicators still theoretically capture the latent construct (Hair et al., 2014).
	Significance and relevance of outer weights	Still, another test to assess the contribution of a formative indicator. In this case, the parameter called 'outer weights' is used, which is defined by multiple regression comprising the latent construct as the dependent variable and the formative indicators as independent variables. As a rule of thumb, if an indicator's outer weight is not significant but its outer loading is high (i.e., above

0.50), the indicator is interpreted as absolutely important. In such situation, the indicator is generally retained (Hair et al., 2014).

After analysing the measurement models, researchers should focus their evaluations on the inner model (structural model) in order to determine whether the empirical data support the theory or concept. According to Hair et al. (2014), the following scores are used to estimate the inner model: (i) Coefficient of determination (R^2); (ii) Size and significance of path coefficients (β); and (iii) Stone-Geisser's Q^2 value (Hair et al., 2014). These scores are described in Table 5.14. Using these scores, it is possible to examine the research hypotheses of this study.

TABLE 5.14
Major scores assessing inner models

Score	Description
Coefficient of determination (R^2)	It determines to which extent the endogenous constructs predict the exogenous constructs. In other words, it represents the amount of the variance in the endogenous construct that is explained by all of the exogenous constructs (Hair et al., 2014). The R^2 value ranges from 0 to 1 and the closer to 1, the higher is the predictive accuracy. According to Hair et al. (2014), values over 0.75, between 0.75 and 0.5, and under 0.25 are considered substantial, moderate and weak, respectively.
Size and significance of path coefficients	Refers to estimations obtained for the structural model relationships (i.e., the path coefficients) after running the PLS-SEM. The path coefficient ranges from -1 to 1 and the closer to 1 (or -1), the stronger the positive (or negative) relationship between constructs. The closer estimate path coefficients are to 0, the weaker relationships are found.
Stone-Geisser's Q^2 value	This measurement is an indicator of the model's predictive relevance. In the inner model Q^2 values larger than zero, indicate the path models predictive relevance for this particular construct (Hair et al., 2014).
Indirect and total effects	In some cases, a construct intervenes in another construct not only by its direct effect but also by an indirect effect. The sum of the direct effect with the indirect effect results in the 'total effect' (Hair et al., 2014). The usefulness of the 'total effect' is referred with the examination of the differential impact of different driver constructs on a dependent variable via mediating variables. In the proposed model, it is relevant to examine the direct/indirect/total effects of the tourist experience on destination loyalty in order to assess the mediating influence of the construct 'destination attachment'. Similarly, destination attachment can also mediate the relationship between the tourist experience and SP2PA loyalty. Additionally, the construct 'perception of authenticity' can mediate the relationships between the tourist experience and destination loyalty and SP2PA loyalty. As will be detailed in Chapter Six, the analysis of these mediating effects will be determined by the analysis of the direct/indirect/total effects linking the constructs involved. Furthermore, as the 'indirect

effects' are those relationships that involve a sequence of relationships with at least one intervening construct (Hair et al., 2014). Therefore, these authors explain that an indirect effect is the sum of two or more direct effects (compound paths) that are represented visually by two or more arrows. In this sense, the 'indirect effect' will be useful to estimate the influence of each dimension of the SP2PA guest experience on the outcomes 'destination attachment', 'destination loyalty', 'SP2PA loyalty', and 'perception of authenticity'.

One final note about the scores assessing the inner model: the significance of the path coefficients should consider the 'bootstrapping' procedure since PLS-SEM does not rely on distributional assumptions; thus, non-parametric assessment criteria should be considered. According to Hair et al. (2014), the 'bootstrapping' process determines the coefficient's statistical significance on the structural paths. The procedure consists of running several subsamples (overall 5000 subsamples with replacement is recommended) from the original data (Hair et al., 2014).

By estimating and interpreting the score results in both contexts—the outer and inner models—the researcher can assess the validity and reliability of the latent construct under analysis and identify the relevant predictions for the proposed model.

5.5 Conclusions

A mixed-method was conducted in this study by combining qualitative and quantitative research. While quantitative research may provide reliability, reproducibility, and robustness with its statistical technics, the qualitative approach may provide information richness and attention to details. Additionally, considering that the topic 'sharing economy in hospitality' is still in its early stage, an analysis based on complementary methods can improve the understanding and interpretation of the phenomena under analysis. Drawing on deductive and inductive reasonings, the main relationships between the exogenous and the endogenous constructs were identified. In this sense, a conceptual framework and a set of hypotheses were proposed to address the research objectives stated in Chapter One. Within this process, some gaps in literature were outlined: (i) a lack of studies referring to which dimensions of the SP2PA guest experience have relative influence on destination attachment, perception of authenticity, destination loyalty and SP2PA loyalty; (ii) still, the relationship between perception of authenticity and destination attachment is not consensual and this study attempts to provide new insights into this field; (iii) a lack of studies focusing the tourist experience in a more comprehensive way is observed for the context of the SP2PA and this study attempt to also fill this gap by introducing new

dimensions and subdimensions of the tourist experience and its potential impact on destination attachment, perception of authenticity, destination loyalty and SP2PA loyalty. Next, the results of the qualitative and quantitative approaches will be presented.

Chapter 6

Results

6.1 Introduction

This chapter outlines the major results of the analysis according to the research methodology discussed in Chapter Five. At first, the insights from the two focus groups are detailed and the proposed theoretical model is refined based on a qualitative analysis of these data. Next, the results of the passive netnography are presented, followed by the results of the statistical procedures. As for the statistical analysis, initially, descriptive statistics were applied to describe the profile of the survey respondents and, then, the construct reliability (CR) was conducted to analyse data of the pilot survey. Finally, the proposed model and underlying hypotheses were validated with PLS modelling.

6.2 Results of the exploratory stage

6.2.1 Results of the focus group discussions

Despite the vast literature on tourist experience, it has been difficult to identify a comprehensive and consensual description of the nature of the SP2PA tourist experience and its relations to some outcomes of this experience. Recognizing this difficulty, this study conducted two exploratory focus group debates in order to identify and examine the relevant dimensions of the SP2PA tourist experience and the links between the tourist experience construct and the outcomes under analysis, namely: the perception of authenticity, destination attachment, destination loyalty and SP2PA loyalty. Still, there may be some other relations between the constructs that have not been identified or consistently discussed in the literature and focus group results may suggest evidence for a deeper analysis. In this sense, the additional insights will refine the proposed model and it is expected that they will give additional contributions to the main hypotheses proposed by this study. As an exploratory qualitative stage of this study, focus group results are presented as following: at first, the participants demographic profiles will be presented as well as the results of the introductory activity which consisted in collecting the 'top of mind' definitions for the SP2PA tourist experience. After that, results regarding the dimensions of the tourist experience will be displayed. Following this, the relations between the dimensions of the tourist experience and the outcomes under analysis are discussed and, later, the relations among these outcomes are presented. Ultimately, the proposed model will be refined, according to new insights emerged from the analysis.

6.2.1.1 Participants' demographic profile.

As mentioned in Chapter Five (Sub-section 5.4.1.2), two main focus groups were carried out. In the first one, the six participants have Portuguese nationality and they are living in Portugal, whilst in the second focus group, the seven participants have Brazilian nationality and live in Brazil. They had stayed in SP2PA accommodation in several different countries, including Portugal, Brazil, Spain, France, England, Netherlands, Germany, Italy, Iceland, South Africa, Cape Verde, United States, Canada, Mexico, Ireland, Demark, and United Arab Emirates. They were repeat guests to SP2PA accommodation establishments, since from the total of 13 participants, six had stayed in SP2PA accommodation for more than five times, while three had stayed four times, three had stayed three times, just one had stayed twice and finally only one participant had stayed just one time. At least, one participant from Portugal mentioned he had repeated the stay at the same accommodation, being thus loyal not only to the P2PA platform but also to her/his host. The detailed demographic profile of the Portuguese and Brazilian participants is displayed in Table 6.1 and Table 6.2, respectively.

TABLE 6.1
Demographic profile and travel context of Portuguese focus group

Demographic indicator	Result
<i>Gender</i>	4 females 2 males
<i>Age</i>	3 from the age group of 18-30 years 3 from the age group of 31-40 years
<i>Education</i>	Four participants have high school degree One has a Ph.D degree One has a Master degree
<i>Main occupation</i>	2 employed in the public sector 2 from the private sector 1 student 1 business owner/ manager
<i>Travel mates (last experience)</i>	Couple: 4 participants Friends: 1 participants Alone : 1
<i>The longer overnight stay in the P2PA</i>	4 overnights: 3 participants More than 5 overnights: 2 participant 2 overnights: 1 participant
<i>City of the last stay</i>	Rome(Italy); Cologne (Germany); Copenhagen (Demark), Madeira Island (Portugal), Reykjavik (Iceland), London (England).

TABLE 6.2

Demographic profile and travel context of Brazilian focus group

Demographic indicator	Result
<i>Gender</i>	5 females 2 males
<i>Age</i>	3 from the age group of 18-30 years 2 from the age group of 31-40 years 1 from the age group of 41-50 years 1 from the age group of 51-60 years
<i>Education</i>	6 participants have high school degree 1 attended a post-graduation (Master in Business Administration)
<i>Main occupation</i>	4 employed in the public sector, 1 from the private sector, 1 unemployed and 1 student.
<i>Travel mates (last experience)</i>	Couple: 3 participants Family: 1 participant Friends: 1 participant Alone : 1 participant Tourists that she/he has never seen before: 1
<i>The longer overnight stay in a P2PA</i>	4 overnights: 6 participants More than 5 overnights: 1 participant
<i>City of the last stay</i>	Amsterdam(Netherlands); Toronto (Canada); Playa del Carmen (Mexico), Palma de Mallorca (Spain), Porto Alegre (Brazil), Paris (France), Johannesburg (South Africa).

6.2.1.2 Top of mind associations with the SP2PA experience

Initially, the focus group participants were encouraged to list a set of aspects characterizing their SP2PA experience by answering the following request: *In one minute write five words that, according to your opinion, define your stay at a SP2PA.* This exercise aimed to reveal the most memorable features associated with the SP2PA experience. Results are shown in Table 6.3²⁰.

TABLE 6.3

Top of mind associations with the SP2PA experience

Brazilian focus group		Portuguese focus group	
Participants (Fictional names)	Associations	Participants (Fictional names)	Associations
<i>Lygia</i>	Different, good, help, culture, interaction	<i>Camilo</i>	Comfort, simplicity, convenience, save money, experience.
<i>Clarisse</i>	Exchange, work, belief, people, hospitality.	<i>Inês</i>	Experience, adventure, knowledge, comfort, quality.
<i>Jorge</i>	Economy, convenience, practicality, reception, location.	<i>Rosa</i>	Trust, knowledge sharing, travel sharing, taste typical food, create interpersonal bonds.

²⁰ The content of Table 6.3 was initially written in Portuguese and after translated into English.

<i>Raquel</i>	Economy, tension, expectancy, exchange, interaction.	<i>Vicente</i>	Proximity (with those who will meet), being at home, price, practical, comfort.
<i>Cecília</i>	Economy, exchange experiences, travel, local guide, backpacker.	<i>Fernando</i>	Interaction, trips, new experiences, reduce costs, social interaction.
<i>Ariano</i>	Cooperation, sharing, convenience, hospitality, care.	<i>José</i>	Community, culture, networking, funny, support.
<i>Cora</i>	Economy, living at home, experience, comfort, to know.		

By clustering the above results, three main themes arise, namely, factors associated with utilitarian perceptions, experience and sharing economy associations. The associated themes to each definition, followed by their frequencies, are described in Table 6.4

TABLE 6.4
The major themes associated to the SP2PA experience

Utilitarian associations	Experience associations	Sharing economy associations
Economy (6), easy/difficult to use (4); convenience (3), location (1), quality (2).	Social interaction (9), escape (6), generosity (3), sensory (3), hospitality (2), emotions (2), knowledge (2), funny (1).	Exchange (3), trust (2) sharing (3), cooperation (1), community (1), networking (1).
Total (N=16)	Total (N=28)	Total (N=11)

According to Table 6.4, many factors associated with experience values are mentioned by the participants, actually being the category with most associations mentioned (N=28), comprising themes related to social interaction, sensory experiences, knowledge acquisition, entertainment, escape, emotions and hospitality. Several participants highlighted social interaction, escape (e.g.: “different”, “new, culture”, “being at home”) and sensory as marking the SP2PA experience. Respondents also recognize some values associated with the sharing economy ethos, which in part could also be considered a specific facet of the experience lived. This suggests that they are conscious about particular aspects of this type of accommodation, making it distinct from traditional accommodations. As for the utilitarian values (N=16), the economic benefits are frequently mentioned among the participants, confirming previous studies that suggest economic value as a driving force to adopting this type of accommodation (Guttentag, 2015; Tussyadiah & Pesonen, 2016). However, in the present focus group debates, experience and sharing values clearly outnumber utilitarian aspects in characterizing the essence of a SP2PA experience.

According to the full focus groups analysis, these clustered themes were very discussed among the participants. As mentioned in Chapter Five, after conducting both focus groups,

intimate way. In this sense, Rosa and Fernando from Portugal and Lygia and Clarisse from Brazil, explain:

NARRATIVE (NR) 1²¹: *Sei lá, não sei que situação particular o facto dela ter sido meiguinha, e tal se calhar não sei se vou repetir a mesma história, o fato de estar a beber vinho, essa interação, mas pronto, acho que foi simpático da parte dela convidar-me para socializar, pronto, também tinha um gato e eu não gosto assim muito de animais(risos) (mas não reparaste nisto?! Não estava escrito? Pergunta Fernando). Sim, estava, mas isso não foi um problema para mim, não, as tantas o gato vomitou no corredor e eu fui lá chamá-la aflita a pensar que o gato podia estar mal e afinal é normal (Rosa, Portugal)*

NR 2: *E a experiência foi porreira, ele até falava um pouquinho de português, e que gostava e gosta muito de futebol, gostava do Real Madrid, e essas coisas, ..., e pronto, isto houve ali logo então uma grande proximidade, porque eu também gosto de desporto e particular de futebol e pronto conseguimos criar ali uma conversa, por isso foi muito agradável a estadia com eles porque são pessoas simpáticas, puseram-nos à vontade (Fernando, Portugal).*

NR 3: *Então, eu me lembro em uma casa que foi em Miami, era uma família latina e era uma família que me recebeu e no check-in, me buscou no aeroporto e ela me recebeu, não só ela, a família também. Mas eu era brasileira e ela estendeu com uma coisa maior, era uma família latina que se reunia assim, o tio, toda comunidade latina eles se encontravam na casa e eles conversavam comigo, tinham muito tempo de conversar comigo. Eles eram mais velhos e eles tinham muito tempo para conversar comigo, eu estava me deliciando com aquilo (Lygia, Brazil).*

NR 4: *E aí, a outra foi com uma família inteira que agente se hospedou. Eram a mulher, o marido, três crianças e tinha um casal num outro quarto, eles todos num quarto só porque acho que agente usou o quarto das crianças, eu e meu namorado e ou outro casal, e todos eles dormiram num quarto, e a casa era um espetáculo, ela era uma artista e a casa, era, ah num sei nem explicar, foi uma experiência ótima. Eles eram todos muito gente boa, receberam agente, fizeram jantar, e tinha tudo assim a casa era uma cama enorme que eu nunca vi na minha vida, uma cama de casal gigantesca, uma cama de casal extremamente cheirosa e extremamente confortável com três banheiros na casa e as crianças ali, jogavam vídeo game tranquilas e a mulher sempre fazia questão de jantar, de almoçar, de ficar conversando com agente foi sempre tudo muito bom. Eu recomendo ficar num Airbnb (Clarisse, Brazil).*

Moreover, in some cases, participants related when they were about to leave the SP2PA, they were invited to come back, however, without using the platform services. Hosts said that they were welcome again and no fee would be charged. To return the hosts' generosity, guests invited them to visit their countries and stay at their home without paying any fee. In addition, narratives indicate that friendship continues over the period guests stay at the SP2PA. José, from Portugal, and Lygia still keep in touch with their hosts. Still, José was invited to revisit their host in Madrid without paying any fee. They report:

NR 5: *Eu só sei que até hoje nós nos mantemos em contacto, eles colocam música de merengue para mim, eu coloco música para eles, eu acho que agente está ainda viajando, eu me sinto que eu estou um pouco lá naquela casa.....e boto o meu filho para eles falarem com ele, mostrei foto do meu filho, enfim, mas a experiência não acabou, o laço não se acabou e esse laço é que no fundo desde 1994, com tantas outras culturas, eu queria manter e algumas eu mantive, outras eu acho que vou manter, outras eu não vou manter, acho que essa família de Miami é a minha experiência do Airbnb (Lygia, Brazil)*

²¹ Appendix 10 shows the narratives translated to English.

NR 6: *Inclusivamente eu criei uma certa amizade com o anfitrião, mantenho contato com ele. Eu disse-lhe que a princípio ia para Benidorm nestas férias e que ia passar por Madrid uns dois dias, porque tem lá pessoas que criei laços de amizade, certos lugares que eu quero voltar a ver, gosto de visitar, não é? E ele próprio me disse para ficar em casa dele, sem problemas nenhum, até mesmo fora da plataforma para não ter aqueles custos, assim, impecável. (José, Portugal). “A sério? Que incrível!” (diz Vicente). É claro que em termos de Madrid todas as minhas hospedagens no Airbnb foram impecáveis. Pronto! (José, Portugal).*

However, this intimate relationship reported by the participants is stronger when both guests and hosts have the desire to relate. When participating in the sharing economy, host and guests driven exclusively by utilitarian or economic motives will not be interested in evolving closeness social experiences, as they usually prefer more privacy. Hence, when motivated by economic values, hosts and guests believe that SP2PA is only a type of accommodation to earn/save money. Indeed, some focus group participants narrated their experiences of sharing homes with unsocial hosts. Cecília from Brazil had an experience in Barcelona with a very unsocial host, resulting in uncomfortable feelings; and Cora details an experience in Palma de Mallorca where the host was not interested in social interactions:

NR 7: *Por exemplo ficar na casa feito eu fiquei em Barcelona que o cara ouvia música extremamente alta, ele era um cara extremamente “creepy” assim. Ele ficava no quarto dele (risos) ele era creepy, ele era estranho, mas a mim não me afetava, ele não queria papo, ele estava ali só pelo dinheiro. Então eu entrava ali na casa dele e ele ouvindo um techno altíssimo assim, e agente só se trombava quando eu ia a casa de banho ou quando ele ia e só, mas eu não me senti confortável naquela casa (Cecília, Brazil).*

NR 8: *Eu nunca tinha tentado Airbnb na vida, aí nós fomos, tivemos duas experiências na mesma ilha, foram quatro dias no Sul e dois dias na capital. Esses quatros dias foram totalmente diferentes, as experiências, a primeira, foi a questão do: oi, tudo bom? este é o seu quarto e pronto ... era um casal e um filhinho pequeno, eu não sei se ela estava tentando preservar o filho dela, mas ela deixou assim bem claro que a filha dela está aqui e a gente para o quarto e a gente nem se falava, uma coisa bem fria mesmo (Cora, Brazil).*

Similarly, other participants agree that some SP2PA guests are not appealed to social interactions, supporting Smith’s (1989) assertion that some tourists only desire to gaze and relax, becoming more revitalized to their daily routine and they thus do not feel interested in social interactions at the destination. Jorge shows his opinion about this context and outlined that SP2PAs are not suitable for unsocial people:

NR 9: *No Airbnb como você está pagando, teoricamente você não tem que fazer nada, você pagou, não tem que ter nenhuma troca social ou ficar de comunicação, num tem que ter carinho, nem amor. Teoricamente não! Só que pelo fato de você cruzar várias vezes com essa pessoa, por dia, às vezes, pode ser que incomode. Então se você é um cara que é anti social não use (Jorge, Brazil).*

Guests also explore the SP2PA surrounds and enjoy direct contacts with the local community. A careful inspection of the narratives shows guests exploring the local area, visiting cultural and more hedonic spots such as art galleries, restaurants, and bars, or more functional or ordinary places like supermarkets, local commerce, groceries, as well. The

following narratives illustrate how this local experience can develop a feeling of communion between guests and local inhabitants.

NR 10: *Em 2013, fui para Madrid ... e eu quando fui para Madrid a primeira coisa que eu fiz foi procurar uma casa que fosse em Airbnb em Malasãna de forma a falar com a população, portanto. é mesmo procurar falar com eles, eu fui um bocado intrrometido, gosto de intrrometer e assim, e as pessoas acabam por me convidar, para tomar um café, para comer, e assim, gosto muito de falar com as pessoas e desenvolver certos laços (José, Portugal).*

NR 11: *Quando você fica na casa de alguém, você está inserida em um bairro, você está inserida em uma gastronomia, que é aquela corriqueira, não como a de um turista, então você acaba tendo interação com aquela cultura, por isso também, não é só com quem te hospeda, é com quem você convive. No México, a gente conviveu com a dona da padaria, já conhecia, a pasteleira, já conhecia, enfim, a gente acaba fazendo amizade, você acaba interagindo em um bairro onde você está inserido, eu achei isso muito legal (Clarisse, Brazil).*

NR 12: *Teve uma situação também de carona (boleia), a gente estava numa parada de ônibus uma senhora parou na frente e foi em Floripa (cidade de Florianópolis, Brasil), e aí ela perguntou? "Tem alguém indo para o centro?! Eu estou indo para o centro agora!" E aí a gente olhou um para o outro e todo mundo da parada parecia ser do local disseram que não iam, e a gente, tá, vamos, estávamos de mochilão e foi embora, e eu acho que você também quando esta viajando, você está mais aberto a isso, as pessoas de lá não quiseram por mais que precisassem ir para o centro e soubessem que a pessoa era local, mas eles não quiseram, e aí a gente pegou e foi.....Uma das coisas que aconteceu com a senhora que deu carona, é que ela acabou sendo um guia, porque até chegar no centro, ela dizia tudo, a gente nem precisou pedir nada, ela era muito espontânea, ela acabou, mostrando várias coisas, foi bem gentil (Raquel, Brazil).*

Focus group narratives suggest that also hosts' attitudes encourage contacts between guests and local inhabitants. Hosts usually offer personal recommendations for directions and nice places to visit and to eat. They recommend local supermarkets, local activities and events to engage as well. In some cases, hosts make a tour with their guests around the SP2PA surroundings. These useful local advices support guests to evolve a feeling of living like a local since cultural and peculiar aspects of the visited neighbourhoods become more familiar. Raquel and his boyfriend were led by the host through the SP2PA surroundings and they had the opportunity of enjoying the day life routine in Paris:

NR 13: *A gente conseguiu conversar bastante com ela, eu me senti mais à vontade porque eu não ficava lá só de visita, eu realmente conseguia interagir com ela, que era a anfitriã, e eu lembro que em um dos momentos que a gente saiu para fazer passeios, ela dizia, "oh! aqui vocês podem fazer isso, isso e aquilo," mostrou algumas coisas no mapa eu lembro que ela estava indo para a universidade e a gente acabou indo com ela, ela foi mostrando algumas coisas, inclusive como usar uma bicicleta, lá eles tinham uma bicicleta de aluguel, levou a gente na universidade, mostrou como se fosse, a entrada que tinha como museu, então teve essa parte de interação, eu lembro que a gente pegou Facebook, teve essa troca assim no começo (Raquel, Brazil).*

In turn, Lygia, discussing her general SP2PA experiences, highlights the attention paid by the hosts in terms of giving suggestions and recommendations about places. According to her, economic and utilitarian values in the hospitality sharing economy are not the central issues defining this kind of experience because the host makes the difference in SP2PA experiences. In her opinion, the hosts play a central role in this experience. She says:

NR 14: *Eu acho assim, particularmente muito, eu, assim, muito ... o que você falou, que você vai estar em uma área, onde a tua anfitriã, vai, você pode estar em uma área que um bairro te ofereça uma comida mais local, mas se sua anfitriã chega e fala assim: -"O bom é tu comer ali, Ó", ai tu vai para área turística, vocês estão entendendo? Eu acho, se você sai, da comodidade, só de pegar, ah eu vou pegar isso aqui, tem muitos anúncios e está mais barato, mas, se você for ler com atenção, ai você pensa assim, me deu as melhores dicas onde comer, ela me disse, não só, o melhor, não disse para eu comer no melhor lugar, mas eu descobri através de fulaninha, uma coisa bem diferente, ai você vê a importância de você ter-se hospedado ali, não foi a relação com os benefícios, foi simplesmente por ter um anfitrião, aí você estava atento, porque às vezes, tem custo e custo, é o mesmo custo, ai o quê que vai diferenciar desse custo, é o anfitrião, e o anfitrião ainda faz muito diferença, porque se todo mundo aqui pegar custo, e mais ou menos o custo é linear, o quê vai estar diferente? O quê está diferenciando no Airbnb? É o anfitrião, são os 'reviews', são as avaliações, e essas avaliações o que são? É a pessoa chegar assim, e olha, "Vai ali, Ó, ali na esquina tem uma coisa bem legal, tem uma empanada chilena, tu gostas? Nunca foste no Chile, não? Não é preciso ir para lá não, porque aqui tem e é bem gostosa, vamos lá!". Então o anfitrião, ele pode ser o mestre da sua viagem, ele pode fazer a magia da coisa acontecer, e ele pode te dar um colchão no chão e fazer você parecer que está em um palácio cinco estrelas, porque ele pode fazer toda diferença em sua viagem (Lygia, Brazil).*

In contrast, some guests argue that hosts' generosity is not so welcome, for instance, Ariano complained about suggestions insistently given by the host. However, he and his girlfriend did not want to follow the suggestions kindly offered by their hosts:

NR 15: *Em Amsterdam foi o fato dela querer por querer me convencer a gente de não ir à Casa de Anne Frank, ela disse "não vá, lá tem muita fila"! E assim, e todo mundo dizia que vale a pena, e isso foi uma coisa, a gente escuta o anfitrião, a gente escutou a sugestão de bares de restaurantes na região e a gente ficou naquela: E aí? a gente vai, não vai? Ela disse que é ruim e agora? Ai a gente disse: vamos!! E aí a gente diz a ela que não foi, aí ela: "não foram?" A gente: não, não! Eu acho que essas foram as principais e até hoje eu fico pensando: Ir a Anne Frank foi um dos melhores passeios de Amsterdam e por que ela disse que não era para a gente ter ido? (Ariano, Brazil)*

Similarly, Raquel appreciates hosts' generosity, but she believes that accepting hosts' recommendations is difficult when tourists do not have enough time at the destination:

NR 16: *A partir do momento que o anfitrião chega para você, quer lhe receber, é bom, eu acho bom, mas as vezes ele tira um pouquinho da sua privacidade na sua escolha, porque às vezes você não tem muito tempo, e foi uma das coisas que aconteceu recentemente nessas viagens que a gente fez e que a gente não tinha muito tempo, era geralmente, um, dois dias e eles queriam que você fizesse muitas coisas na cidade, claro, tinham boa vontade, mas às vezes não é o que você planejou (Raquel, Brazil).*

Besides the communion with locals, the respondents also stress the living together with other tourists, relatives or partners within the SP2PA experience, reinforcing feelings of ties by the shared moments, as can be observed in the following narratives:

NR 17: *Isso é que é interessante, no dia em que nós chegamos, sentamos, estavam lá, acho que uma malta da Alemanha, não me recordo bem, conversamos, logo aquele momento de convívio e isso é que realmente muito interessante (Camilo, Portugal).*

NR 18: *Na casa que era com uma família em Boston, era uma casa muito grande. Nós aproveitamos para compartilhar jantar, almoço, vê filmes! (Moderador: vê filmes?) Sim, porque tinha tudo na casa, pela Internet, ficávamos todos na sala, com a família toda e uma coisa que tinha na casa e acabou que me chamou a atenção e virou o centro da interação com a família é que tinha um quadro com um mapa mundi e tinha aquelas coisinhas que agente prende e*

prega e era para os visitantes cada um colocasse do seu país. E foi uma coisa que ficou até divertida entre nós. Isso é que foi interessante. Mas foi legal [fixe] para ter esse momento junto na casa e aproveitar a casa. Que a casa tinha uma estrutura muito legal e partilhamos com eles (Lygia, Brazil).

6.2.1.3.2 Aesthetic

Aesthetic reflects sensorial stimuli recalled from the SP2PA atmosphere and its surroundings. The participants outlined the following sensorial stimuli: (i) sight: narratives express participants' admiration for SP2PA details of decoration, ambiance, the views from balconies and terraces and picturesque environment of SP2PA surroundings. They also pay attention to cleanliness; (ii) touch: they are sensitive to issues related to temperature inside the bedroom, comfort of beds, and quality of towels; (iii) hearing: the quiet and peacefulness (or not) of the SP2PA and its surroundings; (iv) taste: the flavour of food and beverage offered by hosts or savoured in bars and restaurants in the SP2PA surroundings. Narratives also highlight participants tasting traditional gastronomy, etc.; (v) smell: remarkable smells related to the destinations (e.g. the smell of Italian coffee, the water in Iceland which smells like "eggs", etc.). The following narratives illustrate the relevance of the aesthetic dimension for SP2PA experiences:

NR 19: *Eu concordo, realmente é quando uma pessoa está em sítios diferentes, repara em tudo e ainda mais para o caso particular em Itália, a casa era mesmo um sítio muito inspirador, eu achei aquilo mesmo brutal! Nomeadamente o móvel, da sala, onde estava a televisão genericamente, eram andaimes das obras e com umas heras, uns verdes a descer, e pá eu achei aquilo mesmo a decoração, muito, muito gira (Rosa from Portugal, reporting a P2PA sight-sensory experience).*

NR 20: *Ele esteve a nos explicar a casa toda e tudo, na Islândia a água para tomar banho tem um cheiro horróroso, tem cheiro a ovos podres (risos) então ele avisou-nos que não era uma avaria da casa, (risos) pronto e era a primeira vez que estávamos lá, portanto teve esses cuidados (Inês, Portugal, reporting a P2PA smell-sensory experience).*

NR 21: *Madrid no inverno é muito frio no verão é muito, muito quente, então eu já experienciei Madrid de várias formas, só que este inverno estava especialmente frio, as temperaturas chegaram a bem negativos. Em trinta de Dezembro, quando eu cheguei, saí do avião estava menos quatro, às dez da noite, portanto à uma da manhã chegava a atingir os menos seis, menos sete, e o senhor sempre preocupado, o quarto todo fechado, para eu deixar o ar condicionado sempre ligado (José, Portugal, reporting a SP2PA touch-sensory experience)*

NR 22: *Agora recentemente, menino, ofereceram um licor de malagueta, para nunca mais, (risos), foi em Cabo Verde, meu filho, se eu soubesse que era malagueta, eu tomei dois litros de água até agora. (risos). Teve a questão do lanchinho de Toronto, que a pessoa deixou o lanchinho para mim de boas vindas, eu gostei muito e eu achei essa pessoa maravilhosa, me salvou muito, para mim foi maravilhoso, estava lá na hora certa, é algo que marca a memória da gente. Visualmente em Cabo Verde, eu me lembro do mar, o máximo a vista que eu tive, da varanda da casa, uma memória visual que marcou. (Lygia, Brazil, reporting a SP2PA sight and taste experiences)*

NR 23: *Estes casos, por exemplo, de se experimentar mesmo comer, eu também estive em Paris na casa de uns rapazes, em que um deles, também estava a estudar a cozinha francesa, então*

nós ficamos lá e aquilo foi espetacular, ... e cozinhou e pronto, experimentamos muitas coisas francesas, que não iríamos experimentar se não estivéssemos com ele a fazer, pronto (Inês, Portugal, reporting a SP2PA taste-experience).

NR 24: *Ah, lembrei, tinha uma escada de madeira, que rangia, parecia uma escada de filme de terror. A casa era linda, era um sobrado, super cheio de arquitetura, mas, essa questão de barulho tinha em todos os lugares.* (Clarisse, Brazil, reporting a hearing experience).

6.2.1.3.3 Escape

Regarding the escape dimension, focus group data suggest that the SP2PA comprises different meaningful experiences. Apart from being far from their daily routine, participants argue they are exposed to a different culture and lifestyle, through experiences which may enhance their identity, suggest a revision of belief and value systems and/or changes in their lifestyle. Escape by searching for identity also emerges from the guests' self-references and worldviews, helping them to achieve self-realization, self-discovery and personal growth. Cecília and José, moved by a strong sense of self-references, summed up that the SP2PA escape experience was triggered by the perception of cultural identities they were looking for:

NR 25: *Meu anfitrião era arquiteto, ele tinha referências que eu conhecia, ele tinha cadeiras que eu gosto e que eu quero ter na minha casa, ele tinha uma vitrola, ele tinha gostos musicais parecidos, então, me marcou muito isso* (Cecília, Brasil).

NR 26: *Gosto de experienciar aquilo que a cidade tem de extra, porque eu sou muito ligado a música, a arte, e assim e gosto de ir para outros sítios, que não aqueles do centro* (José, Portugal).

Recognizing the values of sharing economy, some narratives report that participants achieved a new state of mind, revising their belief systems, after the SP2PA experience. When asked what changed in participants' minds or in their lives, after the SP2PA experience, Jorge, who used to stay in Couchsurfing, explains:

NR 27: *Mudou que é possível compartilhar pagando né? Pelo fato de já ter usado muito Couchsurfing antes, o Airbnb não é nenhum bicho de sete cabeças, mas, percebi que pagando, o Airbnb também funciona o compartilhamento. É a nova opção de viagem que não existia, e às vezes na maioria é a primeira opção, agora* (Jorge, Brazil).

Similarly, José and Cecília commented that, after the SP2PA experience, they changed their points of view and broke barriers by enlarging their understanding about people, through being immersed in cultural exchange opportunities:

NR 28: *A minha primeira experiência no Airbnb foi em 2012, como eu já me referi e a partir daí, a minha capacidade de aceitação por outras pessoas, com outros pensamentos, aumentou claramente, acho que o Airbnb, faz-nos sentir a todos muito mais cidadãos do mundo do que qualquer hotel.* (José, Portugal).

NR 29: *Mudou completamente a ideia de hospedagem quando eu for fazer uma próxima viagem, se quebrou a barreira do medo, do desconhecido, de ter medo de se hospedar com o*

anfitrião se o anfitrião morasse sozinho e agora eu não sinto mais esse mesmo medo, então eu acho que quebrou-se uma barreira e para as próximas viagens, você cada vez mais quer conhecer, querer se envolver, até a maneira de você talvez se portar para o seu anfitrião seja diferente, para você provocar essa interação, viver mais aquele cotidiano dele, eu acredito que isso tudo vai acontecer em próximas viagens (Cecília, Brazil)

In terms of escaping by an active immersion in a particular reality, through several narratives, the participants showed their admiration of hosts' lifestyle and the enchantment by being exposed to different cultures, diverging to a new self. Discussing the remarkable hosts' lifestyle, Rosa, Inês, Jorge, and Raquel described what they perceived as cultural marks reflected in the hosts' and local community's lifestyles:

NR 30: Do anfitrião? Sim, nesse caso, o facto dela ser artista, toda a decoração da casa, tinha a ver com isso, não é?! O café que estavas a dizer, sim, em Itália, não é, e andava de vespa (risos.). Eu acho que estão bem as coisas associadas. (Rosa, Portugal).

NR 31: Eu acho que é fixe quando estamos fora, em uma cultura completamente diferente, por exemplo, até as janelas são diferentes, tu observas tudo, não é, aquelas cenas das janelas, e depois do tipo como eles fazem uma cama é diferente de nós, nós temos um edredom para uma cama de casal, por exemplo é uma cama, não é, uma só peça, eles não, tem um para cada um, mesmo que seja em uma casa, portanto há aquelas coisas todas em temos de livros, em termos de decoração, estas coisas todas ocupam muito espaço, tu acabas por ficar muito tempo lá dentro, tu passas a observar como aquelas pessoas ou como aquela cultura vive, o que é que gosta. E acaba por ser muito pessoal (Inês, Portugal).

NR 32: Nas duas casas que eu fiquei, não sei se era segundo ou terceiro andar, realmente não lembro, mas assim, era muito legal que dava para ver o quintal das duas casas e eram quintais bem legais assim, que tinham mesas, de outras casas também da região, que eram casas uma perto da outra e em uma delas um dia estava tendo uma festa, assim em família, todo mundo com um copo de vinho na mão, uma felicidade, aí tinha música, isso também é legal, essa coisa de você está vendo ali, daquele outro lado tem uma família, toda feliz, um estilo de festa diferente do que a gente vê aqui.. Sei lá, sabe, assim, era uma forma diferente de confraternizar (Ariano, Brazil).

NR 33: As experiências que eu tive que eu mais vi como era viver aquela forma, ... porque eu via como o anfitrião vivia, e eu também via como a cidade funcionava ao redor, mas sem dúvida o Airbnb facilita muito porque tem essa troca com o anfitrião, mesmo que você não interaja tanto com ele, você está ali e se você passar mais tempo, se você não estiver tão corrido, você vai estar lá na casa, vai ver como é que funciona, se ele trabalha fora, se ele trabalha em casa se ele lava uma roupa, como é que é o café da manhã do anfitrião, como é o costume de sair, locomoção, dá para você ter uma noção e sem dúvidas o Airbnb facilita isso (Jorge, Brazil).

NR 34: A gente também está vendo como uma troca de experiência, de uma pessoa com a outra, mas há a troca da cultura em si, para você saber como é a decoração da casa, do lugar onde você está, qual é o costume daquela pessoa, você vai analisando como é, como seria o cotidiano local, só por você estar dentro de uma casa de um local, e isso assim é uma grande diferença também em relação a uma hospedagem em um hotel muitas vezes é impessoal, é muito 'clean', você não tem essa realidade, entendesse? ... E aí o estilo de vida dele instigou, a gente tem o estilo de vida de seguir ele, porque ele já tinha ido nem sei quantos países assim. E a gente disse agora é Mérida, a gente tem que ir nesses países também. Quantos anos será que esse bicho tem? O quê que ele faz da vida?! Vamos começar a conversar com ele, seguir ele, vamos saber como funciona (Raquel, Brazil).

Lygia also highlighted that the intimate interaction with the host in Cabo Verde (Africa), led her to a new conception of lifestyle:

NR 35: *Eu peguei uma coisa assim, tem um documentário, “minimalismo” não sei se vocês já viram? Minimalista, no Netflix, e aí, esse, o cara que eu fiquei em Cabo Verde na África, eu conversando com ele, falando sobre documentários, com o ‘host’, ele me mostrou sobre um documentário que ele tinha visto, eu perguntei, que documentário é esse? Ele disse: “Tem na Netflix” aí ele disse, “eu conheço uma pessoa que é minimalista”, aí eu fui para Cabo Verde e vi a casa dessa pessoa, ela morava apenas com três mobílias, ou seja, tinha pouca coisa em casa, aí, isso me inspirou a voltar para a minha casa, e ser minimalista, (risos), mas foi através do host, que eu comecei, aí eu assisti o documentário, eles estão viajando o mundo inteiro para divulgar o livro, e eu fiquei nessa onda de ser minimalista, o negócio pega mesmo né?!. (Lygia, Brasil)*

In turn, Inês and Vicente attempted to get close the visited culture by addressing a more active escape experience in the SP2PA and its surroundings:

NR 36: *Para mim foi isso estas questões mais pequeninas, de contato com os locais com as pessoas de lá, não é?e uma pessoa do Airbnb prefere estas coisas ou cozinhar em casa, mas, comprar as coisas no mercado local, saber onde que é o mercado, saber o que se costuma comer, e como é que se cozinha, eventualmente ter por exemplo um livro de receitas que não seja em Islandês, (risos) pronto, mas que tenham umas coisas que deem para experimentar com alguma facilidade com ingredientes do próprio país, acho que estas coisas são formas de nos aproximarmos da cultura (Inês, Portugal).*

NR 37: *Eu também acho o mesmo, por exemplo, nessa viagem em Itália (Roma), pronto, ficamos a saber mais sobre o dia a dia do próprio host, ficamos a saber mais sobre o próprio dia a dia dele, mais sobre a cultura Italiana, sobre a gastronomia, foi engraçado porque ele aí deu-nos locais, pronto, não tão turístico, disse-nos para ir em sítios completamente diferentes. Uma delas era uma praça dos gatos, são gatos que estão abandonados e aquilo antigamente eram umas ruínas, então meteram tipo umas casas, mesmo para os gatos e as pessoas vão, tem uma parte para pormos a comida, levamos para lá comida, essa parte está muito giro, isso agora já está a começar a parecer mais turístico, mas na altura ainda não. Mas por acaso foi muito giro (Vicente, Portugal).*

6.2.1.3.4 *The affective experience*

Focus group participants were invited to answer the direct question: “Which emotions did you feel staying in an SP2PA?” According to the very recurrent narratives, which answered this question, in both, Portuguese and Brazilian groups, participants described feelings corresponding to “transitory emotions”, since SP2PA guests’ emotions transit from negative to positive emotions during the SP2PA experience. The negative emotions arise at the beginning of the experience, mainly, when the guests arrive at the SP2PA. Owing to communication problems, or unforeseen situations, participants explained that their host were not at the SP2PA to receive them, resulting in feelings of concern, anxiety, apprehensiveness, or annoyance. By solving this situation, guests felt more relaxed and they revealed feeling positive emotions such as pleasure and arousal during the SP2PA experience. In this context, Rosa, from Portugal, reported that she lost her flight to London and, as she arrived after the scheduled time, she did not find anybody at the SP2PA and felt very disgusted and anguished. However, after solving this issue, she revealed pleasure with

the SP2PA experience. Clarisse, from Brazil, also mentioned feelings of bitterness arriving at the SP2PA, by arguing with the host about the scheduled time of arrival. But after that, she felt better. See Rosa and Clarisse's words:

NR 38: (...) nós perdemos o vôo, isso acontece não é? E acabamos por chegar mais tarde do que era previsto, Ok! até ai tudo bem, ele foi embora e já não estava lá a nossa espera ... estava a chover, então tudo piorou a situação eu me minha colega já estávamos muito aborrecidas, entramos em um cafezito qualquer, apanhamos Internet e depois acabei por enviar eu uma mensagem a pedir o acesso a casa, foi a única coisa mais chata. A sensação de ficar sem casa (risos). Ainda para mais foi a primeira experiência da minha colega de trabalho que foi comigo, e ela, "era por isso que o hotel era melhor" (risos) e eu assim, tem calma, não era nada, isto é giro, vais ver! vais ver! E foi!!! Ao fim, a cabo, ela gostou imenso, como acabamos por comprar coisas para cozinhar em casa, ela disse, "tinhas razão realmente aqui estamos melhor". Mas no começo aquilo foi angustiante (Rosa, Portugal)

NR 39: Eu me lembro de que quando a gente chegou na cidade do México, a gente chegou muito cedo, ainda estava escuro, e a gente teve todo o respeito de esperar clarear para ligar para a casa e informar que a gente estava chegando. E quando a gente chegou, e a cidade do México também é conhecida com um engarrafamento assim, astronómico, e a gente pegou uma fila para pegar um táxi, uma fila gigantesca, pegou o trânsito, e quando chegou lá a gente não foi assim, o impacto não foi legal, ele estava atrasado para ir trabalhar aí ele disse "mas demorou?" Então, o primeiro impacto já foi uma discussão, porque eu já fui discutindo, eu disse: porque nessa cidade é engarrafamento para todo lado, porque nessa cidade é uma fila para poder pegar táxi! Aí depois eu disse: estou muito amarga!! Vamos manear um pouquinho e ele também sossegou, porque ele já chegou apontando o relógio, e a gente teve todo assim o cuidado de não acordar a pessoa, porque estava escuro quando a gente chegou, era muito cedo, a gente ficou esperando, melhorar, clarear um pouco para ligar para ele. Mas, depois passou! (Clarisse, Brazil)

"Transitory emotions" are also verified at the pre-encounter stage of the SP2PA experience. As previously discussed, fear and anxiety are common emotions revealed by guests when their hosts do not answer their messages. However, relief comes immediately when they get in contact with their hosts.

One may interpret that affective experiences may be very difficult to assess in tourist experience, since most of the studies are conducted in post-experience stage and tourists should recall the exact emotion they had. In this study, the participants were actually invited to recall their affective experience by making a direct question, particularly about the emotions they felt during the SP2PA stay. However, it is worth mentioning that several narratives of affective-related experiences were reported along different questions of the focus group script. Then, several spontaneous expressions revealing positive and negative emotions were identified, confirming the relevance of the affective dimension for the SP2PA guest experience. Table 6.5 shows examples of positive and negative emotions found in participants' narratives.

TABLE 6.5

Positive and negative emotions found in focus groups narratives

Nature of emotion	Type of emotion	Excerpt in Portuguese
Positive emotions	Pleasure	NR 40: E a experiência foi porreira, ele até falava um pouquinho de português, e que gostava e gosta muito de futebol, gostava do Real Madrid, e essas coisas (Fernando, Portugal). NR 41: Em Amsterdão, foi muito legal porque a dona do apartamento ela tinha incensos, então assim, quando a gente chegava a casa já estava perfumada (Ariano, Brazil).
	Surprise	NR 42: A última vez que fiquei hospedado foi na Madeira, mal aterramos (o voo entretanto atrasou) quando aterramos, liguei logo, pronto, ao host, foi-nos buscarem, ao aeroporto, foi, foi, espetacular!(Vicente, Portugal). NR 43: Eu concordo, realmente é quando uma pessoa está em sítios diferentes, repara em tudo e ainda para mais o caso particular em Itália, a casa era mesmo um sítio muito inspirador, eu achei aquilo mesmo brutal! (Camilo, Portugal). NR 44: No entanto, o senhor foi inacreditavelmente impecável, em que esperou por mim, deu-me comida para aquele dia, porque realmente eu ia tarde (Jorge, Portugal). NR 45: Foi muito giro! Não estávamos mesmo a espera, foi mesmo espetacular!(Vicente, Portugal).
	Happiness	NR 46: O que eu sinto é satisfação, eu me sinto muito acolhida, eu me sinto feliz, eu saio de lá bem, com uma sensação de bem-estar, conforto (Raquel, Brazil).
	Empathy	NR 47: Sei lá, o acolhimento das anfitriãs, talvez, sim e alguma empatia (Rosa, Portugal).
	Delight	NR 48: Eles eram mais velhos e eles tinham muito tempo para conversar comigo, eu estava me deliciando com aquilo: Meu Deus do céu que coisa maravilhosa! (Lygia, Brazil). NR 49: Por acaso os senhores estavam lá, pronto o dono da quinta, e então ficaram maravilhados, pronto, disseram mais sobre a atividades dos senhores, que os senhores eram agricultores, o meu pai ficou encantado (Vicente, Portugal).
	Negative emotions	Fear
Unsafe		NR 52: Fui a Alemanha, ver o Sporting e por acaso, pronto, aí, senti bastante inseguro, íamos sendo assaltados eu e outro amigo. "Onde?" (pergunta Fernando) em Dortmund. Nós tínhamos ido levantar dinheiro e então, era aí a cem metros da nossa casa, que tínhamos alugado, e então pronto, devem - nos ter visto a levantar dinheiro, de certeza, e foram atrás de nós (Vicente, Portugal).
Disappointment		NR 53: Eu acho que às vezes é um pouco decepcionante, por muita coisa da descrição não corresponder exatamente ao que eu encontrava. (Cecília, Brazil).

Two last words deserve to be mentioned: According to Table 6.5, negative emotions like “feeling unsafe” usually refer to incidents involving guests when they are at the Airbnb surroundings, for instance, being stolen or being a victim of harassment. With regard to ‘disappointment’, this emotion emerges mainly in cases of dissonance between expectations

and reality, owing, for instance, to inaccuracy or misunderstandings on host profiles or the SP2PA description on the SP2PA platforms.

6.2.1.3.5 Entertainment and educational dimensions

Overall, regarding the entertainment dimension, participants felt entertained or they were passively absorbed by wandering around or exploring the SP2PA picturesque surroundings, watching traditional, sportive or artistic events, watching hosts' pets, admiring details of SP2PA decoration, watching hosts' performances, etc. Examples of passively entertaining experiences are shown in the following narratives:

NR 54: *Mas achei interessante, por exemplo, o à vontade, ele deixou tudo, completamente disponível, incluindo o animal de estimação, eu acho que ele até nos pediu para lhe dar comida, (risos). Ele era um gato muito autônomo, independente, portanto entrava e saía pela casa e pela janela, tinha um jardim atrás* (Inês, Portugal).

NR 55: *É! Você aproveita para bisbilhotar a vida, por essa curiosidade de saber como é a cultura, principalmente quando você vai para fora do país, porque é completamente diferente, é a parte legal também, você olhar a decoração, eu não sei se isso é um problema meu, por ser arquiteta de gostar de ver a casa alheia, mas eu também aproveitava para observar, como era o gosto de quem estava me recebendo* (Cecília, Brazil).

NR 56: *Agora estava a lembrar que eu conversei com ele, convidou-nos a ir, acho que era um concerto de rua (Jazz), uma coisa assim do género, uma coisa assim super local era dali da rua, pronto, e isso é que é interessante* (Camilo, Portugal).

NR 57: *Em Itália, o senhor tinha muitos livros de cozinha, o frigorífico estava cheio de coisas, muito boas, (risos), a casa, pronto, não era assim nada de especial, digamos assim, era em uma zona bem localizada, e lá jogávamos as cartas, com o dono, o anfitrião, foi depois que jantamos, e ele, entretanto também sabia fazer alguns truques de magia, e começou a fazer magia com um baralho de cartas, foi muito engraçado por acaso, muito giro* (Vicente, Portugal).

The potentiality of SP2PA to promote learning experiences is demonstrated in terms of: (i) increasing knowledge about historical aspects and local culture of destinations and P2PA surroundings; (ii) hosts' lifestyle. For instance, when asked about what they learned during the SP2PA experience, Rosa, Raquel, Camilo, and Jorge agreed that the SP2PA experience increases knowledge about culture and people's lifestyle.

NR 58: *Além da própria cultura, não sei muito bem, mas o fato da interação com o outro permite-nos aprender alguma coisa sobre aquela pessoa ou aquela família e sobre a cultura do país* (Rosa, Portugal).

NR 59: *No Airbnb, eu acho que é bem característico essa questão da expectativa e pelo ao menos do idioma, se for fora, se for aqui, as vezes até dependendo da questão cultural, a questão da fala, tinha coisas que não soa, não entendia, e a pessoa parecia que estava falando grego, tinha certas coisas que eram assim, simples, mas a forma de falar realmente, complicava um pouquinho, então eu acho que o aprendizado, a entender e aprender a cultura da outra pessoa* (Raquel, Brazil).

NR 60: *Eu acho que o Airbnb é o veículo perfeito realmente para conhecer a cultura do país e o host e todas as pessoas com quem interagimos, acho que a maior aprendizagem é mesmo essa, é sobre o cultural, mas também é uma viagem eu acho que promove ainda mais, acho que*

facilita esse processo de aprendizagem, sobre a cultura, sobre as pessoas, mesmo a história da cama, não é eles fazem aquela forma diferente de todas? E estas coisas? Eu acho que a aprendizagem está muito relacionada com isto, e não deixa a desejar, na minha opinião, e até agora tem sido muito agradável (Camilo, Portugal).

NR 61: *Outra vez que agente foi para Galway, e esse casal que hospedou agente foi muito legal porque eles falaram muito desses lugares e eu gostei muito de aprender sobre esses lugares foi muito legal (Jorge, Brazil)*

To synthesise the findings above, Figure 6.2 illustrates the impacts of each dimension on the tourist experience, highlighting the major influences of each dimension.

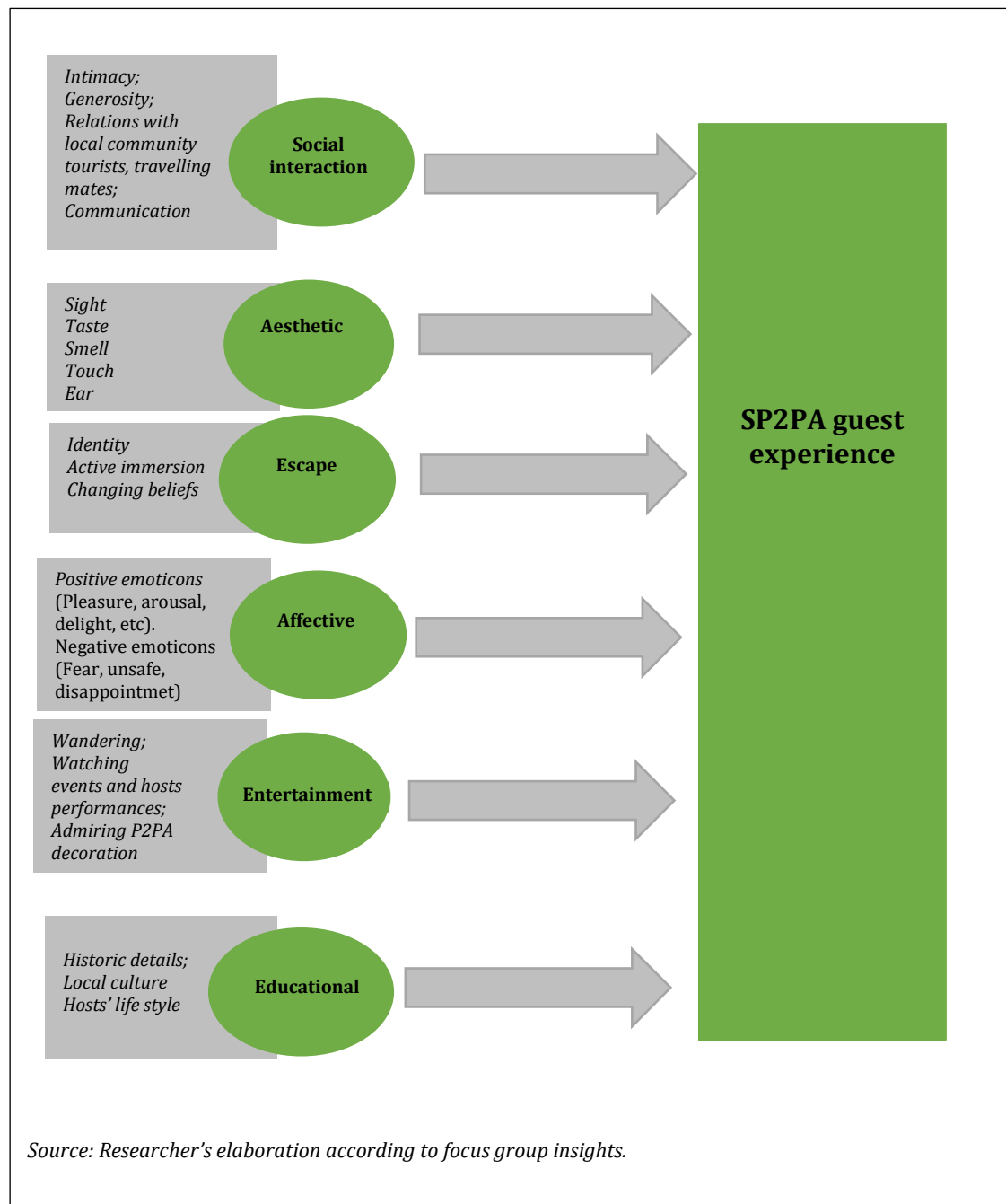


FIGURE 6.2
The dimensions of the SP2PA guest experience according to focus groups insights

Once concluded the individual analysis of each dimension of the SP2PA experience, the next section will present the co-occurrence analysis between the mentioned dimensions and the outcomes of the tourist experience under analysis.

6.2.1.4 Relations between the dimensions of the tourist experience and the experience outcomes

The previous analysis has brought to light many pieces of evidence about the relevance of the dimensions of the tourist experience to SP2PA guests and provided some insights to empirically analyse the nexus between them and the outcomes of the tourist experience under analysis (perception of authenticity, destination attachment, destination and SP2PA loyalty). The aim of this sub-section is to identify common phenomena/experiences among two or more cases (e.g. dimensions and outcomes) through a careful analysis of all narratives collected. Therefore, each of the following sub-sections introduces the co-occurrences analysis according to the tourist experience construct and the outcomes under analysis.

6.2.1.4.1 Co-occurrences between the dimensions of the tourist experience and SP2PA guests' perception of authenticity

Several authors have previously discussed the potentiality of peer-to-peer tourist services to provide an authentic experience to travelers (Paulauskaite, Morrison, Powell, & Stefaniak, 2017; Guttentag, 2015; Dredge & Gyimóthy, 2015; Sigala, 2015). However, a lack of literature is observed in terms of identifying the dimensions of the tourist experience that most contribute to this perception of authenticity during SP2PA guests' stay. Hence, more attention should be paid to examine how guests relate their perceptions of authenticity associated with the SP2PA experience.

From our empirical exploratory analysis of the two focus groups, the participants were invited to answer the following question, in order to confirm the link between the SP2PA guest experience and the perception of authenticity: *Some tourists or travellers say that staying in an Airbnb allows a more authentic experience. So, what do you think about whether your Airbnb stay helps to perceive an authentic experience at the destination?* In addition, by analysing the other questions of the focus group script, this study also attempted to identify the dimensions of the tourist experience most related to this link. Narratives confirm the relationship between the tourist experience in the SP2PA and the perception of authenticity, although this result is not the same in both groups. Portuguese participants are unanimous

in recognizing this relationship, still, it becomes manifest in very different ways among the narratives analysed. They report:

NR 62: *Mas se calhar antes tinhas que ter alguma capacidade financeira para fazer determinadas viagens e com um sistema de Airbnb como a lowcost, mais facilmente vais a um país que há uns anos atrás dizias, epá será que algum dia vou conhecer aquilo? Agora não! E falo conhecer no verdadeiro sentido, em pouco tempo, não precisamos estar, por exemplo a fazer um Erasmus, ou fazer um período grande porque em pouco tempo, conhecemos, vivemos, temos aquela sensação de viver um bocadinho ali (Inês, Portugal).*

NR 63: *Uma das coisas que nós fizemos é, foi nós em termos de onde fomos comer, nós seguimos muito as sugestões do host, portanto esse nível de envolvimento, porque ela disse-nos mesmo: se vocês querem comer bem, e se calhar não pagar tanto, tem aqui sítios que vocês vão gostar mais. É algo mais local, é algo menos turístico e a comida é mesmo muito, muito boa. Eu lembro perfeitamente que fomos lá a um sítio. Ele era um restaurante, quer dizer nem sei se posso classificar aquilo um restaurante! Eles não tinham mesa sequer! Eu sei que entrei para lá tinha o único elemento decorativo era uma máquina antiga de fazer massa, no meio depois tinha prateleiras com um monte de sacos de massa e garrafas cheias de água que eu até a altura não estava a perceber para que eram, se era para espantar as moscas não sei, não fazíamos a mínima ideia. Então entrei, o senhor só tinha dois tabuleiros de massa: ou comíamos esta ou comíamos aquela, ele perguntou: “Querem comer cá? “E nós, Ok! Já agora! Então era encostado a parede uma das prateleiras e ele então, pronto, uma vez que comem cá eu ofereço-vos um copo de vinho ou então podem beber água, e eu Ahhh por isso as garrafas, pronto. Ok! E então ofereceu-nos um copo de plástico e comemos ali. E isso foi o que mais marcou, mas nesse sentido em termos de envolvimento, foi por aí (Vicente, Portugal).*

In turn, participants from the Brazilian focus group recognise that the Airbnb experience stimulates the perception of authenticity, however the Brazilians highlight that hosts should actively participate in the SP2PA experience. About these remarks, Ariano and Jorge explain:

NR 64: *Eu acho que isso depende muito, do que ela fala que é o anfitrião, se o anfitrião te der essa possibilidade, se você for com a mente aberta, beleza (Ariano, Brazil).*

NR 65: *Assim, eu acho que uma coisa interessante é que, uma das melhores anfitriãs que a gente teve foi uma menina em Bruxelas, só que como era um local de um acesso mais complicado ela decidiu pegar a gente na estação e andou com a gente uns quinze minutos e aí nesse tempo ela veio perguntando sobre a viagem, conversando com a gente, mostrando o que tinha ao redor do apartamento onde a gente ia ficar. Então, é assim, ela, em quinze a vinte minutos ela fez o papel de anfitriã, muito mais que a pessoa que eu passei quatro dias em Londres, no apartamento dele ... Então, eu volto a falar, depende de quanto o anfitrião está a fim de ser o seu guia, o mestre da sua viagem, como ela diz (Jorge, Brazil).*

Although Inês from Portugal explicitly admits that the length of stay does not influence the perception of authenticity, Brazilian participants highlight that perception of authenticity depends on tourist' available time. See what Clarisse says:

NR 66: *Eu acho que depende muito da situação, o Airbnb sem dúvida vai facilitar essa sua inserção do cotidiano, naquela área de que você está visitando, mas, por exemplo, se você está só querendo dormir aí, se vai passar só um dia, mas já está com todo o roteiro definido. As experiências que eu tive que eu mais vi como era viver aquela forma, eram as hospedagens que eu tinha mais tempo, porque eu via como o anfitrião vivia, e eu também via como a cidade funcionava ao redor (Clarisse, Brazil).*

By analysing all the questions of the focus group script, evidence was found about the influence of the dimensions of the tourist experience in SP2PA guests' perception of authenticity. Consistent with the coding pattern described in Table 5.4 (see Sub-section 5.4.1.4), the coding process of content analysis, and taking into consideration narratives expressing perception of authenticity, which are matched (co-occurrences) to the dimensions of tourist experience, this investigation found evidence that guests' perception of authenticity is more influenced by the aesthetic, social interaction, escape, and educative dimensions of the tourist experience. Indeed, learning opportunities (educative dimension) associated to perception of authenticity is imbued in many other dimensions, as will be detailed next.

i) Aesthetic experience and perception of authenticity

Among the participants' narratives, it was possible to observe a clear link between the aesthetic experience and perception of authenticity, induced by sight, taste and smell stimuli. The participants report that many aspects of the SP2PA decoration are linked to the destination resulting in perceptions of object-oriented authenticity. In this context, Rosa, from Portugal, perceives the picturesque flowers on the SP2PA balcony in Rome as very representative of the city and Inês observed little stones symbolizing the "Elfs"²² in every room of her SP2PA in Reykjavík, being thus immersed into Iceland's culture and having an opportunity of learning about this culture, influencing, thus, the perception of object-oriented authenticity. See what they refer to:

NR 67: Não sei mais o que eu hei de acrescentar, mas, nessa casa em Roma, sei lá, ela tinha uma varanda, uma marquise, cheia de flores por todo lado, lá isso não sei porque associava esse cenário, com a cidade Italiana, pronto. Todo jardim envolvia a rua, eram flores ou plantas por todo lado em Roma (Rosa, Portugal).

NR 68: Na Islândia eles tem as pedrinhas onde eles marcam os sítios dos Elfos, daqueles seres os Elfos eles têm um misticismo muito grande quando encontram um sítio que acham que é uma casa de um "Elfo" ou alguma coisa eles acreditam naquilo, põem numas torres as pedrinhas empilhadas, às vezes as pessoas põem essas pedrinhas em casa, por exemplo eu trouxe três pedrinhas e tenho três pedrinhas em minha casa, dentro de casa ou em qualquer lado, eles normalmente não colocam dentro de casa, aquilo é para decoração o que eles fazem é marcar um sítio, qualquer sítio, na rua, imagina tens um terreno, na natureza, não é, eles acham que ali moram um elfo eles marcam aquele sítio e depois não pode construir ali, já houve casos de não se poder construir ali por exemplo uma casa (Inês, Portugal).

Still regarding visual stimuli, guests use to admire details of the SP2PA decoration, developing perceptions of well-being or feeling at home, characterizing a spontaneous, relaxed and true hospitality. In addition, participants also recognize that SP2PA decoration

²² "Mythology: The name of a class of supernatural beings, in early Teutonic belief supposed to possess formidable magic powers, exercised variously for the benefit or injury of mankind." Elf: (1991). Simpson, J.A.; Weiner, E.S.C. *The Oxford English Dictionary*. (p. 138, 2nd, v. V).

is a mirror of the hosts' personality, leading to a sense of identity. This atmosphere leads guests to a perception of existential authenticity. Inês, from Portugal, highlights this authentic experience staying in a SP2PA in Reikjavík and Clarisse detailed whether she "felt at ease" during her Brooklyn SP2PA experience. They say:

NR 69: *Mas a casa era mesmo "dele", as coisas eram muito bem escolhidas e eles têm as casas super acolhedoras tanto numa como na outra, mas na primeira, na que tinha o gato, era mesmo uma casa que sentia que era mesmo "casa" era mesmo uma casinha, quentinha e acolhedora e pronto, sentimos mesmo, mesmo em casa (Inês, Portugal).*

NR 70: *E na viagem de Nova York, no Brooklyn, era bem pequenininho o apartamento, mas tinha a sala com uma iluminação muito bonita e vários "posters". Assim, eram coisas pequeninhas, assim, mas lotaaaada a parede então fiquei muito tempo olhando ali. Eu estava entusiasmada, eu estava à vontade, agente conversou com ele, chamamos ele para sair. Eu estava bem, super à vontade! Não me senti incomodada, de forma alguma. O banheiro não estava assim completamente limpo o que me deixou à vontade para sujar mais (Clarisse, Brazil).*

Similarly, participants had opportunity to taste local gastronomy. This perceived authenticity was generously offered by their hosts, however, guests also have this perception visiting places recommended by the hosts. The next narratives outline a co-occurrence between aesthetic-taste experience and perception of object-oriented authenticity:

NR 71: *E então fui agora há um ano a Roma e por acaso, pronto, escolhemos a casa eu e a minha namorada, pronto, e o senhor era chefe de cozinha, (risos), era italiano, trabalhava em uma pizzaria lá muito boa, e então, por acaso, tivemos sorte, que foi no dia em que ele estava de folga e, entretanto, ia cozinhar, estava a amassar a massa e convidou-nos a ficar para jantar com ele e foi espetacular e pronto é este contato que é completamente diferente (Camilo, Portugal).*

NR 72: *No Sul, na casa do anfitrião, tinha mate, ele fazia chá mate, para mim. Eu não conhecia esse costume do Sul, era totalmente leiga, tinha os instrumentos lá e ele fazia. Isso para mim é muito característico do sul do Brasil (Raquel, Brazil).*

Moreover, the participants were marked by typical smells of destinations, suggesting perceptions of authentic experience. In this sense, Rosa expressed her delight about the Italian food and the unique smell of Italian coffee prepared by her host for the breakfast. The very authentic experience was perceived by Inês in Reykjavík as the shower water of the SP2PA smelt like spoiled eggs. The host explained her about this peculiarity in Iceland houses, bearing in mind that they were on a volcanic island. Once again, a learning opportunity influences the perception of authenticity in this experience.

NR 73: *E depois pronto, o sabor da comida em Itália completamente diferente, foi muito giro, foi uma experiência espetacular! Lembro do cheiro a café ao pequeno almoço, café italiano, pronto, que ela preparava (Rosa, Portugal).*

NR 74: *A experiência que eu tive nesse caso mais sensorial, foi o cheiro da água de ovos estragados, depois habituamos, mas como foi o primeiro momento foi um choque, mas isso é*

mesmo assim, explicou-nos o host. Será que depois de tomar banho ficamos a cheirar isso? Mas depois aquilo passa, aquela sensação, mas é mesmo assim (Inês, Portugal).

Interestingly, Cecília from Brazil recognizes not only the smell sense as associated to the SP2PA surroundings, but also a set of other stimuli:

NR 75: A de Barcelona era extremamente bairro gótico. Eu fiquei no bairro gótico. Eu entrei na casa, era uma casa escura, fria, húmida, era muito bairro gótico ali. A casa era tudo escuro, as luzes eram escuras e tinha cheiro de incenso a casa era muito tipo assim (Cecília, Brazil).

ii) Social interaction and perception of authenticity

In very different ways, among the narratives analysed, the participants' perception of authenticity is suggested to be associated with the "social interaction" experience. As suggested before, an intimate atmosphere characterizes the relationship between hosts and guests. In this welcome hospitality, affinities, empathy and identity emerge, then, guests feel more spontaneous and relaxed, perceiving a sense of existential authenticity. This can be observed in the experience Fernando had in a SP2PA in Copenhagen:

NR 76: Eu acho que essencialmente é isso, permite-nos potenciar a capacidade de conhecermos uma cultura, aspetos culturais falados na primeira pessoa, não é? Não aquela coisa turística do ver. Ali há uma pessoa que fala da sua experiência, até pessoal ou profissional. Em uma das conversas que eu tive com eles os dois, falavam também da questão profissional, eles não eram dali, eram mais do sul da Dinamarca e que tinham ido para lá estudar, mas, entretanto, ela tinha agora arranjado um emprego, justamente da cidade onde eles eram e tinham que ir e vir todos os dias. Pronto, e é isso, acho que nos permite é conhecer as pessoas, a cultura e o dia a dia delas, acho que é isso, permite essa maior aproximação local, essencialmente é isso! (Fernando, Portugal).

In terms of relations with people living in the SP2PA surrounds, participants mention they enjoyed going to ordinary places such as local coffeeshops, bakeries, and supermarkets where they could talk to employees and other people from local community. These genuine contacts encourage SP2PA guests to feel immersed in the day routine of SP2PA surroundings, perceiving the lifestyle of the destinations' neighbourhoods. Thereby, guests have perceptions of existential authenticity since they are engaged in genuine and distinctive contacts with local people and they can feel very relaxed, casual and spontaneous. This can be confirmed in Jose's narrative about his general preferences in terms of social interaction at the destination and subsequent perceptions of genuine life. He also confesses to be interested in understanding the lifestyle of neighbourhoods by interacting with local people. In turn, Ariano, from Brazil, reports funny interactions with local people, making himself comfortable when going to ordinary places, such as a supermarket, groceries, etc.:

NR 77: Eu era assim, outros turistas eu não costumo encontrar muito porque geralmente para os sítios onde escolho ir, não são sítios realmente turísticos, e agora em termos de vizinhos e comunidades locais, eu gosto muito de falar com elas, gosto de perceber a vida daquela parte da cidade (José, Portugal).

NR 78: *Eu acho que é assim, Airbnb para mim é sempre economia, então é assim, quando a gente viaja a gente nunca vai jantar na região, é sempre comprar na padaria ou no mercadinho perto então para mim é sempre essa interação mais com o pessoal da padaria, mercadinho. Inclusive, eu acho que foi, em Berlin, não sei, que a gente também ficou no Airbnb, que o padeiro, ou o atendente da padaria, que no terceiro ou quarto dia, ele sentiu à vontade para falar, tirar onda da cara da gente por ser brasileiro, ai viu que eu estava com a camisa da Inglaterra, piorou mais ainda a tiração de onda da minha cara, eu estava com um casaco de Amsterdão, ele tirou onda também, então assim termina essa interação com o pessoal da redondeza, principalmente desses mercadinhos locais, sabe, dessa coisa mais local, de comida principalmente (Ariano, Brazil).*

Narratives also illustrate the opportunities of guests to contact with local people when participating in joint activities with hosts. In this case, hosts act as cultural brokers for the guests within the SP2PA surrounds. Joining the host in a commemorative party in Lavapiés (Madrid), José had the opportunity to get in touch with a specific reality in Madrid, feeling immersed in the community way of life:

NR 79: *Estamos completamente dentro da sociedade, por acaso eu tenho uma pequenina história que me aconteceu em Madrid. Uma das vezes que fui, eu fiquei em "Laviapiés" que é um bairro criativo de Madrid, um bairro muito étnico, muitos hispânicos da América Latina ... e por acaso foi engraçado, porque era um fim de semana que eu passei, só que estava a haver um jogo de futebol que era Real Madrid e Barcelona nesse dia. E o Real Madrid ganhou, portanto, foi a noite toda a festejar e nós acabamos por ir para o meio deles, portanto foi uma experiência espetacular, ..., ficamos no meio deles, ali no bairrinho, houve a festa, nós fomos para festa. foi uma experiência espetacular (José, Portugal)*

In addition, Cora reported a case experienced by his boyfriend who stayed in an Airbnb in São Paulo (Brazil) and he had authentic meetings with local people by engaging in joint activities with the host:

NR 80: *Um anfitrião nativo facilita isso. Meu namorado uma vez foi para São Paulo e ficou num Airbnb. Ai meu Deus!!! Amou!! Porque lá receberam ele, convidaram para jantar, convidaram para festas, (Jorge: apresentaram as amigas para ele) Não!!!! Não isso não!!! (Clarisse: mas ele é não é brasileiro?) Não! Ele é espanhol. Ficou: Ah!! Mas o Brasil é maravilhoso, dizia ele! Mas assim, a experiência dele foi mesmo com os nativos. Mesmo que seja uma pessoa mais fechada, mas, se ele for nativo daquele lugar ele vai te apresentar o que é aquilo ali (Cora, Brazil).*

iii) Escape-experience and perception of authenticity

By exploring the participants' narratives, one may find that escape experiences and perception of authenticity, particularly that of existential authenticity, are very close in their nature, since they have in common subjective aspects such as identity, self-values, and self-realization. Associations between escape-experience and perception of authenticity arise among the focus group participants within narratives describing guests seeking for identity, immersing in a different culture and paying attention to and being inspired by hosts' lifestyle. Specially for seeking identity, Rosa attempted to choose a SP2PA according to the host profile and the image reflected by the SP2PA into her sense of identification. In this

way, Rosa concludes that she had achieved a feeling of being herself, living naturally at the chosen SP2PA:

NR 81: *Eu estava a dizer que é, por exemplo, tu interages em uma casa e pá ao sentires que realmente que vivias ali e que podia ser a tua casa, ou gostavas quando tu vais selecionar a casa para onde vais e lês o perfil da pessoa ou vês o tipo de imagem, já estás a escolher, no caso dos hotéis embora haja hotéis muito diferentes, pelo ao menos para mim aqueles em que eu gostaria de estar ou ter uma experiência são absurdamente caros, não dá, porque os mais normais são todos horrorosos, são horríveis mesmo, com aquelas alcatifas, aquele cheiro, aquelas coisas todas, horrível, e pronto e por isso no momento de selecionar uma casa para ficar, também já escolhemos um bocado o perfil, e a casa a nossa imagem e por isso dá esta sensação de, eu viveria aqui (Rosa, Portugal).*

The escape experience by perceiving identification, which leads to feeling free, comfortable and spontaneous as a perception of existential authenticity is additionally viewed in Inês's narratives explaining her self-references and the sense of identity she had developed, leading her to conclude she would live in the SP2PA she stayed in Reykjavík:

NR 82: *E o Airbnb permite realmente esse sentimento, que é, e se, eu morasse aqui? Que é o bom que eu acho que é fixe, porque realmente dá-nos essa sensação e vamos para casa, as pessoas ao fim do dia vão para casa, não é? E podes ir para casa, estar ali no sofá, enquanto no hotel se calhar retardava a ida ao fim do dia, demorava um bocadinho mais em outros sítios porque no hotel só se vai para dormir, enquanto se estivermos naquela casa se sentir confortável, vais cozinhar e vais estar e vais beber um copo de vinho ou ir até ao jardim (Inês, Portugal).*

In terms of immersion in a different culture, Fernando explains that cultural exchanges in the SP2PA made himself comfortable, and this can be associated to feelings of existential authenticity. Moreover, he comments about the transformational experience he had by changing the perspectives about himself and about the world, revising his belief system each time he stays in a SP2PA. This experience also makes him to diverge to a new self, wishing to live an abroad experience:

NR 83: *Eu acho que a partir do momento em que nós entramos em contato com outras culturas, eu absorvo muito, aprendo, não é? Evoluo, há coisas que eu vejo que são interessantes na cultura ou nas próprias pessoas, até podem ser portuguesas, não interessa! Seja contato com outras pessoas, com pessoas novas, estimula sempre alguns elementos, um crescimento ... Obviamente com o Airbnb mudei sempre, mudou se calhar minha vontade maior de ter uma experiência no país, viver fora, em alguns dos países que já visitei, outros mais outros menos, senti-me a vontade e acho essencialmente que muda isso, muda a perspetiva que nós temos do mundo, mas é minha experiência pessoal que falo, não é? Muda a minha perspetiva do mundo, perspetiva das pessoas. Ou seja, o Airbnb, permite que haja logo ali aquela aproximação com a pessoa local, não é? Criou-se dali uma relação (Fernando, Portugal).*

iv) Affective experience and perception of authenticity

By directly asking which emotions the focus groups participants felt, little evidence was found comprising the links between the affective experience and perception of authenticity. Only Lygia's and Inês's narratives report spontaneous expressions of positive emotions,

such as happiness, pleasure and empathy while describing the existential authenticity by “feeling at ease” or having sensations of “being at home” by staying in the P2PA.

NR 84: *Tem haver com o país e não sei, eu acho que eu já sentia uma **empatia grande** pela aquela cultura, aquele país, então senti mesmo muito bem, morava ali na boa, não tive aqueles dias de verão, mesmo que, toda noite era dia, é verdade, mas sentia-me bem, e eu escolhi para ir naquela altura, não é? (risos) ... o Airbnb permite realmente esse sentimento, que é, e se, eu morasse aqui? **Que é o bom que eu acho que é fixe**, porque realmente dá-nos essa sensação e vamos para casa, as pessoas ao fim do dia vão para casa, não é? (Inês, Portugal)*

NR 85: *Eu acho que você só vem a colaborar com o que vou falar aqui, que o importante não é o local, assim, no fundo no fundo quando se tira todas as camadas o que fica na gente é o contato, a **emoção em mim, é felicidade, por ter encontrado uma família, por exemplo a da República Dominicana, que eu dancei, que eu me sentia em casa, felicidade**, o contato, que me trouxe felicidade (Lygia, Brazil).*

Apart from the direct question about the affective dimension in the focus group script, spontaneous emotional reactions showed by the participants in the contexts of perception of authenticity are found in some narratives. There is evidence of the link between the affective dimension of the tourist experience and perception of authenticity, for example, in the previous excerpt showing Ariano from Brazil having pleasant moments interacting with employees of local commerce in Amsterdam and Berlin (see NR 78). Similarly, when Cecília reports her experience of interacting with the lady, owner of the little coffeeshop close to her SP2PA, to whom she felt empathy. She explains:

NR 86: *Em Portugal eu descia do meu Airbnb sempre para pegar café no mesmo lugar. E aí, saía para andar porque eu preciso de café para começar meu dia. **Aí, eu descia e a sonhorazinha era um amorzinho**: “Ah o que você visitou?” (Moderador: isso era com a dona do café?) Sim, a dona do café!! Mas era um café muito pequeno, eu nem comia lá era só o café mesmo (Cecília, Brazil).*

To experience the authentic hosts’ lifestyle sometimes includes paying attention to hosts’ pets and for those guests who do not have intimacies with animal care, this can result in negative emotions, such as the following narrative expressed by Rosa:

NR 87: *Sim, estava, mas isso não foi um problema para mim, não, as tantas o gato vomitou no corredor e eu fui lá chamá-la **aflita** a pensar que o gato podia estar mal e afinal é normal “Estava a largar bola de pelo, é normal, diz Fernando”. (Rosa, Portugal)*

Still, living the authentic hosts’ lifestyle may result in surprising emotions. José reported an unusual, funny situation he had experienced in Cologne, Germany:

NR 88: *Eu posso contar uma história muito **engraçada**. Nesta última viagem minha à Colônia, na Alemanha, em que nós chegamos depois de uma enorme tempestade de neve, nós chegamos a casa e deparamos com um homem de dois metros e cinco, dois metros e seis... Era muito, muito grande, mesmo, forte (risos), em que me diz assim, “Não se preocupem comigo que eu bebo muito durante a noite e eu acabo por dormir muito com a bebida, nem ouço nada”. ...ele disse-nos aquilo para nos descansar que nós podíamos fazer o barulho todo que fosse possível. E até teve uma coisa engraçada, na segunda noite que chegamos lá e ele estava outra vez deitado no sofá com a garrafa na mão, e nós já estávamos deitados na cama para dormir, e dá um curto circuito no apartamento, foi a luz toda abaixo, foi tudo abaixo e o robô do aspirador dele ligou*

com o curto circuito, então aquilo ligou o robô e nós assustamos, a tomada deu faísca e eu levantei-me para ir no quadro ver o que se passava, saio cá para fora e estava o robô a andar e eu fiquei a olhar para o robô (risos) olho para sala e ele continuava a dormir normalmente como se nada fosse. E eu, o que eu posso fazer aqui? ... Ou seja o homem não viu mesmo. E foi engraçado!! (José, Portugal).

Once again, in these narratives participants are recalling their experiences and report, sometimes indirectly, the mentioned emotions.

v) The influence of education and entertainment on the perception of authenticity

The quality of the influence of ‘educative’ and ‘entertainment’ dimensions on the perception of authenticity cannot be neglected. In a perspective of object-oriented (objective) authenticity, see, for instance, Camilo, who details his experience in the countryside of Portugal, where the SP2PA’ neighbours showed him an old “lagar”²³ and he learnt about its operation and felt entertained observing the local inhabitants interacting with foreign tourists:

NR 89: Eu, fui agora na Páscoa em Mortágua, ficamos pronto num Airbnb, aquilo é em uma vila, tem trinta pessoas (risos) é uma aldeia, as casas são todas feitas em pedra e depois, pronto, havia ali umas velhotas vizinhas então de manhã as senhoras foram lá mostrar um lagar que existe perto da aldeia e pronto fomos, descemos a rua, foram-nos mostrar o lagar, mostrar como era o funcionamento do lagar antigamente e então foi muito interessante, e depois até estavam na casa ao lado uns estrangeiros e a senhora a comunicar com eles, pronto em linguagem gestual (Camilo, Portugal).

In turn, Ariano explained he learnt a lot about hosts’ lifestyle paying attention to SP2PA details:

NR 90: A gente reconhece alguns hábitos como, em Londres, não tinha lixeira no banheiro, até eu entender que o papel do banheiro você joga dentro da privada, então foi alguns dias, assim, o que eu faço com esse papel?! (risos)... esses hábitos, essas pequenas coisas, eu acho que elas te levam a conhecer um pouquinho mais do outro, eu acho que isso, talvez seja o que eu levei de conhecimento, alguns desses hábitos pequenos (Ariano, Brazil).

By the previous analysis, the potential link between the SP2PA experience and guests’ perception of authenticity becomes clear.

6.2.1.4.2 The influence of the tourist experience on destination attachment

The focus group participants were requested to discuss whether the SP2PA experience contributes to a sense of destination attachment. As mentioned in Chapter Four (section 4.3), destination attachment has been portrayed by two dimensions: ‘destination identity’

²³ According to Wikipedia, “lagar” is the place where you step on fruits to separate their liquid part from the solid mass, such as olives to make olive oil or grapes to make wine. By extension of meaning is also the place where the mechanical apparatus to squeeze fruits.

and 'destination dependence'. By analysing the narratives related to the specific question of the focus group script about destination attachment, Portuguese and Brazilians respondents were unanimous in the affirmation that bonds to destinations may arise through the SP2PA experience by the sense of identification with the place and its people and bonds created by achieving their needs at the destination. For instance, although Inês visited Iceland during the summer, when the country is not so warm compared to Portugal, and the night-times are short, she felt very good and natural, and the SP2PA contributed to evoke feelings of being at home and of well-being. Still, Inês also reported that she would live in Iceland, which probably means that she felt attached to this destination through a sense of identification with the place and its people. She says:

NR 91: *Tem a ver com o país e não sei, eu acho que eu já sentia uma empatia grande pela aquela cultura, aquele país, então senti mesmo muito bem, morava ali na boa, não tive aqueles dias de verão, mesmo que, toda noite era dia, é verdade, mas sentia-me bem, e eu escolhi para ir naquela altura, não é?. ... e o Airbnb permite realmente esse sentimento, que é, e se, eu morasse aqui? (Inês, Portugal).*

From Raquel's point of view, the SP2PA escape and aesthetic experiences, enhanced by the feeling of being at home and immersed in local lifestyle by doing the same things local people used to do, and tasting typical food and beverages, induced her feelings of attachment to the destination by feeling close to its identity, as she commented:

NR 92: *Eu acho que para mim, facilita ligar-se ao destino no "me sentir em casa", eu acho que é mais, pelo ao menos nas experiências que eu tive, me deu mais essa sensação de aconchego, por eu me sentir mais acolhida, eu me senti mais ligada ao destino, as coisas que eu fiz, que eu me senti parte e assim, identificar algumas coisas daquele destino, no lugar, por exemplo, como o mate, que para mim, eu pensava no Sul e associava isso e encontrei isso em um casa que provavelmente eu não encontraria em um hotel, isso me fez assim bem próxima a realidade do lugar e sempre eu lembro da experiência como uma pessoa local, assim, ahhhh eu fazia coisas que a pessoa de lá fazia, pegava ônibus, eu ia ao supermercado, então eu acho que essa coisa de me sentir acolhida mesmo, sentir em casa (Raquel, Brasil).*

The aesthetic-sensorial stimuli can also induce guests to a sense of destination identity. By wandering at the SP2PA surroundings, recognizing SP2PA decoration elements very associated to the destination, or when tasting traditional food offered by their hosts, such experiences may be considered as opportunities for guests to develop a sense of personal identification with the destination. Before going to New York, Clarisse had a previous image from the Brooklyn neighbourhood, specially induced by the movies she had watched. When she arrived there, she could recognize several elements confirming her previous image, associated to houses' styles, the typical ethnicity of residents, the general aesthetics of the SP2PA surroundings. To a certain extent, she felt free to do what she wanted to do, inclusively inviting her hosts to have a beer in the next bar. Fulfilled by this experience in a more personal way, a sense of attachment to Brooklyn, associated to the place's identity may have arisen. She explains:

NR 93: *Igual eu fui para o Brooklyn, e o Brooklyn era aquele bairro tudo certinho. Nossa, então eu fiquei naquela casinha toda bonitinha, assim, aqueles negros, ainda tem, ainda tem aquelas pessoas que são dali. Então isso é ficar naquela casinha, descer aquelas escadinhas, que é de filme, não é? E ainda mais para gente que é brasileiro, é tão bom. É tão bonito, você sentar ali e fumar um cigarro, sabe, circular ali no bairro, é diferente de um hotel. Você estava na casa de um morador do Brooklyn, eles eram artistas ali, então, meio loucos e eu ah vamos tomar uma cerveja? E eu achava que nunca iriam. Ah sim vamos! (responderam os anfitriões). Então acho isso interessante. A partir do momento que você está numa casa que alguém te dá uma dica, tua interferência ali muda no bairro, você percorre outro caminho que seria diferente se fosse partir do hotel, não é? (Clarisse, Brazil)*

By interpreting the narratives, cases in which participants report their own reasons to travel to a specific destination are observed. According to participants' narratives, destination dependence is suggested to be a result of aesthetics and social interaction. José explains that the last time he went to Madrid, he wished to meet some people again, strengthening friendship ties, and to visit again some specific places. These friendships ties, developed in a particular destination context, may thus result in place dependence. He says:

NR 94: *Eu disse-lhe que a princípio ia para Benidorm nestas férias e que ia passar por Madrid uns dois dias, porque tem lá pessoas que criei laços de amizade, certos lugares que eu quero voltar a ver (José, Portugal).*

6.2.1.4.3 *The tourist experience, perception of authenticity, destination attachment and their impact on destination and SP2PA loyalties*

In this study, loyalty is analysed in terms of revisiting and recommending both, the SP2PA and the destinations. In this sense, focus group participants were requested to answer the following questions: *Why do you recommend or will you revisit the SP2PA?* Overall, participants focused their answers on two major reasons: Utilitarian and experiential reasons. The former is regarded to the economic value offered by the SP2PA, the security, the convenience, and the diversity of contexts (leisure, business, being in transit) the SP2PA is suitable for. The perceived "value for money" results in recommending and revisiting the SP2PA. The participants also recommend the SP2PA for any length of stay, from the shortest to the longest ones. The latter reason is focused on values associated with the SP2PA experience. It is worth mentioning that specially the "escape" experience is observed when participants intend to recommend the SP2PA. Participants observing this relation believe people should try a new and different experience, deemed as an opportunity of changing beliefs and world views. Jorge, from Brazil, emphasizes this feature of 'escape' experiences when he explained why he recommends the SP2PA:

NR 95: *Eu recomendaria de uma maneira geral, porque há várias possibilidades, você pode ficar em várias áreas de determinadas cidades, tem cidade que tem Airbnb em tudo que é quanto que você imaginar, vários tipos de hospedagem, você pode ficar em uma casinha, você pode ficar em um triplex gigantesco, mas dependendo da pessoa que eu fosse indicar, teria essa*

questão, de, se eu soubesse que essa pessoa era meio inflexível mesmo, aí eu diria, faz para ver se tu muda essa tua forma de pensar, de tu ver um mundo novo (Jorge, Brazil).

Sometimes, the loyalty to an SP2PA is not only an intention and becomes also a behaviour pattern in terms of repeating the visit to the same destination and staying in SP2PAs. At the beginning of the focus group interview he highlighted he had been to Madrid for five times, always staying in SP2PAs:

NR 96: Em termos de experiência boa, vou contar uma muito boa que tive recentemente em Madrid, já fiquei hospedado no Airbnb de Madrid cinco vezes, só que uma delas foi realmente espetacular (José, Portugal)

Besides escape, the social interaction experience was referred to by the participants as another reason which influences the intentions of recommending and revisiting the SP2PA. Lygia, from Brazil, explained that she wishes to revisit the SP2PA with her son due to the escape experience by immersion in the lifestyle of the host family and the intimate and cosy social interaction. She stresses:

NR 97: Assim, para mim, o Airbnb mudou a minha vida, porque eu tenho um filho, então tem um ditado assim, “cavalo dado não se olha os dentes”, então quando você viaja pelo Couchsurfing, você não pode cobrar segurança, você pode dormir em qualquer quarto, em qualquer canto, então agora, você pode ser viajante, nômade, enfim, explorador, então assim, eu tenho que desde cedo, começar com ele, não dá para viajar com ele fazendo Couchsurfing, então é assim, o Airbnb é uma plataforma que eu encontro uma forma de interação, mostrar a ele os hábitos daquela família, aquela cultura de vivenciar, procurar famílias que realmente acolham pessoas (Lygia, Brazil).

Motivated by the positive social interaction and aesthetic experiences she had, Inês explains why she recommends the SP2PA by the living together with a host from the local community and the possibility of selecting a home according to her preferable decoration, as she says:

NR 98: Escolhes o sítio que mais te convém, não escolhes o hotel que existe na cidade, escolhes o preço que mais te convém, escolhes a decoração da casa que mais te apetece ... E todo o resto é “plus”, ou seja, podes conhecer pessoas, podes conhecer o local, podes conviver eu acho que só tem vantagens. Muito embora eu perceba que não é para todos os estilos de pessoas. Mas eu recomendo, olha, não estas a marcar em um hotel, já viste o Airbnb? (Inês, Portugal).

Similarly, Vicente stresses that he loves eating when he travels, and he describes his taste and social interaction experiences in Italy to resume why he recommends this type of accommodation:

NR 99: Por exemplo, no caso de Itália era eu e mais três pessoas, depois tivemos sorte porque ele estava de folga e cozinhou para nós. É assim, era um quarto simples, pronto, ele foi de, acho que foi de Napoli, para lá. Houve um dia que chegamos à meia noite e meia e ele costuma chegar a casa sempre por volta da uma da manhã, pronto, aquele dia foi mesmo sorte, porque trabalha no hotel, não no restaurante, depois tem que estar a limpar ainda, pronto e ele disse que cozinha mas também quer limpar para ganhar mais dinheiro, é o que ele mesmo diz, e pronto, passa em casa pouco tempo, por isso que aluga ..., nós por acaso, ficamos lá quatro noites e foi assim que ele fez sempre, por isso recomendo mesmo, muito e toda gente que vai lá, quer lá ficar(risos), já recomendei a três pessoas, dois deles adoraram. Pronto, mas a casa por este aspeto é

espetacular, mas em termos de conforto, mais ou menos, pronto, mas o que conta lá é mesmo a experiência com ele, espetacular (Vicente, Portugal).

Ultimately, the rationale for participants to recommend and revisit the SP2PA is described as the extent to which participants perceive the authenticity in their SP2PA experiences. The influence of perception of authenticity on the SP2PA loyalty is directly expressed in the narratives or is underlying within some guests' narratives. About this topic, Fernando, Cecília, and Inês explain:

NR 100: *Já falei das questões todas. Também acho que é preço, conforto, autenticidade, simplicidade, facilidade, acho que são aspetos principais de segurança, no sentido em que o método de todo o processo é seguro, para mim é sempre recomendável (Fernando, Portugal).*

NR 101: *Eu acho que é recomendável porque você vai viver com locais, você não vai viver só com turistas, então você consegue realmente viver o local, então é a principal recomendação. Se você quer voltar aquele local é a hospedagem mais indicada. Porque você vai conhecer as pessoas do local, você vai conhecer o bairro local, você vai entrar mais na vida, na cultura daquele ambiente (Cecília, Brazil).*

NR 102: *Airbnb permite realmente esse sentimento, que é, e se, eu morasse aqui, que é o bom que eu acho que é fixe, porque realmente dá-nos essa sensação e vamos para casa, as pessoas ao fim do dia vão para casa, não é e podes ir para casa, só tenho sentimentos positivos e, quero regressar (Inês, Portugal).*

With regards to the influence of the SP2PA experience on destination loyalty, the participants were requested to answer the following question: *To what extent, does the SP2PA experience contribute to your intentions of revisiting the destination?* Most of the participants agree that the SP2PA experience has the potential of making tourists revisiting the destination. Nonetheless, one participant argues that the SP2PA experience has a neutral influence on revisiting the destination and another one remarks she prefers to visit different destinations instead of returning to the same one, however, she recognizes the potentiality of the SP2PA experience in contributing to the possibility for tourists to revisit the destination. In turn, another participant also recognizes this influence, because he tends to travel to the same destinations where he had satisfactory experiences. It is worth mentioning that although most participants recognize the SP2PA's potentiality to induce loyalty to destinations, the intention of returning to the same SP2PA is not unanimous. In case of revisiting the destination, some respondents mention they would seek a different SP2PA, because they wish to have a new experience, contacting a new host and visiting a new neighbourhood. About this point, Raquel explains:

NR 103: *Eu vejo como uma possibilidade, assim, o Airbnb como a gente já falou muito aqui, ele lhe dá essa possibilidade de não só voltar não só para aquela casa, mas voltar para outras casas: ah! Vi essa casa, me interessou muito, eu acho que vai ser legal porque eu já fui para esse destino e foi bom! Então eu acho que lhe dá essa possibilidade assim de experimentar, você já teve a oportunidade de experimentar o novo usando o Airbnb, mas você experimenta ainda mais, em um lugar que seria desconhecido, então eu acho que, essa coisa assim de estar sempre provando, sabe, é eu que eu voltaria (Raquel, Brazil).*

However, Raquel also recognizes that a satisfied aesthetic-experience would induce her to revisit the destination and stay in the same SP2PA. She mentions:

NR 104: *Teve uma experiência também, no Airbnb o de Maceió, eu voltaria, porque era uma opção, muito, muito barata, em um lugar incrível assim, era a beira mar em um condomínio incrível e atendia perfeitamente* (Raquel, Brazil).

In contrast, some participants reveal that they had revisited her/his host or have intentions to do so. According to some participants, the revisit to the same SP2PA, and obviously to the same destination, is mainly verified in those cases in which the guests developed an intimate relationship with the host and keep friendship over time. This evidence confirms the centrality of the social interaction experience in contributing to destination loyalty. For instance, when Lygia met her host Teresa (fictitious host name) in Toronto (Canada), they became very close friends. Now Lygia has a young son and she intends to come back to Toronto and to stay with her son at Teresa's SP2PA. Lygia says:

NR 105: *Aí, por exemplo, você tem um filho, no meu caso, né?! Falei do meu filho, na casa de Teresa, falei de meu filho, êitaaaa, vou viajar, vou apresentar Teresa a meu filho! As coisas se humanizaram, entendeu?!* (Lygia, Brazil).

When Inês refers to the contribution of the SP2PA experience for revisiting the destination, she mentions that the social network contributes to keep the close relationship between hosts and guests over time. Therefore, she feels attached to the destination because she immediately associates it to the host and she feels free to revisit the destination and stay again with the same host.

NR 106 *Tem mais haver com características. Eu só vou fazer aqui aquela ligação, quando falo das pessoas, o fato que o destino está associado a pessoa eu acho que esta história do voltar também está muito ligada a isto porque é como José dizia, epá, são contatos que nós criamos ali e passado um bocado, por exemplo, nunca vais ligar para o rececionista do hotel, não é? E aqui a coisa mais semelhante é ser amigos no Facebook, de repente está a malta toda a perguntar: "então quando é que voltas cá?" Ficas aqui em casa (risos) Isso seria o ideal, portanto no Airbnb estende para as relações pessoais e através das redes sociais e tudo, acho que pode promover esta ligação* (Inês, Portugal).

This context can also be confirmed by previously transcribed narratives (see NR 06) showing that José, from Portugal, feels attached to Madrid and he intends to revisit Madrid mainly because he wants to revisit his host. In this case, based on what José affirms in previously transcribed excerpts, a link between destination attachment and destination and SP2PA loyalties is also suggested. Considering these results, the links between the SP2PA experience and the loyalty to the destination and to the SP2PA put into evidence. Findings also suggest that perception of authenticity also influence loyalty to the destination and to the SP2PA. Although few narratives have provided insights into the link between destination attachment and loyalty to the destination and to the SP2PA, this link will be kept

in the proposed model of this study. Bearing these results in mind, Figure 6.3 synthesises the analysed relationships involved in destination and SP2PA loyalties.

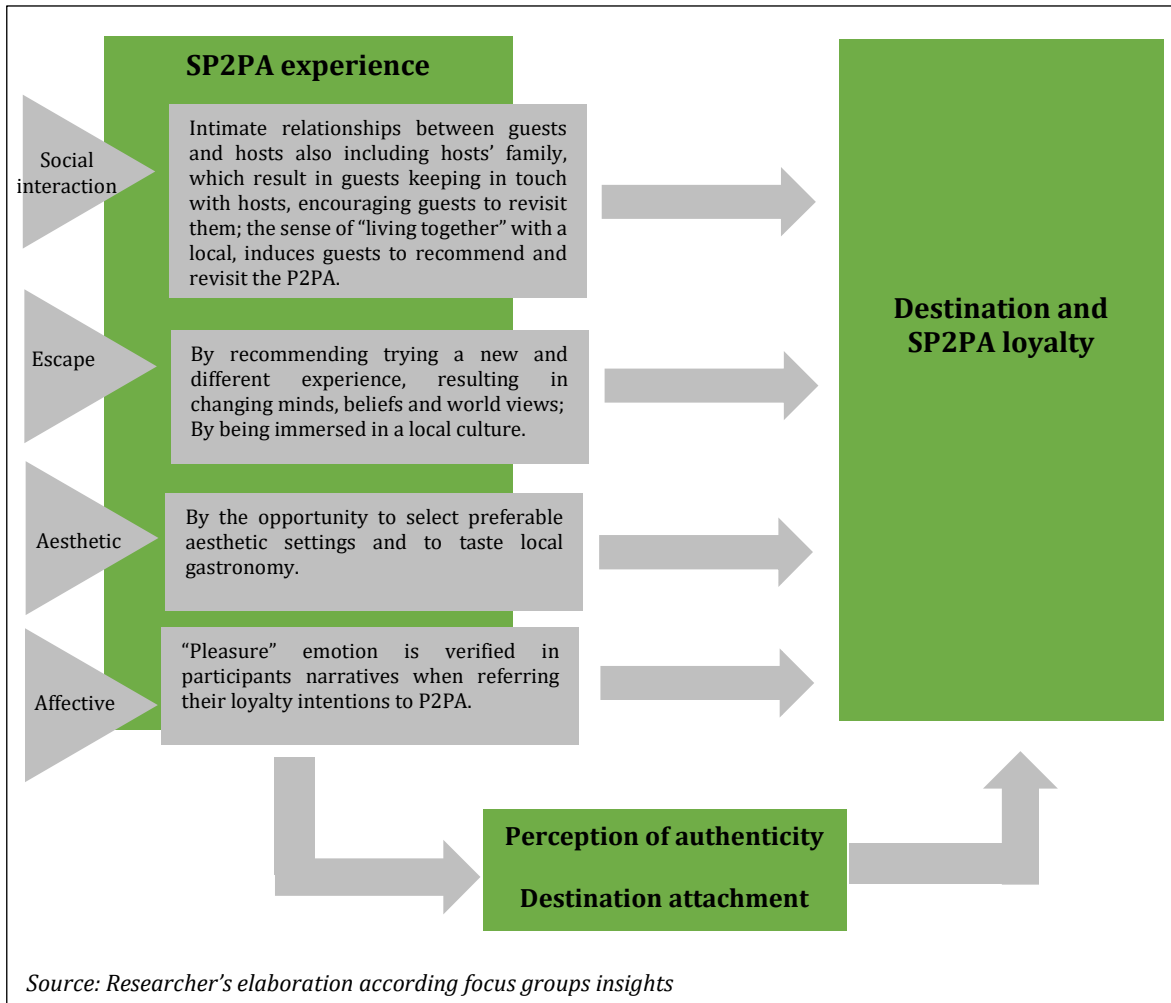


FIGURE 6.3

The links between the SP2PA guest experience, in its diverse dimensions, and destination and SP2PA loyalty, partially mediated by perception of authenticity and destination attachment

6.2.1.4.4 Relations between perception of authenticity and destination attachment

The literature review has shown that the relation between perception of authenticity and destination attachment is not particularly developed. Empirically, some studies demonstrated the influence of perception of authenticity on destination attachment formation (Jiang, Ramkissoon, Mavondo, & Feng, 2017; Ram, Bjork, & Weidenfeld, 2016; Ramkissoon, 2015). According to the narratives explored in Sub-section 6.2.1.3 (for instance, NR 67, NR 68, NR 76, NR 77, NR 81, NR 82, NR 84, NR 85, NR 86, NR 90) it was suggested that social interaction, escape, affective, educative and aesthetic experiences may lead SP2PA guests to a perception of authenticity, since guests evolve a sense of being more

natural and spontaneous at a destination and develop a process of identification with the SP2PA surroundings, which allows guests to feel at ease. See, for instance, the narrative exposed by Cecília about the experience she had in Brooklyn (a borough of *New York City*). A sense of destination identity emerged from the perception of authenticity she had.

Similarly, Cora, regarding her experience in Palma de Mallorca, agrees that interacting with local people reflects on the sense of an authentic experience. Hence, a sense of destination identity arises because local people help tourists find exactly what they desire to do at the destinations, co-creating, thus, their desired place experiences. Therefore, guests may perceive authenticity in a more personal way contributing to strengthening their attachment to destinations. She says:

NR 107: *Eu acho que a principal diferença é que nem ele falou, que é, o turista agora, a gente como turista está buscando essa autenticidade, porque se a gente for olhar para o setor tradicional do turismo, ele vai sempre oferecer aquele pacote pronto, você vai chegar no hotel, você vai ter tais passeios para fazer, tais cantos para conhecer, os restaurantes que eles vão propor para você ir, vão ter parceria com os hotéis, sempre vai ser aquilo, então, eu vou para um canto e fico em tal hotel, você vai uma semana depois, você vai fazer as mesmas coisas que eu fiz. E se você for por exemplo, por outra proposta de você tentar ser um cidadão da cidade, ver como as pessoas vivem realmente, é totalmente diferente, porque você vai sem expectativa nenhuma, você mesmo fazer o seu roteiro, conhecendo as pessoas lá na hora, e conversando com a mulher da padaria, a mulher vai indicar alguma coisa, então você vai mais ao encontro, eu acho que a diferença seria essa, uma busca diferente do que você quer na cidade (Cora, Brazil).*

Finally, insights from the analysed narratives on this topic and on the previous one suggest that the dimensions of SP2PA guest experience influence differently each dimension of destination attachment. Findings also suggest the influence of the tourist experience on perception of authenticity and the link between perception of authenticity and destination attachment. Figure 6.4 illustrates the correspondent links here presented, showing the most prominent dimensions of the SP2PA guest experience influencing destination attachment.

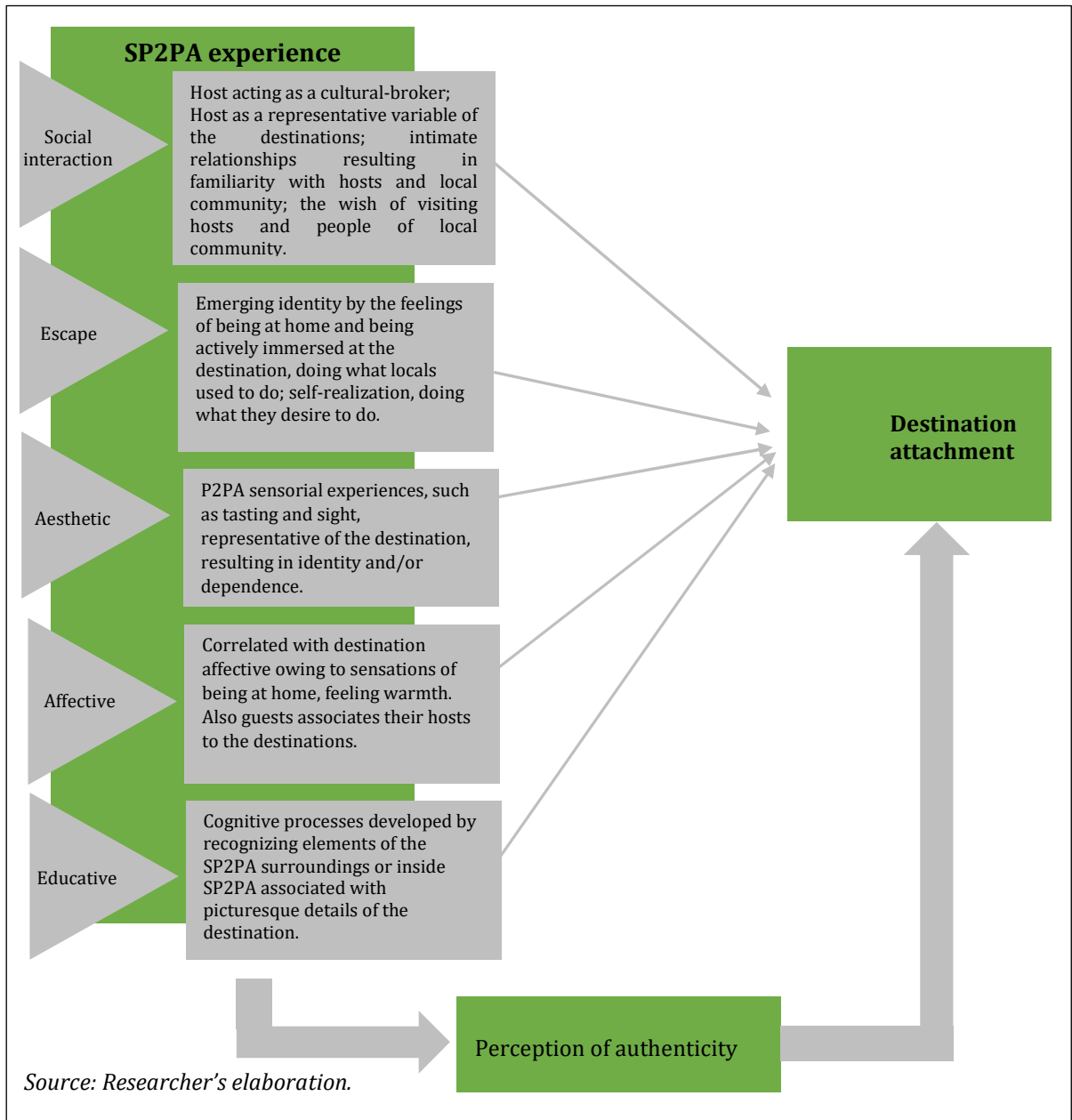


FIGURE 6.4
The influence of the dimensions of the P2PA guest experience on destination attachment, partially mediated by the perception of authenticity

6.2.1.5 New insights from the focus groups

The focus groups brought to light through many pieces of evidence about the relationships between the constructs under analysis and, thus, provided a better understanding of the nature of these constructs according to the tourist experience associated to SP2PAs. Initially, these relationships emerged from the literature, as was detailed in Chapter Three

and Chapter Four. However, based on the exploratory findings, new insights emerged, introducing new dimensions to the SP2PA guest experience and a new proposition of sub-dimensions to be considered in some analysed dimensions, as will be shown next.

6.2.1.5.1 New experience dimensions for a better understanding of the SP2PA guest experience

Although Pine and Gilmore's framework considers 'escape', 'entertainment', 'educational' and 'aesthetic' as the main dimensions of the tourist experience, this exploratory study also indicates the relevance of 'social interaction' and an 'affective' dimension for the SP2PA guest experience, this finding being in line with previous studies discussing the tourist experience. Indeed, 'social interaction' and 'affective experience' are close to the experience dimensions 'relate' and 'feel' suggested by Schmitt's (1999) experiential marketing framework. Therefore, this study attempts to make a more comprehensive description of the tourist experience proposing a holistic multidimensional framework comprising both Pine and Gilmore's (1999) and Schmitt's (1999) approaches. Additionally, the exploratory analysis also revealed the emergence of one specific dimension for mapping the SP2PA guest experience, namely what is here designed as 'sharing experience' (see Sub-section 5.4.2.1.1). By this way, this study attempts to provide a better understanding of the tourist experience in sharing economy services by introducing an additional dimension that is suggested to additionally influence some outcomes of the tourist experience, such as destination attachment, the perception of authenticity and loyalty.

The underpinnings of sharing economy, as discussed in Chapter Two, are not recent, however, the ethos of sharing has become popular since several online start-ups have enabled more and more individuals to be customers of person-to-person services. In hospitality, millions of tourists worldwide are using different types of SP2PA, as shown in Figure 2.1 (Chapter Two, Sub-section 2.3.1), namely the 'non-monetized SP2PA', such as Couchsurfing; and the monetized SP2PA', a format under which two types of accommodation are provided: the shared peer-to-peer accommodation (when the host lives in the spot shared with the guests, this format beign the focus of this study) and those 'non-host-shared accommodations', deemed as similar to traditional rental accommodation contexts, since the host does not live in the same spot shared with the guests. According to Belk's (2014) framework, which describes the spectrum of sharing economy services, Couchsurfing is situated in the 'true sharing' pole of the spectrum, while 'non-host-shared accommodation' is situated on the opposite pole of the spectrum, labeled as 'false sharing'. The shared peer-to-peer accommodation is placed between these poles as an intermediate

category. It is worth mentioning that although also in the latter category one might find distinct situations: one where hosts are individuals or families that rent out one or a few flats or houses, being still closely accompanying guests during their stay, if desired, while other more massified arrangements, typically provided by companies as a large-scale investment, may not present such proximity.

In this context, attitudes and behaviours like reciprocity, enjoying to help and feeling part of a community are frequently observed in the participants' narratives, revealing that SP2PA guests may be imbued by the sharing and communion ('communitas') mindsets. Therefore, it can be argued that the emerging sharing ethos in SP2PA outlines a specific dimension of the SP2PA guest experience and, in this study, this experience will be labeled by the term "sharing experience". Table 6.6 shows several narratives figuring the nature of this 'sharing experience' for the SP2PA.

TABLE 6.6
Examples of narratives characterizing the 'sharing experience' dimension

Observed subdimensions for the 'sharing experience' dimension	Narratives
Reciprocity	<p>NR 108: Ou seja, o Airbnb, permite que haja logo ali aquela aproximação com a pessoa local, não é? Criou-se dali uma relação. Neste último, no caso de Copenhaga, o gajo tinha estado em Portugal em Dezembro e ficou em Lisboa, e eu disse que quando quiseres voltar a Portugal podes ficar em minha casa no Porto, ficas na sala pronto (risos). Ele disse, tudo bem. Mantemos contato, um olá! Tudo bem? Ou seja, se ele quiser vir, vem, está à vontade, aí já mudou qualquer coisa, porque já há mais uma pessoa no círculo de contatos, acho que essencialmente é isso, e muda isso e muda a perspectiva obviamente das viagens, não é? (Fernando, Portugal).</p> <p>NR 109: Eu me lembro dessa troca de experiências no México. Era uma bebida, água de lichia" ... Ah! Foi uma bebida que tinha lichia, ele não sabia o que era lichia, nunca tinha comido aí foi uma troca legal e deve ter sido uma boa experiência para ele, e também por ter a oportunidade de conhecer uma fruta que ele nunca tinha experimentado. "Moderador: - Vocês levaram daqui a lichia? Não! A gente comprou no mercado de lá (Clarisse, Brazil).</p> <hr/> <p>NR 110: Eu gosto de compartilhar cerveja, eu julgo de bom grado compartilhar cerveja com quem está comigo (Ariano, Brazil).</p> <p>NR 111: Mal chegamos à casa, pronto, tinha logo um cesto de boas vindas, com um cálice, um copo de poncha (risos) e um bolo lá típico, muito bom! E depois até acabou por jantar conosco, comigo e com a minha namorada, convidamos o senhor para jantar, era um rapaz novo e foi jantar conosco a um restaurante de uns primos que eu tenho na Madeira, e pronto, foi muito giro! E ele agora vem daqui a uma semana e meia para Coimbra e então eu vou estar com ele. [o senhor da Madeira? pergunta o moderador] Sim! [responde Vicente]. (Vicente, Portugal).</p>

Feeling part of a community

NR112: Mas o que eu gostei bastante assim é que tinha alguns lugares é que eu fazia janta aí sobrava, aí fazia eu e meu namorado e sobrava janta, aí deixava um recadinho. Por que você faz jantas 9h da noite e o anfitrião já está no quarto e não vai mais sair então eu deixava um recadinho na geladeira, oh tem comida, come! E toda vez eu saía voltava eles tinham comido (risos). Acho que é uma troca assim, aí eu fazia, sobrou deixava, aí sempre comiam. Eu recomendo ficar num Airbnb (Raquel, Brasil).

NR 113: Não faço propriamente reposição, nós vamos cozinhando, não é, usamos a casa para cozinhar e o que já não vamos usar, não é, deixámos e já compramos e não cobramos a conta a dizer, olha só vamos comer isto, não vamos comprar mais. “Também já fiz isto” (diz Fernando). “É uma forma de retribuir” (Rosa, Portugal).

NR 114: O meu era o mesmo, ele tinha a despensa toda cheia e o frigorífico cheio e deixou completamente e disse mesmo podem usar, olha usa isso senão vai estragar, e pronto, e nós depois fizemos o mesmo, porque, há uma espécie de código nessas coisas que é nós consumimos, mas depois também deixamos. (Ah é?! Vocês fazem reposição? pergunta moderador). Não faço propriamente reposição, nós vamos cozinhando, não é, usamos a casa para cozinhar e o que já não vamos usar, não é, deixámos e já compramos e não cobramos a conta a dizer, olha só vamos comer isto, não vamos comprar mais (Rosa, Portugal) (Também já fiz isto, diz Fernando, Portugal). É uma forma de retribuir (completa Rosa de Portugal).

NR 115: Sinceramente não senti qualquer tipo de sentimento mal, vá, acho que o estava muito presente é aquele sentimento de comunidade, fomos um grupo de amigos que não limita toda gente vai beneficiar tanto como quem está a receber ou quem está a chegar vai beneficiar de igual forma e acho que isso é que é bonito, quer dizer porque sinto que as pessoas estão ali para o mesmo é quase como se fossemos amigos, é aquilo como dizias, agora é desconhecido daqui a meia hora já não é, esse é que eu acho que é o sentimento mais forte (Camilo, Portugal).

NR 116: Eu acho que a vantagem do Airbnb é mesmo melhor, primeiro tu entras em contato com alguém do país e podes tirar dúvidas e se precisares de alguma coisa em particular de certeza que alguém te vai ajudar lá porque já está lá. Não é? E porque está disponível para ajudar, por norma! (Inês, Portugal).

NR 117: Não tem nada a ver com o fato da pessoa ser fixe porque em um hotel a pessoa da recepção também pode ser muito simpática, a questão é que a pessoa que está em um hotel está em uma posição profissional e outra a pessoa está com uma postura muito mais relaxada, não é?”. Acho que tem mais a ver com a postura em relação com a situação toda, à circunstância, porque os intervenientes acabam por ser semelhantes, não é? (Vicente, Portugal).

NR 118: E eu acho que, o fato de existir uma plataforma na Internet com revisões de utilizadores anteriores dá muita confiança, pelo ao menos a mim dá, ... Inês (diz): Confia no relato de pessoas que lá estiveram”. Rosa continua: acho que o fato da plataforma ser pública e de ver o relatos das outras pessoas me dá muita confiança (Rosa and Inês, Portugal).

NR 119: O conceito é a questão do partilhar o espaço, não sei se é partilhar com as pessoas lá dentro, se essas pessoas tem o

sentimento de partilhar com a pessoa se calhar estar na casa de outra pessoa com as coisas da outra pessoa. Porque eu tenho amigos também que nas primeiras vezes pensaram vou por a minha casa no Airbnb e depois então e as minhas coisas?! O que faço com elas?! Estão lá, são coisas, pronto. Mas este desapego, as pessoas que procuram o Airbnb, procuram isso e as pessoas que o fazem, não é?! Também disponibilizam isso, por isso é que eu acho que há perfil para tudo e há pessoas que não tem perfil Airbnb. Tem perfil a hotel ou outras coisas. (Inês, Portugal).

NR 120: No último dia em que a gente ia sair mais cedo, que a gente achou, não, a gente vai sair de fininho, ela acordou mais cedo, ela fez o café da manhã mesmo assim e até deixaria a gente na estação de trem, só não deixou porque ela não tinha carro, mas, assim, até a porta levou a gente, e eu acho que é por isso que até hoje foi quem a gente pegou contato de Facebook, quem a gente vê de vez em quando, quando põe as postagens. (Ariano, Brazil).

NR 121: Eu lembro que a gente pegou Facebook, teve essa troca assim no começo (Raquel, Brazil).

NR 122: E aqui a coisa mais semelhante é ser amigos no facebook, de repente está a malta toda a perguntar: “então quando é que voltas cá?” Ficas aqui em casa (risos). Isso seria o ideal, portanto no Airbnb estende para as relações pessoais e através das redes sociais e tudo, acho que pode promover esta ligação (Inês, Portugal).

Enjoy helping

NR 123: Mas quando eu estou num Airbnb, eu não gosto de largar sujo porque é a casa da pessoa. É mais respeito porque você está na casa das pessoas, não é um hotel. Num hotel você larga lixo você larga saquinho de papel (Cora, Brazil).

NR 124: Foi como ela disse, sei lá se você tá num hotel você larga tudo cama bagunçada, eu largo toalha, é hotel, você sabe que a camareira vai subir ali, eu tenho menos preocupação, se eu tô num Airbnb até o lixo eu recolho, eu fecho o saquinho e pergunto onde posso jogar? Por que é a casa da pessoa, eu trato como um Couchsurfing, eu estico a cama, gente! (Raquel, Brazil).

NR 125: Já outra vez, tudo é uma questão de bom senso: eu me hospedei num apartamento em Paris e foi com meus pais e tinha uma parede e uma lâmpada atrás da porta. Eu não sei quem foi que teve a ideia de colocar uma lâmpada atrás da porta (risos) e na hora que meu pai entrou, entrou com a mala, meu pai empurrou assim com o ombro para passar com a mala e quebrou a lâmpada (risadas) aí eu falei ... Ehh já chegamos quebrando a casa do cara, o cara vai ver isso aí vai ficar... Mas não, na rua eu achei uma loja que vendia lâmpadas, peguei, o problema é que tinha o bojo da lâmpada, como se fosse um abatjourzinho, eu não encontrei um exatamente igual mas encontrei um muito parecido. Comprei, deixei lá em cima da mesa e o que poderia ser uma coisa negativa pro cara, o cara “olha que bom que você fez isso”. Eu tive cuidado com as coisas dele (Ariano, Brazil).

NR 126 O Airbnb permite que se façam essas viagens, seja no Airbnb ou lowcost é o que estavas a dizer há um bocado, que por sua vez permitem fica com a cabeça ao mundo. “Fica com o contato de uma pessoa em Copenhaga, se precisares de alguma coisa em Copenhaga, vais entrar em contato com aquela pessoal, se ficares em um alojamento, em um hotel ou assim

Regarding ‘reciprocity’, Table 6.6 shows that SP2PA guests recognize the warm hospitality they receive from their hosts and thus develop attitudes and behaviours of reciprocity in different ways: (i) inviting hosts to visit them in their cities and probably guests have no intention of charging their hosts, shifting the type of sharing towards the “true sharing” mode. Recently, Kim et al. (2018) demonstrated that reciprocity significantly influences the intention to share Couchsurfing accommodations. Results of exploratory focus groups are also consistent with Kim et al.’s (2018) findings as shown in narratives NR 108, NR 109, NR 110, NR 111, NR 112, NR 113, NR 114 (see Table 6.6), Reciprocity traits are observed when guests share food and beverages with their hosts. Frequently, guests prepare their meals at the SP2PA and they enjoy sharing their foods with the hosts (see NR 112 and NR 113). Food and beverages bought in the SP2PA surroundings are also shared with hosts as traits of reciprocity (see NR 109 and NR 110). One must bear in mind that, in case of sharing economy, reciprocity is a behaviour frequently observed in members of virtual communities (Wasko et al., 2009), particularly for Couchsurfing, reciprocity is deemed as a ‘norm’ (Mikołajewska-zaj, 2018), however, Airbnb guests seems to have the same behaviour (see Table 6.6, NR 114).

According to Lèvy (2001), a virtual community is built upon interests and knowledge affinities, mutual projects, and cooperation or exchange processes. The author stresses that the communication within the virtual community is not restricted to the cyberspace. Indeed, face-to-face meetings also happen and, most of the time, online communication is a complement of the personal meetings. These notions encompass the SP2PA experience. Some SP2PA, such as Airbnb, are deemed as a “travellers community” setting out online and face-to-face meetings. In this sense, Camilo from Portugal (see NR 115) recognizes the mutual benefits hosts and guests are involved in through the SP2PA experience, triggering the feelings of belonging to a community. The experience of being part of a community is also observed in Rosa’s and Inês’s narratives (NR 118 and NR 119, respectively), wherethe cooperation amongst SP2PA members in terms of changing information and knowledge to enhance trust is highlighted. The value of affinity in the P2PA community can be observed in Vicente’s and Inês’s narratives (NR 116 and NR 117). Vicente discusses the similarities amongst the SP2PA community members that lead to empathy amongst them. He believes that SP2PA guests and hosts are immersed in a relaxed atmosphere which contrasts to the professional context found in traditional hotels. Additionally, Inês believes that SP2PA hosts

and guests share the same affinity regarding material detachment, emphasising the value of this attitude within the SP2PA community.

Last but not least, the sense of belonging to the SP2PA community is strengthened by social networks that contribute to enduring friendship between hosts and guests (see NR 120, 121, and 122). It can be suggested that, as far as hosts and guests enhance and prolong their friendship relations through social networks, the likelihood of offering each other accommodation free of charge (true sharing) cannot be neglected (see, for instance, NR 6 at the beginning of this chapter).

Enjoying help is another mindset featuring the sharing experience dimension. As viewed in Chapter Two (Sub-section 2.3.2), sharing economy members are motivated by altruistic attitudes. Kim et al. (2018) argue that Couchsurfing members enjoy helping each other because they feel good being altruistic. The desire for helping is verified in some focus group participants' narratives in terms of respect they pay to hosts and their houses. Considering Cora, Raquel and Ariano's narratives (NR 123, NR 124, NR 125, respectively), SP2PA guests help their hosts by tidying the room, collecting the garbage, and restoring something they have broken. They highlight that they would not have the same behaviour, staying in traditional hotels. Probably imbued with the sharing ethos, guests also feel free to ask for any support they need at the destination, even after travel (see Table 6.6, NR 126).

By the previously analysed narratives, there is evidence to consider 'the sharing experience' as an emergent dimension for the SP2PA guest experience. It should be mentioned that the 'sharing' value appeared between the three clustered values that emerged from the 'top of mind' answers given by the participants at the beginning of this focus group activity. Words such as exchange, trust, sharing, cooperation, community, and networking stand out in the participants' memory and these terms are linked with the mindsets of 'reciprocity', 'feeling part of a community' and 'enjoying for helping', which are associated to the 'sharing experience'. Furthermore, as mentioned by the participants, the ethos involving the 'sharing experience' cannot be found at traditional hotels, stressing the relevance of considering this dimension to comprehensively understand the SP2PA guest experience and its unique, distinctive character. Taking into account these findings, it is also relevant to assess the influence of this 'sharing experience' dimension on the analysed outcomes of this study, namely destination attachment, perception of authenticity and destination and SP2PA loyalties.

6.2.1.5.2 *New sub-dimensions associated to the dimensions of the SP2PA guest experience*

As previously analysed in Chapter Two, studies discussing the dimensions of the tourist experience frequently focus specific contexts in which tourists are immersed and particularities for each case are highlighted. Similarly, it is argued that the SP2PA guest experience also reveals a particular experience content structure derived from focus group narratives. In this perspective, specific subdimensions for the dimensions 'social interaction', 'affective' and 'escape' were identified, which contribute to a better understanding of the SP2PA guest experience as described in the following.

i) Communication as a subdimension of 'social interaction'

In Sub-section 6.2.1.3.1, aspects related to the social interaction in SP2PA context, such as intimacy relationships between guests and hosts (family hosts), interaction with the local community and hosts as 'cultural brokers' were outlined – these topics are explored in other relevant studies in the tourism literature (see Chapter Three, Sub-section 3.6.1). As discussed in Chapter Two, the sharing economy is fuelled by trust and reputation and these elements are determinant for the SP2PA guest experience. Frequently, hosts and guests exchange online messages days before guests arrive, confirming check-in time and hosts give directions how to arrive at the SP2PA or generously schedule to receive guests at the airport, train station or anywhere. Therefore, communication is here considered as an emergent sub-dimension of the social interaction experience in the SP2PA context. Respondents' narratives reporting "communication" experiences are viewed next:

NR 127 *Para mim a experiência começa antes se quer de chegar lá, começa no momento em que nós fazemos o contato com o anfitrião, quando ele dá o "feedback", porque o anfitrião tem que dar o OK, né?! E acho que a partir daí, o fato é que só por esta questão sentimos logo aceites, né? A pessoa aceita que nós entramos em sua casa, pronto, acho que a experiência começa aí (Fernando, Portugal).*

NR 128: *A gente foi no Okthober Fest, que também é uma época que tudo é caro em Munich. Você ter uma ideia, a gente ficou hospedado num lugar que ficava a meia hora do centro de Munich, que é uma vila chamada Erding de onde vem aquela cerveja chamada Erdinger e aí nós resolvemos ficar num quarto na casa da pessoa. ... Eu tive um problema muito sério, foi a primeira vez que eu tive problema, foi que eu mandava mensagem e ele não respondia. Faltando uma semana para a Okthober Fest! Aí eu comecei a ficar nervoso porque era a Okthober Fest. Quando faltavam tipo 3 dias para a viagem eu conversei com 2 amigos meus que fazem Airbnb e que hospedam gente um em Dublin e outro em Lisboa, e o pessoal assim: "ah cara liga para o suporte do Airbnb". Inclusive eu falei isso para todo mundo hoje em dia, deu problema liga para o Airbnb eles atendem muito bem dá tudo muito certo. E o Airbnb na primeira ligação: "ó se der problema agente aluga outro para você, num importa o preço". O que acontece, ele realmente não tem Wi-Fi porque uma vila onde na Alemanha não tem Internet para você ter ideia como o lugar era um buraco, mas assim, o lugar no fim das contas fantástico. E aí, ele respondeu, quando eu liguei para o Airbnb no dia seguinte eles ligaram para o cara e o cara imediatamente mandou mensagem pra mim: "Desculpa, mas eu achava que tava tudo certo, (risos) o endereço é esse, que você ia ficar data tal data tal e eu estaria lá e tudo bem". Poxa ele é alemão, tá tudo certo ali. (Jorge, Brazil).*

NR 129: *O contacto antes da visita e já é um bom cartão de boas vindas, realmente o host que nos trouxe, foi muito atencioso deu-nos dicas que nós precisávamos de saber, os números das portas, onde virar, onde chegar e tudo mais* (Camilo, Portugal).

ii) Serendipity as an emergent subdimension of the 'affective' dimension

According to the Oxford Dictionary, 'serendipity' is conceptualized as "the faculty of making happy and unexpected discoveries by accident"²⁴. In tourism, unexpected experiences can be provided by tourist suppliers resulting in feelings of surprise and enchantment. Thereby, Hemmington (2007) advocates that hospitality enterprises should design their guest experience to include 'lots of little surprises' or 'sparkling moments'. He argues that experience is not delivered in one moment in time, but occurs over time, thus, hospitality enterprises need to keep interest and excitement over the whole period of the experience and this occurs by providing 'lots of little surprises' to guests. Surprise situations are above and beyond tourists' expectations and positively impact tourists' memories (Tung & Ritchie, 2011). Vanhamme (2000) stresses that surprise is an emotion and is significantly associated with consumer satisfaction. In this instance, focus group narratives frequently show guests being surprised by generous and friendly acts of their hosts.

In the context of the affective dimension, serendipity is therefore a distinctive mark of SP2PA experiences, however, little attention to this fact is given in literature when discussing the SP2PA experience. According to focus groups narratives, hosts usually surprise their guests by (i) giving general suggestions about places to go around the neighborhood; (ii) offering bikes, drinks and breakfasts (for free); (iii) being helpful with unexpected problems; (iv) picking up guests at the airport or at the train or bus stations, (v) guiding guests around the destination, etc. Narratives around serendipity provided by SP2PA hosts are frequently triggering guests' enchantment and feelings of surprise:

NR 130: *A última vez que fiquei hospedado foi na Madeira, mal aterramos (o voo entretanto atrasou) quando aterramos, liguei logo, pronto, ao host, foi-nos buscarem, ao aeroporto, foi, foi, espetacular! Mal chegamos à casa, pronto, tinha logo um cesto de boas vindas, com um cálice, um copo de poncha (risos) e um bolo lá típico, muito bom!* (Vicente, Portugal).

NR 131: *Eu fiquei na Africa do Sul em duas cidades e nestas duas cidades eu fiquei de Airbnb. Eu e meu namorado. E foi em Cidade do Cabo que a gente ficou de Airbnb e o anfitrião era um amor, ele era alemão, e morava lá há mais de 20 anos e ele recebeu eu e meu namorado com flores no quarto, tinha bilhetinhos na porta, tinha comida, o que agente quisesse tinha comida, e ele levou a gente para conhecer a cidade inteira, levou a gente para ver um por-do-sol num lugar mais bonito. Aí, ele comprou vinho e levou a gente para ir* (Clarisse, Brazil).

NR 132: *E tudo que nós precisamos, mesmo ao redor da casa, onde podíamos comer, deixou-nos um monte de comida no frigorífico, tudo cheio, deixou-nos completamente à vontade* (Inês, Portugal)

²⁴ Serendipity (1991). Simpson, J.A.; Weiner, E.S.C. *The Oxford English Dictionary*. (p. 5, 2nd, v. XV)

Apart from narratives NR 44 and NR 45 (see Sub-section 6.2.1), expressing guests being surprised with hosts' attentiveness by offering snacks, amenities, and support, some guests enjoy doing unexpected things at the SP2PA or at the SP2PA surroundings. For instance: Suddenly, Cora from Brazil, decided to have dinner on the SP2PA balcony with a beautiful view over Palma de Mallorca's seaside. She asked permission to her host to have this dinner and after that, she had this spontaneous memorable experience.

NR 133: *Teve um dia que a gente pediu a ela para fazer um jantar na varanda, porque a varanda dela era de frente para o mar. E tinha vários barquinhos, aí eu disse: a gente vai jantar na varanda, aí a gente festou, botou flores, fez uma coisa linda, tomando vinho na varanda dela, daí ela foi dormir e ficou só a gente lá, e aí a gente fez um jantar bem bonito, tomando vinho de frente para o mar, assim e foi maravilhoso, conseguimos aproveitar (Cora, Brazil).*

Raquel, from Brazil, was waiting for the bus close to her SP2PA to go to downtown of 'Florianópolis' (Brazil), when suddenly a car driven by a lady stopped and offered a ride to everyone who was waiting for the bus. Raquel accepted the lift, feeling open to this spontaneous experience. As can be observed in NR 13, she was surprised by the kindness of the lady who gave her information about the city. Similarly, José, from Portugal, had an unexpected experience by engaging in a party in the suburbs of Madrid, celebrating the victory of Real Madrid football club against Barcelona (see NR 79).

iii) Slow pace as a subdimension of the 'escape' experience

Particularities in attitudes and behaviours of SP2PA guests, observed in focus group narratives, can also be interpreted as a new subdimension for the 'escape' experience. In Sub-section 6.2.1.3.3, it is observed that participants' narratives, in a certain way, reflect 'escape' experience in terms of guests' exposure to different culture and ways of life, changing points of views and breaking psychological barriers, diverging to a new self/mindset, etc. Overall, these elements are frequently reported in the tourism-related literature (Kirilova et al., 2017; Tomljenović & Ateljevic, 2015; Cohen, 2010) as comprising the nature of 'escape experience'. Apart from these elements, participants' narratives reveal a trend in the way guests appreciate people, time and place differently. In this sense, narratives demonstrate guests prefer to be free of schedules and pre-fixed itineraries and enjoy the destination according to their own pace. In this sense, SP2PA guests engage in experiences very similar to what in the tourism-literature is designed as 'slow travel'.

'Slow travel' can be defined as "a trip or a series of trips taken in the subjectively determined, mentally slow pace of actions or movement for realization of the motivations and goals that are specific to the trip(s)" (Oh, Assaf, & Baloglu, 2016, p. 208). The characteristics of slow travel can be outlined as (i) tourist relaxation by slow pace; (ii) enjoying happiness in discovering, sharing and learning; (iii) creating opportunities to

interact with local people at the destination; (iv) sharing the anti-mass-tourism goals by offering a more sustainable, humanistic, eco-friendly tourism that is a less alienated experience for both guests and hosts; (v) maximizing the enjoyment of the tourist experience at the expense of the quantity of places visited, by slowing down the pace of the experience and promoting local community inclusiveness (Chao, 2015, Conway & Timms, 2010).

Based on these notions, a subdimension of 'escape' experience is proposed, namely one associated to the underpinnings of 'slow travel'.

Some of the focus group participants enjoy observing and appreciating the SP2PA surroundings at a slow pace, feeling relaxed and avoiding following general tourist crowds seeking to visit too many places despite time constraints. In this instance, Clarisse from Brazil spent her time in New York, specifically in Brooklyn, just sitting and relaxing in front of the P2PA, smoking cigarettes and looking around watching people passing by. Apparently enjoying the place according to her pace, she goes around the SP2PA surroundings and feels free to invite her hosts to bars. In the same narrative, she compares the stay at the SP2PA with traditional accommodations and concludes that in the SP2PA she plays a different role at the destination, doing different things than normally people staying in hotels do.

Another core characteristic of the 'slow travel' subdimension of the 'escape' experience refers to participants' desire to avoid the mainstream tourists' beaten track. Consequently, one may argue that the pace in which they wish to enjoy the destination is different from general mass tourists that give priority to consumption instead of savouring the destination. Being outside touristic place bubbles is the way SP2PA guests can enjoy the destination slowly:

NR 134: *Encontrei uma casa que era na zona de Hackney, que era uma zona dois, não é uma zona que é muito boa, mas era uma zona que tem pontos de transporte para o centro e eu como gosto de experienciar, não a vida turística das cidades, gosto de experienciar aquilo que a cidade tem de extra, porque eu sou muito ligado a música, a arte, e assim e gosto de ir para outros sítios, que não aqueles do centro (José, Portugal).*

NR 135: *Você precisa ver também a localização. Quando você fica na casa de alguém, você está inserida em um bairro, você está inserida em uma gastronomia, que é aquela corriqueira, não como a de um turista, então você acaba tendo interação com aquela cultura, por isso também, não é só com quem te hospeda, é com quem você convive. No México, agente conviveu com a dona da padaria, já conhecia, a pasteleira, já conhecia, enfim, a gente acaba fazendo amizade, você acaba interagindo em um bairro onde você está inserido, eu achei isso muito legal. No hotel, não, você fica em um lugar turístico, geralmente, de passagem, você não tem esse tipo de interação (Clarisse, Brazil).*

NR 136: *Eu concordo a cem por cento e aliás, precisamente na história da localização, porque os hotéis por norma não, lá está, ou são demasiado centrais ou estão um pouco afastados e o Airbnb já tem essa facilidade eu quando descobri o Airbnb, portanto o leque de opções onde tu*

podes ficar, acaba por ser muito mais abrangente, não é? E muito mais interessante, na minha opinião. E tu ficas exatamente onde as pessoas moram (Camilo, Brazil).

Cora suggests that travellers have different consumption behaviours being out of the touristic bubble:

NR 137: Se a gente for olhar para o setor tradicional do turismo, ele vai sempre oferecer aquele pacote pronto, você vai chegar no hotel, você vai ter tais passeios para fazer, tais cantos para conhecer, os restaurantes que eles vão propor para você ir, vão ter parceria com os hotéis, sempre vai ser aquilo, então, eu vou para um canto e fico em tal hotel, você vai uma semana depois, você vai fazer as mesmas coisas que eu fiz. Mas se você for, por exemplo, por outra proposta de você tentar ser um cidadão da cidade, ver como as pessoas vivem, realmente, é totalmente diferente, porque você vai sem expectativa nenhuma, você mesmo vai fazer o seu roteiro, conhecendo as pessoas lá na hora, e conversando com a mulher da padaria, a mulher vai indicar alguma coisa, então você vai mais ao encontro, eu acho que a diferença seria essa, uma busca diferente do que você quer na cidade (Cora, Brazil).

When asked about what he used to do in the SP2PA surroundings, José argues he used to do many things, except for meeting with other tourists:

NR 138: Eu era assim, outros turistas eu não costumo encontrar muito porque geralmente para os sítios onde escolho ir, não são sítios realmente turísticos, e agora em termos de vizinhos e comunidades locais, eu gosto muito de falar com elas, gosto de perceber a vida daquela parte da cidade, e assim, por exemplo eu posso só dar aqui um exemplo: em 2013, fui para Madrid, falei, eu tive um amigo meu que estudou lá em Erasmus e depois foi viver para Madrid, entretanto agora está em Londres e ele disse-me que existe um bairro em Madrid, era um bairro que estava a começar, que a população local era muito fervorosa, gostava muito daquele bairro e que estava a começar revolucionar o bairro, começar a limpá-lo, a criar alguns bares e assim, e era um bairro muito típico, mas que estava a ganhar uma nova vida graças a comunidade local que se chama Malasãna (José, Portugal).

Discussing the possibility of staying in Miami Beach when travelling to Miami, Lygia from Brazil answers:

NR 139: Já aconteceu, se essa família, se eu chegar em Miami, se me oferecer, você vai ficar em Miami Beach, não sei o que e tal, eu digo nãoooo! Me bota ali com aquela família, eu quero ficar com aquela família dominicana (Lygia, Brazil).

As observed, the focus groups confirmed the relevance of the dimensions of the tourist experience for SP2PA contexts and its relationships to the analysed outcomes. Next, results of the passive netnography are presented, complementing the focus groups results.

6.2.2 Results of the passive netnography

Starting with the procedure 'Word cloud', the relative importance of each dimension of the tourist experience for the SP2PA under analysis is assessed. In this sense, the most frequent words extracted from the reviews and shown in the 'word cloud' (see Figure 6.5) match the analysed dimensions; for instance, 'clean', 'comfort', 'quiet', 'beauty' and 'breakfast' are suggested to be associated to the 'aesthetics/ sense' dimension; 'family', 'kind', 'welcome' and 'friendly' are terms frequently used by guests to describe warm relationships with their

TABLE 6.7

Examples of narratives associated with the dimensions of the tourist experience

Narratives	Associated dimension of the tourist experience
The street outside can be quite noisy if you like to sleep with the windows open (Guest4.2 / Prague); The access to the roof is a lovely bonus with sweeping views of Manhattan! (Guest4.5 / New York); We were greeted by HN and HN who kindly gave us a little welcome pack including fruit and some local olive oil and raki (Guest1.4 / Crete).It was the most uncomfortable place to stay..... He should never be the host : Our room was freezing as ice and it was late so we did not ask him about it. Next morning we asked about the temperature of our room, however he kept asking us whether we understood about the words he said (Guest1.1 / New York)	Aesthetic/ sensory
It feels like as we now get onto a plane to get back to England that not only are we leaving behind an incredible holiday,, but we are also leaving behind new friends and there will forever be a part of us in LN! (Guest5.1/Crete). HN and his family were so welcoming and hospitable. It was great to talk to them and get an insight into what it's like to live in Cambodia. The kids were especially friendly and chat. (Guest2.5/Siem Reap); HN was lovely and very welcoming, making the stay feel like home. The four little kitties were a bonus for cat lovers out there, especially little PN which was such an angel. (Guest3.4/Rome).	Social interaction (relations hosts/guests)
HN offered recommendations in the neighbourhood including a street party with 50 of her closest friends (Guest4.5/Crete). Around the area of [the] house, there are a lot of little shops, a little park, market, even a beauty salon. Neighbours are very kind. There is a fruit shop very close to the house (absolutely fresh fruits and an adorable seller, very polite and cute) (Guest5.2/Barcelona). Saturday night I went by myself to a bar close to HN's place. Some Parisians invited me to their table. We danced and had a fantastic time (Guest5.3/Paris).	Social interaction (relations guests/local habitants)
They are willing to help you. For instance, in my case, although I arrived at 4.30am in early morning, they waited my arrival and gave me their warm welcome. In addition, they provided exchange services, which is crucially helpful because when I arrived, I did not have the local currency (Guest3.2/Prague). One of us had an accident by hiking in the hills nearby. HN arranged in a very touching way our rescue by car, supported medical aid, organized crutches and an alternative apartment at ground level. Thanks a lot for so much caring love!!! (Guest1.1/Crete). For the whole trip in Phuket, she drives me around and let me try lots of local food, she took me to see the sunrise and sunset. Made breakfast for me. I can't thank more. (Guest2.1/Phuket)	Social interaction (hosts' generosity)
Right from the communication from booking , during our stay and until after we checked out, it was fantastic (Guest 1.1/Siem Reap); Communication with HN and HN was fast and efficient (Guest 3.5/ Crete)	Social interaction (communication)
I felt safe walking there around 9.30pm (single female) as there were lots of people around (Guest2.5/London); I totally loved the place and their hospitality (Guest2.1/Bali); Thank you HN for letting me staying in your place!!!! A wonderful experience for a first-time traveller in Paris. (Guest5.2/Paris); It was such an incredible trip thanks to HN! He is amazing (Guest1.2/Siem Reap).	Affective (Positive emotions)
We specially loved the lunch they had prepared for us as a treat for my boyfriend having told then in advance it was his birthday (Guest 2.3/Crete)	Affective (serendipity)

<p>This stay has been our worst nightmare. Calling this a "Private" living room is a joke, nothing during our stay was private. We were sleeping in the kitchen and heard all the noises related to it (cooking, washing dishes etc.) and smelled the food, which was awful. We left this place after only one night (we were supposed to stay 7 nights) and the host told us we would get the rest of our money back (for the other 6 nights). Wrong, she fooled us. We have not seen one penny yet and the host kept all the money to herself. Danita is a shady person (Guest2.2/New York). However, what we as Not-So-Much-Cat-People would need to get used to, is the constant presence of stray cats outside the apartment, in restaurants, streets, etc., but I don't know a better place to put this info out to cat phobics (Guest2.4/Crete). The only problem was that my room was not ready when I arrived for check-in. It wasn't ready when I returned in the evening either. It was a bummer to wait, but not a problem in the end (Guest5.1/Prague)</p>	<p>Affective (Negative emotions)</p>
<p>This was my very first Airbnb experience and HN made sure we don't just go to Bali, we live there (Guest2.3/Bali); Her spot made me feel like I lived in London as a local for a day (Guest 3.5/London). H��l��ne made my Paris trip of my dreams! I felt as if I was living in Paris-wonderful flat. Historic and Parisian (Guest4.4/Paris); If you're yearning for a different experience while traveling this is it. Life changing (Guest2.3/Siem Reap); We share lots of things, she is a person who with kind hearts she loves to share, giving, and after talking to her. I feel I get lots of lessons. She makes me to know: kindness through all the things and appreciate of all the things I have (Guest2.1/Phuket). HN was very welcoming and accommodating. I felt like I was staying with my cool sister. I loved her style and the way she decorated her home. She is a photographer and you can see beautiful photos of her work displayed in her living room (Guest4.2/London)..</p>	<p>Escape</p>
<p>The room is super clean, actually it's brand new and in the heart of a small area very quiet and peaceful. No touristic at all I was feeling like a real (Guest 1.4/ Siem Reap): Monopari is a tinny neighbourhood, we loved walking to the sound of sheep and goat bells in a nearby filed (Guest 5.3/ Crete). We tried the day tour with HN at our own pace (Guest 2.3/Bali)</p>	<p>Escape (slow travel)</p>
<p>HN picked us up from the Airport in Chania, and on our way to the house he explained much interesting things about those area of Crete (Guest1.3/Crete); HN has wide knowledge of the traditions and history of his native Catalunya and also of local hotspots and little-known treasures in and around Barcelona (Guest5.3/Barcelona); she kindly took us around a lively local market and then gave us a cooking lesson for our lunch! We learnt a lot about the Cambodian way of life, particularly the great food! (Guest4.2/Siem Reap).</p>	<p>Educative</p>
<p>We especially loved the half an hour or so when we heard piano playing and singing coming from her room. It was a lovely surprise (Guest2.3/ Rome). On my first night, I was lucky to experience their temple celebration and a dance performance of the locals which was very amazing (Guest2.1/Bali).</p>	<p>Entertainment</p>
<p>When you stay with Chheak, you are not just a guest, you are a part of his family. This is the real deal. <i>We got to engage with the children in the community and taught them English.</i> They are all very respectful and excited to learn! (Guest 3.1/Siem Reap). And Kadek, the lovely lady who we would hang with in the morning made the sweetest breakfasts!!;) <i>We would swap recipes and talk about Balinese culture</i> (Guest 5.4/Bali). I feel grateful to have had a chance to meet them and enjoy some time chatting and laughing with them, <i>preparing offerings</i>, learning about them and a bit about Balinese daily life (Guest 4.3/Bali). Thank you so much HN! We had a great "Parisian home" for a great price! <i>Whenever you come to Slovenia - give us a call!!! . Oh, and</i></p>	<p>Sharing</p>

he insisted on having breakfast even though I said I don't mind not having one. P.S. makes his own bread, which is delicious. (Guest 3.2/ Paris)

The passive netnography also presents evidence for relationships between the dimensions under analysis and the outcomes of perception of authenticity, destination attachment and loyalty.

A nexus between the SP2PA guest experience and perceived authenticity is empirically observed, based on content analysis, with the coding pattern described in Table 5.4. Aesthetics, social interaction, affective, educative, and escape, figure as those dimensions most related with the perception of authenticity. Table 6.8 illustrates some guests' narratives comprising examples of the mentioned relation.

TABLE 6.8

Guests' narratives of perceived authenticity and destination attachment and associated experience dimensions

Outcomes	Narratives	Associated dimension
Perception of authenticity	The apartment is full of lovely, personal touches, including a memory book from her previous guests and family albums. Many of the decorative items are antique and authentic Roman (Guest 3.1/ Rome).	Aesthetic/ sense
	(HN) made my Paris trip of my dreams! I felt as if I was living in my Paris-wonderful flat. Historic and Parisian (Guest 5.1/Paris).	Aesthetic/ sense and feel
	The best experience for me of this trip was spending an afternoon with a Cambodian family in the countryside. They cooked us an incredible lunch made with ingredients from the own garden and for a short while I really experienced the local culture (Guest 5.1/ Siem Reap).	Relate/ social interaction Aesthetic/ sense
	Surrounding are typical Balinese home with children, other members of the family, pets and neighbours. ... For me I surely get authentic Balinese living experience (Guest 4.2.4/Bali).	Relate/ social interaction/ Escape
	I really, really liked the neighborhood. So much that I would live there if I had the opportunity. It is a nice chance to get away from the tourist district and to see what a normal Barcelona neighbourhood is like (Guest5.5/ Barcelona).	Escape
	I feel <i>grateful</i> to have had a chance to meet them and enjoy some time chatting and learning about them and a bit about Balinese daily life (Guest 4.4.2/Bali). On our last night, he informed us about a huge mile-wide festival going on in the middle of the city with decorations, live music, vendors, food and drinks. It was <i>awesome</i> , and we certainly would have missed it if he hadn't told us (Guest 2.5.2/Barcelona).	Affective
Destination attachment	This is the perfect place to stay in HN, and you couldn't ask for a better host than HN! My husband	Affective

and I stayed here for five nights for our honeymoon and we fell in love with Chania, especially the Old Town area. We were so pleased and told each other over and over again how happy we were with our decision to stay in Nikos's room! (Guest 3.3/Crete). I felt in love with Barcelona. Wonderful place. I will definitely return here and I will choose of course Jordi and Jonathan's house FOR SURE!! :)) Thank you, guys!!! It was really NICE to know you and to stay in your sweet home!! Thanks a lot!! (Guest 5.2/Barcelona). This stay really made me love Cambodia even more, actually ok maybe HN's wife and sons were the culprit of me loving Cambodia so much, they are simply so wonderful (Guest 3.5/Siem Reap).

This was my very first Airbnb experience and HN made sure we don't just go to Bali, we live there. (Guest 2.3/ Bali).HN is a true Parisian woman....Loves life and is a positive force in the true identity of Paris. Be sure to play some Otis Redding when's HN is around! (Guest 5.1/Paris). I really, really liked the neighbourhood. So much that I would live there if I had the opportunity. It is a nice chance to get away from the tourist district and to see what a normal Barcelona neighbourhood is like. I just found it really beautiful and the people in the neighbourhood stores very pleasant and friendly (Guest 5.5/ Barcelona).	Social interaction
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This study also suggests the potential positive role of the SP2PA experience in triggering attitudinal loyalty, since a large number of reviews express loyalty in terms of intentions to recommend and revisit the SP2PA. This evidence is also confirmed by the 'word cloud' shown in Figure 6.5, since words like 'recommend', 'again' and 'back' stand out. Moreover, the names of the hosts are often mentioned by the guests, which suggests that hosts themselves are memorable since they relate with their guests in a handmade, intimate and personalised hospitality, perceived as less commercial and more authentic. Hence, having positive memories about their hosts may influence guests to exhibit intentions of recommending and revisiting the SP2PA, as illustrated in the following narratives:

I definitely will stay here if I come to Rome once again and recommend it to all my friends. HN, thank you very much, hope to see some day! (Guest 3.1/ Rome). We would definitely stay with HN again and recommend the place to everyone who looks for a stay outside of the crowded tourist areas (Guest 2.2/ Prague). HN and her whole family were just amazing. If you want to experience a little bit of Balinese culture and feel an honest, sincere human kindness that's rare in this world nowadays-stay here (Guest 4.5/ Bali). The room was fantastic and HN was superb, attentive, kind, and very hospitable! He was so willing to help with anything he could. If you are thinking about visiting Greece, stay in this room, and say hi to HN for us! (Guest 3.3/ Crete)

Results obtained in both, the focus group and passive netnography, show the relevance of the 'aesthetic', 'affective', 'educative', 'entertainment', 'escape', 'social interaction', and

'sharing' dimensions for the SP2PA guests experience. In terms of the sub-dimensions emerged in the focus groups analysis, such as the role of 'communication' as a sub-dimension for 'social interaction', serendipity as a sub-dimension for 'affective' dimension and 'slow pace' as a sub-dimension for 'escape' are also highlighted by the method of passive netnography. Furthermore, the proposed relationships between the construct tourist experience (SP2PA guests experience) and the outcomes under analysis are evidenced in both methods.

6.2.3 Refined conceptual model

After analysing and interpreting the focus groups insights and the narratives of the passive netnography, the proposed conceptual model is refined and displayed in Figure 6.6.

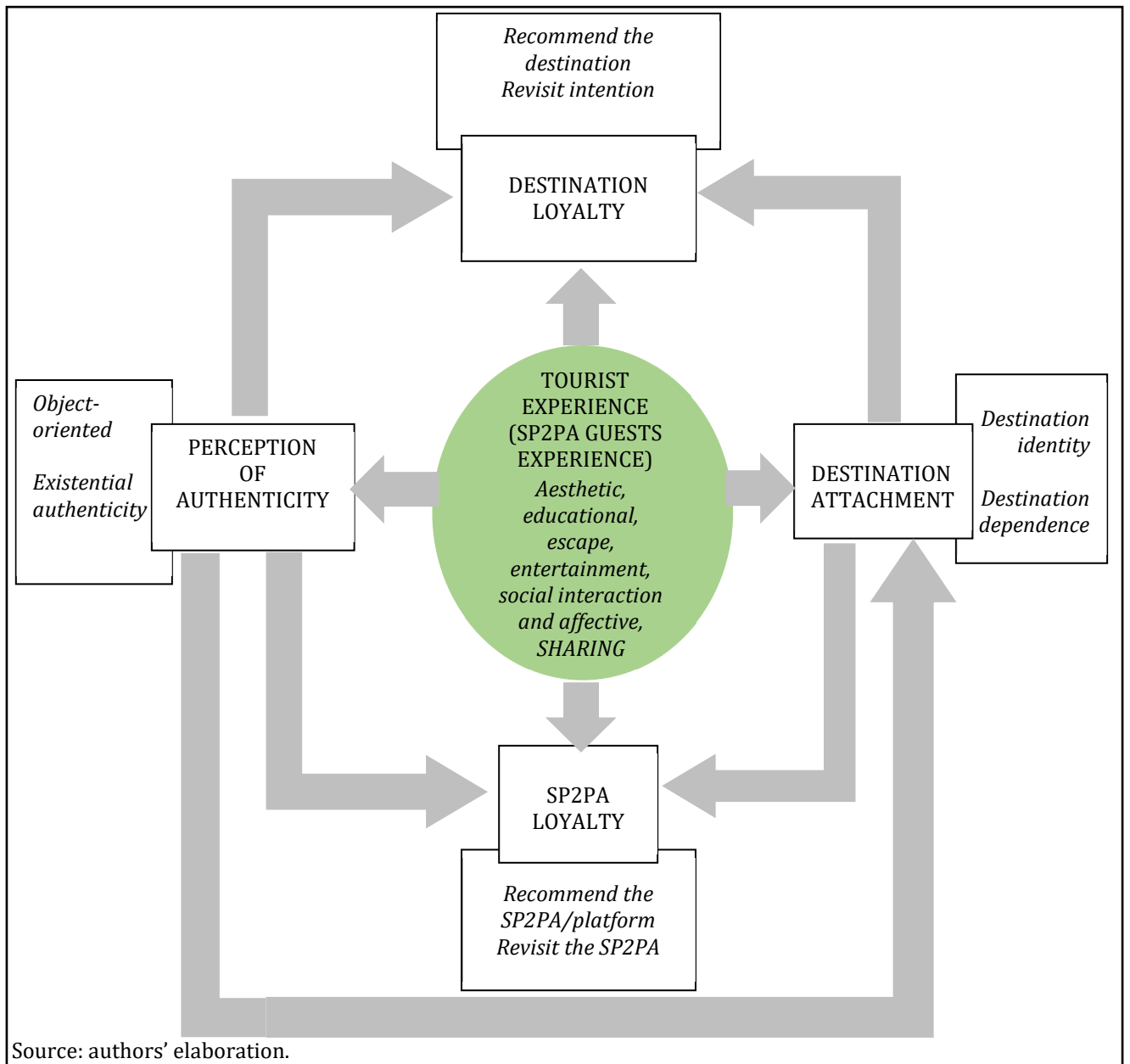


FIGURE 6.6
The refined proposed model according to the focus groups insights and narratives of passive netnography.

6.3 Results of the quantitative stage

As mentioned in Chapter Five, the survey was administered in two steps: (i) the 'pilot-test' survey, in which the construct reliability test was undertaken; (ii) the 'definitive' survey, in which the PLS-SEM multivariate technique was carried out. Next sub-sections will show the major results of the statistical tests used in both steps.

6.3.1 Results of the ‘pilot-test’ survey

According to Chapter Five (Table 5.10 and Table 5.11), a total of 80 items were assessed to measure the subdimensions of each analysed construct during the pilot-test. Reliability tests (‘Cronbach’s alpha’ measures and ‘Cronbach’s alpha if the item is deleted’) were run for all subdimensions in order to support the decision of eliminating or maintaining items, and to define the scale dimensionality of the definitive survey scales. Starting with the construct ‘tourist experience’, the dimensions ‘aesthetic’, ‘education’, ‘entertainment’, ‘escape’, ‘social interaction’, ‘affective’, and ‘sharing’ were subjected to reliability tests (see SPSS results in Appendix AP11.3), namely Cronbach’s Alpha tests in order to assess the internal consistency of the dimensions. All dimensions showed a Cronbach’s Alpha greater than 0.70. Regarding the items measuring each dimension of the tourist experience and their Cronbach’s Alpha scores, see Tables 6.9, 6.10, 6.11, 6.12, 6.13, 6.14, 6.15. These scores are also relevant to determine whether a removed item would improve the construct reliability. In this sense, the test ‘Cronbach’s Alpha if item removed’ was an option to support the decision of removing items from the scale, as displayed in the following Tables.

TABLE 6.9

Reliability results for the ‘aesthetic’ dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Aesthetic	Mean	Standard deviation	Number of missing values	Cronbach’s alpha if the item is removed	Decision
1. The Airbnb setting really showed attention to design detail.	5.12	1,231	2	0.707	Keep
2. The Airbnb setting was aesthetically attractive.	5.32	1,469	1	0.725	Keep
3. I felt a real sense of harmony.	5.45	1,409	0	0.753	Keep
4. The Airbnb surroundings were aesthetically attractive.	5.53	1,335	0	0.761	Keep
5. The Airbnb experience engaged all my senses.	5.18	1,187	1	0.798(*)	Keep
Cronbach’s Alpha:					0.791

Note: (*) Bold characters in the column ‘Cronbach’s alpha if the item is removed’ suggest a potential indicator to be removed.

Although the internal consistency of the construct “aesthetic” is increased by removing the item ‘five’, from 0.791 to 0.798, it is preferred to keep it in the scale due theoretical reasons, since recent studies (Agapito et al., 2014 ; Kirillova, et al., 2014; Liu, Wang, Liu, Deng et al., 2018; Martins et al., 2017) highlight the role of multisensory stimuli of the tourist experience. (Gretzel & Fesenmaier, 2010), while the improvement in value of the Cronbach

alpha is minor. Consequently, all five items proposed to measure the ‘aesthetic’ experience dimension will be kept in the definitive scale.

TABLE 6.10

Reliability results for the ‘educative’ dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Educative	Mean	Standard deviation	Number of missing values	Cronbach’s alpha if the item is deleted	Decision
1 The Airbnb experience stimulated my curiosity to learn new things.	5.11	1,269	0	0.858	Keep
2 It was a real learning experience.	5.04	1,342	2	0.850	Keep
3 I learned something about local culture.	5.18	1,421	0	0.817	Keep
4 I learned something about the history of the visited place.	5.23	1,483	0	0.850	Keep
5 I learned something about local society and way of life.	5.11	1,456	0	0.845	Keep
Cronbach’s Alpha:					0.872

For the ‘educative’ dimension, no improvement in Cronbach’s Alpha is observed by removing any item. Correspondingly, all five items will be kept in the definitive survey.

TABLE 6.11

Reliability results for the ‘entertainment’ dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Entertainment	Mean	Standard deviation	Number of missing values	Cronbach’s alpha if the item is deleted	Decision
1 Watching activities of hosts was very entertaining.	4.86	1,381	2	0.681	Keep
2 Activities of others in the Airbnb surroundings were fun to watch.	4.59	1,638	4	0.719	Keep
3 I really enjoyed watching special events in the Airbnb surroundings.	4.96	1,560	4	0.703	Keep
4 It was fun to appreciate curious details within the Airbnb surroundings.	5.18	1,478	1	0.687	Keep
5 I was entertained by host’ pets or other pets in the Airbnb surroundings.	5.27	1,624	19	0.774 (*)	Keep

Cronbach's Alpha:

0.757

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Although the internal consistency of the dimension 'entertainment' is increased by removing the item 'five', the item will be kept in order to assess the relevance of the item to the SP2PA experience, as particularly confirmed in the exploratory research undertaken previously. It is worth to note that this item has the highest 'mean' of the 'entertainment' dimension.

TABLE 6.12

Reliability results for the 'escape' dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Escape	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I felt like I was living in a different time or place.	4,81	1,721	0	0.777	Keep
2 I felt a different person from what I am normally.	4,01	1,997	0	0.796	Keep
3 I had a sense of self-discovery.	4,73	1,657	1	0.774	Keep
4 My mind became more open to new values and behaviours.	5,29	1,504	0	0.778	Keep
5 I felt like I was a local resident.	5,03	1,486	0	0.776	Keep
6 I took my time to appreciate the Airbnb surroundings slowly.	5,40	1,085	0	0.793	Keep
7 I got off the beaten tourist tracks'.	5,83	1,253	1	0.838(*)	Remove
8 I felt free to do what I actually wished, not having to stick to a predefined itinerary.	4,54	1,849	1	0.799	Keep
<i>Cronbach's Alpha:</i>					0.814

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Removing item 'seven' from the above Table, the internal consistency for the dimension 'escape' is improved, justifying its removal, while it is also partly present in other items, not having been defended as most relevant in any previous study nor standing out in the exploratory study.

Qualitative exploratory stage showed 'slow travel' as a sub-dimension for 'escape'. The items 6, 7, 8 of Table 6.12 are related to this sub-dimension. Calculating the Cronbach' Alpha for this sub-dimension, the item 7 should be removed.

TABLE 6.13

Reliability results for the 'social interaction' dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Social interaction	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 Allowed me to have a more meaningful interaction with my host.	5.29	1,530	0	0.748	Keep
2 Allowed me to get to know people from the local neighbourhoods.	4.75	1,609	0	0.765	Keep
3 I interacted with residents when purchasing products or visiting bars and restaurants.	5.35	1,331	0	0.778	Keep
4 I engaged in recreational activities with my host.	3.86	2,006	2	0.743	Remove
5 I engaged in recreational activities with local residents from the Airbnb surroundings.	3.92	1,825	1	0.803(*)	Remove
6 I was invited to have meals with my host.	4.36	2,202	0	0.781	Keep
7 My host helped me with my travel (e.g. giving information on services, wayfinding, and local attractions).	5.39	1,578	0	0.766	Keep
8 My host showed a sincere interest in solving problems or helping with unforeseen occurrences during the trip.	5.19	1,392	0	0.761	Keep
9 My host communicated satisfactorily with me.	5.78	1,261	0	0.792	Keep
<i>Cronbach's Alpha:</i>					0.792

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Removing item 'five' from Table 6.13, the internal consistency for the dimension 'social interaction' is improved. The item 'four' was also removed due to its low mean (3.86). Both items were not referred to in the exploratory phase of this study.

TABLE 6.14

Reliability results for the 'affective' dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Affective	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1. I experienced pleasant surprises during this trip.	5.10	1,626	2	0.691	Keep
2 I enjoyed getting to do things on the "spur-of-the-moment".	5.28	1,486	2	0.741	Keep
3 I felt a sense of inspiration.	4.75	1,510	1	0.766(*)	Remove
4 I felt a sense of anxiety.	4.97	1,161		0.745	Keep
5 I felt a sense of tension.	5.20	2,042	2	0.729	Keep
6 Has induced many feelings and sentiments.	4.88	1,901	0	0.702	Keep
7 I felt a sense of pleasure.	5.41	1,908	0	0.692	Keep
<i>Cronbach's Alpha:</i>					0.750

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Removing item 'three' from the Table 6.14, the internal consistency for the dimension 'affective' is improved, while its maintenance is neither highly supported by literature nor by the exploratory study.

TABLE 6.15

Reliability results for the 'sharing' dimension of the tourist experience (pilot test)

Construct/dimension: Tourist experience/ Sharing	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I enjoyed helping my host at the Airbnb accommodation (for example, tidying my room).	5.35	1,620	0	0.825	Keep
2 I took care of objects and furniture of the Airbnb accommodation.	5.86	1,303	0	0.866(*)	Remove
3 I shared meals and beverage with my host.	4.16	2,148	0	0.782	Keep
4 I invited the host to visit me in my country/city.	3.89	2,352	0	0.772	Keep
5 I followed (still follow) my host in social network(s).	3.88	2,239	0	0.773	Keep

6 Staying at the Airbnb allowed me to turn strangers into friends.	4.76	1,891	0	0.782	Keep
7 Staying at the Airbnb made me feel I belong to a special travel community.	4.41	1,827	0	0.808	Keep
<i>Cronbach's Alpha:</i>					0.829

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Removing item 'two' from Table 6.15, the internal consistency for the dimension 'sharing' is substantially improved, suggesting that its elimination should improve the quality of the subsequent modelling approach.

The same procedure was undertaken for the constructs associated with the outcomes of the tourist experience. According to the Tables 6.16, 6.17, 6.18, 6.19, 6.20, and 6.21, all constructs showed Cronbach's Alpha greater than 0.70.

TABLE 6.16

Reliability results for the 'destination identity' dimension of the destination attachment construct (pilot test)

Construct/dimension: Destination attachment/Destination identity	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I identified strongly with this destination.	5.39	1,391	0	0.770	Keep
2 I felt I could really be myself when I was at this destination.	5.41	1,246	0	0.810	Keep
3 I felt my personal values are reflected in this destination.	5.00	1,349	0	0.760	Keep
4 I feel this destination is a part of me.	4.91	1,673	0	0.756	Keep
<i>Cronbach's Alpha:</i>					0.822

All items measuring the construct 'destination identity' will be kept since construct reliability is not improved by deleting anyone of the indicators. The same is observed for the construct 'destination dependence'. Table 6.17 shows that removing any of the items, construct reliability is not improved.

TABLE 6.17

Reliability results for the 'destination dependence' dimension of the destination attachment construct (pilot test)

Construct/dimension: Destination attachment/Destination dependence	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 This destination was the best alternative for my goals and needs.	5.05	1.409	0	0.799	Keep
2 This destination was the best place for what I like to do.	4.89	1.361	0	0.781	Keep
3 No other place can compare to that destination.	4.12	1.571	1	0.775	Keep
4 That destination was the best place for me to fulfill my needs.	4.54	1.492	0	0.751	Keep
<i>Cronbach's Alpha:</i>					0.823

TABLE 6.18

Reliability results for the 'Object-oriented authenticity' dimension of the perception of authenticity construct (pilot test)

Construct/dimension: Object-oriented authenticity	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 The architecture of Airbnb and surroundings seemed to be typical of the region.	5.65	1,177	0	0.812	Keep
2 I perceived the interior design and furniture as authentic, representative of a particular social and historical context.	5.25	1,203	0	0.798	Keep
3 Overall, the Airbnb provided me with true local experiences.	5.45	1,392	1	0.841(*)	Remove
4 The living context, the host's habits, and behavioural rules mirror local customs'.	5.33	1,217	0	0.794	Keep
5 The Airbnb experience was an opportunity to interact with local culture.	5.41	1,160	0	0.810	Keep
6 The Airbnb surroundings represented the local ways of life.	5.51	1,119	0	0.825	Keep
7 I ate typical local food at the Airbnb or at the Airbnb surroundings.	5.47	1,385	0	0.816	Keep

8	The interior decoration recreated an idea of local culture.	5.05	1,260	0	0.800	Keep
<i>Cronbach's Alpha:</i>					0.828	

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Item 'three' was removed in order to improve reliability of the construct 'object oriented authenticity'.

TABLE 6.19

Reliability results for the 'existential authenticity' dimension of the perception of authenticity construct (pilot test)

Construct/dimension: Authenticity/Existential authenticity	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I was able to discover more about myself.	4.59	1,717	1	0.702	Keep
2 I was in touch with "the real me".	4.87	1,533	2	0.684	Keep
3 I felt the relaxation of norms and controlled behaviour.	5.20	1,346	4	0.690	Keep
4 I felt free from social pressure and rules.	4.94	1,723	1	0.710	Keep
5 I broke away from the mundane life.	5.00	1,267	1	0.725 (*)	Remove
6 I had the chance to develop my true self.	4.90	1,423	2	0.675	Keep
7 I related to local people in a natural, authentic, and friendly way.	5.27	1,363	0	0.691	Keep
8 I related to the host in a natural, authentic, and friendly way.	5.42	1,278	0	0.698	Keep
<i>Cronbach's Alpha:</i>					0.724

Note: (*) Bold characters in the column 'Cronbach's alpha if the item is removed' suggest a potential indicator to be removed.

Item 'five' was removed in order to substantially improve reliability of the construct 'existential authenticity'. Its maintenance is also not supported neither by literature nor by the exploratory study.

TABLE 6.20

Reliability results for the 'destination loyalty' construct (pilot test)

Construct: Destination loyalty	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I intend to recommend the destination I visited to	5.67	1.327	0	0.849	Keep

my friends and relatives.					
2 I will say positive things about the destination I have been.	6.00	1.109	0	0.860	Keep
3 I would encourage friends and relatives to visit the destination I have been.	5.72	1.219	0	0.816	Keep
4 In the future, I intend to revisit the destination I have been.	5.78	1.247	0	0.834	Keep
<i>Cronbach's Alpha:</i>					0.875

According to Table 6.20, all items were kept, since reliability improvements by deleting any of the indicators is not observed. Similar results are observed for the construct 'SP2PA loyalty'. See Table 7.21.

TABLE 6.21
Reliability results for the 'SP2PA loyalty' construct (pilot test)

Construct: SP2PA loyalty	Mean	Standard deviation	Number of missing values	Cronbach's alpha if the item is deleted	Decision
1 I intend to recommend the Airbnb platform to my friends and relatives.	5.67	1,266	0	0.842	Keep
2 I intend to recommend the Airbnb I stayed at to my friends and relatives.	5.53	1,374	0	0.834	Keep
3 I will say positive things about the Airbnb platform.	5.78	1,077	0	0.775	Keep
4 I will say positive things about the Airbnb I stayed at.	5.77	1,289	0	0.824	Keep
5 In the future, I intend to continue using the Airbnb.	5.94	1,262	0	0.801	Keep
6 In the future, I intend to revisit the Airbnb I stayed at.	5.46	1,474	0	0.845	Keep
<i>Cronbach's Alpha:</i>					0.859

After submitting the collected data during the pilot stage to reliability tests, the scale dimensionality of the survey was reduced from 80 items to 73 items measuring the dimensions and constructs under analysis in this study. The next sub-section will present the descriptive and the structural analysis of these items and other questions regarding the definitive survey.

6.3.2 The results of the 'definitive' survey

6.3.2.1 Respondent's profile

Descriptive statistics were used to analyse the data extracted from 409 valid questionnaires (see SPSS results in Appendices AP11.1 and AP11.2). Table 6.22 depicts the characterization of respondents' profile in terms of sociodemographic characteristics and travel behaviour. Among the respondents 61.5% are female, 48.2% single and 30.8% married. Besides, 41.5% age between 18-30 years and 34.9 % between 31-40 years. Employees of private enterprises are 36.4% of the sample and 22% work for the government sector. Regarding the educational background, an impressive number of 55% hold a post-graduate degree.

Most of respondents are single (48.2%) and usually travel alone or with workmates (in both cases, 46%). Travelling with the partner corresponds to 20.5% of the answers. A majority of the respondents' purpose for travelling refers to leisure (70%), while 12.7% travel for business purposes. In total, 73% of respondents experienced the SP2PA for 2 to 5 days, 13.45% for 6 to 10 days and 6.6% experienced the SP2PA for only 1 day. Descriptive analysis shows that SP2PA guests show behavioural loyalty to general SP2PA, since at least 40.8% report repeat visitation to the general accommodation type here designed as SP2PA for 'two to five times'; 14.9% had visited the SP2PA 'six to ten times' before, and 6.6% affirm they only had stayed 'one time'. In contrast, respondents are not loyal to the same SP2PA, since 90% affirmed they never stayed in the same SP2PA before. Furthermore, most respondents had an active role in booking the SP2PA (88.3%). 56.1% of the sample had shared the SP2PA only with the host, 20.1% with the host and her/his partner and 11.4% stayed also with the hosts' child(ren).

TABLE 6.22
Sample descriptive statistics

Respondents' profile	Category	Frequency	%
Gender	<i>Female</i>	250	61.1
	<i>Male</i>	158	38.6
	<i>Decline to answer</i>	1	0.5
Age	<i>18-30</i>	166	41.4
	<i>31-40</i>	140	34.9
	<i>41-50</i>	54	13.5
	<i>51-60</i>	25	6.2
	<i>> 60</i>	16	4
Educational background	<i>Post-graduated</i>	225	55.0

	<i>Graduated from college / University</i>	124	30.3
	<i>Some college / University</i>	49	12.0
	<i>High/Secondary school</i>	10	2.4
	<i>Some High/Secondary school</i>	1	0.2
Employment status / occupation	<i>Employee of private business</i>	149	36.4
	<i>Government employee</i>	90	22.0
	<i>Run my own business</i>	17	4.2
	<i>Student</i>	95	23.2
	<i>Retired</i>	15	3.7
	<i>Military</i>	3	0.7
	<i>Freelancer / self-employed</i>	31	7.6
	<i>Other</i>	9	2.2
Marital status	<i>Single</i>	197	48.2
	<i>Married</i>	126	30.8
	<i>Divorced/separated</i>	30	7.3
	<i>Living with a partner</i>	50	12.2
	<i>Widowed</i>	6	1.5
Travel purpose	<i>Leisure/holiday</i>	302	74.0
	<i>Business/ work</i>	52	12.7
	<i>Study</i>	36	8.8
	<i>Visit friends and relatives</i>	8	2.0
	<i>Health (medical treatment)</i>	2	0.5
	<i>Religious (spiritual)</i>	2	0.5
	<i>Other</i>	6	1.5
Travel companions	<i>Alone</i>	108	26.4
	<i>Workmate(s)</i>	108	26.4
	<i>Just me and my partner (boyfriend/girlfriend/fiancé/wife/husband)</i>	84	20.5
	<i>With family member(s)</i>	53	13.0
	<i>With friend(s)</i>	25	6.1
	<i>Just me my partner family member</i>	10	2.4
	<i>Family members and kids under 12</i>	7	1.7
	<i>Family members and friends</i>	4	1.0
	<i>Friends and partner</i>	3	0.7
	<i>Friends and kids under 12</i>	3	0.7
	<i>Friends and partner</i>	1	0.2
Length of stay	<i>2-5 days</i>	299	73
	<i>6-10 days</i>	55	13.45
	<i>1 day</i>	27	6.6

		<i>11-20 days</i>	13	3.18
		<i>More than 20 days</i>	19	3.91
Active role in booking the SP2PA	<i>Yes</i>		361	88.3
	<i>No</i>		48	11.7
People living in the SP2PA	<i>The host</i>		226	56.1
	<i>The host's partner</i>		81	20.1
	<i>The host's child (children)</i>		46	11.4
	<i>Other relatives of the host</i>		25	6.2
	<i>The host's friend(s)</i>		25	6,2
SP2PA behavioural loyalty	<i>Only one time before</i>		153	37.4
	<i>2-5 times</i>		167	40.8
	<i>6-10 times</i>		61	14.9
	<i>> 10 times</i>		28	6.8
Revisiting the same P2PA	<i>No</i>		368	90
	<i>Yes</i>		41	10
Times revisiting the same P2PA	<i>1-2 times</i>		27	6.6
	<i>3-5 times</i>		9	2
	<i>> 5 times</i>		5	1.2

Most of the respondents had Brazilian nationality (58.2%), followed by American (11.5%), Portuguese (8.3%), Serbian (2.4%), Italian (2.2%), and Canadian (2.0) nationality. It is worth mentioning that respondents had different nationalities, such as French (1.5%), Polish (1.2%), Turkish (1.2%), German (1.2%), Spanish (1.0%), Indonesian (1.0%), Bulgarian (0.7%), Greek (0.7%), Colombian (0.7%), Mexican (0.5%), Slovakian (0.5%), South Korean (0.5%), Russian (0.5%), British (0.5%), Philippine (0.5%), Chinese (0.5%), Iranian (0.5%), Australian (0.2%), Azerbaijanian (0.2%).

Still on the respondents' profile, the adoption of sharing economy services was assessed. In this context, 40% had already used at least one type of sharing economy service, 27% had used two different types, 6% had used three types, 8% had already used four different types, and 6% already used 5 different types of sharing economy services. In turn, 13% had never used other sharing economy services, i.e. only P2P accommodation (See Figure 6.7). The

preferred services are Uber (47%), Sharing guided tours (19%), Couchsurfing (6%); Bike-sharing (6%); BlaBlaCar (6%), Meal sharing (4%). Nine percent affirm they only use Airbnb, so they never use other sharing economy services.

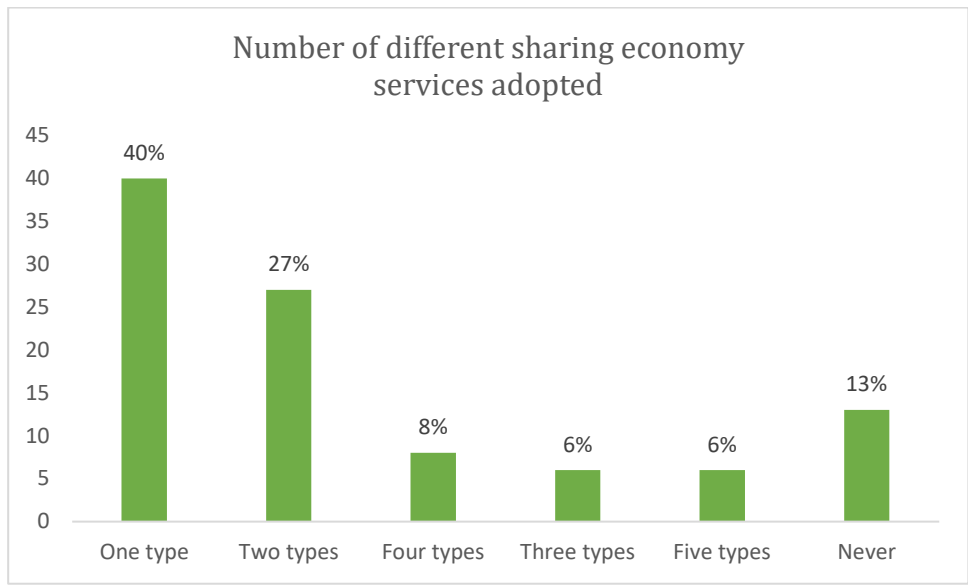


FIGURE 6.7
Adoption of different types of sharing economy services

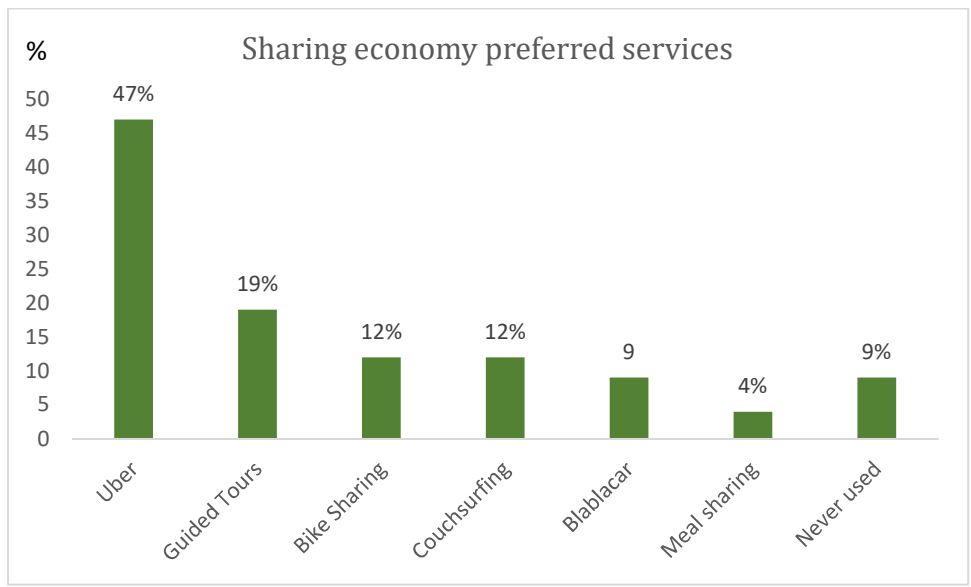


FIGURE 6.8
Respondents' preferred sharing economy services

Respondents were asked about the country they visited in their last SP2PA stay. The 11 (eleven) most visited countries were (in this order): Brazil (17.4%), United States (15.6%), Portugal (15.2%), Spain (9.0%), Italy (6.6%), France (5.1%), Germany (3.9%), Netherlands

(2.4%), Ireland (1.5%), Japan and Chile with 1.2% (See Figure 6.9). The ten most visited cities were: Lisbon (4.9%), New York (4.2%), Barcelona (3.4%), São Paulo (3.4%), Porto (3.2%), Rio de Janeiro (2.4%), Rome (2.4%), London (2.4%), Aveiro (2.4%), and Madrid (2.0). See Figure 6.9 and Figure 6.10.

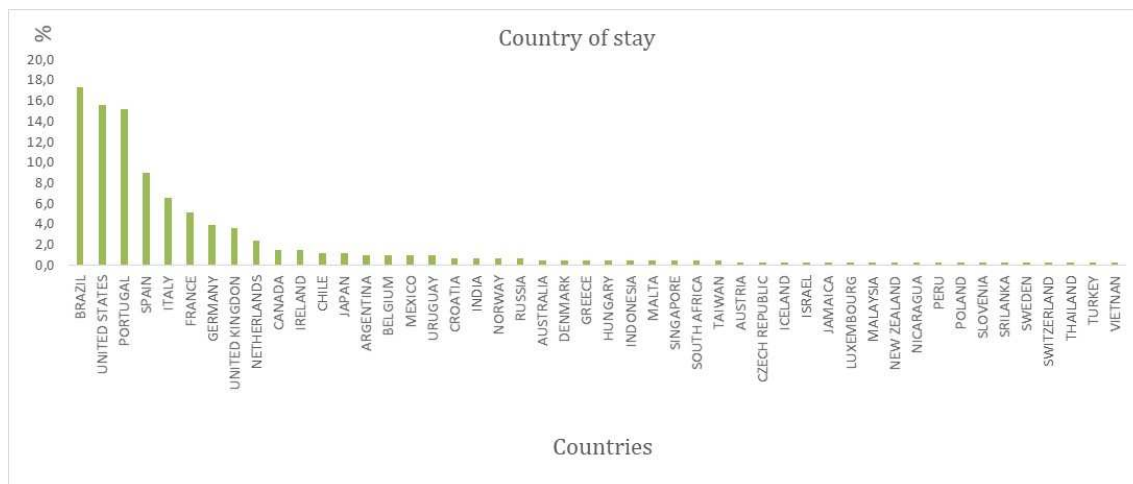


FIGURE 6.9
The destination countries most visited by respondents

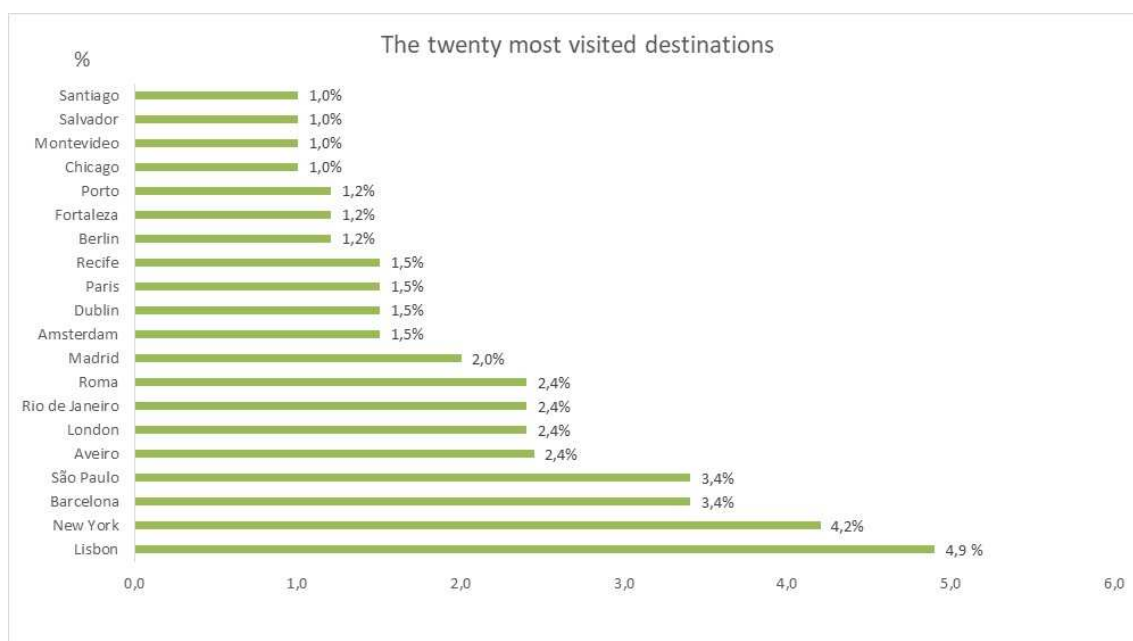


FIGURE 6.10
The destination cities most visited by the respondents

When asked about the last year they had stayed in a SP2PA, it was observed that the respondents had stayed recently, since 49.4% of them stayed in a SP2PA in 2018, 23.7% stayed in 2017, and 13.7% stayed in 2016 (see Figure 6.11).

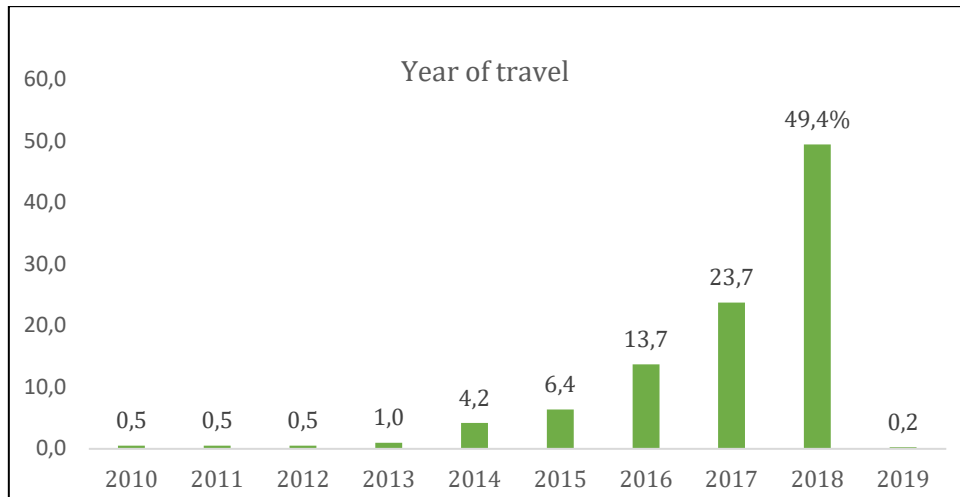


FIGURE 6.11
Year of the last SP2PA stay

6.3.2.2 Model assessment

Before beginning an estimate using PLS modelling, researchers should verify the minimum sample size requirements. The often-cited ‘10 times’ rule provides a guideline to find the minimum sample size required for adopting the PLS technique (Hair et al, 2016). This rule indicates that the minimum sample size should be equal to the larger of ‘10 times the largest number of structural paths directed at a particular construct in the structural model (Hair et al., 2016). However, Hair et al. (2016) suggest to employ the G*Power 3.1.9.4 program which is useful for computing the minimum sample size since this program handles the data characteristics. In this sense, considering 95% statistical power with 5% probability of error, the effect size of 0.15, and the maximum number of arrows pointing at a construct in the PLS path model –in the case of this model being seven²⁵, results of the G*Power program show that the minimum sample size required would be 74. As the sample size of this study is 409, the threshold required is clearly exceeded.

As described in Chapter Five (Sub-section 5.4.3.2.4), researchers should be concerned with reliability, validity, and predictive power criteria when conducting the PLS path modelling analysis. In order to assess the performance of the proposed model according to the mentioned criteria, the PLS path modelling analysis encompasses two steps: the first step aims to evaluate the measurement model, which includes the latent variables, or constructs, and the manifest variables or indicators (or survey items). As discussed in the previous

²⁵ The ‘tourist experience’ is the construct that receives the highest number of arrows (seven). See Figure 6.12

chapter, the proposed model shows two singular reflective constructs (Destination loyalty and P2PA loyalty) and three 'TYPE2' higher order constructs (tourist experience, perceived authenticity, and destination attachment), as second-order constructs, and their associated dimensions as first-order constructs. In this context, reliability and validity are the major criteria to validate reflective measurement models, whether they are singular or higher order constructs comprising reflective constructs. Additionally, as the higher-order constructs also include formative constructs (TYPE 2), researchers should be concerned with the weights and significance of each dimension that forms the second-order constructs and with the absence of multicollinearity among the first order constructs. Next, the second step aims to analyse the inner model by assessing the relationships between the latent constructs. Thereby, the hypotheses of the study are evaluated. When assessing the inner model, researchers should be mainly concerned with the direct and indirect effect between constructs, the statistical significance of these effects, and the predictive power of the exogenous variables on the endogenous variable, by using the parameters of 'explained variance' (R^2 values) and the cross-validated predictive relevance of the PLS path model (Q^2 values). Contrasting the obtained results with the quality criteria of the parameters associated with the measurement and the inner models, the findings will provide evidence of whether the model's quality is robust. Next, these two steps are presented, with results obtained by running SMARTPLS software, version 3.2.8 (Ringle, Wende, & Becker, 2015).

6.3.2.2.1 Assessing the measurement model

(i) Reflective constructs

The first analysis of the measurement model consists of evaluating the factor loadings of all indicators used to measure the reflective latent constructs. Hair et al. (2014) stress that all indicators with factor loadings under the cut-off point of 0.7 should be removed from the model. The authors argue that loadings above the threshold of 0.7 indicate that the construct explains more than 50% of the indicators' variance, providing, thus, acceptable indicators' reliability. However, they admit factor loadings between 0.5 and 0.7 in the case of exploratory studies. The cut-off point of 0.6 will be used in this study, since it ensures indicators' reliability above 50%, being this threshold observed in several studies in the field of Social Sciences (Duarte & Amaro, 2018; Eusébio, Carneiro, & Caldeira, 2016; Lai &

Michael, 2017; Rezaei, Mazaheri, & Azadavar, 2017). By running the PLS algorithm²⁶, the indicators' loadings are shown in Table 6.23.

TABLE 6.23
Indicators' outer loadings of the reflective constructs

Second-order constructs	First order constructs	Indicator	Abbreviation	Loadings
Tourist experience	Aesthetics	I felt a real sense of harmony.	AEST1	0,769
		The Airbnb setting really showed attention to design detail.	AEST2	0,827
		The Airbnb setting was aesthetically attractive.	AEST3	0,821
		The Airbnb experience engaged all my senses.	AEST4	0,713
		The Airbnb surroundings were aesthetically attractive.	AEST5	0,719
	Affective	I experienced pleasant surprises during this trip.	AFFET2	0,747
		I enjoyed getting to do things on the "spur-of-the-moment".	AFFET4	0,834
		I felt a sense of anxiety.	AFFET6(*)	-0.055
		I felt a sense of tension.	AFFET7(*)	0.137
		Has induced many feelings and sentiments.	AFFET10	0,824
		I felt a sense of pleasure.	AFFET11	0.829
Educative	The Airbnb experience stimulated my curiosity to learn new things.	EDUC1	0,792	
	It was a real learning experience.	EDUC2	0,829	
	I learned something about local culture.	EDUC3	0,872	
	I learned something about the history of the visited place.	EDUC4	0,750	
	I learned something about local society and way of life.	EDUC5	0,855	
Entertainment	Watching activities of hosts was very entertaining.	ENTN1	0,755	
	Activities of others in the Airbnb surroundings were fun to watch.	ENTN2	0,865	
	I really enjoyed watching what others were doing.	ENTN3	0,763	
	It was fun to appreciate curious details within the Airbnb surroundings.	ENTN4	0,840	
	I was entertained by host' pets or other pets in the Airbnb surroundings. (***)	ENTN5	-	
Escape	I felt like I was living in a different time or place.	ESCP1	0,770	
	I felt a different person from what I am normally.	ESCP2	0,695	
	I had a sense of self-discovery.	ESCP3(**)	0,831	

²⁶ The SmartPLS results are displayed in Appendix 12.

	My mind became more open to new values and behaviours.	ESCP4(**)	0.797
	I felt like I was a local resident.	ESCP5	0.700
	I took my time to appreciate the Airbnb surroundings slowly.	ESCP6	0.711
	I felt free to do what I actually wished, not having to stick to a predefined itinerary.	ESCP8(*)	0.368

Notes:

- (a) Indicators signed with (*) were removed because they showed outer loadings below 0.6;
(b) Indicators signed with (**) were removed in order to achieve the quality parameters for 'discriminant validity' in accordance with Fornell and Larcker (1981) criterion;
(c) Indicator signed with (***) were removed because it showed a large quantity of missing values.
(d) Indicators in bold used a reverse codification.

TABLE 6.23 (Continuation)

Second-order constructs	First order constructs	Indicator	Abbreviation	Loadings		
Tourist experience	Social interaction	Allowed me to have a more meaningful interaction with my host.	SCINT1	0.838		
		Allowed me to get to know people from the local neighbourhoods.	SCINT2(*)	0.563		
		I interacted with residents when purchasing products or visiting bars and restaurants.	SCINT3	0.640		
		I was invited to have meals with my host.	SCINT6	0.636		
		My host helped me with my travel (e.g. giving information on services, wayfinding, and local attractions).	SCINT7	0.799		
		My host showed a sincere interest in solving problems or helping with unforeseen occurrences during the trip.	SCINT8	0.819		
		My host communicated satisfactorily with me.	SCINT9	0.716		
		Sharing		I enjoyed helping my host at the Airbnb accommodation (for example, tidying my room).	SHAR1	0,642
				I shared meals and beverage with my host.	SHAR3	0,730
I invited the host to visit me in my country/ city.	SHAR4			0,757		
I followed (still follow) my host in social network(s).	SHAR5			0,759		
Staying at the Airbnb allowed me to turn strangers into friends.	SHAR6			0,850		
Staying at the Airbnb made me feel I belong to a special travel community.	SHAR7			0,778		

		I enjoyed helping my host at the Airbnb accommodation (for example, tidying my room).	SHAR1	0,642
Perceived authenticity	Object-oriented authenticity	The architecture of Airbnb and surroundings seemed to be typical of the region.	AUTOBJ1	0,713
		I perceived the interior design and furniture as authentic, representative of a particular social and historical context.	AUTOBJ2	0,745
		The living context, the host's habits, and behavioural rules mirror local customs'.	AUTOBJ4	0,808
		The Airbnb experience was an opportunity to interact with the local culture.	AUTOBJ5	0,757
		The Airbnb surroundings represented the local ways of life.	AUTOBJ6	0,756
		I ate typical local food at the Airbnb or at the Airbnb surroundings.	AUTOBJ7	0,704
		Existential authenticity		I was able to discover more about myself.
I was in touch with "the real me".	AUTEXT2			0,769
I felt the relaxation of norms and controlled behaviour.	AUTEXT3			0,771
I felt free from social pressure and rules.	AUTEXT4			0,726
I had the chance to develop my true self.	AUTEXT6(**)			0,820

TABLE 6.23 (Continuation)

Second-order constructs	First order constructs	Indicator	Abbreviation	Loadings
Perceived authenticity (cont.)	Existential authenticity	7 I related to local people in a natural, authentic, and friendly way.	AUTEXT7	0,654
		8 I related to the host in a natural, authentic, and friendly way.	AUTEXT8	0,650
Destination attachment	Destination identity	I identified strongly with this destination.	DIDENT1	0,820
		I felt I could really be myself when I was at this destination.	DIDENT2	0,792
		I felt my personal values are reflected in this destination.	DIDENT3	0,872
		I feel this destination is a part of me.	DIDENT4	0,845
Destination attachment	Destination dependence	This destination was the best alternative for my goals and needs.	DDEP1	0,716
		This destination was the best place for what I like to do	DDEP2	0,840
		No other place can compare to that destination.	DDEP3	0,684

	That destination was the best place for me to fulfil my needs.	DDEP4	0,811
Destination loyalty	I intend to recommend the destination I visited to my friends and relatives.	LYLTD1	0,915
	I will say positive things about the destination I have been.	LYLTD2	0,908
	I would encourage friends and relatives to visit the destination I have been.	LYLTD3	0,931
	In the future, I intend to revisit the destination I have been to.	LYLTD4	0,852
SP2PA loyalty	I intend to recommend the Airbnb platform to my friends and relatives.	LYTSP2PA1	0,778
	I intend to recommend the Airbnb I stayed at to my friends and relatives.	LYTSP2PA2	0,860
	I will say positive things about the Airbnb platform.	LYTSP2PA3	0,772
	I will say positive things about the Airbnb I stayed at.	LYTSP2PA4	0,828
	In the future, I intend to continue using the Airbnb.	LYTSP2PA5	0,740
	In the future, I intend to revisit the Airbnb I stayed at.	LYTSP2PA6	0,766

Notes:

- (a) Indicators signed with (*) were removed because they showed outer loadings below 0.6;
 (b) Indicators signed with (**) were removed in order to achieve the quality parameter for 'discriminant validity' in accordance with Fornell and Larcker (1981) criterion (see Table 6.25).

As presented in Table 6.23, the indicators AFFET6, AFFET7, ESCP8, SCINT2 are below the threshold of 0.6 and, thus, were removed from the proposed model. Figure 6.12 shows the proposed model subject to the PLS path modelling analysis (Appendix 13 displays the conceptual model modelled by the SmartPLS). As will be detailed in this sub-section, indicators AUTEXT1, AUTEXT2, ESCP3, and ESCP4 were removed in order to ensure the quality parameter indicated by Fornell and Larcker (1981) criterion for discriminant validity. Furthermore, the indicator ENTN5 was removed because it showed a high percentage of missing values (32%) and according Hair et al. (2014), PLS modelling only admits missing values in at least 5% of the total cases. In the online survey, the indicator ENTN5 ('I was entertained by host' pets or other pets in the Airbnb surroundings') was the unique indicator in the survey that respondents were allowed to skip in the case of they had stayed in a SP2PA without pets. The high percentage of missing values for this indicator also does not allow its inclusion in SmartPLS.

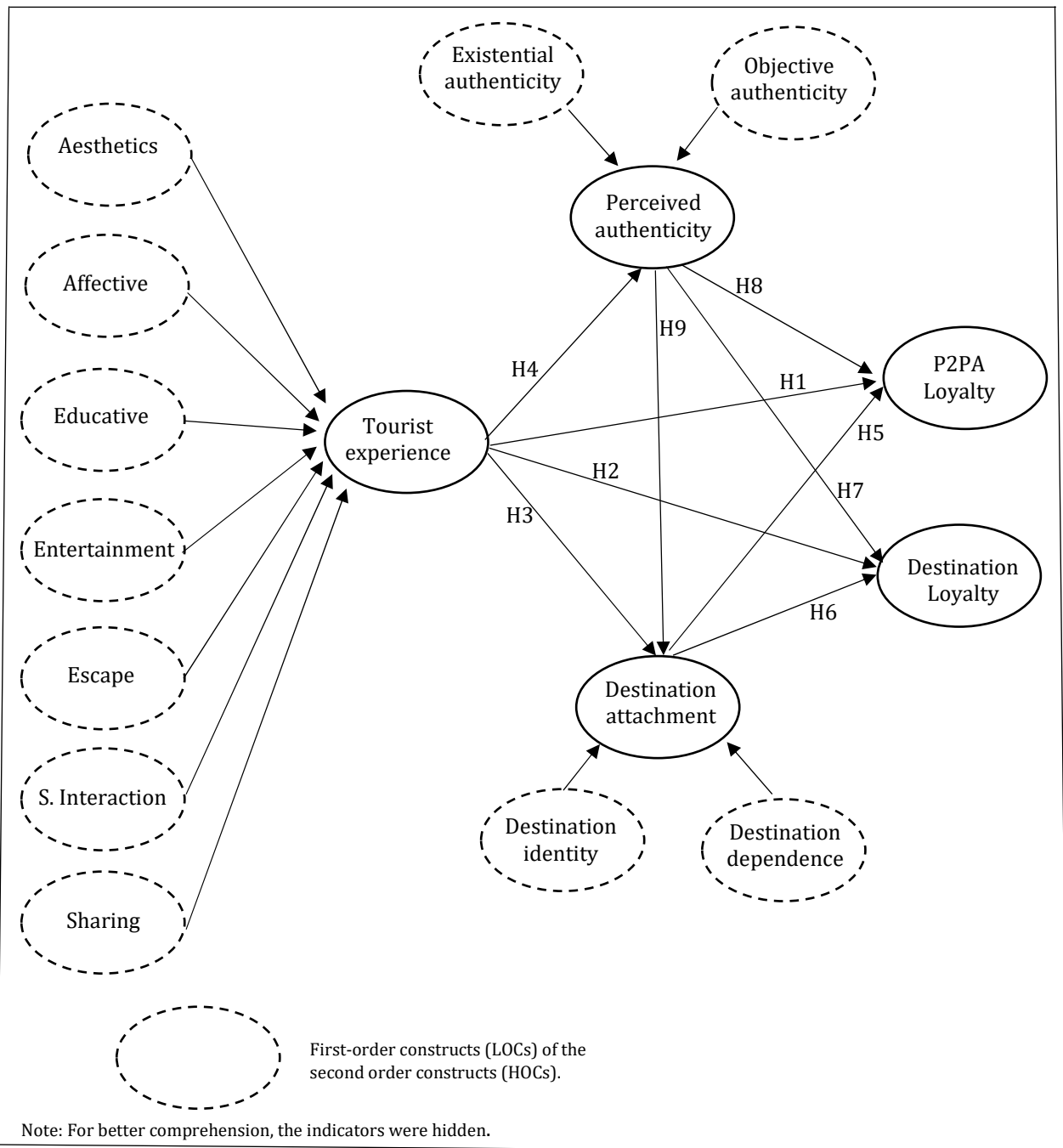


FIGURE 6.12
Proposed research model

After this first round of the PLS algorithm, a second round is conducted. As the proposed model encompasses reflective constructs, the indicator of reliability was evaluated, internal consistency, the significance of the constructs' reliability, convergent validity and discriminant validity (Hair, Risher, Sarstedt, & Ringle, 2018).

Table 6.24 shows that the minimum outer loading observed is 0.607 (indicator SCINT3, related to inviting guests to have meals with the host) and the highest is 0.932 (indicator LYTD3, referring to encouraging friends and relatives to visit the destination where she/he

has been). Thus, all indicators are above the cut-off point of 0.6 (e.g., the construct explains more than 60% of the indicators' variance), which demonstrates their reliability. Furthermore, running the bootstrap confidence intervals procedure with 5000 subsamples and significance level at 0.05, it is possible to obtain the parameter 't-statistic' or 't-value', which measures the significance of the relationship between the indicator and the construct. Higher 't-statistics' provide strong evidence that there is a relationship between the indicators and the constructs (Duarte & Amaro, 2018). According to Table 6.24, all 't-statistics' values are higher than zero and all 'p-values', or the level of significance of the relationships between the indicator and the construct, are below 0.05, thereby ensuring the indicators' reliability.

The internal consistency of constructs is regularly assessed by the Cronbach' Alpha, whose reliability values of 0.7 to 0.9 range from good to satisfactory (J. F. Hair et al., 2018). Running the PLS algorithm, the Cronbach's Alpha for the reflective constructs under analysis varied from 0.760 ('escape' dimension of the tourist experience) to 0.923 (reflective construct 'destination loyalty'). Besides Cronbach's Alpha, Hair Jr, Hult, Ringle, and Marko (2014) also suggest the 'composite reliability' (CR) parameter to measure the internal consistency of reflective constructs in PLS modelling. Duarte and Amaro (2018) explain that the composite reliability quantifies how well a construct is measured by its assigned indicators, which means that the indicators are weighted based on the construct indicators' individual loadings (J. F. Hair et al., 2018). Therefore, composite reliability is more accurate than Cronbach' Alpha (Hair et al., 2014). The quality criterion for composite reliability is the same as Cronbach' Alpha, however, Hair et al. (2018) argue that it produces lower values than composite reliability. Indeed, in this study (see Table 6.24), results of composite reliability are higher than Cronbach' Alpha, ranging from 0.848 ('escape' dimension of the tourist experience) and 0.946 (reflective construct 'destination loyalty'), in all cases surpassing the cut-off point of 0.7 mentioned by Hair et al., (2014). For this study, both parameters, Cronbach' Alpha and composite reliability showed satisfactory values (above 0.7 for all reflective constructs), providing evidence of all reflective constructs being internally consistent.

The quality assessment of the reflective constructs is concluded by analysing the constructs' convergent validity and the discriminant validity. According to Fornell and Larcker (1981), the convergent validity measures the extent to which the construct converges in order to explain the average variance of its assigned indicators. The average variance extracted (AVE) is the metric used to assess the construct's convergent validity and the minimum acceptable AVE is the threshold of 0.5 (Hair et al., 2018). The column AVE in Table 6.24,

shows that all reflective constructs under analysis explain more than 50% of the variance of its indicators. The reflective construct with the lowest AVE value (0.542) is 'escape', which is a dimension associated with the second-order construct 'tourist experience'. In contrast, the highest AVE value (0.814) is verified for the reflective construct 'destination loyalty'. Therefore, as shown in Table 6.24, all reflective constructs have an AVE higher than the cut-off point of 0.5, ensuring a good convergent validity of the reflective constructs.

TABLE 6.24

Measurements of 'outer loadings significance', 'internal consistency validity', and 'convergent validity' of the reflective constructs

Construct / indicators	Mean	Standard deviation	Indicators loadings	t-statist ^a	p-value	Cronbach's Alpha	CR	AVE
Aesthetic						0.828	0.880	0.595
AEST1	5.48	1.416	0.767	33.955	0.000			
AEST2	5.07	1.827	0.830	43.327	0.000			
AEST3	5.12	1.808	0.821	35.628	0.000			
AEST4	4.87	1.845	0.717	24.859	0.000			
AEST5	5.26	1.821	0.713	20,964	0.000			
Affective						0.829	0.886	0.662
AFFET2	5.31	1.896	0.747	27.291	0.000			
AFFET4	4.20	2.121	0.843	49.749	0.000			
AFFET10	4.61	1.851	0.831	37.938	0.000			
AFFET11	5.02	1.736	0.829	41.669	0.000			
Educative						0.878	0.911	0.674
EDUC1	5.09	1.715	0.792	36.487	0.000			
EDUC2	4.89	1.816	0.829	36.524	0.000			
EDUC3	5.14	1.727	0.872	57.813	0.000			
EDUC4	5.10	1.859	0.750	23.921	0.000			
EDUC5	5.17	1.682	0.855	50.325	0.000			
Escape						0.851	0.890	0.575
ESCP1	4.38	2.004	0.807	36.242	0.000			
ESCP2	3.60	2.036	0.736	23.087	0.000			
ESCP5	4.56	1.913	0.764	28.311	0.000			
ESCP6	4.58	1.975	0.742	25.412	0.000			
Entertainment						0.822	0.883	0.654
ENTN1	3.94	2.038	0.761	28.148	0.000			
ENTN2	4.42	1.962	0.863	58.788	0.000			
ENTN3	4.38	2.032	0.769	27.895	0.000			
ENTN4	5.05	1.822	0.837	47.122	0.000			
Social Interaction						0.840	0.884	0.564
SCINT1	4.76	1.950	0.841	56.148	0.000			
SCINT3	4.86	1.987	0.607	14.873	0.000			
SCINT6	3.66	2.545	0.639	21.059	0.000			
SCINT7	5.50	1.802	0.820	39.221	0.000			

SCINT8	5.38	1.722	0.845	49.102	0.000			
SCINT9	5.93	1,505	0.718	21.737	0.000			
Sharing						0.848	0.888	0.571
SHAR1	5,21	1.943	0.639	19.551	0.000			
SHAR3	3.79	2.413	0.736	27.736	0.000			
SHAR4	3.61	2.494	0.760	28.864	0.000			
SHAR5	2.95	2.406	0.763	32.812	0.000			
SHAR6	4.04	2.189	0.849	54.477	0.000			
SHAR7	4.33	2.140	0.772	37.212	0.000			
Existential authenticity						0.855	0.858	0.538
AUTEXT2	4.24	2.009	0.675	18.651	0.000			
AUTEXT3	4.78	1.872	0.816	38.808	0.000			
AUTEXT4	4.51	2.012	0.756	26.791	0.000			
AUTEXT7	5.57	1.634	0.721	27.803	0.000			
AUTEXT8	5.45	1.630	0.727	25.788	0.000			
Object authenticity						0.874	0.902	0.570
AUTOBJ1	5.68	1.563	0.714	21.983	0.000			
AUTOBJ2	4.86	1.862	0.743	24.548	0.000			
AUTOBJ4	5.02	1.750	0.807	38.001	0.000			
AUTOBJ5	5.47	1.687	0.756	25.757	0.000			
AUTOBJ6	5.67	1.449	0.758	23.605	0.000			
AUTOBJ7	5.29	1.869	0.706	20.638	0.000			
AUTOBJ8	4.98	1.711	0.796	32.985	0.000			
Destination identity						0.852	0.900	0.693
DIDENT1	5.64	1.553	0.821	44.180	0.000			
DIDENT2	5.53	1.537	0.793	28.022	0.000			
DIDENT3	5.04	1.655	0.872	54.543	0.000			
DIDENT4	4.39	1.997	0.844	54.042	0.000			
Destination dependence						0.829	0.887	0.664
DDEP1	5.68	1.430	0.780	32.823	0.000			
DDEP2	5.28	1.539	0.871	66.721	0.000			
DDEP3	3.89	2.032	0.724	24.683	0.000			
DDEP4	4.73	1,841	0.876	67.687	0.000			
Destination Loyalty						0.923	0.946	0.814
LYLTD1	5.94	1.352	0.915	71.595	0.000			
LYLTD2	6.18	1.130	0.908	68.758	0.000			
LYLTD3	6.05	1.261	0.932	94.033	0.000			
LYLTD4	5.87	1.516	0.851	37.436	0.000			
SP2PA Loyalty						0.882	0.910	0.627
LYTP2PA1	6.06	1.137	0.782	25.949	0.000			
LYTP2PA2	5.60	1.769	0.857	55.976	0.000			
LYTP2PA3	6.02	1.355	0.777	25.600	0.000			
LYTP2PA4	5.82	1.589	0.828	36.409	0.000			

LYTP2PA5	6.16	1.343	0.744	22.868	0.000
LYTP2PA6	4.95	2.128	0.759	31.200	0.000

Regarding the parameter ‘discriminant validity’, professors Claes Fornell and David Larcker published a seminal paper entitled ‘Evaluating structural equation models with unobservable variables and measurement error’ in which they proposed a test system which evaluates the significant relationships between unobservable variables (constructs). In the context of structural equation modelling, it is important that the constructs are different from each other. When the constructs are not distinct, the model presents problems with the parameter discriminant validity. This parameter indicates the extent to which a construct is distinct from the other constructs, or a construct is unique and captures phenomena not represented by other constructs in the model (Hair et al., 2014). Considering the test proposed by Fornell and Larcker (1981), discriminant validity is defined by comparing the square root of the AVE values with the latent variable correlations and the square root of the AVE should be greater than its highest correlation with any other construct (Hair et al., 2014). Running the PLS algorithm, the discriminant validity for the reflective constructs under analysis is obtained and the results are displayed in Table 6.25.

TABLE 6.25
Discriminant validity of the reflective constructs

	Aesthe.	Affec.	Dest. Depend.	Dest. Loyalty	Dest. identity	Educ.	Entert.	Esc.	Exist. authent.	Obj. or. authent.	SP2PA Lyt.	Shar.	S.Int.
Aesthe.	<i>0,771</i>												
Affec.	0,717	<i>0,813</i>											
Dest. Depend.	0,391	0,444	<i>0,902</i>										
Dest. Loyalty.	0,463	0,543	0,629	<i>0,815</i>									
Dest. identity	0,525	0,619	0,672	0,786	<i>0,833</i>								
Educ.	0,761	0,782	0,409	0,484	0,540	<i>0,821</i>							
Entert.	0,731	0,732	0,336	0,422	0,510	0,777	<i>0,809</i>						
Esc.	0,689	0,727	0,364	0,441	0,544	0,660	0,762	<i>0,763</i>					
Exist. authent.	0,670	0,736	0,402	0,474	0,576	0,662	0,617	0,660	<i>0,740</i>				
Obj. or. authent.	0,682	0,707	0,387	0,436	0,523	0,683	0,666	0,644	0,726	<i>0,755</i>			
SP2PA Lyt.	0,684	0,590	0,508	0,457	0,516	0,601	0,526	0,485	0,639	0,644	<i>0,792</i>		
Shar.	0,625	0,721	0,326	0,430	0,482	0,681	0,657	0,646	0,639	0,577	0,509	<i>0,756</i>	
S. inter.	0,706	0,654	0,387	0,382	0,464	0,729	0,641	0,559	0,675	0,626	0,674	0,731	<i>0,751</i>

Note: Numbers in italic/bold represent the square roots of the AVE.

Following Fornell and Larcker’s (1981) guidelines, the square root of each construct’s AVE (see the numbers in italic/bold in Table 6.25) is higher than its correlations with the others

reflective constructs (the values below in the same column). Accordingly, findings showed in Table 6.25 provide evidence of adequate discriminant validity of the reflective constructs of the proposed model.

The results presented above demonstrate that the reflective constructs of the measurement model follow the quality criteria of reliability and validity. The next step would be the analysis of the inner model, however, as the proposed model shows TYPE II HCM, it is necessary to evaluate the formative constructs before conducting the analysis into the inner model, as follows.

(ii) Assessment of formative constructs

As mentioned in Chapter Five (Sub-section 5.4.3.2.4), before starting the analysis of measurement models encompassing HCM constructs, researchers should conduct the technic of the 'two-stage approach', which ensures that the measurements (scores) of the first order constructs (LOCs) are introduced into the analysis. According to Hair et al. (2018), the repeated indicators approach is used to obtain the LOCs' scores. These LOCs' scores are saved into a new database and the analysis proceeds using this new database. In this sense, the LOCs' scores serve as manifest variables in the HOC's measurement model (Hair et al., 2018). Considering the proposed model of the current study, the LOCs 'aesthetic', 'affective', 'educative', 'entertainment', 'escape', 'social interaction', and 'sharing experience' are manifest variable for the formative HOC 'tourist experience'; the LOCs 'objective authenticity' and 'existential authenticity' are manifest variables for the formative HOC 'perceived authenticity'; and the LOCs 'destination identity' and 'destination dependence' are manifest variables for the formative HOC 'destination attachment' (see Figure 6.12).

After introducing the new data set into the SmartPLS, the researcher should run once again the PLS algorithm and obtain the major parameters to analyse the formative constructs, namely the variance inflation factor (VIF) values and the weights of the LOCs constructs on the HOCs constructs (Hair et al., 2014).

The variance inflation factor (VIF) is the measure for assessing multicollinearity which is not expected between indicators of formative constructs (in the case of HCM, between LOCs). Running the PLS algorithm, the values for the VIF parameter described in Table 6.26 were found.

TABLE 6.26

Measurement of VIF values indicating the level of collinearity/multicollinearity

Path	VIF
Aesthetic -> Tourist Experience	3.213
Affective -> Tourist Experience	3.637
Educative -> Tourist Experience	4.009
Entertainment -> Tourist Experience	3.656
Escape -> Tourist Experience	3.002
Social Interaction -> Tourist Experience	2.997
Sharing experience -> Tourist Experience	2.910
Existential authenticity -> Perception authenticity	2.810
Object authenticity -> Perception authenticity	2.672
Destination identity -> Destination attachment	3.113
Destination dependence -> Destination attachment	2.642

Hair et al. (2011) explain that the variance inflation factor (VIF) with values above 5 suggests of the presence of multicollinearity. Since the VIF values obtained for this study vary from 2.642 to a maximum of 4.009, the LOCs of each HOCs are not too highly correlated, and they are free of multicollinearity/collinearity issues. Therefore, the formative nature for the HOCs is appropriate.

After ensuring that the proposed formative HOCs are free of excessive multicollinearity/collinearity, the contribution of each LOC on its respective HOC should be evaluated by measuring the outer weights and their significance. Starting with the exogenous HOC 'tourist experience', the weights of the seven LOCs under analysis (the aesthetic, affective, educative, entertainment, escape, social interaction, and sharing experience dimensions) are significant for the confidence interval of 95%, since all *p-values* of the 't-tests' are below 0.05, as shown in Table 6.27. Values obtained for the path coefficients (weights) indicate the 'educative' ($\beta=0.194$), 'social interaction' ($\beta=0.194$), 'aesthetic' ($\beta=0.180$), 'sharing experience' ($\beta=0.165$) and 'affective' dimensions ($\beta=0.164$) as the most relevant of the SP2PA tourist experience. The two less relevant dimensions are 'entertainment' ($\beta=0.141$) and 'escape' ($\beta=0.120$) (See Table 6.27).

Regarding the endogenous HOCs 'perception of authenticity', its associated LOCs 'object authenticity' and 'existential authenticity' are significant at the 0.05 level. 'Object authenticity' ($\beta=0.639$) emerges as the LOC with most influence on the formative construct

'perception of authenticity', while 'existential authenticity' has a significant β -value of 0.432. For the endogenous HOC 'destination attachment', the two associated LOCs 'destination identity' and 'destination dependence' have significant weights at the 0.05 level. 'Destination identity' has a higher impact on destination attachment when compared with 'destination dependence'. Their respective weights are shown in Table 6.27.

TABLE 6.27

Weights of the first-order constructs on the second-order constructs and its significance

Second-order constructs	First-order constructs	Weight	T-statistics*	p-value**
Tourist Experience	Educative	0.194	26.259	0.000
	Social interaction	0.194	23.917	0.000
	Aesthetic	0.180	24.565	0.000
	Sharing experience	0.165	21.512	0.000
	Affective	0.164	26.483	0.000
	Entertainment	0.141	23.945	0.000
	Escape	0.120	20.896	0.000
Perception authenticity	Object authenticity	0.639	37.195	0.000
	Existential authenticity	0.432	26.380	0.000
Destination attachment	Destination identity	0.554	47.207	0.000
	Destination dependence	0.505	48.151	0.000

*Significant at 0.001 level based on 5000 bootstraps.

** Significance level at 0.05.

6.3.2.2.2 Inner model assessment

After ensuring the reliability and validity of the measurement model, the next step will evaluate the estimates of the inner model. First, the predictive power of the proposed model is analysed. After that, the total effects, which is the sum of the indirect effects with the direct effects, of the independent construct 'tourist experience' on the dependent constructs 'destination attachment', 'perceived authenticity', 'destination loyalty' and 'SP2PA loyalty' were also evaluated since they provide information regarding cause-effect relationships. After that, the path coefficients between the latent constructs are examined in order to assess the hypothesised relationships amongst the constructs of the research model.

(i) Predictive power: the explained variance (R^2 Values) and Stone-Geisser's (Q^2 Value) techniques.

(a) R^2 Values

The R^2 ranges from 0 to 1, with higher values indicating a greater explanatory power. As a guideline, the R^2 values of 0.75, 0.50, and 0.25 can be considered substantial, moderate, and weak, respectively (Henseler et al., 2009; Hair et al., 2011). In this PLS path modelling, as the R^2 values vary between 0.379 and 0.678, the model presents good predictive power. See the results in Table 6.28.

TABLE 6.28R² Values for the endogenous constructs

Endogenous constructs	R ²
Perceived authenticity	0.678
Destination Loyalty	0.483
SP2PA Loyalty	0.532
Destination Attachment	0.379

(b) Q² Values

By using the Blindfolding technique which is a sample re-use technique, it is possible to calculate the Stone-Geisser's Q² value (Stone, 1974; Geisser, 1974), which represents an evaluation criterion for the cross-validated predictive relevance of the PLS path model. As a rule of thumb, Q² values higher than 0, 0.25, and 0.5 depict, respectively, small, medium, and large predictive relevance of the PLS-path model (Hair et al., 2018). In the current analysis, the Q² values range from 0.364 to 0.664 (see Table 6.29), showing distinct levels of predictive relevance of endogenous constructs in the proposed model.

TABLE 6.29Predictive relevance of endogenous constructs (Q² values)

Endogenous constructs	Q ² Values
Perceived authenticity	0.664
Destination Loyalty	0.461
SP2PA Loyalty	0.510
Destination Attachment	0.364

(ii) Path coefficients and the assessment of the proposed hypotheses

The standardised path coefficients (β) and its significance level are now assessed, providing evidence of inner model quality (Hair et al., 2014). The values of β range from (-1) to (+1) and estimates of path coefficients close to an absolute value of 1 indicate strong relationships between the constructs. Besides, values close to 0 indicate non-significant relationships (Hair et al., 2014). It is worth to mention that the path coefficients analysis allows researchers to evaluate the proposed hypothesis. Table 6.30 displays the path coefficients resulted from the current PLS modelling.

TABLE 6.30

Path coefficients between constructs and the significance of its relationships

Path	Path Coefficient (β)	T-statistics*	p-value**	Hypothesis supported
Tourist experience ->SP2PA loyalty	0.310	4.432	0.000	H1: Yes
Tourist experience -> Destination loyalty	0.019	0.70	0.745	H2: No
Tourist experience -> Destination attachment	0.413	4.776	0.000	H3: Yes
Tourist experience -> Perceived authenticity	0.824	46.064	0.000	H4: Yes
Destination attachment -> SP2PA Loyalty	0.123	2.392	0.017	H5: Yes
Destination attachment -> Destination Loyalty	0.663	14.015	0.000	H6: Yes
Perceived authenticity -> Destination Loyalty	0.033	0.326	0.694	H7: No
Perceived authenticity -> SP2PA loyalty	0.368	5.252	0.000	H8: Yes
Perceived authenticity -> Destination attachment	0.229	2.721	0.007	H9: Yes

*Significant at 0.05 (t-values should be above the theoretical value of 1.96) based on 5000 bootstraps (Hair et al., 2014).

** Significance level $p < 0.05$. "In Marketing, researchers usually assume a significant level of 5%" (Hair et al., p. 171).

Initially, the hypotheses referring to the impact of the tourist experience on the experience outcomes are examined.

The first and second hypotheses (H1 and H2) propose that the perceptions of SP2PA guest experience would positively influence attitudinal loyalty towards SP2PA. According to the path modelling analysis conducted, the SP2PA guest experience was found to be significantly related to SP2PA loyalty ($\beta=0.310$, $p<0.05$). Therefore, the relationship between the SP2PA tourist experience and SP2PA loyalty, with a value of 0.31, is significant at a 5% probability of error. In other words, the SP2PA tourist experience contributes to explaining the variations on the endogenous construct SP2PA loyalty.

In contrast, the direct relationship between the SP2PA guest experience with destination loyalty is not confirmed in this study, since the path coefficient value between these constructs is not statistically significant ($\beta=0.019$, $p>0.05$).

On the other hand, consistent with the path modelling analysis here conducted, the SP2PA guest experience predicts destination attachment formation. A significant and positive relationship was found between these constructs ($\beta=0.413$, $p<0.05$), which confirms the proposed hypothesis H3.

A considerable positive relationship was found between the constructs 'tourist experience' and 'perception of authenticity', confirming the proposed hypothesis (H4). The current analysis revealed a positive and, in fact, the highest path coefficient when compared with the other relationships between the construct 'tourist experience' and the constructs representing its outcomes under analysis ($\beta=0.824$, $p<0.05$).

This study also examined some relationships between the endogenous constructs (the outcomes of the tourist experience) of the proposed model. As shown in Chapter Five (Sub-section 5.4.2.2.2), the relationships here analysed are supported by the literature in tourism and hospitality.

Regarding the endogenous construct 'perceived authenticity', findings support the hypothesis H9, which proposes that the perceived authenticity of the SP2PA guests positively influences destination attachment formation ($\beta=0.229$, $p<0.05$). However, this study demonstrates no significant relationships between the constructs 'perceived authenticity' and 'destination loyalty' ($\beta=0.033$, $p>0.05$). Thus, the hypothesis H7 is not supported. In turn, when SP2PA guests perceive the authenticity of the SP2PA experience, it is suggested that SP2PA loyalty is improved, since the construct 'perceived authenticity' shows a positive and significant relationship with 'SP2PA loyalty' ($\beta=0.368$, $p<0.05$). This result supports the hypothesis H8.

Consistent with several studies (see Chapter Five, Sub-section 5.4.2), the current path modelling analysis also confirms the relationships between destination attachment and attitudinal destination loyalty. In this model estimation, destination attachment has a strong and significant impact on destination loyalty ($\beta=0.663$, $p<0.05$) and hypothesis H6 is supported.

(iii) The total effects of the independent construct on the dependent ones.

The total effect is a parameter particularly associated with the relationships between exogenous constructs and endogenous constructs. Sometimes researchers want to evaluate not only the direct effect of the exogenous construct on the endogenous construct, but also the indirect effect of the first on the latter via a mediating variable (Hair et. al, 2014). The direct, indirect and total effects of the exogenous construct 'tourist experience' on the endogenous constructs under analysis are shown in Table 6.31.

TABLE 6.31

The total effect of the exogenous construct tourist experience on the endogenous constructs

Path	Direct	Indirect	Total	T-statistics*	p-value**
Tourist experience -> Destination attachment	0.413	0.188	0.601	17.715	0.000
Tourist experience -> Destination loyalty	0.019	0.426	0.445	11.233	0.000
Tourist experience -> SP2PA loyalty	0.310	0.377	0.687	4.589	0.012
Tourist experience -> Perceived authenticity	0.824	-	0.816	52.402	0.000

*Significant at 0.001 level based on 5000 bootstraps.

** Significance level p<0.05.

Although the exogenous construct ‘tourist experience’ does not predict directly destination loyalty, Table 6.31 shows that the tourist experience has a significant total effect on destination loyalty ($\beta=0.445$, $p<0.05$). The inner model under analysis with the path coefficients (β) and the R^2 values are portrayed in Figure 6.13.

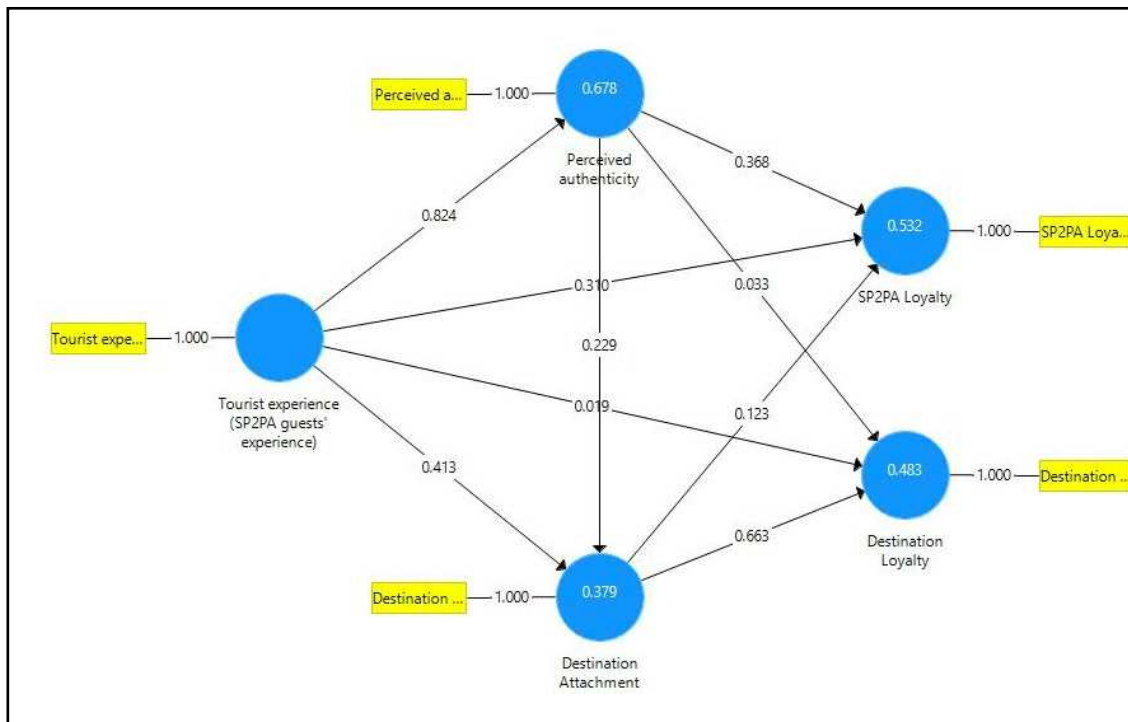


FIGURE 6.13

Major inner model's results

6.3.2.2.3 Destination attachment and perception of authenticity as mediating constructs

As shown in Table 6.31, significant indirect effects between tourist experience and destination loyalty (t-value=11.233, $p<0.05$) and tourist experience and SP2PA loyalty (t-value=4.589, $p<0.05$) are observed. These indirect effects suggest that the constructs

'destination attachment' and 'perceived authenticity' are probably intervening in the direct effect of the 'tourist experience' in the outcomes of 'destination loyalty' and 'SP2PA loyalty'. According to Chapter Five, Sub-section 5.3.3.2.4, these indirect effects are characterized as mediating effects. In order to confirm the mediating effects of the constructs 'destination attachment' and 'perceived authenticity' between 'tourist experience' and the loyalty constructs, Hair et al.'s (2014) framework for testing mediation will be followed, which guides the steps for testing mediating effects, examining the relationships between the independent variables and dependent variables, including the mediation construct:

- (i) Step 1: To assess the significance of the direct effect without including the mediator variable in the PLS path model;
- (ii) Step 2: If the direct effect is not significant, there is no mediating effect. Otherwise, if the direct effect is significant, the mediator variable should be included in the PLS path modelling. Then, the significances of the effects between the *exogenous construct* and the *mediating variable* and between the *mediating variable* and the *endogenous construct* are assessed;
- (iii) Step 3: If these indirect effects are not significant, there is no mediation. In contrast, if they are significant, the 'variance accounted for' (VAF) is calculated, which determines the size of the indirect effect in relation to the total effect. VAF values under 20% mean 'no mediation', between 20% and 80% (including these values) mean partial mediation, and VAF values above 80% mean 'full mediation'.
- (iv) Considering β_{12} the indirect effect between the exogenous construct and the mediating construct; β_{23} the indirect effect between the mediating variable and the endogenous construct; and β_{13} the direct effect between the tourist experience and the endogenous construct, the VAF-value is calculated by using the equation below (Hair et al., 2014):

$$VAF = \left(\frac{\beta_{12} \times \beta_{23}}{(\beta_{12} \times \beta_{23} + \beta_{13})} \right) \times 100\%$$

Analysing Table 6.30, it is observed that the effect of the 'tourist experience' on 'destination loyalty' is not significant, therefore, the construct 'destination attachment' is suggested to mediate the relationships between the 'tourist experience' and 'destination loyalty' and

'tourist experience' and 'SP2PA loyalty'. This evidence will be tested using the framework shown by Hair et al. (2014):

Step 1: Excluding the mediating construct 'destination attachment', it is found that the relationship between the 'tourist experience' and 'destination loyalty' is significant ($\beta=0.293$, $p=0.003$, $p\text{-value}<0.05$). This result is displayed in Figure 6.14.

Step 2: Then, the mediating construct is now included and the significance of the effects between the 'tourist experience' and 'destination attachment' and 'destination attachment' and 'destination loyalty' is assessed. As displayed in Figure 6.15, both relationships are significant since their $p\text{-value}$ is above 0.05. Next step, the VAF-value is calculated (see Step 3).

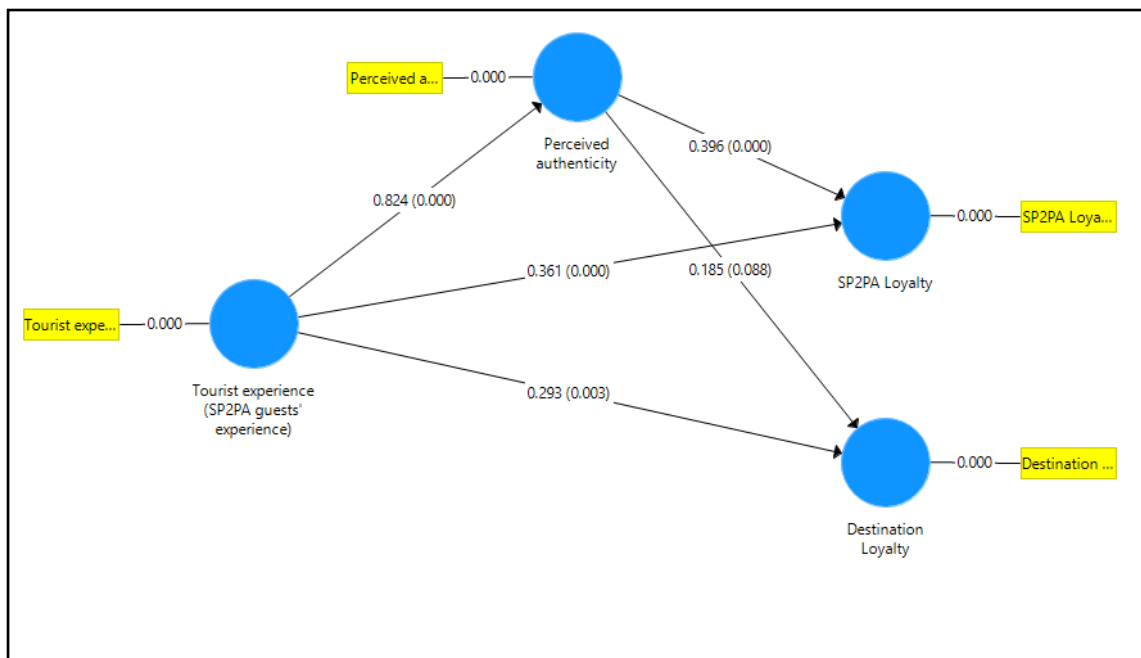


FIGURE 6.14
The significance of the relationship between the 'tourist experience' and 'destination loyalty' by excluding the construct 'destination attachment'

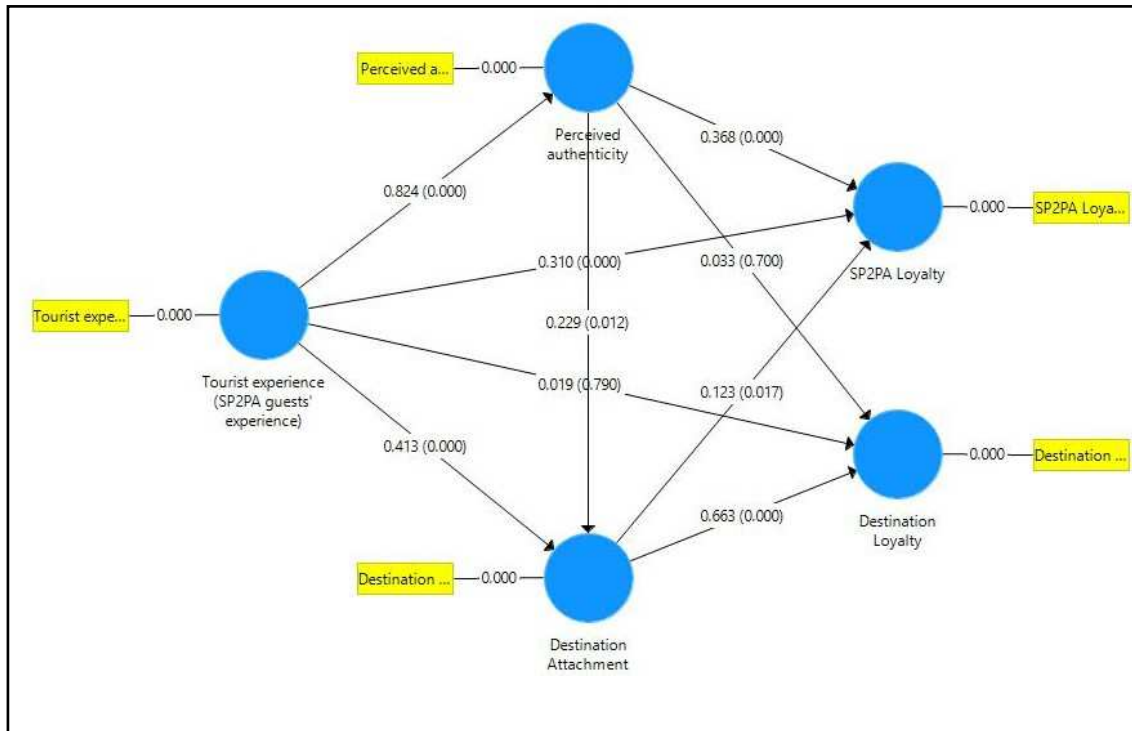


FIGURE 6.15

The significance of the effects between the 'tourist experience' and 'destination attachment' and 'destination attachment' and 'destination loyalty'

Step 3: calculating the VAF-value, using the equation shown in Hair et al. (2014):

$$VAF \text{ value} = \left(\frac{0,413 \times 0,663}{(0,413 \times 0,663) + 0,019} \right) \times 100\%$$

$$VAF \text{ value} = \left(\frac{0,274}{0,274 + 0,019} \right) \times 100\%$$

The VAF value is 93,51%, which means that the construct 'destination attachment' fully mediates the relationship between the 'tourist experience' and 'destination loyalty'.

Regarding the mediating effect of 'destination attachment' on the outcome 'SP2PA loyalty', the STEP 1 indicates that the construct 'tourist experience' has a significant direct effect on the outcome 'SP2PA loyalty', when excluding the construct 'destination attachment'. Next, STEP 2 is conducted by including the construct 'destination attachment' in the PLS modelling estimative. The path coefficients of the relationships between the 'tourist experience' and 'destination attachment' and 'destination attachment' and 'SP2PA loyalty' are $\beta=0.413$ ($p=0.000$, $p\text{-value}<0.05$) and ($\beta=0.123$, $p=0.018$, $p\text{-value}<0.05$), respectively. These results show that these relationships are significant at the interval

confidence of 5% (see Figure 6.15). Therefore, the construct 'destination attachment' is suggested to mediate the relationships between the 'tourist experience' and 'SP2PA loyalty'. However, calculating the VAF-value, it is found that the degree of 'destination attachment's' intervention in the relationship between the 'tourist experience' and 'SP2PA loyalty' is only 14% (see the calculation of this result below, in which the path coefficients were extracted from Table 6.29). Therefore, the VAF-value is under 20%, which means that the construct 'destination attachment' does not mediate the relationship between the 'tourist experience' and 'SP2PA loyalty'.

$$VAF - value = \left(\frac{0,413 \times 0,123}{(0,413 \times 0,123) + 0,310} \right) \times 100\%$$

$$VAF - value = 14\%$$

The same procedure to assess the mediation effect of the construct 'perceived authenticity' amongst the constructs 'tourist experience' and 'SP2PA loyalty' is undertaken:

STEP1: the direct effect of the 'tourist experience' on 'SP2PA loyalty' is significant at 5% ($\beta=0.588$, $p=0.000$, $p\text{-value}<0.05$). See Figure 6.16.

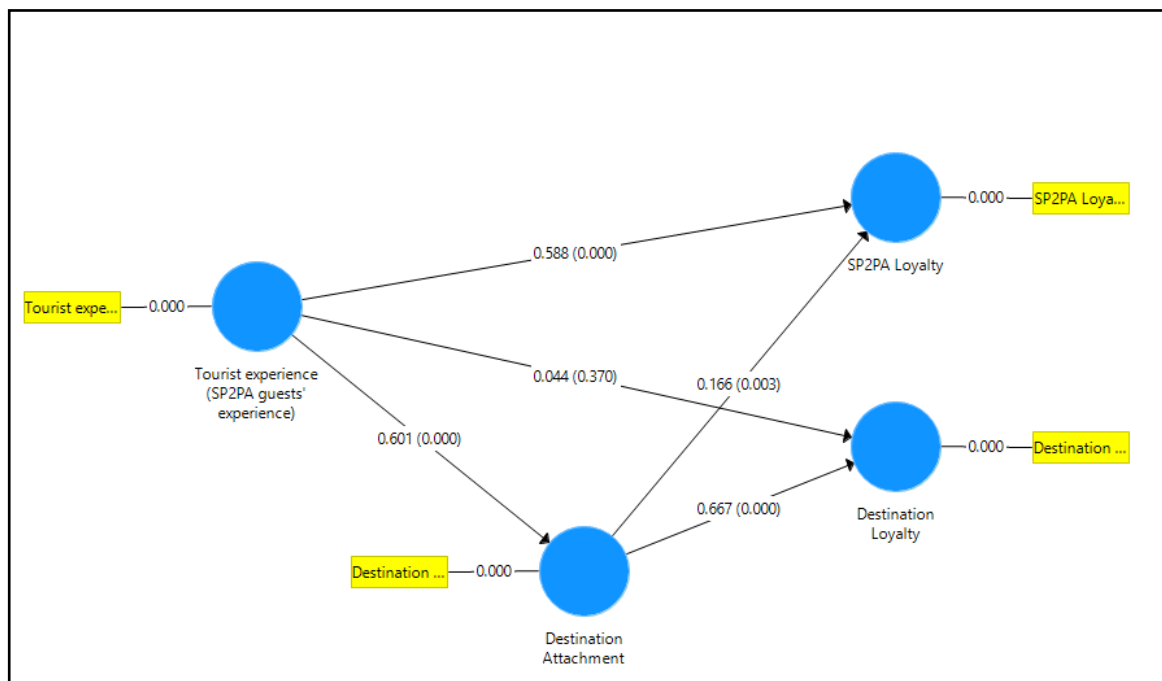


FIGURE 6.16
The direct effect of the 'tourist experience' on 'SP2PA loyalty'

Step2: The construct 'perceived authenticity' is then included in this PLS path modelling and the effect of the construct 'tourist experience' on the construct 'perceived authenticity' and the effect of the construct 'perceived authenticity' on the outcome 'SP2PA loyalty' are calculated. The result of the former relationship is $\beta=0.824$ ($p=0.000$, $p\text{-value}<0.05$) and the latter is ($\beta=0.368$, $p=0.000$, $p\text{-value}<0.05$). As both results are significant at the 5% level, it is suggested that the construct 'perceived authenticity' mediates the effect of the 'tourist experience' on 'SP2PA loyalty'. See Figure 6.15.

Finally, the VAF-value is calculated as the following:

$$VAF - value = \left(\frac{0,824 \times 0,368}{(0,824 \times 0,368) + 0.310} \right) \times 100\%$$

$$VAF\text{-value} = 49,6\%$$

According to Hair et al. (2014), the result above shows that the 'perceived authenticity' partially mediates the effect of the tourist experience on the 'SP2PA loyalty'.

Concerning the mediating effect of the 'perceived authenticity' on the relationship between the 'tourist experience' and 'destination loyalty', Step 1 is not supported, since, by excluding the construct 'perceived authenticity' from the PLS path modelling, the direct effect of the 'tourist experience' on 'destination loyalty' is not significant ($\beta=0.044$, $p=0.370$, $p\text{-value}>0.05$). See Figure 6.16 above. Therefore, the construct 'perceived authenticity' does not mediate the relationship between the 'tourist experience' and 'destination loyalty'.

6.3.2.2.4 Assessing the relationships between the dimensions of the tourist experience and the outcomes under analysis

The Smart PLS algorithm estimates the relationships between constructs directly linked. In this study, it is sought to assess the relationships between the constructs associated with the dimensions of the SP2PA guest experience (exogenous constructs) and the constructs related to the outcomes under analysis (endogenous constructs). As observed in Figure 6.12, the constructs associated with the dimensions of the SP2PA guest experience and the outcomes are intervened by the latent construct 'tourist experience' ('SP2PA guest experience'). Therefore, the relationships between them can be assessed by removing the construct 'tourist experience' ('SP2PA guest experience'). Accordingly, the obtained results will test the relationships of each dimension of the tourist experience on the outcomes

under analysis, as described in Chapter Five, Sub-section 5.4.2.3. The proposed model, removing the construct 'tourist experience' is displayed in Figure 6.17.

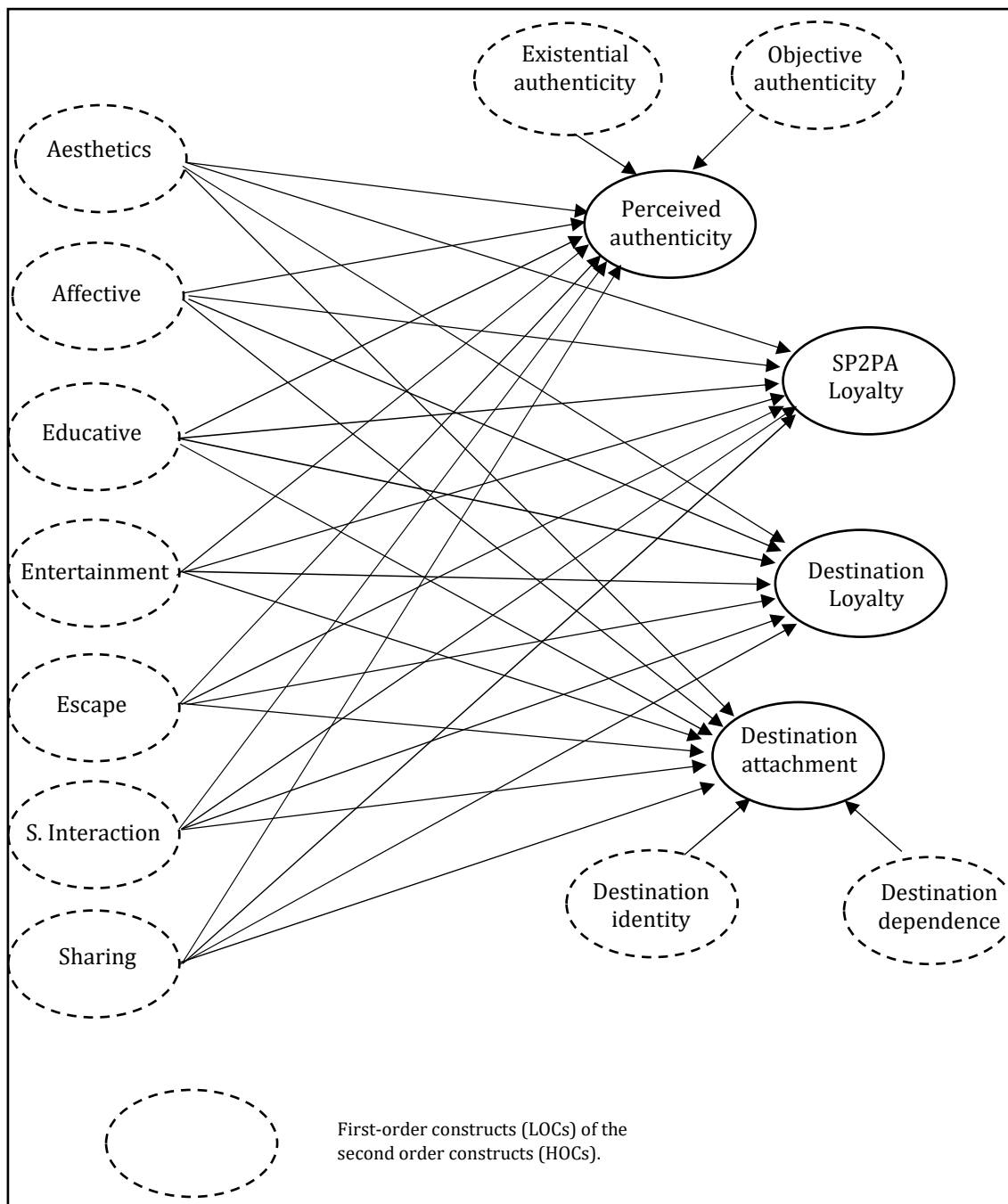


FIGURE 6.17

The Proposed model to assess the relationships between the dimensions of the tourist experience and the outcomes under analysis.

In such type of model, with a large number of constructs and indicators, multicollinearity may occur, hence, discriminant validity is established and the results of the estimated model may be biased (Hair et al., 2014). Therefore, the same procedures observed in the previous

section for assessing the measurement and structural model should be conducted in order to ensure the quality of PLS results. It is worth mention that, compared with the previous model, showed in Figure 6.12, the model proposed in Figure 6.17 is standardized, since it is derived from the same sample and the same data collection technics. Furthermore, the initial number of indicators is the same as those used in the previous models, however, due to discriminant validity issues, a reduction in the number of indicators is expected.

The process of removing indicators in order to avoid discriminant validity issues follows the same procedures described in Sub-sections 6.3.2.2. In the case of observing discriminant validity, it is enough to identify the correlated constructs, showed in the discriminant validity matrix, provided by the Smart PLS. After that, using the ‘cross loading’ matrix (also provided by the Smart PLS), it is possible to identify those indicators with cross-loadings that exceed indicators’ outer loadings, and, in this case, the indicator should be removed to avoid discriminant validity problem. By running the Smart PLS for the model proposed in Figure 6.17, the values of discriminant validity are obtained considering Fornell and Larcker criterion.

TABLE 6.32

Discriminant validity of the reflective constructs for the model proposed in Figure 6.17 (all indicators)

	Aesth	Affective	Dest Lyt	Dest Dep	Dest Ident	Educ	Entnt	Escape	Exist Aut	Obj Aut	SP2PA LYT	Sharing	S. Int
Aesth	0,771												
Affective	0,716	0,813											
Dest Lyt	0,396	0,445	0,902										
Dest Dep	0,464	0,544	0,628	0,815									
Dest Ident	0,525	0,619	0,672	0,786	0,833								
Educ	0,753	0,781	0,410	0,484	0,539	0,780							
Entnt	0,729	0,732	0,339	0,426	0,511	0,777	0,808						
Escape	0,746	0,812	0,430	0,499	0,597	0,776	0,794	0,709					
Exist Aut	0,678	0,783	0,378	0,489	0,600	0,698	0,678	0,793	0,734				
Obj Aut	0,685	0,708	0,387	0,436	0,523	0,684	0,670	0,691	0,729	0,702			
SP2PA LYT	0,692	0,595	0,507	0,457	0,515	0,602	0,532	0,568	0,595	0,645	0,791		
Sharing	0,626	0,728	0,333	0,435	0,489	0,686	0,656	0,693	0,678	0,584	0,519	0,754	
S. Int	0,707	0,651	0,395	0,384	0,464	0,723	0,627	0,719	0,656	0,627	0,692	0,713	0,751

Note: Highlighted cells indicate discriminant validity problem.

According to Table 6.32, correlations between constructs are observed for:

- Educative > Affective and escape dimensions.
- Escape dimension > Entertainment, educative, social interaction, and affective dimensions.
- Objective authenticity > Affective.

- Existential authenticity > Escape, entertainment, and affective.

Checking the cross-loading matrix, it is suggested to remove the indicators ENTN2, ESCP3, ESCP4, ESCP8, EDUC5, SICNT6, SCINT9, SHAR7, AUTEXT1, AUTEXT3, AUTEXT6, AUTOBJ1, and AUTOBJ8.

Running the Smart PLS with the remaining indicators, the quality parameters of the measurement model are assessed and the results are displayed in Table 6.33. Next, the discriminant validity is once again assessed and results are shown in Table 6.34.

TABLE 6.33:
Quality parameters for the measurement model (model proposed in Figure 6.17)

Construct / indicators	Mean	Standard deviation	Indicators loadings	Cronbach's Alpha	CR	AVE
Aesthetic				0,828	0,880	0,595
AEST1	5.48	1.416	0,778			
AEST2	5.07	1.827	0,823			
AEST3	5.12	1.808	0,823			
AEST4	4.87	1.845	0,694			
AEST5	5.26	1.821	0,731			
Affective				0,829	0,886	0,661
AFFET2	5.31	1.896	0,826			
AFFET4	4.20	2.121	0,837			
AFFET10	4.61	1.851	0,749			
AFFET11	5.02	1.736	0,837			
Educative				0,841	0,894	0,678
EDUC1	5.09	1.715	0,819			
EDUC2	4.89	1.816	0,848			
EDUC3	5.14	1.727	0,858			
EDUC4	5.10	1.859	0,765			
Escape				0,760	0,846	0,579
ESCP1	4.38	2.004	0,788			
ESCP2	3.60	2.036	0,709			
ESCP5	4.56	1.913	0,799			
ESCP6	4.58	1.975	0,744			
Entertainment				0,739	0,851	0,656
ENTN1	3.94	2.038	0,749			
ENTN3	4.38	2.032	0,813			
ENTN4	5.05	1.822	0,864			
Social Interaction				0,813	0,879	0,647
SCINT1	4.76	1.950	0,832			
SCINT3	4.86	1.987	0,655			
SCINT7	5.50	1.802	0,855			
SCINT8	5.38	1.722	0,857			
Sharing				0,826	0,878	0,590

SHAR1	5,21	1.943	0,673			
SHAR3	3.79	2.413	0,778			
SHAR4	3.61	2.494	0,778			
SHAR5	2.95	2.406	0,780			
SHAR6	4.04	2.189	0,824			
Existential authenticity				0,760	0,848	0,583
AUTEXT2	4.24	2.009	0,763			
AUTEXT4	4.51	2.012	0,831			
AUTEXT7	5.57	1.634	0,721			
AUTEXT8	5.45	1.630	0,734			
Object authenticity				0,708	0,837	0,633
AUTOBJ2	4.86	1.862	0,733			
AUTOBJ5	5.47	1.687	0,852			
AUTOBJ7	5.29	1.869	0,797			
Destination identity				0,852	0,900	0,693
DIDENT1	5.64	1.553	0,819			
DIDENT2	5.53	1.537	0,791			
DIDENT3	5.04	1.655	0,873			
DIDENT4	4.39	1.997	0,845			
Destination dependence				0,829	0,887	0,664
DDEP1	5.68	1.430	0,777			
DDEP2	5.28	1.539	0,871			
DDEP3	3.89	2.032	0,726			
DDEP4	4.73	1,841	0,876			
Destination Loyalty				0,923	0,946	0,814
LYLTD1	5.94	1.352	0,914			
LYLTD2	6.18	1.130	0,910			
LYLTD3	6.05	1.261	0,930			
LYLTD4	5.87	1.516	0,852			
SP2PA Loyalty				0,882	0,909	0,626
LYTP2PA1	6.06	1.137	0,776			
LYTP2PA2	5.60	1.769	0,865			
LYTP2PA3	6.02	1.355	0,767			
LYTP2PA4	5.82	1.589	0,836			
LYTP2PA5	6.16	1.343	0,734			
LYTP2PA6	4.95	2.128	0,764			

TABLE 6.34

Discriminant validity of the reflective constructs for the model proposed in Figure 6.17.

	Aesth	Affective	Dest Lyt	Dest Dep	Dest Ident	Educ	Entnt	Escape	Exist Aut	Obj Aut	SP2PA LYT	Sharing	S. Int
Aesth	0,771												
Affective	0,717	0,813											
Dest Lyt	0,396	0,445	0,902										
Dest Dep	0,464	0,544	0,628	0,815									
Dest Ident	0,526	0,619	0,672	0,786	0,833								
Educ	0,737	0,771	0,423	0,485	0,541	0,823							
Entnt	0,720	0,715	0,333	0,425	0,497	0,744	0,810						
Escape	0,693	0,725	0,372	0,448	0,553	0,634	0,726	0,761					
Exist Aut	0,647	0,728	0,391	0,492	0,603	0,640	0,645	0,701	0,764				
Obj Aut	0,655	0,715	0,395	0,412	0,489	0,672	0,679	0,617	0,707	0,795			
SP2PA LYT	0,692	0,596	0,507	0,457	0,515	0,597	0,528	0,497	0,604	0,640	0,791		
Sharing	0,598	0,654	0,304	0,393	0,443	0,637	0,600	0,601	0,593	0,555	0,493	0,768	
S. Int	0,689	0,651	0,400	0,393	0,477	0,735	0,650	0,571	0,637	0,627	0,665	0,667	0,804

Table 6.33 and Table 6.34 show that all parameters are above their respective cut-off points and the measurement model follows the quality criteria of reliability, validity, and collinearity. Next, as the model proposed in Figure 6.17 has two formative constructs (Perception of authenticity and Destination attachment), the weights of the indicators and the VIF values should be assessed (see Table 6.35 and Table 6.36). Results of these Tables show that the VIF values are above the cut-off points and the weights of the formative constructs are significant at 5%.

TABLE 6.35

Measurement of VIF values indicating the level of collinearity/multicollinearity (model proposed in Fig 6.17).

Path	VIF
Existential authenticity -> Perception authenticity	2,91
Object authenticity -> Perception authenticity	2,69
Destination identity -> Destination attachment	3,16
Destination dependence -> Destination attachment	2,69

TABLE 6.36

Weights of the first-order constructs on the second-order constructs and its significance

Second-order constructs	First-order constructs	Weight	T-statistics*	p-value**
Perception authenticity	Object authenticity	0.474	26.414	0.000
	Existential authenticity	0.607	37.759	0.000
Destination attachment	Destination identity	0.542	55.560	0.000
	Destination dependence	0.516	54.934	0.000

*Significant at 0.001 level based on 5000 bootstraps.

** Significance level at 0.05.

Next, the inner model (See Figure 6.18) is assessed. Table 6.32 displays the path coefficients and their respective *p-values* for the relationships between the dimensions of the SP2PA guest experience and the outcomes under analysis. Then, the relationships between the constructs are obtained (See Table 6.37).

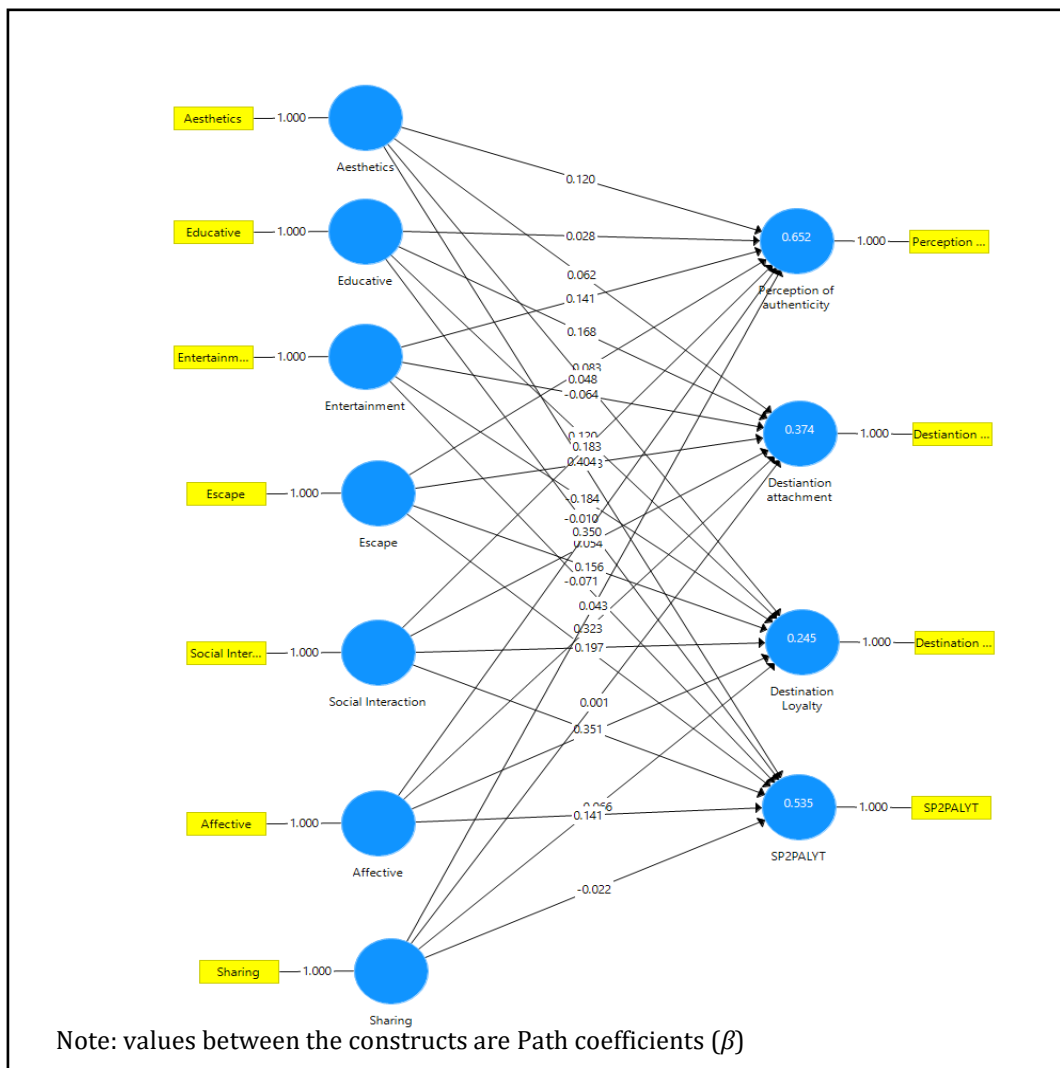


FIGURE 6.18

'Inner model' of the model proposed in Figure 6.17.

TABLE 6.37

The relationships between the dimensions of the SP2PA guest experience and the outcomes under analysis

Path (Intervened by the construct SP2PA guest experience).	Path Coefficient (β)	T-statistics*	p-value**	Significative Relationship
Aesthetics -> Destination attachment.	0,062	0,818	0,414	No
Aesthetics -> Destination loyalty	0,048	0,562	0,574	No
Aesthetics -> SP2PA loyalty	0,404	2,070	0,038	Yes
Aesthetics -> Perception of authenticity	0,120	6,252	0,000	Yes
Affective -> Destination attachment	0,323	4,765	0,000	Yes
Affective -> Destination loyalty	0,261	3,305	0,001	Yes
Affective -> SP2PA loyalty	0,350	5,503	0,000	Yes
Affective -> Perception of authenticity	0,141	2,231	0,026	Yes
Educative -> Destination attachment.	0,168	2,183	0,029	Yes
Educative -> Destination loyalty	0,120	1,440	0,150	No
Educative -> SP2PA loyalty	0,028	0,486	0,627	No
Educative -> Perception of authenticity	-0,010	0,122	0,903	No
Entertainment -> Destination attachment.	-0,064	0,894	0,371	No
Entertainment -> Destination loyalty	0,184	2,479	0,013	Yes
Entertainment -> SP2PA loyalty	0,141	2,530	0,011	Yes
Entertainment -> Perception of authenticity	-0,071	1,168	0,243	No
Escape -> Destination attachment.	0,148	2,232	0,026	Yes
Escape -> Destination loyalty	0,156	2,204	0,028	Yes
Escape -> SP2PA loyalty	0,083	1,868	0,062	No
Escape -> Perception of authenticity	0,014	0,242	0,809	No
Sharing experience -> Destination attachment.	0,001	0,010	0,992	No
Sharing experience -> Destination loyalty	-0,066	1,094	0,274	No
Sharing experience -> SP2PA loyalty	0,043	0,968	0,333	No
Sharing experience -> Perception of authenticity	-0,022	0,463	0,643	No
Social interaction -> Destination attachment.	0,054	0,753	0,451	No
Social interaction -> Destination loyalty	0,197	2,502	0,012	Yes
Social interaction -> SP2PA loyalty	0,183	3,155	0,002	Yes
Social interaction -> Perception of authenticity	0,351	4,811	0,000	Yes

As displayed in Table 6.37, the outcome ‘perception of authenticity’ is more influenced by the ‘social interaction’ dimension ($\beta=0.351$). The ‘affective’ and ‘aesthetic’ are also relevant dimensions for ‘perception of authenticity’, showing $\beta=0.141$ and $\beta=0.120$, respectively. The outcome ‘destination attachment’ is most influenced by the ‘affective’ dimension ($\beta=0.323$), followed by ‘educative’ ($\beta=0.168$), and ‘escape’ ($\beta=0.148$) dimensions. ‘Destination loyalty’ is most influenced by the ‘affective’ dimension ($\beta=0.261$), ‘social interaction’ ($\beta=0.197$), ‘entertainment’ ($\beta=0.184$), and ‘escape’ ($\beta=0.184$). For SP2PA

loyalty, 'aesthetic' ($\beta=0.404$) 'affective' ($\beta= 0.350$), 'social interaction' ($\beta=0.183$), and 'entertainment' ($\beta=0.141$) are the most relevant dimensions influencing this outcome.

6.4 Conclusions

This chapter presented the empirical results, based on both the insight from the exploratory, qualitative, stage and the descriptive and inferential statistics results defined by the research model outlined in Chapter Five. Before carrying out the two definitive focus groups, a pilot focus group was conducted in order to refine and improve the focus group script and to register and interpret the attitudes and behaviours of focus groups' participants while engaging in this approach. This procedure aimed to provide reliability for the definitive focus group approach. Simultaneously, a passive netnography was also conducted, taking advantage of available online data. The two exploratory, qualitative approaches permitted a better understanding of the specific nature of the SP2PA experience and helped consolidate and refine the constructs and dimensions suggested for the research model to be validated through the PLS-SEM procedure. Regarding the quantitative stage, a preliminary examination of the data set indicated that the statistical assumptions required for performing the PLS modelling were met. Before conducting the PLS-SEM, the construct reliability was carried, for each construct separately, For the PLS modelling, there is no global Goodness-of-fit criterion to evaluate the proposed model. As a result, researchers rely on several quality parameters to assess the quality of measurement and structural models. In this study, all the analysed quality parameters were appropriate, indicating the adequacy of the proposed model and the reliability of results, although some parameters presented below-optimum values, as frequently found in social science models.

Chapter 7

Discussion of results, implications and conclusions

7.1 Discussing the SP2PA guest experience

The tourist experience results from a set of physical, emotional, spiritual, and/or intellectual occurrences and impressions (Mossberg, 2007), subjectively perceived by the tourist (Otto and Ritchie, 1996) since they start *planning the trip*, while *they enjoy it* at the destination and even when *they are back home* (Tung & Ritchie, 2011). In this study, the above-mentioned multidimensionality of the tourist experience was considered in the sharing economy context – the peer to peer accommodations. Yielding a comprehensive analysis by assuming a ‘holistic multidimensional framework’ comprising Pine and Gilmore’ (1999) and Schmitt’ (1999) approaches for assessing tourist experience, a set of six experience dimensions was deemed as appropriate for examining the SP2PA guest experience. Furthermore, emerging from the exploratory stage results, a new dimension – the ‘sharing experience’ – was introduced in this analysis. In this thesis, a literature review, focus group interviews, a passive netnography, and statistical analyses conducted with survey data, provides support for the presence of a multidimensional framework underlying the SP2PA guest experience, integrating the ‘educative’, ‘social interaction’, ‘aesthetics’, ‘affective’, ‘sharing experience’, ‘entertainment’, and ‘escape’ dimension. As a result, the SP2PA guest experience was analysed by a total of seven dimensions.

Although the SP2PA can be categorized as an ‘accommodation support experience’, by the richness and intensity of this multidimensional experience, the SP2PA guest experience may be considered an ‘extraordinary hospitality experience’ in opposition to the ‘non-ordinary’ experiences defined by Carú and Cova (2006). In this sense, the current study expands Quan and Wang’s (2004) findings that indicate the extraordinariness of support experiences, as in the case of restaurant hospitality experiences.

The extraordinariness of the emerging SP2PA hospitality experience stems from the opportunities of *authentic* travel experiences through distinct, ‘handmade’ hospitality. Such hospitality is not only based on hedonic values, like fun or enjoyment, or merely on functional values, such as comfort, price or convenience, but rather on particular, intimate and meaningful social interaction and the opportunity of experiencing a sensitive apprehension of the external reality in form of aesthetic, affective and educational dimensions of a SP2PA guest experience, additionally marked by close and sometimes surprising social interaction, a unique sharing ethos and opportunities to ‘escape’, as found in the empirical results of this thesis. Particularly, Gnoth and Matteucci’s (2014) framework

provides supporting evidence for clarifying these findings since these authors contend that the more the tourist is actively immersed in a destination, she/he can shift from a condition of only 'being' to the transformative condition of 'becoming', as the tourist transits from the role of being only a 'pleasure seeker' to a 'knowledge-seeker'. Also the quest for meaning, already associated to tourist movements by Cohen(2010) can be considered for understanding these results. The reported SP2PA experiences suggest immersion in local culture and community as well as inspiration and positive emotions mainly through the interaction with authentic and generous hosts and the opportunity of sharing their daily lives and lifestyle, which overall allows unique opportunities of educative, escape and self-development experiences. Such experiences meet the 'experimental' and 'existential' demands of Cohen's (1979) description for these 'modes of tourist experience'.

Generally, tourists enjoy escape experiences, for instance, by having direct contact with locals, visiting creative or authentic places, undertaking pilgrimages, living adventures and/or being engaged in particular, sometimes unique activities at the destinations. The features of the SP2A typically extend the accommodation experience to the opportunity of living extraordinary experiences and getting involved also in the destination context, where the SP2PA is located, thereby adding value to the tourism experience.

This study, thus, contributes to the knowledge of the tourist experience by exploring the nature of non-conventional hospitality experiences in a contemporaneous sharing economy context. Moreover, since this thesis integrates two renown frameworks for analyzing the multi-dimensionality of the tourist experience (Pine & Gilmore, 1999; Schmitt, 1999) and suggests a new dimension emerging from the guests' discourse ('sharing'), and in doing so, it attempts to build a more comprehensive basis for understanding the nature of the SP2PA guest experience and eventually other unconventional tourist experiences. This should also contribute to improved and useful knowledge for tourism businesses that aim at delivering outstanding value and remarkable experiences to tourists.

In this study, the statistical analysis, namely the PLS-SEM approach, indicated that 'educative' ($\beta=0.194$), 'social interaction' ($\beta=0.194$) and 'aesthetics' ($\beta=0.180$) are the most relevant dimensions of the SP2PA guest experience, followed by the 'sharing experience' ethos and the 'affective' experience dimension, which have quite similar role in determining the construct 'SP2PA guests experience' ($\beta=0.165$ and $\beta=0.164$, respectively). Entertainment and escape dimensions, although being significant, had less relevance for the SP2PA guest experience. This result corroborates Oh et al.'s (2007) findings that suggest that the 'educative' dimension has a prominent relevance for tourist experience in rural

B&B context. According to the Oh et al.'s (2007) study, the 'educative' dimension showed a factor loading of 0.94, with 84% of variance explained. The authors also demonstrated that the 'escape' dimension marked the experience to a lower degree, with a factor loading of 0.82 and 64% of variance explained. This result is similar in this study that shows 'escape' as the dimension less relevant for the here measured SP2PA guest experience. Particularly for Airbnb contexts, this study is also in line with Mody, Suess, and Lehto's (2019) findings which demonstrated the relevance of the 'aesthetic' and 'educative' dimensions and the relatively minor role of the 'escape' dimension for this guest experience. Mody et al. (2019) found path coefficients of 0.942 for the 'educative' dimension, while aesthetics, entertainment, and escape showed path coefficients of 0.983, 0.904, and 0.872, respectively. Interestingly, Mody et al.'s (2019) study also compared the Airbnb guest experience with the traditional hotels guest experience, and in the case of traditional hotels, the path coefficients for the 'educative' dimension decreases to 0.773.

Overall, according to the focus groups and passive netnography results, the SP2PA reveals the potentiality to stimulate tourists to learn new things about historical aspects and local culture of destinations and SP2PA surroundings, hosts' lifestyle, and other people's way of life. For instance, the items used in the survey of this study that assessed aspects related to learning about local culture and other people's way of life showed average values ranging from 5.10 to 5.17 (see Chapter Six, Table 6.24. also showing all the average values mentioned in this discussion). This result evidences that SP2PA experience, suggesting corresponding learning opportunities, offers tourists the chance to immerse in local culture. This is consistent with previous studies (Kastenholz et al., 2015; Tsaur et al., 2007), which demonstrated that once tourists are actively engaged in an experiential environment, a cognitive process is triggered.

Findings of the current study also indicate that social interaction plays a relevant role in the SP2PA guest experience. Indeed, this dimension shows the same path coefficient as the educative dimension ($\beta=0.194$ /see Chapter Six, Table 6.27). This result is consistent with previous studies in the academic literature about the tourist experience in traditional commercial homes (Cederholm & Hultman, 2010; Kastenholz & Sparrer, 2009; Tucker & Lynch, 2005) and commercial homes provided by online platforms, here labelled as SP2PA (Farmaki & Stergiou, 2019; Lin et al., 2019; Pappas, 2019; Tussyadiah & Pesonen, 2016; Zhang et al., 2019), which highlight the relevance of the social interaction for the hospitality experience in these types of accommodation.

The PLS modelling conducted in this study showed significant loadings for the indicators associated to (i) intimacy relationship between hosts and guests; (ii) interaction between

guests and service providers in SP2PA neighbourhoods, (iii) hosts' generosity; and (iv) hosts' communication ability (see Table 6.24). Similar results were found by Lin et al. (2019), who identified three major types of social contacts commonly encountered by Airbnb guests, namely host-guests contacts, guests-local community, and guests-guests. Given the 'sharing ethos' existing in the SP2PA environment, hosts and guests usually desire to get to know each other, evolving an intimate relationship. Narratives of the focus groups reveal the importance of a welcoming, friendly and hospitable attitude of hosts, which results in guests' feelings of 'being at home', being friends or being part of the host's family, characterizing a more natural or spontaneous hospitality, indeed, what could be called a 'handmade hospitality'. As expected, focus groups' findings confirm that the social interaction dynamics largely depends on the mutual desire of hosts and guests to relate. Previous studies (Trauer & Ryan, 2005) stressed that intimate experiences arise from tourists having open minds, hearts, and senses toward their hosts. Motivations towards the social dimension of the sharing economy and the open mind to relate also contribute to fulfilling and highly valued experiences in the SP2PA. In contrast, hosts and guests may not desire to get involved in close social experiences, as they may usually prefer more privacy. Different socializing behaviour was also reported for tourists travelling to villages, indicating diverse socializing patterns and preferences (Kastenholz et al, 2015). In this context, overcoming the privacy frontiers among hosts and guests may result in complaints and misunderstandings, as previously discussed in the literature about commercial homestays (Kastenholz & Sparrer, 2009; Tucker & Lynch, 2005).

However, in an atmosphere of appreciated intimacy relationships, generosity stands out within the handmade hospitality offered by the SP2PA hosts. Focus groups and passive netnography insights suggested that attitudes of hosts' generosity frequently include attentiveness, care, and desire for helping. Statistical results of descriptive analysis demonstrated that indicators reflecting hosts' generosity showed average of 5.5 for the indicator 'My host helped me with my travel, e.g. giving information on services, way finding and local attractions' and average of 5.38 for the indicator 'My host showed a sincere interest in solving problems or helping with unforeseen occurrences during the trip'. Hosts usually offer their guests recommendations for local attractions, events to engage in, and nice places to visit and eat out, as well as information about local services, way finding, and destination attractions. In this sense, the SP2PA guest experience is co-created and value is generated through customization and optimizing the time spent at the destination, focusing on the guests' preferences, in a very personalized manner. Additionally, this active co-creation involvement helps guests develop a feeling of living like a local since the visited neighbourhoods become more familiar. In this context, particularly the hosts' generosity

helps guests feel more connected with the SP2PA surrounding environment. This co-creation process in SP2PA contexts can be understood according to 'the tourist on-site co-creation experience' framework proposed by Campos et al. (2015). The authors stress that active participation and interaction in co-creation experiences involve parties (in this study hosts and guests) connected socially, physically, emotionally, and cognitively in close proximity and intensively.

As shown in the focus group debates and passive netnography narratives, generosity is also observed in hosts' willingness to solve unforeseen occurrences and scheduling to receive guests at the airport, train station or anywhere. Hosts' generous behaviour may develop reciprocity feelings in the guests, for instance, some focus group participants revealed they invited their hosts to visit their cities as a response of their hosts' generosity. This result confirms Filep et al.'s (2017) findings, which show that hosts can induce gratitude and a sense of thankfulness, when they are generous, kind, and showing altruistic behavior and willingness to help. Indeed, hospitality includes attitudes of altruistic generosity and desire to help others. In the sharing economy contexts, sometimes hosts' generosity is rewarded by guests' attitudes of reciprocity. Results of the focus groups insights also demonstrate that the socializing experience in SP2PA also implies that hosts and guests share meals, including guests being invited by the hosts to have meals or guests preparing meals and sharing with their hosts, intensifying reciprocity behaviours that take place in sharing environments, as discussed in Chapter Two (Sub-section 2.2). During these meetings, casual chats about guests' tours at the destination and about their travel experiences are observed and guests also ask for suggestions about neighbourhood and the destination's interesting spots, as was detailed in the focus groups findings. According to Moon, Miao, Hanks, and Line (2019), reciprocal interaction between hosts and guests in P2P accommodations strengthens the closeness and trust between them. Additionally, by sharing food, drinks, and offering gifts, hosts and guests also share their culture and way of life (Cetin & Okumus, 2018). Hence, these moments of reciprocity are also opportunities for evolving intimate relationships in which hosts and guests get to know each other better and develop affinities, frequently based on common personal values and preferences, contributing to the intimate atmosphere in this type of hospitality context. Such attitudes of reciprocity may be considered as opportunities for co-creating value since hosts and guests are playing active roles in the social praxis of the SP2PA experience.

According to the focus group debates and passive netnography insights, pets living in the SP2PA also contribute to familiarize guests with hosts, and one may suggest that when both

share the same care and feelings about pets, the barriers existing when people are meeting for the first time are broken more quickly.

Co-creating value in the SP2PA experience also depends on successful communication between hosts and guests, as was observed in the focus groups narratives. Successful communication between hosts and guest enhances guests' trust and contributes to avoiding negative feelings like worry and anxiety, reducing perceived risk. The current PLS solution presents evidence for the role of 'host's communication' within the social interaction dimension of the SP2PA experience (the corresponding item revealing a factor loading of 0.716, and average of 5.93). This result is significant at the 5% level and gives support to consider 'communication' as an emergent sub-dimension of social interaction experience in the SP2PA context. Furthermore, Focusing on the social interaction in Airbnb settings, Lin et al. (2019) demonstrate that all kinds of contacts during the stay in Airbnb are influenced by guests' and hosts' communication and language competences. Findings of this study about the relevance of communication between hosts and guests in co-creating value are also stressed by Sthapit and Jiménez-Barreto (2018), who indicate the poor communication between guests and hosts as one of the main reasons contributing to value-co-'destruction' during the Airbnb experience.

Regarding the contact between tourists and the local community, focus groups revealed few narratives about SP2PA' guests interacting with local people in the streets of SP2PA neighbourhoods. One may interpret this result as due to the fact that most of the destinations visited by the respondents of the survey were large urban cities (see Sub-section 6.3.2.1), where the daily routine of local people does not make this type of interaction easy. This result contrasts with Lin et al.'s (2019) findings which stress that guests going out of the Airbnb can meet local residents and chat with them, asking travel information, engaging in local activities, and communicating with local bus and taxi drivers. Indeed, the indicator reflecting this type of interaction (Indicator SCINT 2: 'Allowed me to get to know people from the local neighbourhoods') showed a factor loading under 0.6 and *p-value* above 0.05. Thus, this indicator was removed from the model.

However, specifically for contacts between guests and people working in local commerce, results of the current PLS modelling showed good agreement average (4.86), and this is in line with the focus groups' narratives revealing that guests usually make contacts with employees at local supermarkets, groceries, bars, and restaurants. One may argue that this closeness between guests and people from local commerce is intermediated by SP2PA hosts, since they may act as 'cultural brokers' (Cohen, 1979) suggesting places to go around the SP2PA. Hence, this tour around the neighbourhood entails cross-cultural encounters of

guests with the community, creating opportunities for chatting with locals, buying typical products or tasting the local gastronomy.

According to the findings of this research, aesthetics is another relevant dimension of the SP2PA guest experience ($\beta=0.180$) (See Table 6.27). Results of the focus groups and passive netnography also put the multisensory experience provided by the SP2PA atmosphere and its surroundings into evidence. This qualitative aspect and the statistical analysis are consistent with recent studies about the P2PA tourist experience (Cheng, Fu, Sun, Bilgihan, & Okumus, 2019; Lyu, Li, & Law, 2019), in which the aesthetic dimension is highlighted as the core of the P2PA experience. While Cheng et al. (2019) focus on more functional-cognitive aspects of the P2PA aesthetics, such as cleanliness, smell, room area, scenery, decoration, etc., Lyu et al. (2019) emphasise that the sensory stimuli of the P2PA experience are perceived as impressions of a 'homelike feeling' and 'warm and relaxing' atmosphere, suggesting an emotional connection to the P2PA and its surroundings.

This is in line with quantitative data collected, where respondents associated strongly the items (i) *having harmony sensations*; (ii) *The Airbnb surroundings were aesthetically attractive* (iii) *The Airbnb setting was aesthetically attractive*; (iii) *perceiving the SP2PA design details* (average of 5.48, 5.26, 5.12, 5.07, respectively) with the tourist experience lived at the SP2PA. Furthermore, focus group participants stressed the sensorial stimuli of smelling and tasting as remarkable of the visited destinations. In this sense, also Lyu et al. (2019) stress that the SP2PA sensorial experience seems to create guests' emotional connection with the SP2PA. However, findings from the current study indicate that the aesthetic dimension contributes not only to the SP2PA connectedness but also to develop bonds to destinations, as will be discussed later.

Besides 'educative', 'social interaction', and 'aesthetics', the 'sharing experience' ($\beta=0.165$) and the 'affective experience' ($\beta=0.164$) stand out as relevant and significant dimensions of the SP2PA guests experience. The 'sharing experience', as already indicated by the focus groups insights, emerged as a new, specific, value-loaded dimension of the tourist experience in the sharing economy contexts. Tourists engaged in sharing economy services are usually conscious or aware of the sense and values of 'sharing'. Specifically for the SP2PA context, guests and hosts are sensitive to and appreciate aspects related to 'care', 'reciprocity', 'desire for helping' and 'being part of a community'. Despite of recent literature highlighting that the guests' mindfulness about the sharing ethos commonly exists in 'true sharing' contexts (see Chapter Six, Sub-section 6.2.1.5.1), such as Couchsurfing, this study confirmed that many Airbnb guests similarly share this ethos of 'true sharing'

accommodation, since they share a similar mindset, guiding beliefs, and fundamental values. As a 'true sharing' accommodation, the Couchsurfing ethos encompasses interests and beliefs in: going off the tourist beaten track, anti-consumerism, reciprocity, desire to help, and feeling part of a community (Decrop et al., 2017; Kim, Lee, Koo, & Yang, 2018; Mikołajewska-Zaj, 2018) and this mindset was observed in the focus group narratives and by mean values attributed to indicators describing the guests' awareness towards the sharing ethos.

As discussed in Chapter Two, reciprocity distinguishes people who are engaged in virtual communities and, in this context, SP2PA guests are conscious about rules and values of being part of a travel community that begins 'online' before the travel, continues offline at the SP2PA spot, and also continues after travel, since hosts and guests keep in touch over social networks. According to Lèvy (2001), a virtual community is built upon interests and knowledge affinities, mutual projects, and cooperation or exchange processes. The author stresses that communication within the virtual community is not restricted to the cyberspace, though. Indeed, face-to-face meetings also happen and, most of the time, online communication is a complement of personal meetings. This is confirmed by the current study, since respondents attributed averages of 4.04 and 4.33 for the items (i) 'staying at the Airbnb allowed me to turn strangers into friends'; and (ii) 'staying at the Airbnb made me feel I belong to a special travel community', respectively. Interestingly, it is worth mentioning that when the friendship between hosts and guests continues, they are more open to revisit each other without paying any fee, i.e. interacting outside the commercial SP2PA platform.

As highlighted in Chapter Two (Sub-section 2.3.2), sharing economy members are motivated by altruistic attitudes. Kim et al. (2018) argue that Couchsurfers' members enjoy helping each other because they feel good being altruistic. This study provides supporting evidence that, also for the shared Airbnbs, guests have the desire of helping their hosts. Tidying the room, collecting the garbage, and restoring something they have broken are guests' practices of helping their hosts. Quantitatively, the current findings showed an average value of 5.21 attributed to this item. In this environment of altruism, generosity, and reciprocity, one may argue that emotions can arise and this study showed that the affective dimension plays a relevant role in the SP2PA guest experience.

SP2PA guests largely recognize that the experience in this service context induces many feelings (average of 4.61). A positive emotion-item (*I felt a sense of pleasure*) was also assessed, and respondents attributed 5.02 of average to this item emphasizing the SP2PA as a pleasure-driven service that provides guests with feelings of joy and happiness. Besides

pleasure, focus groups and passive netnography insights identified a set of positive emotions emerging from the SP2PA experience, such as surprise, arousal, happiness, delight, and empathy feelings. Recognizing that the SP2PA experience induces feelings of 'pleasure', 'arousal', and 'surprise', this study confirms the importance of the PAD framework for describing the affective results of the tourist experience, as mentioned by several authors (e.g. Bigne et al., 2005; Carneiro et al., 2016; Lee, 2014; Lee, Lee, Lee, & Babin, 2008; Yüksel & Yüksel, 2007).

According to Bigne et al. (2008), 'arousal' can be measured by responses of enthusiasm and surprise, and the current study showed that guests felt pleasant surprises during their SP2PA stays (average score of 5.31). For instance, pleasant surprises are frequently observed when hosts pick up guests at the airport, train, or bus stations, guiding them around the destination, offering (for free) bikes, drinks, and breakfasts, or when hosts are helpful with the guests. These acts surprise guests positively, exceed expectations and are perceived to be very significant for a pleasant guest experience. This corroborates previous literature in tourism (Tung & Ritchie, 2011) and hospitality (Hemmington, 2007), highlighting that unexpected experiences can result in feelings of surprises and enchantment.

Additionally, as stressed by the focus groups narratives, guests are also surprised by experiencing the 'unexpected' at the SP2PA or at the SP2PA surroundings and, in this way, by spontaneously experiencing serendipity moments. Serendipity can be triggered by tourists acting spontaneously, according to the 'spur of the moment'. In this study, the indicator measuring serendipity ('I enjoyed getting to do things on the spur-of-the-moment') revealed an average of 4.20. Recently, serendipity was considered as a dimension of the Airbnb experience by Mody, Day, Sydnor, Lehto, and Ja (2017). The authors suggested this dimension based on one of the authors' previous experiences using Airbnb and discussions in marketing and tourism-related literature about enchanting clients by positive surprises. This study does not follow Mody et al.'s (2017) results that consider 'serendipity' as an independent dimension of the P2PA guest experience. Assuming that serendipity is an affective-based experience, it is argued here that it may be analysed as a sub-dimension associated with the 'affective' dimension of the SP2PA guest experience. This would be an interesting approach in future research, eventually requiring the development of additional items to solidly assess this sub-dimension.

Regarding the 'entertainment' dimension, a relatively less significant contribution to the tourist experience construct is found, as assessed by the weights obtained in the formative model (see table 6.27), while average values of the items related to this dimension range

from 3.94 to 5.05. However, guests passively feel entertained by exploring the picturesque SP2PA surroundings, enjoying and relaxing by watching the activities of local people and watching traditional, sportive or artistic events. A recent study (Wiles & Crawford, 2017) provides supporting evidence for this result, showing that guests enjoy watching unique cultural and music events at the SP2PA surroundings. The current study completes Miles and Crawford's (2017) findings, suggesting that guests are entertained not only outside the SP2PA but also inside, since guests also have fun watching hosts activities.

According to the PLS modelling results, the 'escape' dimension has the lowest impact on the SP2PA guest experience (see table 6.27). SP2PA guests usually engage in activities at the SP2PA surroundings and inside the SP2PA. As a result, they immerse in a different culture, sometimes forgetting the daily routine, playing a different character, and perceiving the SP2PA as a unique and differentiated place, and/or being inspired, enchanted or identified with the hosts and their lifestyle. As observed in the focus groups insights, escape by searching for identity also emerges from the guests' self-references and worldviews, helping them to achieve self-realization, self-discovery and personal growth, diverging to a new self. These notions are in line with Cohen's (2010) and other previous studies (Arnould & Price, 1993; Cohen, 2010; Kirilova et al., 2017; Tomljenović & Ateljevic, 2015), which distinguished 'escape' as an experience of seeking identity, personal transformation, self-discovery, self-renewal, self-realization, and opening the mind to new values and behaviours. Survey results showed relatively high values of average for items expressing these views of the SP2PA experiencescape, for instance, 'I had a sense of self-discovery', 'My mind becomes more open to new values and behaviours', 'I felt like I was living in a different time or place' and 'I had a sense of self-discovery', with average of 4.37, 5.16, 4.38, respectively.

This study also shows that SP2PA guests escape by appreciating the SP2PA surroundings slowly, preferring to be free of schedules and pre-fixed itineraries and letting the destination determining the experience. By observing and appreciating the SP2PA surroundings by a slow pace, SP2PA guests feel pleasantly relaxed, and absorbed by the environment. Becoming absorbed and immersed in this context, SP2PA guests may evolve feelings of living like a local, as found in some of the narratives of focus group respondents. Quantitatively, respondents attributed an average of 4.58 to the item 'I took my time to appreciate the Airbnb slowly' and an average of 4.56 to the item 'I felt like a local resident'. Therefore, this study showed that the SP2PA experiencescape is associated to the underpinnings of 'slow travel', as discussed by Chao (2015), Conway and Timms (2012), and Moore (2012). According to Moore (2012), slow travel incorporates the pleasure that

arises from slow appreciation of a place and from being immersed in the place experience. The current study reaffirms tourism as a significant way of escaping from the tensions people face in today's lifestyle; and by feeling immersed within the SP2PA surroundings, guests may feel an awareness of particularities of the place and its communities, and enjoy the environment slowly.

7.2 Discussing the proposed hypothesis of this study

7.2.1 Discussing the influence of the tourist experience on the 'perception of authenticity' (Hypothesis H4)

Hypothesis 4 postulates that the SP2PA guest experiences positively influences the perception of authenticity. PLS modelling results showed a positive and significant influence of the construct 'tourist experience' on the 'perception of authenticity', registering, in fact, the strongest impact of the model (Path coefficient - $\beta=0.824$, $p\text{-value} < 0.05$). In this study, the construct 'perception of authenticity' was assessed by two dimensions: 'objective authenticity' and 'existential authenticity'. Although there is an absence of agreement on what tourist authenticity exactly consists of, the analysis of the SP2PA guest experience through these two, frequently considered dimensions, was carried out to contribute to the growing tourism literature in this field.

The focus group insights additionally reveal that several dimensions of the tourists' experience, namely, aesthetics, escape, social interaction, affective, educative, and entertainment experiences can be related to SP2PA guests' perception of authenticity. In this context, according to the PLS modelling estimative, the 'aesthetics', 'educative', and 'social interaction' dimensions showed the highest influence on the perception of authenticity. Giving support for this evidence, the indicators used to reflect the 'objective authenticity' dimension can be associated to several aspects of the SP2PA guest experience and the items "*I perceived the interior design and furniture as authentic, representative of a particular social and historical context*", "*I ate typical local food at the Airbnb or at the Airbnb surroundings*", were highly rated items within the aesthetic dimension of the SP2PA guest experience (with average respondents agreement of 4.86 and 5.29, respectively). Recent studies (Lyu et al., 2019) also emphasized similar results. Lyu et al. (2019) claim that Airbnb homemade authentic food or the Airbnb interior designed with handicrafts reflecting local history and culture may provide guests with a kind of sensation of a 'local touch'. About the aesthetics of the Airbnb interior design, recent studies (Lee, 2019; Paulaskaite et al., 2017) found that authenticity derives from the interior environment of the SP2PA and from how much it reflects the hosts' lifestyle. Lee et al. (2019) argue that some hosts make efforts to create an appealing atmosphere for the guests and furnish the Airbnb interior with mass-

market produced items (such as those from Ikea furniture stores) that show little about the host and the uniqueness of the accommodation space in a particular cultural context. However, as the authors claim, this type of Airbnb interior aesthetics emits a sterilize impression, which has little resemblance with an atmosphere triggering home-like and authentic feelings. Results of the current study agree with Lee et al.'s (2019) findings in the sense that a SP2PA, which is designed and furnished with historical and cultural elements, is suggested to provide a more 'authentic touch' to the aesthetic guest experience. Perceiving the SP2PA atmosphere as feeling like a home, reflecting social and cultural aspects of the destination, and hosts' lifestyle potentially also influences perceived object-authenticity. Besides the Airbnb's interior design, this study found high average scores for the indicators related to the authenticity of the SP2PA surroundings (e.g., '*The Airbnb surroundings represented the local ways of life*', average of 5.67); '*The architecture of Airbnb and surroundings seemed to be typical of the region*', average of 5.68). Similarly, Lee et al. (2019) claimed that the historic architecture of local houses or other aspects of unique buildings also present the authentic culture and play an important role in shaping the guests' experience.

As far as social interaction is concerned, although Kastenholz et al. (2015) identified large opportunities of social interaction for travellers, like interactions with hosts, people from the local community, other tourists, travel mates and employees of tourist services, at the here studied SP2PAs, the perception of authenticity emerges mostly from the relationships between 'guests and hosts' and 'guests and the local community'. In terms of social interaction with hosts, the perception of authenticity emerges since local culture and lifestyle details are provided from the point of view of a local resident. Findings of this PLS modelling showed the important role of social interaction within the tourist experiences, with items such as '*The Airbnb experience was an opportunity to interact with local culture*' and '*The living context, the host's habits, and behavioural rules mirror local customs*' showing a high ratings to this social dimension (with average scores of 5.47, 5.02, respectively). This sort of interaction with local culture, which is frequently reported as particularly 'authentic' in such a sharing context (see also results from this study's qualitative approach), through the hosts seems a relevant outcome. These results agree with Paulauskaite et al.'s (2017) statements highlighting the association between authenticity and the relationship between hosts and guests. These authors argue that the close interaction between guests and the hosts, who shared information about themselves and the community, provides authentic experiences to guests. Additionally, guests have the opportunity to interact with hosts' family and, in some cases, also with hosts' pets. Moreover, the hosts' way of life, especially the general habits and reported beliefs, are observed by the guests, and, in this welcoming,

open-minded atmosphere, guests feel more spontaneous and relaxed. One may interpret that guests feel like 'living at home', perceiving a sense of 'existential authenticity'. These assertions are supported by the item *'I related to the host in a natural, authentic, and friendly way'*, with an average agreement score of 5.45 and a loading score of 0.72 reflecting its close association with the dimension 'existential authenticity'(see table 6.24). These findings are in line with recent studies (Lalicic & Weismayer, 2018; Lin, Fan, Qiu, & Lau, 2019; Mody & Hanks, 2019; Paulauskaite et al. 2017) that highlight the feelings of 'being at home' that flourish by the guests' engagement within the SP2PA social environment.

Guests also explore the SP2PA surroundings and make direct contacts with residents not only while visiting cultural and more hedonic places such as restaurants, bars, parks, art galleries or participating in guided tours offered by locals, but also when visiting more functional or ordinary places like local supermarkets, groceries, and local markets as well. Hosts who become 'cultural brokers' to their guests suggest most of these visited places. These genuine contacts encourage SP2PA guests to feel immersed in the daily routine of SP2PA surroundings, perceiving the lifestyle of the destinations' neighbourhoods. Thereby, guests have perceptions of both objective and existential authenticity, since they are engaged in genuine and distinctive contacts with local people and they can feel very relaxed, casual and spontaneous. Indicators reflecting these objective and existential authenticities showed high agreement ratings, for instance, *'The Airbnb surroundings represented the local ways of life'* (average of 5.67), *'I related to local people in a natural, authentic, and friendly way'* (average of 5.57), and *'I was in touch with the real me'* (average of 4.24). A previous study conducted by Arnould and Price (1993) highlights that cross-cultural encounters entailed by these social interactions permit immersion in a different culture and way of life. Recently, Paulauskaite et al. (2017) explain that tourists' exposure to local culture by more personal and sociable experiences engenders feelings of authenticity.

Regarding the relationships between the escape dimension and the perception of authenticity, guests actively engage in the experience provided by the SP2PA and authentic perceptions can be attributed to: (i) being exposed to a different culture, forgetting the daily routine; (ii) feeling engaged in the symbolic atmosphere of P2PA surroundings, as focus groups insights suggest that they feel like living like a local; (iii) recognizing the SP2PA as a genuine or unique place to stay; (iv) admiring hosts' lifestyle, diverging to a new self. To a certain extent, when guests interact with their hosts, observe the hosts' lifestyle and are stimulated by the aesthetic experience inside/outside the SP2PA, they have opportunities to seek their own identity and this experience may result in a more comprehensive understanding of the true self. Hence, guests may act more spontaneously, be truer to

themselves and, thus, self-realization may arise. In this manner, guests' escape-experiences may lead to what Wang (1999) referred to be an existential authenticity. In other words, these circumstances encourage SP2PA guests to show existentially authentic behaviour. By comparison, these guests' behaviours can be characterized in terms of the dimensions of the existential authenticity described by Steiner and Reisinger (2006), such as 'non-conformist', when SP2A guests seeks for self-realization or through 'resoluteness', by manifesting a desire to escape from the tourist bubble (see Chapter Four, Sub-section 4.4.1, Table 4.3). These findings are in line with Cohen's (2010) and Arnould and Price's (1993) studies who distinguished escape as an experience of personal transformation, self-discovery, self-renewal, and self-realization.

The SP2PA social interaction dynamics and the SP2PA environment provide opportunities for guests to get absorbed by picturesque and sensorially stimulating contexts as well as by curious information about the destination and SP2PA surroundings, the host lifestyle, local cultural and residents' habits, while they actively engage in the SP2A atmosphere. In this context, the SP2PA's potential to influence guests' perception of authenticity by 'educative' experiences cannot be neglected.

7.2.2 Discussing the influence of the tourist experience on destination attachment (hypothesis H3)

The empirical findings of this study confirm the existence of significant influence of the 'tourist experience' (SP2A guests experience) on 'destination attachment' (Path coefficient - $\beta=0.413$, $p\text{-value} < 0.05$). Traditionally, tourism literature examines the influence of the tourist experience on destination attachment at different types of destinations, for instance, at rural (Kastenholz et al., 2016), winery (Santos, Ramos, & Almeida, 2017), nature (Goggin et al., 2017), urban destinations (Ram et al., 2016), or heritage sites (Chen, Leask, & Phou, 2016). This study extends the current literature by proposing that the SP2PA support experience crosses its own boundaries and emotionally, cognitively, and behaviourally influences the sense of destination attachment, regarding the place of its location. To a large extent, the PLS model estimated 'educative', 'social interaction', and 'aesthetic' as the prominent dimensions of the SP2PA experience that influence the sense of destination attachment, while 'escape', 'affective' and 'sharing' are also relevant dimensions, with only entertainment relatively less relevant (see table 6.32 and 6.33).

Deep personal experience, arisen from intimate relationships among guests and hosts and the escape experience of being actively immersed in a different culture help guests to develop an identity, making them perceive attached to the destination environment by their

self-concepts and identity. This sense of familiarity with hosts and local environment may result in meaningful valuation of to the respective destinations, in terms of guests' ideas, beliefs, preferences, values and behaviours, enhancing destination identity. The influence of escape and aesthetic experience on destination attachment can be observed by the feeling of being at home and being immersed in local people's daily routine, such as by using public transports, tasting typical food and beverages, going to a local supermarket, groceries, bars, etc. Admiring the picturesque surroundings of SP2PA and identifying with SP2A interior design, very much associated with the destination, may be understood as evidence for guests' developing a sense of attachment to destinations. Furthermore, according to the SP2PA experiencescape, guests often evoke feelings of being at home and of well-being or, as shown in the focus group findings, guests manifest the interest in living at the destination, which probably means that they felt attached to this destination, identifying with it. On the other hand, influenced by SP2PA social interaction dynamics or affective and aesthetic stimuli, SP2PA guests may develop a kind of dependence on the destination. The PLS model results give support for this evidence, since respondents agreement with the items reflecting the 'identity' dimension of the 'destination attachment' construct showed average values ranging from 4.39 to 5.63. Similarly, the items reflecting the 'dependence' dimension of 'destination attachment' showed average scores between 3.89 to 5.68.

7.2.3 Discussing the influence of the tourist experience on SP2PA loyalty (hypothesis H1) and on destination loyalty (hypothesis H2)

The first hypothesis predicted that the 'tourist experience' (the SP2PA guests experience) had a positive and significant impact on SP2PA loyalty in terms of intentions to revisit the SP2PA and recommend the SP2PA and SP2PA platforms to friends and relatives, which was confirmed in the present PLS model. According to focus groups and passive netnography results, SP2PA guests feel encouraged to revisit and recommend the SP2PA experience based on utilitarian and experiential values associated to the experience. By the utilitarian value, guests recognize the value-for-money, the security, and the convenience promoted by the SP2PA as factors driving the intention to revisit and recommend the SP2PA and SP2PA platforms.

This result contrasts with Lalicic and Weismayer's (2018) findings, which revealed that perceived economic benefits do not influence Airbnb guests' loyalty. Regarding the experiential-value, the recommendation found in some narratives is associated with an underlying motive to challenge friends and relatives to escape towards a new and different experience, deemed as an opportunity of changing beliefs and world views.

Apart from assessing guests' attitudinal loyalty to overall SP2PA as a form of accommodation, this study attempted to measure the attitudinal loyalty regarding the SP2PA where guests stayed. Two indicators were used in this case, and each one showed high average agreement scores. For instance, the indicator *'I will say positive things about the Airbnb I stayed at'* showed high average value of 6.18; and the indicator *'In the future I intend to revisit the Airbnb I stayed at'* with a high average score of 6.16 (see Table 6.24). Although guests demonstrate a positive attitude presenting the intention to revisit and recommend the SP2PA they stayed at, results from descriptive statistical analysis showed that only 10% of the sample affirmed that they already had stayed at the same SP2PA (*habitué* guests). In turn, as far as loyalty towards SP2PA in general is concerned, participants of the survey revealed being loyal to this type of accommodation, as described in Chapter Six, Sub-section 6.3.2.1, since 40.8% of respondents already stayed two to five times in SP2PAs, 14.9% stayed six to ten times and 6.8% stayed even more than this.

This study also attempted to examine the influence of the 'tourist experience' (SP2PA guests experience) on 'destination loyalty', but the postulated hypothesis (H3) for this relationship was not confirmed since the path coefficient and the t-statistic showed low values ($\beta=0.019$, $t\text{-value}=0.7$) and the impact of the tourist experience on destination loyalty, although positive, is not significant ($p\text{-value}=0.787$, >0.05).

7.2.4 The influence of destination attachment on 'destination loyalty' (hypothesis H6)

As detailed in Chapter Six, Sub-section 6.3.2.2.3, the indirect effect of the tourist experience on destination loyalty is significant, while this relationship is fully mediated by the construct 'destination attachment'. On the other hand, the PLS model does not confirm the mediation effect of the construct 'perception of authenticity' within the relationship between the tourist experience and destination loyalty. These results confirm 'destination attachment' as a key construct to developing destination loyalty in SP2PA guests. Therefore, this study suggests that the SP2PA guest experience will contribute to developing attitudinal destination loyalty if guests create bonds by enhancing identity feelings and perceived dependence on a destination. As shown in Chapter Six, Sub-section 6.3.2.2.2, destination attachment has a high, positive, and significant influence on destination loyalty ($\beta=0.663$, $p\text{-value} < 0.05$), which confirms the postulated hypothesis H6. In SP2PA contexts, as far as to our knowledge, this relationship has not been examined before in tourism literature. Previous studies usually examine the influence of destination attachment on destination loyalty for distinct types of destinations, for instance, island destinations (Ramkissoon, 2015); skiing resorts (Alexandris, Kouthoris, & Andreas, 2006); natural parks (Folmer,

Haartsen, & Huigen, 2013; Wang et al. 2019); or rural tourism destinations (Kastenholz, 2018).

Besides confirming 'destination attachment' as prediction factor of 'destination loyalty' for SP2PA guest experiences, this study also assessed the influence of 'destination attachment' on SP2PA loyalty. As observed in the focus group results, few narratives evidenced the link between destination attachment and SP2PA loyalty but the PLS model showed a positive and significant influence of destination attachment on SP2PA loyalty, leading to a confirmation of hypothesis H5. Nevertheless, amongst the significant paths of the proposed inner model, the 'path coefficient' and the 't-test' of the mentioned relationship showed the lowest value ($\beta=0.123$) and the p -value=0.017 is close to the significance level of 0.05. According to focus group insights, one may interpret that this relationship may arise, for instance, when guests perceive the SP2PA's interior design as representative to the destination and, by this way, enhancing their identity feelings regarding both the SP2PA and the destination, through aesthetics. They may also perceive such identity-enhancing experience impacts, when hosts appear as 'destination ambassadors' (e.g. those types of hosts who are proud of, strongly identify with and have positive attitudes towards the place where they live), making guests perceive their hosts (and the SP2PA) as synonymous of the destination.

7.2.5 Discussing the influence of the 'perception of authenticity' on destination attachment (hypothesis H9)

The PLS modelling showed that the 'perception of authenticity' positively and significantly influences 'destination attachment' in SP2PA contexts ($\beta=0.229$, p -value=0.017). As the social interaction dynamics play a relevant role in co-creating the SP2PA experience, one may interpret that a sense of familiarity and identity felt towards the SP2PA and its surroundings may arise and the opportunity to be true to oneself in such context may help guests to trigger a sense of destination attachment. In other words, the co-creation process through which hosts and local people help guests to find attractive, involving and meaningful experiences at the SP2PA surroundings, with which they may engage and identify, permits feelings of being more natural and spontaneous immersion within the visited place, which in turn may foster guests' identification with the destination, contributing to strengthened destination attachment.

As far as it is to our knowledge, studies analysing the impact of the 'perception of authenticity' on 'destination attachment' in SP2PA contexts are scarce. Nevertheless, the present study corroborates previous studies, which demonstrate the impact of the

perception of authenticity on destination attachment in several contexts, such as rural tourism (Kastenholz et al., 2016), heritage sites (Ramkissoon, 2015) or natural sites (Jiang, Ramkissoon, Mavondo, & Feng, 2017).

One of the foremost issues involving the relationship between ‘authenticity in tourism’ and ‘destination attachment’ that needs to be addressed is whether tourists can negotiate authenticity in globalised destinations and in a context of post-modern way of life. As observed in Chapter Four (Sub-section 4.4.1), one of the major impacts generated by globalization is seen in the field of consumption, and the interplay between globalisation, postmodernism, and consumption has become an increasingly relevant academic concern.

Consumption is present in people’s everyday experiences and it does not merely address the satisfaction of biological needs (utilitarian or instrumental view). Furthermore, accumulating assets by consumption is imbued by meanings: (i) it provides the sense of building a legacy to be transmitted (Catulli, Lindley, Reed, Green, & Kiri, 2013); (ii) it performs cultural and symbolic values by appraisals of social and economic status (Bourdieu, 2013); (iii) it projects an image of professional success (O’Shaughnessy & O’Shaughnessy, 2002); (iv) it may be expressive of lifestyle affiliations and possessions symbolizing the “self” (Belk, 1988; Belk, 2010). Moreover, consumption has been considered as an element of identity construction (Dredge & Gyimóthy, 2015). Rationally, becoming an owner of consumable possessions develops a mechanism of safety within the mind of people (Catulli et al., 2013), reinforcing the XX century’s belief of consumer culture that “you are what you own” (Belk, 1988). Ultimately, consumerism, as a way of life, “is arguably the religion of the late twentieth century” (Miles, 2006, p. 1). In postmodern times, consumption shifts from the materialistic emphasis to a cultural emphasis. Here, the focus moves from production to reproduction, by the infinite multiplication of signs, images, and simulations through various types of media, abolishing the distinction between image and reality (Baudrillard, 2007).

As such, postmodern individuals undertake consumption behaviours by focusing on pleasure, the so-called hedonist consumption, and are encouraged to view consumerism as a way of life (Miles, 2006). In this sense, individuals consume more and more, to project images expected by society. Individuals, thus, lead consumption to its extremes, positioning postmodernism as the era of *hyperreality*, *hypercomputation*, *hypernarcisism* and *hyperindividualism* (Lipovestky, 2004). In the hypermodern, globalized era, images are overproduced to endorse the pleasure by excess (Lipovestky, 2004). These notions were previously discussed by Baudrillard in his seminal book “La société de consommation” (first edition: 1974). The author argues that central streets of postmodern cities have become a

commercial showcase (see, for example, *la vitrine* – an appealing device to seduce passers-by for consumption). Thus, the urban landscapes are aestheticized in the sense they are homogenised corridors of shopping malls and department stores, which coexist with symbolic experiences produced by the cultural industries (cinema, bookstore, music stores, coffee shops). In the postmodern “hyperreality” discussed by Baudrillard (2007), individuals are subject to aesthetic fascination everywhere. By consequence, the author suggests that hyperreality is creating an empty, chaotic world. Similarly, Lipovestky (2004) characterizes the hyperreality in postmodernity as “blind modernity” by asking if this process turns life into something without purpose and meaning. Accordingly, Debord (1992) labels postmodernist societies as “societies of spectacle”, referring that postmodern lifestyle resembles an immense accumulation of spectacles.

Discussions above provide examples of humanists’ perceptions about consumption in the world characterized today by constant movement and uncertainty. Tourism is not immune to these world dynamics. In this postmodern society, millions of people worldwide take part in tourist activities. Processes of globalization contribute to increasing flows of people around the world, meanwhile consumerism has become more pronounced. As a form of consumption, tourism follows the postmodernist trends by reflecting social status, presenting a hedonistic dimension and a spectacle character, due to tourism marketing usually stimulating the consumption of hedonism from thematic parks, thematic travels, spectacular destinations, hyper-resorts, hyper-cruises, etc. The tourist destinations are encapsulated in promises of “fun, fantasies and feelings”. According to these globalization processes, tourism assumes diverse performances and significantly shapes places around the world by changing landscapes’ aesthetic and spatial organization and by influencing ways of life. In these instances, destinations become spots of symbolic experiences provided by entertainment, arts, historical heritage, and over exposition of information, images, and symbols, contributing to evocate dreams and desires and triggering emotional fulfilment (Lipovetsky, 2004).

In such conditions, tourism induces the renewal, restoration, reoccupation and re-evaluation of central urban areas (Ferreira, 2003) and these practices build up a profusion of sensations, image saturation, simulations and hedonic environments represented by large galleries, shopping malls, hotels, restaurants, etc. (Featherstone, 1995), most of which belonging to the same globalized brands, which contribute to perceived spatial homogeneity and commodification of central urban areas. In this context, Meethan, Anderson, and Miles (2006) explain that destinations are arguably commoditized by the construction of images and symbols about that place rather than any localized meanings

regarded as inherent in the place itself. The authors conclude that, in part, this commodification of destinations promotes an idealized sanitized world of consumption. Featherstone (1995) claims that, even museums, once viewed as spaces conceived to permit culture and erudition experiences, are following the postmodernist representations, being shifted into spots of spectacles, sensations, and simulacrum. The destinations, thus, become repackaged, discursively constructed and are actually encountered within a context of international mass tourism (Winter, 2006), where destinations have been inscribed within a landscape of hyper-reality and symbols to fulfil the desires of a postmodern globalized society.

Distanced from reality, one may argue that the quality of tourism has degenerated since the appeal of tourism to promote the 'essence' of a place and authenticity is even more difficult to achieve in today's globalized world. Indeed, postmodern destinations provide prefabricated and constructed gaze experiences which can be exemplified by pseudo-events or tourist performances which have no connection with reality (Oliver, 2006). Therefore, most of the time, tourists are capturing the sights and signs *associated* with destinations and, *sometimes*, slices of real destinations and, in this way, tourists are falsely duped into believing in pseudo experiences (Oliver, 2006). Hence, constraints to both objective and existential authenticity and formation of destination identity and self-identity are observed. One may argue that these constraints do not encompass all types of tourists equally. Indeed, as was discussed in Chapter Four (Sub-section 4.4.1), authenticity is negotiated and pseudo-events may result in perceptions of constructed authenticity. However, other types of tourists may exist that seek new and different sensations and experiences, avoiding hyperrealism, the extremes and the ephemeral frames of the postmodern way of life.

One may conclude that tourists probably would not reach the sense of escape they wish by visiting homogeneous/commoditized destinations. Tourists may lose the "sense of place" or "place identity" by visiting destinations aesthetically designed by postmodern hyper-reality and globalized signs everywhere. Therefore, owing to this circumstance, it is argued that some tourists would develop a different relationship with "time" they have available at the destination and with the space they wish to be immersed in, as well. It is advocated here that the SP2PA can provide this different time and immersion at the destination by offering new corners for tourists to stay in, to visit, and to enjoy relationships with local people.

The SP2PA guest experience may thus provide a different rhythm, making a counterpoint to mainstream behaviours of postmodern life and corresponding tourism. In this instance, some tourists aim to be detached from the pressures of time, laying out new perspectives to their lives and engaging in experiences that differ from mainstream contemporary

tourism. Making a comparison to what Gnoth and Matteucci (2014) proposes for their tourist experience model (see Chapter Three, Sub-section 3.5), the SP2PA helps its guests become holistic knowledge and meaning seekers, going deeper into the destination and develop their 'true selves' by engagement with the visited place, permitting perceptions of existential authenticity, exchanging and learning with native population and achieving states of open-mindedness to explore the new. In such conditions affective bonds to the destination may arise, influencing destination attachment formation.

7.2.6 Discussing the influence of the 'perception of authenticity' on destination loyalty (hypothesis H7) and SP2PA loyalty (hypothesis H8)

The PLS model results showed a non-significant direct impact of the 'perception of authenticity' on 'destination loyalty' ($\beta=0.033$, $p\text{-value}=0.695$), not confirming the postulated hypothesis H7. In turn, the perception of authenticity positively influences SP2PA loyalty ($\beta=0.368$, $p\text{-value}=0.00$) and the postulated hypothesis H8 is confirmed. According to Chapter Five, Sub-section 5.4.2.2, studies demonstrating the influence of 'perception of authenticity' on attitudinal loyalty to destinations (Kolar & Zabkar, 2010) and to 'tourist services' (Kim & Bonn, 2016) are scarce. For particularly the sharing economy contexts, the tourism literature did not present any study -examine of 'perception of authenticity' as a predictor of loyalty. In this study, only the influence of the perception of authenticity on SP2PA loyalty is confirmed. This result thus highlights the relevance of the SP2PA guest experiences for providing authentic experiences, which make guests loyal to the accommodation where they perceived this authenticity. One may argue that SP2PA guests only perceive authenticity as associated to the SP2PA and its close surroundings, not to the entire destination, which is probably considered as an amalgam of globalized-postmodern structures, eventually not valued as to the same extent authentic by SP2PA guests.

After discussing the SP2PA guest experience and the postulated hypotheses of this study, some theoretical, methodological, and practical implications are discussed in the next sub-section.

7.3 Implications

This sub-section indicates the theoretical, methodological, and practical implications of this study for the tourism literature and for the practitioners involved with the shared peer-to-peer accommodation business.

7.3.1 Theoretical implications

The peer-to-peer accommodations, combined with features of the sharing economy ethos, convey diverse meanings of the tourist experience, showing an interesting research field. For a better understanding of the complex tourist experience construct, a set of dimensions are commonly employed by scholars for explaining the nature of the tourist experience in tourism and hospitality. In the present study, these dimensions were developed based on the two dominant consumer experience frameworks by Pine & Gilmore (1999) and Schmitt (1999). However, in the tourism literature, these frameworks are frequently examined separately. Recognizing the highly complex phenomenon of the tourist experience, these dimensions suggested by the literature should, by no means, be rigid classification schemes, therefore, new facets should be considered for describing the tourist experience. IN this context, this study attempts to make a more comprehensive analysis by assuming a 'holistic multidimensional framework' comprising both Pine and Gilmore's (1999) and Schmitt's (1999) approaches. Although there is no consensus yet on the dimensional structure of the tourist experience, this holistic multidimensional framework represents a new approach to the tourist experience, where particularly relevant dimensions for accommodation experiences were identified. Furthermore, this study also introduced a distinct dimension which has not been discussed in previous literature on the sharing economy in tourism before: the sharing experience, which is here highlighted as reflecting a particular 'sharing ethos'.

After recognizing the relevant dimensions of the tourist experience in these mentioned contexts, some research hypotheses were postulated. These hypotheses indicated relationships between constructs, not previously observed in the tourism literature before or, in some cases, not even examined before in the field of sharing economy in tourism and hospitality.

Although frequently discussed in qualitative and theoretical approaches, the relationship between the SP2PA guest experience and the 'perception of authenticity' has not been examined yet following a quantitative approach. As a result, the lack of empirical quantitative research has prompted academic interest in the role of SP2PA guests experience in influencing and predicting the 'perception of authenticity' in the sharing economy field. This study addresses this lack by finding a high and significant influence of

the 'SP2PA guests experience' on the 'perception of authenticity', thereby contributing to extend the knowledge about authenticity in tourism, discussing it in terms of two dimensions: 'existential authenticity' and 'object authenticity'.

Based on the existing literature, it is observed that there has been a lack of studies in the sharing economy in tourism focusing on the effect of the SP2PA guest experience on 'destination attachment' formation. Findings of this study fill this gap, showing that not only the SP2PA guest experience predicts 'destination attachment' but also 'destination attachment' mediates the influence of SP2PA guest experience on 'destination loyalty'.

Another gap found in this study pertains to the nexus between the 'perception of authenticity' and 'destination attachment' and the 'perception of authenticity' and 'SP2PA loyalty'. Few studies in the tourism literature support this relationship. Indeed, in the tourism and sharing economy literature, this nexus has not been systematically addressed and this study empirically contributes to knowledge advocating the significant and positive effect of the 'perception of authenticity' both on 'destination attachment' and on 'SP2PA loyalty'.

7.3.2 Methodological implications

As detailed in Chapter Five, a mixed-method approach, based on an exploratory and in-depth qualitative stage followed by the quantitative PLS modelling, was carried out. This is in line with several studies, mainly in the Marketing field (Malhotra & Birks, 2007), that frequently consider an exploratory qualitative approach before conducting the quantitative approach. However, despite the fact that the qualitative approach uses mostly inductive reasoning to approach the theory, this study also used a qualitative-*deductive* research approach, by first deriving experience dimensions from the literature review, suggesting a framework of analysis and then applying it to the narratives retrieved from the two focus groups and the passive netnography. However, a more open and flexible view was also adopted by trying to derive from focus groups insights of new or not previously identified experience dimensions (or sub-dimensions) by an interpretivist approach. This made this procedure a more *hybrid data analysis* approach and derived a particular experience content structure for the SP2PA, as derived from both theory and analysed focus groups and passive netnography narratives.

Furthermore, by considering dimensions previously adopted in the tourism literature and new dimensions emerged by inductive approach, the final proposed framework to be modelled would admit a quantitative exploratory technic since a confirmatory technic

would not be indicated for this context. In this case, the PLS modelling approach was carried out since this quantitative technic enables estimations using new proposed models.

Last, but not least, the relevance of qualitative insight to better understand, interpret and discuss (and even challenge) the PLS model's results, given its inherent limitations, needs to be recognized. This thesis is therefore a combination of two methods trying to make the best use of diverse data and analytical frameworks, with both presenting advantages and disadvantages, but together being able to present a richer and more valid overall picture of the here studied phenomena.

7.3.3 Practical implications

This research helps to better understand the meanings imbued in the SP2PA guests experience, with clear managerial implications regarding the *P2PA platforms' marketing communication*, yielding enhanced appeal within the P2PA market, particularly relevant also for *the hosts*, and *the destinations (or the destination marketing organizations)*.

The P2PA platforms' marketing communication may enhance their appeal within the sharing economy market and the growing independent travel market – such as the 'holistic' or 'knowledge-seeker' tourists defined by Gnot and Macciato (2014), or the traveller within an 'experimental' or 'existential' tourist mode, as suggested by Cohen (1979) – by featuring the most impactful experience dimensions in their communication strategy. It may also be of interest to similar non-conventional tourist experience providers, where people strive for more outstanding and engaging experiences.

The SP2PA is not merely a place to stay and relax, as a basis for a support experience, but also to achieve an extraordinary escape experience, in which the educative, social, aesthetic and, particularly, the sharing experience dimensions stand out, triggering emotions, engagement, the perception of authenticity and even a sense of being attached to destinations. As highlighted by Ryan (1997) and Verhoef et al. (2009), experience in consumption contexts occurs before the consumption 'in-situ' and lasts long after it. Hence, *hosts* should pay attention to the information they insert in their listings at the P2PA platforms, highlighting corresponding messages in their online marketing communication. Photos and texts about the SP2PA spot should help explore aspects of authentic design, giving preference for being representative of the destination, and moments of interaction, sharing, and multisensory elements. Usually, the properties' ads on the P2PA platforms show predominantly photos of only the accommodation with its facilities, while the landscape views from the SP2PA and the neighbourhood context is neglected, which is

however highly valued by SP2A guests. Hence, the communication between hosts and guests, both by text and image, should highlight the interesting and picturesque spots and events to explore near the SP2PA location, since they may provide an interesting immersion into more authentic places, local habits, and the community.

During the experience, hosts should be attentive to the true interests of their guests. Some of them see the SP2PA as a mere place to stay and they do not mind about the non-ordinary experience the SP2PA may provide. However, other guests will be interested in following the ethos of sharing economy, and in this way, they will be interested in learning, changing, reciprocity, interacting, and looking for meaningful experiences. Therefore, once the intimacy between hosts and these guests is established, there should be opportunities to co-create the experience according to the guests' interests. In this sense, interaction opportunities, explaining the hosts' availability to interact, should be clarified in texts and photos within the SP2PA listings. Hosts would be well advised to nurture personalized and empathetic interaction with their guests during the entire interaction process, starting from the first contact and possibly ongoing afterwards, to trigger loyalty.

In contrast, some hosts may be interested only in the functional or economic-value of the SP2PA experience. In these cases, P2PA platform should better clarify this issue to keep the hosts' privacy and avoid misunderstandings between hosts and guests, thereby providing a personalized communication approach corresponding to each guest's preferences.

This research also revealed the relevance of the educational dimensions for SP2PA guests' experiences. The SP2PA may provide rich opportunities for learning (history, architecture, curious details about local life style, sustainability, environment, and cultural themes linked to the place and its community). Hosts may design co-creative 'edutainment' opportunities or help to the make feasible (in the surrounding) to enhance the experience in the educational dimension, being an increasingly sought dimension also permitting more engaging experiences associated with perceived authenticity (Campos et al., 2015). That is, hosts may thereby also improve the 'product' they offer, i.e. a marketing process surpassing market communication.

Lastly, this study also suggests that the SP2PA reflects and may even enhance the image of most destinations where they are located. In this sense, SP2PAs contribute to consolidating the image and identities of destinations, with implications on destination loyalty, in terms of revisiting and recommending intentions, and destination attachment, which was actually identified as a main trigger of destination loyalty in this study.

Additionally, by encouraging tourists to visit non-touristic places, the SP2PA contributes to spread tourist flows within the urban destination territory, reducing the pressure on the urban infrastructure of the tourist bubbles, while also challenging urban planners to examine the effects of such new tourist flows also transiting into the neighbourhoods of the cities. Some cities visited by the focus groups and online survey participants are consolidated destinations (e.g., Barcelona, Paris, Rome, London, New York, Lisbon), where 'overtourism' has raised increasing concerns (Novy, 2019; Séraphin, Zaman, Olver, Bourliataux-Lajoinie, & Dosquet, 2019). Therefore, these destinations' local governance bodies should invite SP2PA representatives to contribute to developing policies that may guarantee better liveability conditions for citizens, preserving the destination's identity, and thereby also improving guest experiences and both the destination's and the SP2PA business sustainability.

Hosts should be aware of cultural events or other types of experiences taking place in the vicinity of SP2PA for recommending these events to their guests. Recommendations about bars, restaurants, art galleries, etc. are also appreciated by the SP2PA guests.

As highlighted by Ryan (1997), the tourist experience continues after the consumption of the experience 'in situ'. In this sense, hosts should pay attention to guests' feedbacks in the online reviews of the P2PA platforms. Several and relevant online reviews are available in P2PA platforms and hosts should take advantage of these reviews to improve the SP2PA guests experience and better co-create value in this handmade hospitality experience, also in an attempt to improve attachment and loyalty to their shared homes.

7.4 Conclusions, limitations and future research

In this sub-section, a summary of the major conclusions of this study based on the literature review, displayed in Chapters Two, Three, and Four, and also based on the results and discussions presented in Chapter Seven, will be reported. Next, the challenges and limitations of this study will be outlined and directions for future research will be provided.

7.4.1 Summary of conclusions

The literature review presented in Chapter Two distinguishes the major types of sharing economy services according to the profit and non-profit market orientation. The shared peer-to-peer accommodation analysed in this study pertains to the scope of the sharing economy services situated in the profit market orientation, being a mid-term between the non-profit SP2PA, such as 'Couchsurfing', and the rentals of P2PAs, in which the hosts do

not live. Besides positioning the object of this study in this theoretical scope, distinguishing practices close to traditional marketplace exchange (rentals without hosts) from initiatives close to 'true sharing' (SP2PAs), the study also raises concerns about policies and regulation proposed to the sharing economy businesses. This investigation suggests that regulation should differentiate, at least, these two contexts, in order to reduce the negative impacts discussed in Chapter Two and to improve the tourist experience at destinations, particularly through the 'authenticity value' identified as most relevant in the empirical part of this study. Therefore, this literature review contributes to achieving the particular research objective 'one' of this thesis, by *clarifying the relationships between the sharing economy and tourism*

Chapter Three highlights that, despite its inherent complexity and subjectivity, the tourist experience should be understood by multidisciplinary approaches. Academics and practitioners should pay attention to tourists' responses to their experiences in order to help destinations and tourist services' managers to ensure the memorability of the experience. In this sense, this study attempts to identify a relevant set of dimensions reflecting the nature and essence of the tourist experience. Pine and Gilmore's experience economy and Schmitt's experiential marketing frameworks provided the major dimensions to describe the SP2PA guests experience. Therefore, integrating both frameworks, as described in Chapter Three, this study suggests a comprehensive analytical framework for assessing the 'holistic multidimensional tourist experience', and thus deepening the conceptual and methodological debate on the tourist experience. It further contributes to a better understanding of the dimensionality of the tourist experience in the context of the SP2PA and the particular objective number two of this research is achieved.

The final chapter of the literature review (Chapter Four) explores three different outcomes of the tourist experience, namely, loyalty, destination attachment, and authenticity in tourism. These constructs were deemed relevant for the SP2PA guests experience and destination marketing. The literature reviewed on these topics suggest that the mentioned outcomes are multidimensionally conceptualized. By identifying the major dimensions for each of the analysed outcomes and by examining the relationships between the tourist experience and the mentioned outcomes, the research hypotheses of this study were postulated. Then, according to this literature review, a first version of the conceptual model proposed in this study was presented in Chapter Five.

After reviewing the literature, the empirical stage of this study was conducted by adopting an exploratory qualitative approach, followed by a quantitative approach using descriptive and inferential methods. The exploratory qualitative approach carried out two focus group

discussions and the passive netnography as methods of data collection. The focus groups and the passive netnography insights confirmed the 'aesthetic', 'escape', 'entertainment', 'educative', 'affective', and 'social interaction' as appropriated dimensions to analyse the SP2PA guests experience. Furthermore, a new dimension emerged from data analysis, namely, the 'sharing experience', associated to the 'sharing ethos'. Specificities of some dimensions, such as 'communication' and 'generosity' for the 'social interaction' dimension, 'serendipity' for the 'affective' dimension, and the 'slow experience' for the 'escape' dimension, also emerged from the focus groups insights. In this sense, the focus group insights also contributed for achieving the particular objective number 2 of this research. Consequently, the proposed model was refined, and the quantitative stage was carried out using the PLS modelling estimation.

According to the particular objectives postulated for this study and consistent with the PLS modelling results, ten major findings are presented:

(i) All the seven dimensions analysed in this study, namely, 'aesthetics', 'escape', 'entertainment', 'educative', 'affective', 'social interaction', and 'sharing' figure as relevant to describe the SP2PA guests experience;

(ii) The 'educative', 'social interaction', 'aesthetics', 'sharing', and 'affective' are, in this order, the dimensions that most influence the SP2PA guests experience. In contrast, although 'entertainment' and 'escape' are significant for the SP2PA guests experience, they stand out as relatively less relevant dimensions.

(iii) The SP2PA guests experience positively and highly influences the perception of destination authenticity.

(iv) The 'social interaction', 'affective', and the 'aesthetic' dimensions most influence the SP2PA guests' perception of authenticity;

(v) The SP2PA guests experience positively influences 'destination attachment' formation. In this context, the 'affective', 'educative', and 'escape' dimensions are viewed as the most influential factors to enhance destination attachment;

(vi) Destination attachment mediates the relationship between the 'SP2PA guests experience' and 'destination loyalty';

(vii) The SP2PA guest experience predicts the 'SP2PA attitudinal loyalty'. Besides, 'aesthetic', 'affective', and 'social interaction' are suggested to impact relatively most on intentions to recommend and revisit the SP2PA. In the other hand, 'affective', 'social interaction', 'entertainment', and 'escape' most influence destination loyalty.

(viii) The 'perception of authenticity' positively influence the 'destination attachment' formation, which confirms the relevance of the 'perception of authenticity' in the proposed model;

(ix) The 'perception of authenticity' positively influence 'SP2PA attitudinal loyalty'.

(x) This study does not confirm the impact of the 'perception of authenticity' on 'destination loyalty'.

7.4.2 Limitations and suggestions to future research

Limitations of this study are observed in both the theoretical and empirical approaches. In the 'theoretical approach', the topic 'sharing economy in tourism' has gained popularity and interest amongst tourist scholars. The number of relevant studies related to the major issues discussed within the mentioned topic grows day by day and it was a challenge to the author of this study to scan and examine the progress in tourism literature in this field. The literature in this field was scanned until May 2019 and probably more recent studies were not analysed.

In the 'empirical research approach', some limitations need to be acknowledged. First, only one pilot focus group and two definitive focus groups were conducted, one with Brazilian and other with Portuguese participants. One or two additional focus groups with participants from different nationalities would be interesting, however, the process of recruiting the new target participants would make the focus group meeting a too time-consuming process, particularly as an exploratory qualitative stage. However, the approach yielded very interesting insight and is recommended as complementary approach in similar studies about SP2PA, addressing also other cultural backgrounds.

Second, a lack of support in the literature was found encompassing consolidated scales to measure some first-order constructs pertaining to the proposed model. For instance, although the first-order constructs 'social interaction' and 'affective experience' were originated from Schmitt's (1999) framework, the scale and its indicators existing in the literature were not suitable to be considered entirely for the SP2PA context. Consequently, indicators used in different scales to measure the mentioned first-order constructs were considered. In this sense, this study did not use the denomination 'relate' and 'feel', as referred to by Schmitt (1999). Only after conducting the online survey, the tourist literature showed a scale to measure the five dimensions proposed by Schmitt's framework [see Tasci and Milman (2019)]. Despite the use of indicators from different scales, the technic of PLS

modelling showed reliable results for each of the mentioned first-order constructs. The same situation was found for the first-order constructs 'object-oriented authenticity' and 'existential authenticity' used to form the second-order construct 'perception of authenticity'. Tourism literature does not provide a consistent scale to measure the three dimensions commonly associated to the perception of authenticity (objective, constructive and existential authenticity), making it necessary to seek indicators used in different scales. Similar to 'social interaction' and 'affective', the PLS modelling showed reliability results for each dimension measuring the 'perception of authenticity'.

In third place, 55% of the respondents of the sample show a post-graduation degree. Probably, this sample profile may have influenced the prominence of the 'educative' dimension in the SP2PA guests experience. The sample with an unbalanced level of education was another limitation of this study.

Fourth, PLS estimative modelling requires to meet several quality criteria of the measurement model, as detailed in Chapters Six and Seven. In this sense, researchers are required to examine the absence of redundancies between constructs following the quality criteria of discriminant validity. This study considered Fornell and Larcker's metrics to assess discriminant validity and, at the first rounds of this test, redundancies between constructs were observed. In this case, the removal of indicators is suggested to avoid redundancies. However, this means that the researcher removes indicators with significant loadings, not only based on statistical arguments but also theoretical ones. For instance, to meet the required quality of Fornell and Larcker metrics, four indicators had to be removed (see Chapter Six, Table 6.23) and the researcher has lost elements to better understand the constructs under analysis.

Fifth, regarding the quality criteria of the measurement model, researchers should validate the outer loadings, ensuring that all used indicators accumulate variance above 60%. As observed in Chapter Six (see Table 6.23), two indicators measuring negative emotions had to be removed because they showed low values of outer loadings and it was, this way, not possible to assess the effect of 'negative emotions' in the proposed model.

Sixth, PLS modelling also requires quality for databases encompassing the values obtained for the indicators. Hair et al. (2014) explain that the admitted threshold for 'missing-values' is 5% of the total of the values associated with the indicators. The indicator associated with 'being entertained with hosts' pets' showed almost 35% of missing-values, hence, it was not possible to include this indicator in this PLS modelling estimative.

However, the focus groups and the passive netnography insights shed a light on the relevance of the pets for the SP2PA guest experience. As far as it is to our knowledge, there is a lack in tourism literature about the role of pets for the SP2PA guests experience and about the marketing of tourist service providers to co-create the experience for pet loving tourists. Future studies should address the relationships between pets and the tourist experience.

This study highlighted the relevance of the 'perception of authenticity' as a major outcome of the SP2PA guests experience. As discussed, guests' identification with the SP2PA social dynamics and with the 'aesthetics' of the SP2PA and its surroundings and the sense of 'being at home' are on the basis of this authentic handmade hospitality experience. The feelings of 'living like a local' and the opportunity to enjoying slowly the SP2PA surroundings significantly enhance the 'escape' dimension of the SP2PA guests experience. Recently, authors are concerned about 'online hospitality', which encompasses the "exchange of true private information between peers taken place on (and are adapted to) online platforms" (Durão & Lub, 2019, p. 298). In this sense, driven by the information available on P2PA platforms, is it possible that SP2PA guests develop an authenticity sense of experience during the pre-encounter of the service? Given that 88% of the participants of the online survey affirmed they had an active role while booking the SP2PA, does the perception of authenticity of the SP2PA guest experience begin before arriving at the accommodation? Future studies are invited to address this topic.

This study does not investigate control variables that may influence the SP2PA guests experience. As explained by Verhoef et al. (2009), the experience in the context of consumption is influenced by 'situational' moderators (e.g., type of store, location, culture, season, etc.) and 'costumer' moderators (e.g. socio-demographics, consumer goals, such as experiential or task orientation). In this sense, the length of stay, guests' proximity to the destination culture, the guests' degree of using sharing economy services (e.g., Airbnb, Couchsurfing, Bike sharing, Shared guided tours, meal sharing, transportation services like Uber and Blablacar, etc.), host's interest in interacting with their guests, the role of negative emotions on the SP2PA guest experience, guests travelling alone or with travel companions are suggested as potentially relevant moderators that may have influences on the SP2PA guest experience. The sub-groups formed by these characteristics may place different importance on the analysed dimensions of the SP2PA guest experience and future research should address these issues.

Lastly but not least, this study revealed that 'the sense of identity' assumes a relevant role for the SP2PA guest experience. The experience provided by the social dynamics, the

sensorial stimuli, the feelings of escape, and the way of guests existentially feeling 'at ease' staying on a SP2PA may reflect a strong sense of identity. Cohen (2010) explains that tourist experiences that provide 'self-discovery' and 'self-development' are deemed as reinforcing tourists' identity. In the case of sharing economy hospitality services, what are the major predictors of guests' sense of identity? What are the possible outcomes of identity formation? Concerns on the experience-based sense of identity should also be considered on the scholars' research agenda.

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APPENDICES

Appendix 1
Synthesis of literature review about the topic 'sharing economy in tourism'

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019),

Author/Year	Journal	Objectives	Methodology	Research application	Results
Fierro & Aramburu (2019)	Sustainability	To analyse how cultural heritage adds value to the collaborative economy.	Data were collected in the Airbnb Website, from the descriptions of the accommodation made by the hosts, detecting the cultural and heritage goods mentioned, therein, which are used as marketing elements. Econometric tools were used to analyse data.	Hospitality (Airbnb) in Bilbao (Spain)	Cultural heritage and spatial location positively influence the activity of the collaborative economy, increasing the number of guests and their economic value.
Garau-Vadell et al. (2018)	Journal of Travel Research	To provide an explanatory model to show how the perception of the impacts of the activity influences residents’ attitudes and support.	PLS-SEM N=1088	Hospitality (Airbnb) in Tenerife (Spain).	Resident support is directly and positively affected by their perception of the social and cultural impacts, and especially by the economic impacts. It has not been possible to prove the influence of their perception of environmental impacts. Evidence has been gained that perceptions strongly depend on whether locals benefit personally from the activity, and to a lesser extent on their attitude toward the sharing economy and on the state of the local economy
Gossling & Hall (2019)	Journal of Sustainable Tourism	To conceptualizes the sharing economy in comparison to the wider collaborative economy, and discusses its social, economic, environmental, and political impacts in comparison to the sustainable development goal	Theoretical approach	Sharing economy in general	The sharing economy has great potential to make very significant contributions to sustainability, though the model is increasingly being replaced by the collaborative economy, which performs as an extension and acceleration of neoliberal economic practices.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Heo et al (2019)	Tourism Management	To understand the true impact of P2Psharing on the tourism and hospitality landscape	Collected data from the Paris Convention and Visitors Bureau and Airdna. Econometrics analysis	Hospitality (Airbnb) in Paris	This study shows different growth and seasonality patterns for Airbnb and hotels and dissimilarities in the geographical location of the offers. The findings indicate that the hotels and Airbnb products are not in direct competition and that their relationship might be more complex than previously thought.
Kang et al (2019)	Journal of Quality Assurance in Hospitality & Tourism	To explore the role of travel and tourism in sharing economy activities	Quantitative N=1000 ANOVA Bonferroni test.	Sharing economy services in Seoul (Korea).	The findings reveal 1) significant associations between respondents’ demographic and socio-economic characteristics and their participation level in diverse sharing economy activities; 2) significant differences in future intention to participate in diverse sharing economy activities among groups; and 3) interest in travel and tourism was most strongly related to future intention to participate in diverse sharing economy activities.
Ketter (2019)	Current Issues in Tourism	To explore the motivations of these users, aiming to shed light on their values, lifestyles and consumption preferences	Quantitative N=738 Correlations analysis	Consumers of EATWITH	EatWith users have the generic primary motivation of achievement. The findings present several contributions to scholars and practitioners, and propose that sharing economy users are affected both by the specific motivations of social considerations, environmental considerations and economic considerations, and by their primary motivations of ideals, achievement and self-expression.
Lee et al (2019)	Tourism Management	To examine a theoretical model to explore how market partners engage in this platform organization.	Quantitative N=224 Airbnb hosts	Hospitality (Airbnb)	Results indicate that attachment to a platform firm plays a vital role in achieving a sense of psychological ownership that ultimately influences citizenship behaviours toward the organization as well as toward peer hosts.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Medged & Zilinger (2019)	Scandinavian Journal of Hospitality and Tourism	To provide an analysis on how disruptive innovation is spurred by the dynamics of digital and analogue networks in the sharing economy.	Qualitative. Participant observations, interviews with tour guides and interpretation of online documents.	Guided tours in Copenhagen-Denmark	Results show that free guided tours based on tips alone and orchestrated within the frame of the sharing economy are not merely a product innovation. More importantly, they entail disruptive market innovations that circumvent traditional industry structures and ultimately produce disruptive organizational innovations where trust in network is the crux.
Mody and Hanks (2019)	Journal of Travel Research	To explore how Airbnb and traditional hotel brands are facilitating authentic travel experiences and the impact of these experiences on brand love and brand loyalty.	Quantitative N=1256 CFA SEM	Hospitality (Airbnb)	Airbnb leverages brand, existential, and intrapersonal authenticity in creating brand-loving and brand-loyal customers, while hotels utilize only brand authenticity. Thus, the keys to creating customers who love and are loyal to the brand differ between hotels and Airbnb.
Mody et al (2019)	Tourism Management	To analyse the value propositions of authenticity and its impact on brand	Quantitative N=1256 CFA SEM	Hospitality (Airbnb)	To identify two distinct pathways through which an authentic consumption experience influences brand loyalty for the leisure traveler: a brand pathway and an experience pathway. We find that hotels and Airbnb leverage these pathways differently to generate brand loyalty.
Mody et al (2019)	International Journal of Hospitality Management	To offer a systematic approach to examine the potential differences in experiential consumption in the accommodations industry (Airbnb and Hotels).	Quantitative N=630 ANOVA CFA Multiple-group SEM	Hospitality (Airbnb) in USA	The findings of the study culminate in the <i>core-periphery framework of the hospitality consumption experience</i> that can provide a relevant theoretical lens for future research into the different sectors and types of experiences within the hospitality and tourism industry.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Dogru et al (2019)	Tourism Management	To examine the effects of Airbnb supply on key hotel performance metrics: room revenues (RevPAR), average daily rates (ADR), and occupancy rates (OCC) in ten major U.S. hotel markets.	Hotel data were provided by Smith Travel Research (STR) and Airbnb data by AirDNA. Mathematics analysis.	Hospitality (Airbnb) in USA	The results demonstrate that an increasing Airbnb supply negatively impacts all three performance metrics within the hotel industry. Moreover, while previous research has demonstrated a negative impact on lower-end hotels, our findings provide evidence of Airbnb's growing impact on the mainstream market across hotel class segments, signalling a high level of consistency with the tenets of the theory of disruptive innovation.
Ert & Fleischer (2019)	Annals of Tourism Research	To evaluate the several trust indicators implemented by Airbnb.	Analyse data extracted from Airbnb Website.	Hospitality (Airbnb) in Paris, London, Barcelona, Berlin, Rome, Edinburgh, Toronto, Moscow, Chicago, New York, Amsterdam, San Francisco, and San Diego.	Results show that the change of the rating system was associated with a small, yet significant, reduction in ratings, that the removal of the hosts' photos might have eliminated the price premium of trustworthy images.
Batle et al. (2019)	Current Issues in Tourism	To analyse the profile of locals willing to meet tourists in a context of experience interchange peer-to-peer (P2P) and identifies factors that drive such contact in an authentic setting of shared passions.	Quantitative N=880 Confirmatory Factor Analysis (CFA)	Hospitality (Airbnb) Mallorca (Spain)	The passion for the activity is a central factor to take into consideration in experiential P2P activity, together with other personal (self-perception of managerial and other emotional and communication skills) factors.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Pera et al. (2019)	Annals of Tourism Research	To investigate the relationship between social distance, empathy, and tourists’ intention to leave negative online reviews.	Qualitative Content analysis N=31	Hospitality (Airbnb)	Social closeness hinders tourists’ willingness to provide negative online reviews to express their poor experiences. The mechanism behind reviewing biases is the activation of empathy.
Roelofsen & Minca (2018)	Geoforum	To investigates the biopolitical spatiality that emerge from its qualification and quantification of bodily performances of hospitality.	Theoretical approach	Hospitality (Airbnb)	It is concluded that, it is perhaps possible to unravel how the new geographies of hospitality are operationalized through the giving of “what is proper” – the intimate spatiality of the home – on the part of the hosts in order to become members of a greater Self, the Airbnb global community.
Souza et al (2018)	International Journal of Hospitality & Tourism Administration	To identify and assess the relative importance of the main dimensions of guest experiences in a unique, alternative peer-to-peer accommodation.	Qualitative Netnography N=419 comments	Hospitality (Airbnb)	Findings suggest that guest experiences in these unique accommodations are particularly influenced by the experience dimensions “relate/social interaction”, “sense/aesthetics/”, “feel”, “escape” and “sacred experience”.
Sthapit & Jiménez-Barreto (2018)	Tourism Management Perspectives	To explore the central elements of a memorable Airbnb hospitality experience.	Qualitative Ground theory	Hospitality (Airbnb)	An analysis of transcripts from interviews with twenty participants indicate that respondents generally report their Airbnb experience as positive. Memorable Airbnb experiences were related to the social interactions with the host, the attitude of the host and the location of the accommodation
Sun et al (2019)	Asia Pacific Journal of Tourism Research	To analyse the services offered by superhosts in the Airbnb	Quantitative Collected data from Airbnb. Econometrics analysis N=39,862 reviews	Hospitality (Airbnb) in Hangzhou city, China	The study reveals the minority of “Superhosts” are mentioned of providing the majority of six kinds of good services, which means “Superhosts” do deserve the badge.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Bridges & Camilla Vásquez (2018)	Current Issues in Tourism	To analyse e-WOM in P2PA services and the relationships between hosts and guests	Computer-assisted, qualitative approach to explore linguistic patterns of evaluation in Airbnb reviews. N=400 reviews.	Hospitality (Airbnb) in USA	Airbnb reviews tend to comprise a very restricted set of linguistic resources, establishing the site’s norm of highly positive commentary, which in turn makes Airbnb reviews, on the surface, appear to be quite similar to one another.
Cheng Deborah Edwards (2019)	Current Issues in Tourism	To provide a coherent and nuanced methodological understanding of automated content analysis (ACA) in tourism and hospitality (TH) field in the context of sharing economy.	Automated content analysis ACA – a technique that involves text mining algorithms from computer science to recognize patterns and make probabilistic predictions of data	Hospitality (Airbnb)	Findings reveal that ACA can facilitate a more systematic comparison between different sources of data.
Cheng & Zhang (2019)	Annals of Tourism Research	To investigate western Airbnb hosts’ experiences with Chinese outbound tourists.	Online content analysis of 41 reviews posted in Airbnb	Hospitality (Airbnb)	In an analysis of hosts’ self-reported posts on the Airbnb community forum, the main issues that emerged relate to Chinese guests’ daily habits and lifestyles, cultural differences, and language barriers. This research highlights the role that cultural differences and tradition play in guest–host encounters, and offers a theoretical framework on inter-cultural host–guest relationship that provides an initial understanding of this phenomenon.
Zekan et al (2019)	Tourism Economics	To inspect the efficiency of Airbnb listings of European cities.	Data envelopment analysis	Hospitality (Airbnb)	In spite of the success of Airbnb as a whole, it cannot be presupposed that all listings are equally successful.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Bakogiannis (2019)	Regional Science Inquiry	To study the existing bike sharing services case studies in the European context; and using these experiences for planning a new BSS system for the city of Piraeus-Greece.	Quantitative study Cluster and regression analysis	Bike sharing in Piraeus, Greece.	Piraeus BSS is expected to act as a complement to public transport, especially in the light of the new metro and tram lines. It will short journeys that are currently made by car.
Zhu et al (2019)	Annals of Tourism Research	To understand how Airbnb guests construct the feeling of home	Netnography on 42,085 review comments containing the feeling of home - semantics perspective	Hospitality (Airbnb) ^b in USA	Essentially, the home feeling with the interaction of physical and spatial, social, and affective, coupled with hospitality dimensions full fills the daily hybrid needs of the guests.
Bernardi (2018)	Journal of Tourism Futures	To illustrate the “Sharing City, Seoul” (SCS) project in order to highlight the role that Millennials are playing in transforming the tourist market by relying on the tools of the sharing economy.	Three-stage methodology – based on in-depth interviews with the “sharing organizations”, participant observation, and online materials	P2P services in general in Seoul (South Korea)	The study confirms the preference of millennials using P2P services and they also act as entrepreneurs in this type of business model.
Lyu et al. (2019)	International Journal of Hospitality Management	To explore the key dimensions and attributes of Chinese customers’ experiences with peer-to-peer (P2P) accommodations through Airbnb in China.	Qualitative Content analysis N=30	Hospitality (Airbnb) ^b in China.	Results suggest that seven dimensions underpin the customer experience with P2P accommodations: physical utility, sensorial experience, core service, guest-host relationship, sense of security, social interaction, and local touch.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Gunter & Onder (2019)	Tourism Economics	To identify key determinants of Airbnb demand and quantifies their marginal contributions in terms of demand elasticities.	Quantitative Cluster-robust ordinary least squares	Hospitality (Airbnb) in Vienna	Airbnb demand in Vienna is price-inelastic. Significant positive drivers include listing size, number of photos, and responsiveness of the host. Significant negative drivers include listing price, distance from the city centre, and response time of the host.
Gyódi (2019)	Journal of Cleaner Production	To examine the characteristics of Airbnb networks in the context of the potential impact on local residents and the traditional hotel industry	Quantitative Data were collected in Airbnb and Booking Websites. Econometric tools were used to analyse data	Hospitality (Airbnb) in Paris, Barcelona, Warsaw and Berlin.	Although Airbnb facilitates the spread of tourism to areas not covered by the traditional hotel industry, it is also highly concentrated in neighbourhoods that have long attracted travellers, and thus contributes to increasing pressure from tourism. This comparative study also shows that Airbnb and traditional hotels compete for travellers across a wide range of market segments, but the substitutability of their offers is constrained by their complementary relationships in specific city areas.
Ham et al (2019)	International Journal of Contemporary Hospitality Management	To explain a guest’s purchase decision in Airbnb from the perspective of Aristotle’s appeals. In host-created information, the authors investigate which information appeals are significantly considered by guests.	Data were collected in the Airbnb Website. Regression analysis.	Hospitality (Airbnb)	For the ethos, the super host badge and host review have positive impacts on the purchase; for the pathos, the positive impact of the use of social words is significant. For the logos, the authors have determined that although the price, place picture and star-rating have positive impacts on the likelihood of a purchase, the occupancy has a negative impact on it.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Moreno-Izquierdo et al. (2019)	Journal of Destination Marketing & Management	To distinguish the factors that explain the added value of Airbnb properties, differentiating between urban and sun-and-beach holiday destinations	Quantitative Collected data from Airdna. Econometrics analysis	Hospitality (Airbnb) in Valencia	The results reveal that the sharing economy fosters the emergence of private rentals, expanding the overall size of the accommodation market with some clear differences between the two types of tourist destinations, which emphasize the idea that the decisions made by stakeholders should be considered from a local perspective.
Pappas (2019)	International Journal of Hospitality Management	To examine the complexity of the factors that influence overall perception among tourists who use peer -to-peer accommodation during their vacations.	Quantitative N=630 Qualitative Comparative Analysis (fsQCA)	Hospitality (Airbnb) in Athens-Greece.	The findings reveal three sufficient configurations that are able to influence the overall experience: (i) the price-quality nexus, (ii) risk perspective, and (iii) social interaction.
Liu, Nie, & Li (2016)	Tourism Analysis	To explore Couchsurfing critical success factors.	Quantitative	Hospitality (Couchsurfing))	Trust evaluation system, and the reciprocity principle prove to be main contribution to Couchsurfing's development.
Marques & Matos (2019)	Current Issues in Tourism	To investigate network relationality principles relating to shareable tourism experiences through peer-to-peer platforms.	Netnography N=198 comments.	Hospitality (Airbnb) in Brazil	Four key principles of network relationality emerge from the findings: temporary belongingness, a priori empathy, technology as bridge to face-to-face interactions, and relational spaces.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Tescasiu et al (2018)	Sustainability	To identify and analyse some general issues regarding the impact on the sharing economy in tourism, based on a study regarding the needs determined by this business model in Brasov.	Quantitative Two Focus groups. N=8 in the first focus group and N=6 in the second.	General sharing economy services in Brasov – Romania.	The results of the research revealed that even though there are some provisions regarding this sector, and despite the fact that local and regional authorities are preoccupied about regulations in sharing tourism, the most representative part of this sector is unregistered and it works according to its own rules.
Volgger et al (2019)	Annals of Tourism Research	of the evolution of Airbnb and other peer-to-peer accommodation use and its consumption patterns.	Quantitative Dynamic logistic regression	Hospitality (Airbnb) in Australia	Findings indicate that Airbnb consumption has evolved, showing patterns of convergence and ‘normalisation’, supported by a growing Asian participation and increasing regional stays.
Lin et al (2019)	International Journal of Hospitality Management	of To explore the social contact of Airbnb guests during the stay	Qualitative N=39	Hospitality (Airbnb)	Findings identified three types of contact during such stay, namely guest–host, guest–community, and guest–guest contacts.
Tescasiu et al (2018)	Sustainability	To identify and analyse some general issues regarding the impact on the sharing economy in tourism, based on a study regarding the needs determined by this business model in Brasov.	Quantitative Two Focus groups. N=8 in the first focus group and N=6 in the second.	General sharing economy services in Brasov – Romania.	The results of the research revealed that despite the fact that local and regional authorities are preoccupied about regulations in sharing tourism, part of this sector is unregistered and it works according to its own rules.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Sthapit and Jiménez-barreto, (2018)	Current Issues in Tourism	To understand the role of communication in Airbnb experience	Ground theory N=21. Semi-structured interviews	Hospitality (Airbnb)	This study call the attention about the role of communication between hosts and guests and evidenced that bad communication between the Airbnb guest and host may result in value co-destruction which causes resource losses, in time, money and experience.
Tussyadiah and Park (2018)	Tourism Park Management	To identify how hosts present themselves in Airbnb platforms and how guests react to these presentation.	Mixed methods Qualitative: Text mining in N=31119 Airbnb listings Quantitative N=301. PLS	Hospitality (Airbnb)	The study identified two broad patterns in host self-presentation: the first, a group of hosts paints a picture of a well-traveled individual who is eager to meet new people and show all that the destination has to offer. The second, host descriptions contain more personal information, particularly highlighting their profession, representing a higher degree of self-disclosure.
So, Oh, & Min, (2018)	Tourism Management	To investigate a comprehensive set of motivations and constraints of Airbnb	Mixed methods Qualitative: focus group Quantitative: N=500 PLS-PM	Hospitality (Airbnb)	Findings reveal that, for motivations, price value, enjoyment, and home benefits significantly explain overall attitude toward Airbnb. In terms of constraints, distrust is the only factor that significantly predicts overall attitude, while insecurity is directly related to behavioural intentions.
Benítez-aurioles, (2018)	Tourism Management	To investigate pricing in the business model of Airbnb	Website analysis N=497,509 Airbnb listings in 44 cities	Hospitality (Airbnb)	A very interesting finding was observed since a negative relationship in the peer-to-peer tourist accommodation market between flexible cancellation policies and nightly price, as well as between the possibility of instant booking and price. This phenomenon had been hypothesized to be caused by emotional factors that would go in the opposite direction to the monetary incentives.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Tussyadiah and Park (2018)	Tourism and Park Management	To analyse the dynamics of user behavior in the sharing economy platform,	Website analysis using A text analytics software, KH Coder. N=31,119 Airbnb host descriptions	Hospitality (Airbnb)	Results show that Consumers demonstrated higher trust in well-traveled hosts and consumers' booking intention was higher for well-traveled hosts.
Ram, Hall, Ram, and Hall (2018)	International Journal of Tourism Cities	To analyse walking tourist behavior by verifying the benefits Airbnb introduces by being located in walkable places.	Website analysis N=97 Airbnb listings	Hospitality (Airbnb)	The relationship between Walk Score and prices and number of reviews was not linear or strong. However, the most expensive accommodation and more popular hotels were below the median Walk Score of Tel Aviv.
Schuckert, Peters, and Pilz, (2017)	Tourism Recreation Research	To understand the motivations and behaviours of couchsurfers and hosts,	Qualitative N=14 Content analysis	Hospitality (Couchsurfing)	Findings show that couchsurfers travel as backpackers do and, as such, seek out diverse social interactions with locals that afford them various degrees of familiarity with destinations. The results also underscore that couchsurfing constitutes a cultural exchange and accommodation experience beyond the mere consumption of hospitality products.
Garau-vadell, Gutiérrez-taño, and Díaz-armas, (2018)	Journal of Travel Research	To provide an explanatory model to show how the perception of the impacts of the activity influences residents' attitudes and support.	Quantitative N=1087 PLS-SEM	Hospitality (Airbnb)	Results confirm that resident support is directly and positively affected by their perception of the social and cultural impacts, and especially by the economic impacts.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Loannides, Röslmaier, and Zee, (2018)	Tourism Geographies	To investigate what Airbnb growth means for a mid-sized city with a highly diversified economy, which is not yet over-touristified.	Website analysis GIS	Hospitality (Airbnb)	Although Airbnb activity in this neighbourhood is relatively recent there are signs suggesting that further touristification of parts of Lombok has ignited increased Airbnb activity. Moreover, there is a distance decay of Airbnb activity as one moves away from the city centre and from established tourism services including restaurants. These findings suggest that in an emerging neo-bohemian space such as Lombok, Airbnb takes on a role as instigator of urban tourism bubble expansion.
Jordan, Moore, and Jordan (2018)	Journal of Travel & Tourism Marketing	To identify P2PA-related impacts as perceived by residents, and why those particular impacts are perceived	Qualitative N=12 Thematic analysis	Hospitality (Airbnb)	Findings revealed residents perceived both positive and negative impacts in the economic, environmental, and sociocultural realms. Extended quotes from interviewees reveal the connection of perceived impacts to the presence of P2PA in residential zoned areas and the lack of a proprietor to manage the property and tourists like a traditional bed and breakfast (B&B).
Guttentag, Smith, Potwarka, & Havitz (2018)	Journal of Travel Research	To identify tourists' motivations for using Airbnb and to segment them accordingly.	Quantitative N=927 Factorial and cluster analysis	Hospitality (Airbnb)	Findings demonstrate that Airbnb appeal is due to its practical attributes, and somewhat less so by its experiential attributes. An exploratory factor analysis identified five motivating factors—Interaction, Home Benefits, Novelty, Sharing Economy Ethos, and Local Authenticity. A subsequent cluster analysis divided the respondents into five segments—Money Savers, Home Seekers, Collaborative Consumers, Pragmatic Novelty Seekers, and Interactive Novelty Seekers.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Mikołajewska-zaj (2018)	European Journal of Social Theory	To investigate the reputation management in Couchsurfing	Qualitative N=50 In depth interviews	Hospitality (Couchsurfing)	Findings suggest that participants seek to reconcile direct and general reciprocity. It proposes breaking these practices down into boundary-work and creative avoidance and argues these result in insufficient protection of inexperienced participants against problematic members.
Cheng and Foley, (2018)	International Journal of Hospitality Management	To discuss digital discrimination on sharing economy in tourism	Theoretical discussion	Hospitality (Airbnb)	Discussion concludes that digital discrimination contains multiple layers and meaning constructions that flourish in the Airbnb online platform. Airbnb creates space for different stakeholders to influence how people and spaces are shaped, perceived, included and excluded.
Gunter (2018)	Tourism Management	To investigate the relative importance of the four criteria that need to be fulfilled to obtain the Airbnb superhost status.	Mathematical method of binary response	Airbnb in San Francisco and the Bay Area	The results show that obtaining (and maintaining) excellent ratings is, by far, the most important criterion, followed by reliable cancellation behavior of the host, host responsiveness, and sufficient Airbnb demand. Moreover, commercial Airbnb providers are more likely to obtain the superhost status.
Kim, Lee, Koo, and Yang (2018)	Journal of Travel & Tourism Marketing	To attempt to answer why hosts help strangers without any expected economic benefit within online hospitality exchange networks	Quantitative N=197 SEM	Hospitality (Couchsurfing)	Findings reveals that the most identified antecedents (enjoy helping, shared narratives, desire to make friends, and reciprocity) are significantly related to hosts’ intention to share accommodations. Interestingly, the overshadowing effect of trust in CouchSurfing on the intention to share accommodations is also found.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Jordan and Moore (2018)	Journal of Travel & Tourism Marketing	To explore P2PA-related impacts as perceived by residents, and why those particular impacts are perceived.	Qualitative In depth interviews N=12	Hospitality (P2PA) Resident stakeholders on Oahu, Hawai'i, United States (USA)	There was a perception that if an owner/operator of a rental property were in residence, many of the negative social impacts interviewees perceived would not have been experienced. The most common negative impact perceived by resident interviewees was a negative effect on sense of community, i.e., instead of having permanent neighbours, communities have tourists. Also, implications for safety and security is expected when communities are visited by tourists.
Zgolli and Zaiem, (2018)	International Journal of Culture, Tourism and Hospitality Research	To explore the motivations behind couchsurfers' decision to go couchsurfing, and also to explore the influence of the couchsurfing experience on the satisfaction with the stay.	Qualitative Netnography, two focus groups and the critical incident technique	Hospitality (Couchsurfing)	The obtained results show six major motivations: Financial reasons, the cultural experience, the need for social interaction, professional reasons, the emotional entertainment and the social responsibility. Similarly, the influence of couchsurfing on the satisfaction with the stay manifests itself through the concept of love and family.
Paulauskaite, Morrison, Powell, and Stefaniak (2017)	<u>International Journal of Tourism Research</u>	To explore the phenomenon of authenticity-seeking tourism and its links to the hospitality sector by sharing economy providers	Qualitative Content analysis	Hospitality (Airbnb)	Authenticity is perceived among three themes of unique accommodation interiors and atmosphere, interactions with hosts, and interactions with local culture.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Ginindza and Tichaawa (2017)	Current Issues in Tourism	To examines the relationship and impact of sharing accommodation on the hotel occupancy rate (HOR) from a developing country perspective.	Quantitative Regression model- Pearson correlation.	Hotels and Airbnb in Swaziland	Test reveals a positive relationship between the HOR and Airbnb room occupancy rate, thus indicating that an increase in the hotel room occupancy rate moves in tandem with a rise in the Airbnb room occupancy rate. Further test revealed that increase in the Airbnb room occupancy rate coincided with an increase in the hotel room occupancy rate. In addition, the Airbnb platform was found to appeals to a different tourist market profile than does that of hotels, and that, therefore, the two products may be viewed as non-competitors.
Bae, Lee, Suh, and Suh, (2017)	Information & Management	To investigate consumer decision on sharing accommodation platforms	Experimental Qualitative N=411 PLS-SEM Chi-Square	Hospitality (Airbnb)	In the pretrip phase, social distance influences the credibility of shared experiences on a smart tourism platform by reducing the equivocality that travelers face in discerning information that is appropriate for them. As social distance lessens, users perceive shared reviews as trustworthy.
O’ Regan & Choe, (2017)	Anatolia	To discuss the global “disruptive” brand Airbnb by utilizing the concept of cultural capitalism to ask questions as to how disruptive and innovative this platform is.	Theoretical	Hospitality (Airbnb)	Discussions conclude that research about Airbnb and the sharing economy needs to overcome a historical, static, and narrow perspectives to integrate critical theories using diverse intellectual approaches to more fully explore platform’s that seek enclosure and control so as to allow market capitalism to function more expediently.

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Author/Year	Journal	Objectives	Methodology	Research application	Results
Johnson and Neuhofer, (2017)	International Journal of Contemporary Hospitality Management	To investigate how value is co-created among guests, hosts and the wider local community in the sharing economy context of Airbnb.	Netnography N=1009 Content analysis	Hospitality (Airbnb)	As a result, a theoretical framework emerges, depicting integrated operant and operand resources, host-guest value co-creation practices embedded in the destination’s authentic culture and specific value outcomes.
Camilleri and Neuhofer (2017)	International Journal of Contemporary Hospitality Management	To develop a theoretical framework of value co-creation and value co-destruction of guest-host social practices facilitated through Airbnb in the sharing economy.	Netnography N=850 Content analysis	Hospitality (Airbnb)	Findings show that six distinct practices were identified that shape guest-host practices and value formation in Airbnb:(1) “welcoming”; (2) “expressing feelings”; (3) “evaluating location and accommodation”; (4) “helping and interacting”; (5) recommending and (6) thanking.
Hajibaba, Karlsson, and Dolnicar (2017)	Journal of Travel Research	To investigate the potential of involving residents in the emergency response and tourists’ willingness to accept the support offered by residents.	Quantitative N=995 Regression analysis	Residents in Australia	Findings show that segments of residents willing to support the tourism industry in disaster situations exist, and tourists are willing to accept residents’ offers of support. The more immediate the emergency, the higher the willingness to help and accept help. These insights point to the potential of involving residents in destination recovery efforts through P2PA.
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Camilleri and Neuhofer (2017)	International Journal of Contemporary Hospitality Management	To develop a theoretical framework of value co-creation and value co-destruction of guest-host social practices facilitated through Airbnb in the sharing economy.	Netnography N=850 Content analysis	Hospitality (Airbnb)	Findings show that six distinct practices were identified that shape guest-host practices and value formation in Airbnb:(1) “welcoming”; (2) “expressing feelings”; (3) “evaluating location and accommodation”; (4) “helping and interacting”; (5) recommending and (6) thanking.
Hajibaba, Karlsson, and Dolnicar (2017)	Journal of Travel Research	To investigate the potential of involving residents in the emergency response and tourists’ willingness to accept the support offered by residents.	Quantitative N=995 Regression analysis	Residents in Australia	Findings show that segments of residents willing to support the tourism industry in disaster situations exist, and tourists are willing to accept residents’ offers of support. The more immediate the emergency, the higher the willingness to help and accept help. These insights point to the potential of involving residents in destination recovery efforts through P2PA.
Kannisto (2017)	Annals of Tourism Research	To discuss the values offered by the business model of sharing economy in tourism	Theoretical	Tourism industry	Author argue that as SE firms employ traditional market mechanisms including renting, leasing, brokering, subscribing, and reselling, they are not business model innovators. They combine a set of existing models engaging in the money economy.
Koh and King (2017)	Tourism Recreation Research	To asses whether Airbnb competes directly with budget hotels because of their comparably low cost	Websites analysis and in depth interviews with economy/budget hotel managers.	Airbnb and economy/budget hotels in Singapore	Researchers concluded that although Airbnb should not yet be considered as a direct competitor for Singapore’s budget hotels, it will pose a growing threat through the near to medium term.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Schuckert, Peters, Pilz, and Schuckert (2017)	Tourism Recreation Research	To understand the motivations and behaviours of couchsurfers and hosts,	Qualitative N=14 Analysis of narratives and interviews	Couchsurfing in Austria	Findings reveal that couchsurfers generally travel as backpackers do and, as such, seek out diverse social interactions with locals that afford them various degrees of familiarity with destinations. The results also highlight that Couchsurfing constitutes a cultural exchange and accommodation experience beyond the mere consumption of hospitality products.
Ketter (2017)	Current Issues in Tourism	To explore the motivations of food sharing users, aiming to shed light on their values, lifestyles and consumption preferences.	Quantitative N=738 Correlation tests	Consumers of EATWITH	The findings present several contributions to scholars and practitioners, and propose that sharing economy users are affected both by the specific motivations of social considerations, environmental considerations and economic considerations, and by their primary motivations of ideals, achievement and self-expression.
Priporas, et al. (2017)	International Journal of Tourism Research	To investigate service quality, customer satisfaction, and loyalty in Airbnb accommodation.	Quantitative N=202	Hospitality (Airbnb)	The results verify that a positive relationship among service quality, customer satisfaction, and loyalty exists and that satisfaction partially mediates the relationship between service quality and loyalty
Decrop et al (2017)	Journal of Travel & Tourism Marketing	To provide a deeper understanding of couchsurfers’ motivations and shared values.	Qualitative N=20 N=352 Content analysis Netnography	Hospitality (Couchsurfing)	Results find that main personality trait was open-mindedness and availability for others. They also sought risk and adventure: they looked for surprise and thrills while traveling. Couchsurfing is considered as a transformative experience related to self-exploration and self-development and societal transformation through cultural exchanges

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Gutierrez, Garcia-Palomares, Romanillo, & Salas-Olmedo, (2017)	Tourism management	To explore spatial distribution of Airbnb listings compared to hotels in Barcelona.	Webite analysis bivariate spatial autocorrelation	Hospitality (Airbnb)	Results reveals a close spatial relationship between Airbnb and hotels, and Airbnb capitalises more on the advantages of proximity to the city's main tourist attractions than does the hotel sector.
Mody, Suess, and Lehto (2017)	International Journal of Contemporary Hospitality Management	To develop and test a model of experiential consumption to provide a better understanding of the emerging phenomenon of sharing accommodation	Multi-step analysis procedure. N=630 SEM	General guests of hotels and P2PA	The dimensions of serendipity, localness, communitas and personalization represent valuable additions to experience economy construct. P2PA appears to outperform the hotel industry in the provision of all experience dimensions.
Aznar, Sayeras, Galiana, and Rocafort (2016)	Sustainability	To analyse if peer-to-peer accommodation has a positive impact on financial performance of the hotels.	Quantitative. Descriptive statistics, correlation tests. (n=54)	P2P accommodation and hotels in Barcelona (Spain)	After checking the number of apartments advertised on Airbnb near to each hotel analysed, the results demonstrated that the correlation between Airbnb apartment density and return on equity or change in revenues was, in both cases, positive, but not significant.
Bridges and Vásquez (2018)	Current Issues in Tourism	To explore linguistic patterns of evaluation in Airbnb reviews.	Qualitative: Computer-assisted qualitative approach on guests reviews (n=400)	P2PA Airbnb listings located in 4 american cities: Portland, Albuquerque Philadelphia and Atlanta (SE)	Findings indicate that reviews in Airbnb tend to comprise a very restricted set of linguistic resources, establishing the site's norm of highly positive commentary, which in turn makes reviews, on the surface, seem to be quite similar to one another.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Choi, Jung, Ryu, Kim, & Yoon (2015)	Indian Journal of Science and Technology	To investigate the impact of Airbnb’s listing on the hotel revenue.	Quantitative. Descriptive statistics and regression model Airbnb listings analysed in South Korea: Seoul (n=1367), Busan (n=159) and Jeju (n=96).	Hospitality (Airbnb) in South Korea (Seoul, Busan, and Jeju)	Authors demonstrate that Airbnb’s listing has no effect on hotel revenue in all cities analysed. This evidence is mainly for Luxury Upscale Midscale and Economy hotel cases. In turn, for budget hotels in Seoul, they found a negative impact on hotel revenues.
Oses Fernández, Gerrikagoitia, & Alzua-Sorzabal (2016)	Current Issues in Tourism	Considering that the hotel has had to compete with P2PA, the study aims to develop a method to monitor the alternative accommodation market.	Quantitative Descriptive statistics based on collecting data in Airbnb listings (n=1882)	Hospitality (Airbnb) in the Basque Country - Spain	The length of stay (LOS) parameter of the queries to the Airbnb is key to obtaining a representative sample of the accommodation offered through the platform. This parameter is also the main difference with respect to the hotel industry monitor. All hotels make their rooms available for the minimum LOS of one day, whereas listings distributed through Airbnb specify a minimum LOS that is sometimes greater than one day.
Mao & Lyu (2017)	International Journal of Contemporary Hospitality Management	To examine the psychological factors that motivate travelers to consider reusing Airbnb.	Quantitative SEM N=624	Hospitality (Airbnb)	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.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Forno & Garibaldi (2015)	Journal of Quality Assurance in Hospitality & Tourism	To analyse Italian home-swappers (their socio-economic profiles, and motivations, and lifestyles).	Quantitative. Descriptive statistics. (n=510)	Hospitality home swapping in Italy	Budget concerns are a key element in the growth of home-exchange tourism. However, it seems to attract people with a well-defined lifestyle and interests, taking into account the high percentages among swappers who believe environmentally friendly tourism is important, and also the high scores of purchasing of organic food, fair trade production and product that are environmentally friendly and/or which support social causes.
Gurran & Phibbs (2017)	Journal of the American Planning Association	To assess whether rentals generate significant neighbourhood impacts.	Qualitative. Interviews (n=9)	Hospitality (Airbnb)	Findings show that Airbnb listings aggregate both in areas of high tourist visitation and beyond the inner Sydney’s residential. In areas of high Airbnb visitation, there is a growing concern over tourist behaviour in residential neighbourhoods and apartment buildings, particularly when whole homes or apartments are offered by absent hosts.
Karlsson & Dolnicar (2016)	Annals of Tourism Research	To identify what drives the P2PA supply side to rent out their properties.	Qualitative: Content analysis. Quantitative: descriptive statistics	Hospitality (Airbnb) Australia	in According to authors’ findings, three categories of host motivation have emerged: income (82%); social interaction (31%), sharing (16%).
Karlsson, Kemperman, & Dolnicar (2017)	Annals of Tourism Research	To understand the reason why peer-to-peer network hosts actually refuse permission to book.	Stated choice experiment with P2PA hosts (n=192)	Hospitality (Airbnb) Australia	in Trust and insufficient information from prospective guests are key drivers of hosts’ rejection. The most influential attributes for booking request are: travel party composition (19%), the self-reference provided by guests about their positive behaviour as guests (16%), the presence of a profile picture (15%), the purpose of the trip (15%), the age of the guest (derived from the picture) contributes 12% to the host’s decision.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Oskam & Boswijk (2016)	Journal of Tourism Future	To analyse the impact of P2PA will have on tourism, on hotels and on city destinations.	A literature study, combined with scenario workshops and a Delphi Panel (n=31) and “scenario cross” method.	Hospitality (Airbnb) Ten hotel executives, 11 destination marketers and ten consultants and trend watchers	Airbnb competes with traditional hotels on price – and initially in particular hurt two and three-star hotels on the leisure market – but it also has an experiential value that enthused many travellers: the surprise of a diverse offer, contact with locals, taking part of a community and staying in residential neighbourhoods. The Airbnb growth threatens the market share of traditional accommodations, puts pressure on housing markets and contributes to tourist nuisance to residents, although this effect may be exaggerated in popular perceptions.
Tussyadiah & Pesonen (2016)	Current Issues in Tourism	To explore market characteristics and factors that drive and hinder the use of P2P accommodation.	Quantitative Exploratory factor analyses. (n=1246/Finland; n=799/USA)	Hospitality (Airbnb) in Finland and United States	Findings revealed two factors driving the use of P2P accommodation: social appeal (desire for community and sustainability) and economic appeal (cost savings). The barriers include issues of trust, efficacy and familiarity with the system, and cost.
Tussyadiah (2016)	International Journal of Hospitality Management	To examine factors that influence guests’ satisfaction with P2PA accommodation and their intention to use it again for future trips.	Quantitative Structural equation model (n=644)	Hospitality (Airbnb) in United States	Guest satisfaction on P2PA is associated to enjoyment, monetary benefits (value), and accommodation amenities. Future intention to use P2PA was determined by enjoyment and value. Social benefits influence guest satisfaction for those staying in a private room (cohabitation with hosts), but this was an insignificant factor for guest satisfaction for those staying in an entire home or apartment.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Ert, Fleischer, & Magen (2016)	Tourism management	To investigate the effect of hosts' photos on consumers' decision making.	Two steps: Quantitative n=900; Second, discrete choice experiments with students (n=31)	Hospitality (Airbnb) in Stockholm (Sweden)	Findings show that the price of a listing is associated with level of trustworthiness as perceived from the host's photo. Therefore, the effect of these visual-based impressions seems more influential than the effect of reputation, at least in the case of Airbnb. The authors also find that a host's reputation, communicated by online review scores, has no effect on listing price or likelihood of consumer booking.
Tussyadiah & Zach (2016)	Journal of Travel & Tourism Marketing	To identify major service attributes of peer-to-peer (P2P) accommodation sought by guests.	Quantitative Lexical /cluster analysis in 41.560 reviews from 1617 Airbnb listings	Hospitality (Airbnb) in Portland, USA	The study shows that attributes frequently mentioned are associated with location, host (service and hospitality), and property (facilities and atmosphere). Reviews focusing on location and feeling welcome are consistently linked with higher rating scores, including accuracy, cleanliness, check-in, communication, value, and overall ratings.
Guillén Navarro & Iñiguez (2016)	Pasos	To discuss the implications and repercussions associated with homes for touristic use and how much control should be exercised over them.	Theoretical approach based on literature review and spanish laws	P2PA Spain	Authors endorse the regulatory requirement to control the negative impacts of P2PA on destinations, avoiding neighbourhood disturbs and problems associated to urban planning.
Tham (2016)	Information Technology & Tourism	To investigate how destination have responded in terms of addressing the entry of Airbnb and Uber	Qualitative Content analysis	Hospitality (Airbnb) Carsharing Australia, Singapore	Author suggests that, to steer strategy and governance concerning the sharing economy, there is an urgent need to re-align existing legislation and business models in order to realise the true potential of smart tourism ecosystems.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Gant (2016)	Sociological Research Online	To explore the impacts of holiday rentals in the historic centre of Barcelona.	Qualitative The case study: Gòtic neighbourhood in Barcelona's historic Centre (n=220)	Hospitality (Airbnb) in Barcelona	Findings point out that the gentrification process in Barcelona historic centre is fuelled by investors, tourist companies and individual landlords for whom the conversion of residential buildings into accommodation for visitors is a new business opportunity. It is also facilitated by the state via the liberalisation of the housing market as it allows such conversion.
Heo (2016)	Annals of Tourism Research	To discuss the current trends of the sharing economy, its impacts on the tourism industry and the research prospects of this topic.	Theoretical approach based on literature review	Tourism industry Destination	Author associates sharing economy motivations in tourism to co-creation since tourists like to exchange value by interacting with hosts. Furthermore, he explains that, with legislative challenges and conflicts between stakeholders, the future of the sharing economy in tourism remains uncertain.
Nuene (2016)	Cogent Social Sciences	To explore anti- touristic attitudes in the context of online peer-to-peer platforms.	Qualitative computational keyword and Semiotic content analysis	Tour guides Hospitality (Airbnb) platforms. London, Paris, Istanbul, Barcelona, Amsterdam and Rome.	Findings suggest that the tourism experiences available in tour guide P2P platforms provide a stylisation of everyday personal experiences, in which locality becomes a type of “authentic” experience prompted by minute personal activities.
Richard & Cleveland (2016)	Journal of Vacation Marketing	To introduce propositions regarding the future state of the P2P rental market.	Theoretical approach based on literature review	Hospitality (Airbnb), Hotel industry	Authors suggest that traditional hotel chains would be wise to consider strategies that avoid direct competition with online P2PA platforms. Rather than risk cannibalization of existing brands or facing established competitors, traditional hotel chains should offer a differentiated product within the sharing economy as an opportunity to significantly expand their market share.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Tussyadiah & Pesonen (2015)	Journal of Travel Research	To identify how the use of P2PA leads to changes in travellers' behavior.	Quantitative “Exploratory factor analysis” and “regression analysis” n=450	Hospitality (Airbnb) in United States and Finland	The social and economic appeals of P2PA significantly affect expansion in destination selection, increase travel frequency, length of stay, and range of activities involved in tourism destinations. The social interactions with locals and unique experiences in authentic settings drive P2PA guests to travel more often, stay longer, and participate in more activities. Also, the reduction in accommodation cost allows P2PA guests to consider and select destinations, trips, and tourism activities that are otherwise cost-prohibitive.
Dredge and Gyimóthy (2015)	Tourism Recreation Research	To explore and critically assess the collaborative economy and its implications for tourism industrial systems.	Theoretical approach based on literature review	Tourism industry	The authors identify and critically discuss five claims about the collaborative economy in tourism, arguing for a balanced assessment of them: social technology, equality distribution of benefits, resilient communities and authentic relationship, regulation, sustainability.
Andriotis & Agiomirgianakis (2014)	Current Issues in Tourism	To examine home swap and its characteristics.	Theoretical approach based on literature review	P2PA by house swap	The authors identify six dimensions of home swap: (a) escape from the market, (b) asymmetric exchanges, (c) need for trustiness, (d) use of a hospitality exchange network, (e) demand for domesticity and (f) quest for local experience authenticity.
Sigala (2014)	Current Issues in Tourism	To explore the concept of collaborative commerce and its impacts on tourism.	Theoretical approach based on literature review	Tourism industry	Collaborative commerce has implications for tourism demand, tourism suppliers, technology providers/designers.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Edelman & Luca (2014)	Harvard Business Review	To empirically investigate the existence of racial discrimination against landlords in online rental marketplace Airbnb.com.	Quantitative. T-test comparing two host distinct groups: blacks and non-blacks.	Hospitality (Airbnb) in New York	The authors have demonstrated that non-black hosts earn roughly 12% more for a similar apartment with similar ratings and photos in comparison with black hosts.
Cohen and Kietzmann (2014)	Organization & Environment	To discuss existing shared mobility business models in an effort to unveil the optimal relationship between service providers (agents) and the local governments (principals) to achieve the common objective of sustainable mobility.	Agency theory applied in sustainable mobility research	Shared mobility market place, which include bike sharing, carsharing, and ridesharing segments.	The authors` insights point out that further integration between shared mobility operators and cities has the potential to minimize agency conflicts and to increase the sustainability of the sharing mobility business model.
Molz (2013)	Annals of Tourism Research	To examine the role Couchsurfing play in the moral economy of alternative tourism.	Qualitative. Content Analysis, Interviews (n=37). Netnography, online communities of couchsurfers	Couchsurfing users	Through a sociological approach, the author highlights aspects of community and moral economy based on trust provided by online hospitality networks.
Priskin & Sprake (2008)	Téoros: revue de recherche en tourisme	To analyse the relationship between the non-monetized Couchsurfing and P2PA and sustainable tourism.	Theoretical approach based on literature review	Couchsurfing	The study asserts that Couchsurfing can be probably deemed as a form of sustainable tourism since its members make optimal use of natural resources because they frequently do not use tourist infrastructures usually inadequately built. Furthermore, the couchsurfers have respect to sociocultural aspects and authenticity of visited communities and they usually consume products and services of the local community.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Guttentag (2015)	Current Issues in Tourism	To provide an analysis of Airbnb as a disruptive innovation, examining of the main issues surrounding the company.	Theoretical approach based on literature review and a case study of Airbnb	Hospitality (Airbnb)	The characteristics of Airbnb are completely consistent with disruptive innovation theory. The Airbnb scattered room supply with a new form of economical accommodation, which fostered visitation on places never visited by tourists before and may have positive impacts on the broader tourism economy.
Möhlmann (2015)	Journal of Consumer Behaviour	To identify the determinants for adopting sharing economy services in tourism	Two quantitative studies using partial least squares path modelling analysis. First: car sharing service car2go (n= 236); Second, Airbnb (n=187)	Car sharing, Hospitality (Airbnb. in Hamburg (Germany)	The author concludes that utility, trust, cost savings, and familiarity were found to be essential in both studies, while service quality and community belonging were identified solely in the study of car2go.
Boxal et al. (2018)	International Journal of Contemporary Hospitality Management	To explore the place of disabled guests in the new world of hotel and holiday accommodation shaped by the sharing economy.	The paper uses ‘Utopia’ as method as a methodological tool to develop the hypothetical future scenarios, which are used to explore the place of disabled guests in peer-to-peer holiday accommodation.	Hospitality (Airbnb) for disabled guests	Analysis of the hypothetical scenarios suggests that without state intervention, the place of disabled guests in both traditional hotels and peer-to-peer holiday accommodation is far from secure. The role of the state in regulating the sharing economy is as yet unclear, but the hypothetical future scenarios developed within this paper suggest that it may be helpful to put in place broader legislation for social inclusion,.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Brauckmann (2017)	Journal of Tourism Futures	To investigate the potential effects of the so-called sharing economy on growing city tourism as well as on urban property markets.	Official statistical data and a geo-information system (GIS)	Hospitality (Airbnb) in Hamburg (Germany)	Currently, the effects of the sharing economy on housing markets and city tourism are barely measurable and are limited to a few central locations. However, a growing demand can be discerned in housing-like accommodation concepts. As there is likely to be strong future growth in this area, continuous market observation (monitoring) is urgently advised.
Alrawadieh & Alrawadieh (2018)	Tourism Management Perspectives	To explore the characteristics, motivations, and challenges of entrepreneurs venturing in sharing accommodation sector.	Qualitative study Semi-structured interviews N=12	Sharing accommodation in Petra, Jordan.	Sharing accommodation entrepreneurs were mainly driven by the desire for economic and cultural benefits. The positive host-guest relationship (e.g., honesty toward guests and enhancing positive reputation) emerged as a key factor influencing the growth of the sharing accommodation businesses
Liu & Mattila (2017)	International Journal of Hospitality Management	To analyse the interaction effect of advertising appeal (belongingness vs. uniqueness) and an individual’s sense of power (low vs. high) on purchase intention.	Quantitative. Two-way ANOVA/ANCOVA analysis of variance (n=139)	Hospitality (Airbnb) in USA	The findings suggest that powerless individuals respond more favourably to the belongingness appeal of P2PA, whereas powerful individuals react more positively to the uniqueness appeal.
Llop (2016)	Urban Research & Practice	The aim of this article is to discuss the main negative impact of the abrupt growth concerning the transformation of private dwellings into tourist dwellings.	Theoretical approach based on literature review and a case study	Hospitality (Airbnb) in Barcelona (Spain)	The author has identified that problems occur when the P2PA is not registered (black market) or when the guests exhibit non-civic behaviour. In addition, other problems such as a decrease of residential rental offer, a rise in rental prices and an exodus of population (voluntarily or due to tourist pressure) can be experienced basically in areas where there is a tourist concentration.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Li et al (2018)	Asia Pacific Journal of Tourism Research	To examine the role of partnerships between private and public sectors in the bike sharing platform context,	Qualitative Documental, interviews, participant observation	Bike sharing in South Korea	The study identified current obstacles and suggest market strategies by analyzing a variety of data sources.
Varma, Jukic, Pestek, Shultz, & Nestorov (2016)	Tourism Management Perspectives	To examine factors that impact lodging preferences and choices, and examined the reactions of the hotel industry.	Quantitative. Descriptive statistics. ANOVA (n=347) Qualitative: content analysis (n=12)	Hospitality (Airbnb) Quantitative :USA and other countries (not mentioned) Qualitative: Hotel executives	Quantitative: Regarding to the factors used by customers in their selection of a lodging facility, while there is close similarity between P2PA users and non-users, there are also perceptible differences (e.g. importance of security, cleaning, loyalty programs, recommendations). P2PA users, in general, find it a safe and convenient option that they intend to continue using in future. Non-users of P2PA expressed their intentions to use services in the future.
Fang, Ye, & Law (2016)	Annals of Tourism Research	To evaluate the effect of sharing economy on employment in the local tourism industry.	Quantitative Structural equation model n=457	Tourism industry Idaho (USA)	Findings suggest that the entry of sharing economy benefits the entire tourism industry by generating new job positions as more tourists would come due to the lower accommodation cost.

TABLE AP1- Summary of articles related to the theme “sharing economy in tourism” published in ranked scientific journals (2008 - May, 2019) – continuation.

Author/Year	Journal	Objectives	Methodology	Research application	Results
Cheng (2016a)	Annals of Tourism Research	To consolidate the discourse on impacts of sharing economy in tourism, and what further research inputs are required to develop the potential of sharing economy in tourism.	Literature analysis of 302 news articles from 47 international/national leading USA journal publications from 2011 and 2015 by using Computer-assisted qualitative approach	Tourism industry	Findings suggest that sharing economy adds value for locals, tourists and other tourism service providers since it has incrementally helped visitors to access a wide range of products and services at a more affordable price, enabling authentic encounters between tourists and locals and contributing to employment and income of locals.
Di Natali et al (2018)	Land Use Pol	To examine the prevalence and characteristics of Airbnbs, revenue potential from lodging taxes, and the impact on long-term housing supply.	Descriptive Analysis on Websites and Survey administered to Oregon Planning Directors and City Managers.	Hospitality (Airbnb) in Oregon (USA)	The prevalence of Airbnbs varies drastically across cities and is highest in tourist areas. Airbnbs are present on over five percent of the housing stock in 16 cities. While hosts generated \$82 million in revenue, only 11 cities and four counties charge lodging taxes.

Appendix 2

Synthesis of literature review about the topic “empirical studies using Pine and Gilmore’s (1999) experience economy model

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Hwang & Lee (2019) Journal of Travel & Tourism Marketing	To examine how to form well-being perception in the senior tourism industry. More specifically, this study proposed	Experience economy (i.e. education, entertainment, esthetics, and escapism) and well-being perception, brand attachment, and brand loyalty, and advertising effectiveness	Quantitative CFA SEM N=323	Experience economy: Oh et al. (2007). Well-being perception Grzeskowiak and Sirgy (2007). Consumer attitudes: Mitchell and Olson (1981). Brand attachment: Carroll and Ahuvia (2006). Brand loyalty: Han and Hyun (2017),	Senior tourists in South Korea	All of the four dimensions have a positive influence on well-being perception, which in turn positively affects outcome variables. Lastly, this study found that advertising effectiveness has an important moderating function in the relationship between education and well-being perception.
Kastenholz et al. (2018) Journal of Travel & Tourism Marketing	To analyze the relationships between the experience, arousal, memory, and satisfaction.	Satisfaction Positive memories Arousal Experience economy (aesthetic, education entertainment, escape).	Quantitative N=252 Structural equation model (SEM)	Oh et al (2007) Anderson, Fornell, and Lehmann (1994), Cronin and Taylor (1992).	Rural tourism in Portugal	Results reveal that the rural tourism experience dimensions of education and aesthetics positively predict rural tourists' arousal, whereas escapism and aesthetics determine memorability
Souza et al. (2018) International Journal of Hospitality & Tourism Administration	To identify and assess the relative importance of the main dimensions of guest experiences in a unique, alternative P2PA	Experience economy (i.e. education, entertainment, esthetics, and escapism) and Loyalty	Qualitative Netnography N=419 comments	-	Hospitality (Airbnb)	Findings suggest that guest experiences in these unique accommodations are particularly influenced by the experience dimensions “relate/social interaction”, “sense/aesthetics/”, “feel”, “escape” and “sacred experience”.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Boo & Busser (2018) Journal of Travel & Tourism Marketing	To explore the relationship between tourists’ event experience and their satisfaction regarding the hotel event setting.	Escape Entertainment Esthetic Expectation Perceived performance Satisfaction	Quantitative CFA SEM N=663	Experience economy: Hosany & Witham, 2010; Mathwick, Malhotra, & Rigdon, 2001; Oh et al., 2007). Expectation, perceived performance, confirmation, and satisfaction were adopted from tourism studies (Bigné et al., 2005)	Tourists who experienced a holiday event at a resort hotel.	Results confirmed that the integration of the experience economy and expectation-confirmation theory provided a better understanding of tourists’ post-satisfaction in a pleasure-driven setting. This affective– cognitive approach advances the knowledge of tourists’ experiences and satisfaction at hotel events.
Duan et al (2018) Asia Pacific Journal of Tourism Research	To address two research questions: the product offering and the tourist experience in this market	Escape Entertainment Esthetic Expectation Educative	Qualitative Nethnography N=102 bloggers.	-	Wine tourism in China	Results revealed the core product needed more customers’ involvement, and enrichment of the augmented product, to best position the wine destinations. While, enhancing educational, entertainment, and escapist experiences would benefit the whole experiences and increase future loyalty
Thanh & Kirova (2018) Journal of Business Resea	To examine the wine tourism experience using the experience economy model (4Es).	Experience economy (i.e. education, entertainment, aesthetics, and escapism)	Qualitative Nethnography N=850 Comments on TripAdvisor	-	Wine tourism in Cognac - France	The results show that the experiences are globally positive. Among the four dimensions of the conceptual framework, the experiences related to education and entertainment dimensions are predominant.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Mody, Suess, and Lehto (2017) International Journal of Contemporary Hospitality Management	To develop and test a model of experiential consumption to provide a better understanding of the emerging phenomenon of sharing accommodation	Experience economy (aesthetic, education entertainment, escape). Serendipity, localness, personalization, well-being	Multi-step analysis procedure. N=630 SEM t-Test	Oh et al. (2007), Chandralal and Valenzuela (2013), Chesky (2014), Nyheim et al. (2015) Boswijk et al. (2007).	General guests of hotels and P2PA	The dimensions of serendipity, localness, communitas and personalization represent valuable additions to experience economy construct. P2PA appears to outperform the hotel industry in the provision of all experience dimensions.
Quadri-felitti and Fiore (2016) International Journal of Contemporary Hospitality Management	To investigate the match of experience economy design and perceptions of rural wine tourism suppliers providers, attraction operators) with tourists’ perceived experiences.	Experience economy (aesthetic, education entertainment, escape).	Quantitative N=169 suppliers and 970 wine tourists. Factor analyses, t-tests and ANOVA	Oh et al (2007)	Winery tourism	Supply-side cohesion among the four supplier groups appeared across all experiential design priorities and across three of the 4Es regarding their perceptions of the destination; aesthetics was the exception. Significant differences between suppliers’ design priorities and visitors’ experiential perceptions were found on three experiential dimensions, and matching on aesthetics was revealed.
Suntikul and Jachna (2016) International Journal of Tourism Research	To investigate Macao’s Historic Center in terms of the experience value attached to different heritage sites	Experience profiles Experience economy (aesthetic, education entertainment, escape).	Quantitative N=700 SEM	Oh et al (2007)	Heritage sites in Macau.	we reveal some of the underlying factors that influence the different types of experience values that tourists perceive at particular sites, and the roles of these different facets of experience in forming global perceptions of the sites and the destination as a whole

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Su, Lebrun, Bouchet, Wang, Lorgnier, Wang (2016) ServiceBusiness: an international journal	To develop a framework for examining the question of whether environmental orientation reinforces or weakens the effects of each experiential realm.	Experience economy (aesthetic, education entertainment, escape), pleasure, memorability.	Quantitative Hierarchical regression analysis N=500	Oh et al (2007) Dunlap et al. (2000)	Nature- based tourism	Education and escapism are more positively related than passively participative experiences to the outcomes of pleasure and memorability related to nature-based tourism.
Suntikul and Jachna (2016) Tourism Management	To demonstrate an approach to extending the co- creation concept to include experiences of the physical tourism site, not merely as the setting of a service relation.	Experience economy (aesthetic, education entertainment, escape), place attachment.	Quantitative N=700 Spearman Rho Correlation Test	Oh et al (2007) Williams et al.’s (1992)	Destination (Macao)	Significant correlations were identified between the place identity dimension and both holistic measures of experience value and the most attractive experiences, which are characterized by their ability to engage the user across multiple experience realms, rather than strong performance in any single experience realm.
Semrad and Rivera (2016) Journal of Destination Marketing & Management	To assess the influence of the 4 realms of experience in memory and in e- WOM within generation Y participants of a music event.	Experience economy (aesthetic, education entertainment, escape), memorable experience, e- WOM.	Quantitative N=274 Confirmatory factor analysis (CFA) SEM		Music festival	Results suggest a positive influence of the 4 realms on memories. Electronic music event organizers should concentrate on providing an immersive environment that incorporates education, entertainment, escapism, aesthetics, and economic value (5Es). This would then create an overall experience that Gen Y tourists would deem memorable.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Boo and Lu (2015) Event Management	To enhance understanding of event tourists' experiences by observing the phenomenon of the expo	Experience economy (aesthetic, education entertainment, escape),	Quantitative SEM	Oh et al (2007)	Event tourism industry	The main findings include the observation that Entertainment experience has the strongest impact, followed by Education experience and, finally, higher levels of experience, with the latter showing a significantly higher level of memory according to different groups of demographics.
Song, Lee, Park, Hwang, & Reisinger (2015) Journal of Travel & Tourism Marketing	To examine the influence of the 4 realms of experience on the perceptions of functional and emotional values as well as tourist satisfaction with temple stays.	Experience economy (aesthetic, education entertainment, escape), functional value, emotional value, satisfaction	Quantitative N=289 CFA SEM	Hosany & Witham, 2010; Mehmetoglu & Engen, 2011; Oh et al., 2007), Lee et al., 2007; Lee, et al., 2011; Sweeney & Soutar, 2001; Wang, Lo, Chi, & Yang, 2004, and Oliver. 1999.	Temple staying. South Korea	The emotional value of temple stays is influenced by aesthetic, escape, and entertainment experiences, while the functional value is influenced by escape, entertainment, and educational experiences. Tourist’s satisfaction was determined by both emotional and functional values of temple stay.
Lee and Smith (2015) Journal of China Tourism Research	To develop a multiple-item scale to measure tourists' experiences of visiting historic sites and museums.	Experience economy (aesthetic, education entertainment, escape), culture identity, relationship development.	A multiphase qualitative-quantitative study following DeVellis' methodology to develop scales.	Oh et al (2007) Own scale	Museums and historic sites. China	Entertainment and escape have figured as the most relevant experiences for museums and historic sites, followed by culture seeking, education and relationship development

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Hwang and Lyu (2015) Journal of Destination Marketing & Management	To examine the relation between the four realms of experience into the formation of well-being perception	Experience economy (aesthetic, education entertainment, escape), well being perception, golf involvement, brand identification, revisiting intention.	Quantitative N=230 CFA SEM	Hosany and Witham (2010) and Oh et al.(2007). Grzeskowiak and Sirgy(2007). Mael and Ashforth (1992). Han and Hyun (2015) and Zeithaml, Berry,and Parasuraman (1996).Zaichkowsky(1985)	Sports event (Golf tournament). USA	Three experience dimensions, education, entertainment and escapism, play important roles in the well-being perception.
Quadri-Felitti and Fiore (2013) Tourism and Hospitality Research	To examine how the four realms of experience influence satisfaction and loyalty and how tourists’ memories operate together with the 4Es and satisfaction to influence their destination loyalty.	Experience economy (aesthetic, education entertainment, escape), memories, destination loyalty, and satisfaction	Quantitative N=970 CFA SEM	Oh et al.’s (2007) Hosany and Witham (2010)	Rural wine tourism. USA	Findings demonstrate the relevance of the aesthetic experience in predicting positive memories and destination loyalty in the wine tourism context. Education played a significant but lesser role in creating memories and satisfaction but not in destination loyalty.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Quadri-Felitti and Fiore (2012)	Journal of Vacation Marketing	To propose the utilization of constructs of the experience economy model to explain the experiential nature of wine tourism.	Theoretical discussion by exploratory literature review.	-	Wine tourism.	Wine tourism operators could develop strategies to enhance the appropriate combination of the four realms, not only the aesthetic and escape dimensions but also educational experience (e.g. offering classes) and an entertainment experience (e.g. producing a dinner-theatre). Including more participant experiences, such as a ‘cook-off’ with local chefs using the regional wines, could enhance the escapist experience and events such as concerts or framing the view from within the tasting area could strengthen visitors’ appreciation of the rural aesthetic experience.
Mehmetoglu and Engen (2011) Journal of Quality Assurance in Hospitality & Tourism	To empirically examine the applicability of the “experience economy” concept and its four realms.	Experience economy (aesthetic, education, entertainment, escape), Satisfaction.	Quantitative N=117 (museum); 75 (music festival) SEM	Oh et al. 2007 Lee, Lee, and Yoo (2000).	Museum Music Festival	Findings show that different experiential dimensions influence the visitors’ overall satisfaction in different contexts: for instance, while the dimension of escapism has a significant effect on the visitors’ overall satisfaction in the case of the Ice Music Festival, the dimension of education significantly influences the visitors’ satisfaction at the Maihaugen Museum.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results	
Hosany and Withan (2010) Journal of Travel Research	To identify the underlying dimensions of cruisers’ experiences and to investigate the relationships between them, the satisfaction, and the intention to recommend.	Experience economy (aesthetic, education, entertainment, escape), satisfaction, loyalty.	Quantitative Multiple analyses CFA, ANOVA N=169	regression	Oh et al (2007) Own scale	Cruise holidays.	Cruisers’ experiences can be represented in terms of four dimensions. Aesthetics was the main determinant in predicting arousal, memory, overall perceived quality, satisfaction, and intention to recommend. Entertainment is the second determinant, followed by educational, and escape is the last.
Hosany and Withan (2010) Journal of Travel Research	To identify the underlying dimensions of cruisers’ experiences and to investigate the relationships between them, the satisfaction, and the intention to recommend.	Experience economy (aesthetic, education, entertainment, escape), satisfaction, loyalty.	Quantitative Multiple analyses CFA, ANOVA N=169	regression	Oh et al (2007) Own scale	Cruise holidays.	Cruisers’ experiences can be represented in terms of four dimensions. Aesthetics was the main determinant in predicting arousal, memory, overall perceived quality, satisfaction, and intention to recommend. Entertainment is the second determinant, followed by educational, and escape is the last.
Oh et al (2007) Journal of Travel Research	To develop a measurement scale for Pine and Gilmore’s four realms of experience	Experience economy (aesthetic, education, entertainment, escape), memory, perceived quality and satisfaction.	A multiphase (Qualitative/Quantitative) study.		Own scale Parasuraman, Zeithaml, and Berry (1988) Anderson and Gerbing (1988); Bagozzi and Yi (1988); Gerbing and Anderson (1988).	Bed & Breakfast accommodation	The aesthetic dimension appeared as highly significant in determining experiential outcomes such as arousal, overall quality perception, satisfaction, and memory. In contrast, escape and education did not reveal a significant contribution to guest’s satisfaction, arousal, memory and overall perceived quality.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Quadri-Felitti and Fiore (2012)	Journal of Vacation Marketing	To propose the utilization of constructs of the experience economy model to explain the experiential nature of wine tourism.	Theoretical discussion by exploratory literature review.	-	Wine tourism.	Wine tourism operators could develop strategies to enhance the appropriate combination of the four realms, not only the aesthetic and escape dimensions but also educational experience (e.g. offering classes) and an entertainment experience (e.g. producing a dinner-theatre).
Mehmetoglu and Engen (2011) Journal of Quality Assurance in Hospitality & Tourism	To empirically examine the applicability of the “experience economy” concept and its four realms.	Experience economy (aesthetic, education entertainment, escape), satisfaction.	Quantitative (N=117); (museum); 75 (music festival) SEM	Oh et al. 2007 Lee, Lee, and Yoo (2000).	Museum Music Festival	Findings show that different experiential dimensions influence the visitors’ overall satisfaction in different contexts.
Williams (2006) International Journal of Contemporary Hospitality Management	To introduce the experiential economy debate in order to provide a theoretical framework as to how organisations, within the tourism and hospitality sectors, might usefully implement an experiential marketing strategy.	Experience economy (aesthetic, education entertainment, escape)	Theoretical discussion by exploratory literature review.	-	Tourists and hospitality enterprises in general	Changes in the orientation of marketing should be followed by the innovative experience design that will become an increasingly relevant component of tourism and hospitality firms core capabilities. Mixing service excellence and market experientially will lead the creation of value in the sector.

TABLE AP2- Summary of articles related to the theme “empirical studies using Pine and Gilmore’s (1999) experience economy model ” published in ranked scientific journals (1999 - May 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Stamboulis and Skyannis (2003) Tourism Management	To discuss the contribution of ICT to staged experiences based on the four realms of Pine and Gilmore.	Experience economy (aesthetic, education, entertainment, escape)	Theoretical discussion by exploratory literature review.	-		Taking into account that experiences at destinations can be staged, the articulation of experience-staging strategies may generate opportunities for the creation of interactive learning processes that take advantage of ICTs in a way that they are substantially beneficial for destinations.

Appendix 3
**Synthesis of literature review about the topic “empirical studies
using Schmitt’s (1999) experience marketing framework”**

Table AP3: - Summary of articles related to the theme “empirical studies using Schmitt’s (1999) experience marketing model ” published in ranked scientific journals (1999 – May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Tasci & Ady Milman (2019) Current Issues in Tourism	To develop a scale to measure theme park visitor experience by applying Schmitt’s [(1999a). Experiential marketing:	Experiential Marketing (Sense, think, feel, act, related.)	Quantitative Developing scale N=400	Own scala	Theme Park in USA	Cognitive Involvement (THINK) and Social Involvement (RELATE) explain the highest variance in the original items. This may mean that although consumers consciously place higher importance on emotional and peripheral elements of their experiences, intellectual and social elements make up the main backdrop of their overall experience.
Yeh et al. (2019) Sustainability	To explore the relationships between experiential marketing, service innovation, customer satisfaction.	Experiential marketing, service innovation, customer satisfaction	Quantitative Factor analysis and Correlation analysis N=354	Hertog (2000); Davenport and Short (1990), Zeithaml et al. (1988) Lawson and Samson (2001).	Museum in Taiwan	Experiential marketing and service innovation have positive effects on customer satisfaction. Tourists’ levels of consciousness of sensual and emotional experience in experiential marketing is very high.
Le et al (2019)	To provide a theoretically based review of imagery processing research in tourism.	Stimulus Organism Behavioural response Mental process	Theoretical approach reviewing literature.	- by the	-	Experiential marketing stimuli are individually and subjectively processed through mental processes and (2) environmental factors and individual differences in imagery processing moderate the influences of experiential marketing on tourist behaviour. Hence, customising experiential marketing messages to target different tourist segments is highly recommended.

Table AP3: - Summary of articles related to the theme “empirical studies using Schmitt’s (1999) experience marketing model ” published in ranked scientific journals (1999 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Cheng & Mathew (2017) Journal of Hospitality & Tourism Research	To examine the use of an experiential branding process to help leisure resort businesses evaluate their brand.	Experiential Marketing (Sense, think, feel, act, related.) Branding	Mixed-methods: quantitative and qualitative. N=105 Quantitative N=30 Qualitative	-	Leisure resorts businesses.	The study finds that, first, by using the quality function development method resorts can identify the most critical brand elements, and second, we identify the associated strengths of each brand element and confirm the identified resort’s critical brand elements for investment.
Hwang & Seo, (2016)	To provide a critical review of research on customer experience management (CEM). The	Experiential Marketing (EM); (Sense, think, emotional, act, related personnel), Behavioral outcomes, Brand related outcomes	Theoretical discussion	-	-	Despite the emergence of CEM as a vital research area, a large portion of its studies remain conceptual, which indicates that further empirical investigations are necessary. Importantly, the uniquely experiential nature of H&T products/services calls for systematic, theory-driven research. The paper identifies future research topics, which include total customer experience, transcendent experience, transformational experience, authentic experience and the co-creation of experience
Kim and Perdue (2013) International Journal of Hospitality Management	To provide some evidence by using discrete choice modeling to examine the differential effects of cognitive, affective, sensory attributes on hotel choice	Experiential Marketing (Sense, think, feel, act, related.)	Quantitative EFA Bayesian D- optimal design for choice modeling N=200		Hotel choice decision.	These results demonstrate that when customers choose a hotel, they consider not only cognitive attributes (e.g., price, service and food quality, and national brand), but also affective (e.g., comfortable feeling and entertaining) and sensory (e.g., room quality, overall atmosphere) attributes.

Table AP3: - Summary of articles related to the theme “empirical studies using Schmitt’s (1999) experience marketing model ” published in ranked scientific journals (1999 – May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Wang, Chen, Fan, and Lu (2012) Annals of Tourism Research	To test the causal relationships among service quality, experience, and revisit intention.	Experiential Marketing (EM); (Sense, think, emotional, act, related personnel), service quality, behavioural intentions (loyalty>recommend, revisit).	Quantitative. Exploratory analysis (EFA).	N=267. Schmitt(1999)	Natural park.	Findings indicate that action experience and sense experience are the two factors that are most likely to influence tourist experience in wetland parks. Related personnel, aesthetics experience, and action experience can positively influence the post-trip behavioural intention.
Lee and Chang (2012) Leisure Studies	To present a theoretical behavioural model that incorporates critical factors such as the experience of experiential marketing and activity involvement in fostering the loyalty intentions.	Experiential Marketing (Sense, think, emotional, act, related personnel) Activity involvement, satisfaction, Loyalty (revisit and recommend)	Quantitative N=871 CFA, SEM Constructs:	Schmitt(1999)	Wine tourism.	Results indicate that the experience of experiential marketing is the precedent variable of satisfaction and loyalty intentions among wine tourists. The authors have not analysed the particular impact of each dimension to satisfaction and loyalty.
Chou (2009) Social Behaviour and Personality	To understand further the correlation between consumption value experience and consumption.	Experiential Marketing (Sense, think, emotional, act, related personnel) Relation marketing, customer value.	Quantitative N=327 Test-t, ANOVA	Schmitt(1999)	Casual dinner chains.	The order of correlation importance is “emotions” “intellectual experience”, and “active experience”. With experiential marketing on customer value, the highest correlation is also with emotional experience, and then, following the order of correlation there are the sensory experience and the intellectual experience.

Table AP3: - Summary of articles related to the theme “empirical studies using Schmitt’s (1999) experience marketing model ” published in ranked scientific journals (1999 – May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Lee, Chang, Hou, and Lin (2008) International Journal of Culture, Tourism and Hospitality Research	To differentiate the differences of both night market experience and image between temporary residents and foreign visitors in Taiwan and to explore the relationship between experience and image.	Experiential Marketing (Sense, think, emotional, act, related personnel) image	Quantitative N=626 One-way ANOVA, t-test	Schmitt(1999)	Night market.	Authors find that the foreign visitors have a higher value on the think experience than temporary residents. According to the findings, temporary residents place higher values on sense, feel, and think experience of a night market. The foreign visitor model shows that five experience dimensions are all positively related to seven image dimensions except the environment.
Yuan & Wu, (2008)	To examine experiential marketing in regard to hospitality and tourism operations.	Experiential Marketing (Sense, think, emotional, act, related personnel), functional value, emotional value, satisfaction	Quantitative N=374 SEM	Schmitt(1999), Brady and Cronin (2001) Sweeney and Soutar (2001) Mathwick et al. (2001), and Parasuraman, Zeithaml, and Berry (1988)	Coffeeshop franchising	Experiential marketing should induce customer satisfaction through emotional and functional values provided by feel perception, think perception, and service quality.
Tsaur, Chiu, & Wang (2007) Journal of Travel & Tourism Marketing	To examine whether experiences of experiential marketing have positive effects on the consequent visitors' behaviours.	Experiential Marketing (Sense, think, emotional, act, related), satisfaction, Emotion, Behavioural intention	Quantitative N=405 CFA, SEM	Schmitt(1999)	Recreational context: visitors to Taipei Zoo. Taiwan	Experience of sense marketing is the most significant variable on the visitor's emotion followed by relate. Emotion has a significant and positive effect on the satisfaction. Each experience of experiential marketing has a positive effect on the emotion which also has a positive effect on the satisfaction.
Williams (2006) International Journal of Contemporary Hospitality Management,	To introduce the experiential marketing debate and demonstrate how the questions raised by the concept are critical to an understanding of marketing theory and research within the tourism and hospitality sectors.	Experiential Marketing (Sense, think, emotional, act, related)	Thoretical approach	-	Tourism and hospitality	The tourism and hospitality sectors cannot be seen to be immune to fundamental changes in the orientation of marketing. Innovative experience design will become an increasingly important component of tourism and hospitality firms core capabilities. Those who go beyond service excellence, and market experientially will lead the creation of value in the sector.

Appendix 4
**Synthesis of literature review about the topic “relationships
between ‘tourist experience’ and ‘destination loyalty’”**

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 -May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Agyeiwaah et al. (2019) Journal of Travel & Tourism Marketing	To examine the relationships between antecedents and outcomes of culinary tourist participation in cooking classes.	Motivation Experience Satisfaction Loyalty	Quantitative N=300 CFA SEM	-	Tourists participating in cooking classes in Thailand	It was found that culinary tourists’ motivation positively influences both the culinary experience and satisfaction; and that the culinary tourist experience is positively associated with both culinary tourist satisfaction and loyalty, suggesting that the more tourists are motivated to participate in cooking classes, the more experiential value and satisfaction are perceived.
Sharma & Nayak (2019) Journal of Heritage Tourism	To investigate the direct and indirect effects of experience quality on loyalty intentions via perceived value and satisfaction in dark tourism.	Experience Loyalty intentions Perceived value and Satisfaction	Quantitative N=598 CFA ANOVA	-	Dark tourism in India	Findings confirm the presence of direct and indirect effects of experience quality on loyalty intentions through perceived value and satisfaction in dark tourism. Similarly, perceived value is found the more influential mediator than satisfaction in this niche tourism. In addition, the influence of experience quality on loyalty intentions is the strongest in dark tourism.
Cetin & Okumus (2018) International Journal of Culture, Tourism and Hospitality Research	To investigate tourists’ experiences of local hospitality and offer a typology of Turkish hospitality based on perspectives of international tourists.	Sociability Care Helpfulness Generosity	Qualitative Semi-structured interviews Content-analyzed and -coded under different themes that characterize local hospitality.	-	Destination Istanbul	By leveraging the local hospitality elements such as sociability, care, helpfulness, generosity in their operations and human resources management practices, the commercial hospitality firms might create strong emotional bonds with their guests and create loyalty through these relationships

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Kumar & Kaushik (2018) Journal of Travel & Tourism Marketing	To examine the role of destination brand experience (DBE), a new conceptualization, in assessing the holistic and unified view of tourism destinations.	Brand experience, Brand identification Trust Loyalty	Quantitative N=312 N=262 SEM-CB	Brakus et al.'s (2009) Mael and Ashforth (1992)	Two destinations in India	Both the studies suggest that various dimensions of DBE have a varied influence on destination brand identification (DBI), which subsequently affects both tourists' trust and loyalty toward tourism destinations. In addition, DBI emerges as an important mediator for the relationship between DBE and destination trust (DT) as well as DBE and destination loyalty (DL).
Sangpikul (2018) International Journal of Culture, Tourism and Hospitality Research	To examine the effects of travel experience dimensions on tourist satisfaction and destination loyalty.	Travel experience dimension. Satisfaction Loyalty	Quantitative N=457 CFA SEM	Chi and Qu, 2008; Hsu, 2003; Kozak and Rimmington, 2000; Chi and Qu, 2008; Kim and Brown, 2012; Yoon and Uysal, 2005.	Destination in Thailand	In case of island destination, beach attraction is not the only factor contributing to tourists' loyalty, but hospitality of local people also plays an essential component to retain loyal tourists.
Sato et al. (2018) Journal of Sport & Tourism	To examine the usefulness of experience-use history(EUH) as a segmentation tool and the relationship between perceived value factors (i.e. quality, emotional response, and destination reputation) and destination loyalty in each EUH group.	Perceived value Destination loyalty	Quantitative N=328 Regression analysis	Budruk et al., 2008; Petrick, 2001, 2002).	Sky resort in Japan	Results showed that each segment's destination loyalty was uniquely enhanced by perceived value factors. Specifically, perceived quality was a significant antecedent of destination loyalty for sport tourists in the novice group. For those in the short-active, long-inactive, and expert groups, perceived emotional response significantly predicted destination loyalty

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Duan et al (2018) Asia Pacific Journal of Tourism Research	To address two research questions: the product offering and the tourist experience in this market	Escape Entertainment Aesthetic Expectation Educative	Qualitative Nethnography N=102 bloggers.	-	Wine tourism in China	Results revealed the core product needed more customers’ involvement, and enrichment of the augmented product, to best position the wine destinations. While, enhancing educational, entertainment, and escapist experiences would benefit the whole experiences and increase future loyalty
Kim (2018) Journal of Travel Research	To develop a theoretical model of the effect of memorable tourism experiences (MTEs) on behavioural intentions by examining the structural relationships between destination image (DI), tourist satisfaction, revisit intention, and word-of-mouth (WOM) publicity.	Tourist experience Destination image Tourist satisfaction Revisit intention Word of mouth	Quantitative N=400 CFA	Kim, Ritchie, and McCormick (2012) Prayag & Ryan (2012) Veasna, Wu, and Huang (2013)	Destination Taiwan	The results show that MTEs influence future behavioral intentions both directly and indirectly through DI and tourist satisfaction. Moreover, MTEs are found to be the most influential determinant of behavioral intentions.
Wu (2017)	To investigate the relationship between customer leisure motivation, leisure experience, and customer loyalty	Leisure motivation Leisure experience Sense experience) Think experience Act experience Relate experience Feel experience Tourist loyalty intention	Quantitative SEM	Packer and Ballantyne (2002), Schmitt (1999), Zeithaml, Berry, and Parasuraman (1996), Oom et al. (2006)	Museum in Taiwan	Leisure experience mediates the effect of leisure motivation on loyalty intention. In other words, customer leisure motivation can lead to customer loyalty intention through leisure experience. The results further reveal that act experience dimension provided by corporate museums had significant effects.

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Milman and Tasci (2017) Journal of Destination Marketing & Management	To identify the drivers of satisfaction and loyalty in the context of theme parks.	Sense, feel, Think, Relate, Act Sociodemographic characteristics Past visitor behavior	Quantitative N=371 CFA/SEM	Schmitt's (1999, 2003)	Theme park	Overnight visitors who experienced the FEEL dimension of experiential consumption and perceived their visit as a good value for money were more likely to be satisfied with their visit than those who felt otherwise. In addition, visitors' overnight stay at the theme park's destination, their number of past visits, and their FEEL experience were the primary drivers of their likelihood to return (loyalty).
Agapito, Pinto, and Mendes, (2017) Tourism Management	To discuss the contribution of sensory stimuli as perceived by tourists to memorable destination and destination loyalty.	Sensory stimuli Destination loyalty (attitudinal and behavioural)	Quantitative N=181 (first stage) Qualitative N=31 (second stage) t-Test Chi-square test	Agapito et al. (2014); Gretzel and Fesenmaier (2010)	Destinations in the South of Portugal	Perceived richer sensory tourist experiences may have a significant role in the long-term memory of individuals' experiences, encouraging favourable tourist behaviour towards destinations.
Lee, Sung, Su, and Zhao, (2017) International Journal of Contemporary Hospitality Management	To examine how festival attendees were related with their overall satisfaction and loyalty of the destination with respect to international food and wine festival.	Escapism, aesthetic, service excellence, satisfaction, destination loyalty (attitudinal)	Quantitative N=450 SEM	Mathwick <i>et al.</i> (2001), Oliver (1997) and Yoon and Uysal (2005). (Huang <i>et al.</i> , 2010).	Food festival	Experiential-oriented attendees had more significant relations with active experiential values and escapism than reactive values. In addition, escapism and service excellence were found to have a positive influence on the overall satisfaction with the festival; in turn, the attendees' satisfaction had a positive effect on their intention to revisit the destination

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Chen and Rahman, (2017)	To examines the interplay of visitor engagement, cultural contact, memorable tourism experience (MTE), and destination loyalty in cultural tourism.	Tourist involvement, social interaction, memorable experience, attitudinal loyalty	Quantitative N=320 CFA SEM	Taheri et al. (2014) Gnoth and Zins (2013), Kim et al. (2012), Bonn, Joseph-Mathews, Dai, Hayes, and Cave (2007)	Diverse cultural destinations in 49 countries	Results, employing structural equations modelling, showed that visitor engagement positively influenced cultural contact and cultural contact positively influenced MTE. In addition, MTE had significant positive effects on loyalty. Furthermore, cultural contact was found to fully mediate the relationship between visitor engagement and MTE.
Thomas et al (2017) Journal of Hospitality & Tourism Research	To develop a scale to measure the supply-related winescape attributes that influence the winery experience	Setting, atmospherics, wine quality, wine value, complementary product, signage, and service staff,	Quantitative N=1537 Scale development	Authors’ scale	Enotourism	winescape’s: (a) setting; (b) atmospherics; (c) wine quality; (d) wine value; (e) signage; (f) service staff; and (g) complementary product will have a positive effect on satisfaction with the winery and satisfaction positively influence attitudinal loyalty to winescape.
Sthapit, et al. (2017) Anatolia	To examines the influence of food consumption on tourist’s memories of a trip, destination attachment, and behavioural intentions	Food consumption emotions, memory, destination attachment, behavioral intentions	Quantitative N=241 SEM	Han and Jeong’s (2013) Oh et al (2007) Gross & Brown, 2008; Yuksel et al., 2010)	Local food consumption	The findings demonstrate the role of food consumption emotions on the formation of memories that further influence behavioural intentions and place attachment. Memories also mediate in both of the relationships (i.e. between “food consumption emotions” and “place attachment” and between “food consumption emotions” and “behavioural intentions”).
Priporas et al (2017) Int J Tourism Res	To investigates service quality, customer satisfaction, and loyalty in Airbnb accommodation.	Service quality Satisfaction P2PA loyalty	Quantitative N=202 PLS-SEM	Akbaba (2006) Han, Kim, and Hyun (2011).	Airbnb in Thailand.	A positive relationship among service quality, customer satisfaction, and loyalty exists and that satisfaction partially mediates the relationship between service quality and loyalty.

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Pujiastuti, Nimran, Suharyono, and Kusumawati, (2017) Asia Pacific Journal of Tourism Research	To build an understanding of the effects of customer experience on trust and behavioural intention	Trust, Consumer experience, Behavioral intention (attitudinal loyalty).	Quantitative N=155 Generalized Structured Component Analysis	Authors do not informes the scales used.	Rural tourism in Indonesia	The findings reveal that customer experience has a significant effect on trust. Moreover, it also indicates that customer experience has a significant effect on behavioral intention, and so does trust.
Gálvez, Granda, López- Guzmán, & Coronel, (2017) Sustainable Cities and Society	To explore the declared American tourists to the local cuisine as variable of interest in a destination	Attributes of gastronomy, types of tourists (survivors, enjoyers and experiencers) from the gastronomic viewpoint. Behavioural loyalty	Quantitative N=414 Multivariate analysis	(Björk & Kauppinen-Räisänen, 2016; Kim et al., 2013; Pérez-Gálvez, Muñoz-Fernández, & López-Guzmán, 2015)	Ecuador	The results show evidence of the existence of different attitudes towards food as a variable of interest in choosing a destination and tourist experience, In this regard, greater attitude towards the local cuisine translates into a major tourist impact that implies a higher planned expenditure, a maximum behavioural loyalty, greater appreciation of the quality or degree of innovation of Ecuadorian cuisine.
Nam, Kim, Hwang, Kim, & Hwang, (2017) Journal of Travel & Tourism Marketing	To identifies key attributes of local people in enhancing tourists’ personal connection and examines whether personal connection to local people induces destination loyalty (attitudinal)	Perceived attributes of local people, Destination Distinctiveness, Attitudinal loyalty	Quantitative N=280 CFA, SEM	Marín and Ruiz de Maya (2013), Wong and Merrilees (2005),	Tourists to Japan from South Korea	Results indicate that three attributes of local people (physical attractiveness, displayed positive emotions, and helpfulness) improved the personal connection; the personal connection increased destination distinctiveness and WOM intentions; and destination distinctiveness perceived by tourists generated WOM intentions.

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Xu, Buhalis, and Weber, (2017) Tourism Management	To examine gaming in general terms and the application of it in specific tourism fields.	Motivational factors that contribute to meaningful gamification, onsite engagement, behavioral loyalty	Theoretical discussion based on literature review	-	-	Gamification of tourism can contribute to a more rewarding interactions and higher level of satisfaction, as well as increase brand awareness and loyalty to the destination. Online games recall memories, encourage sharing experiences, inviting friends, advocate the destination, rewards/coupons in the game and gamified loyalty programs encourage repeat visit.
Kim and Thapa (2017) Journal of Destination Marketing & Management	To examine how tourists perceived values (i.e. quality, emotional, price, and social), flow experience, and satisfaction influence environmentally responsible behaviour and destination loyalty.	Quality, emotional, price, social, satisfaction, flow experience, destination loyalty	Quantitative N=300 CFA/SEM	Sweeney and Soutar (2001), Novak, Hoffman, & Yung, (2000), Lee, Yoon, and Lee, (2007):	Nature-based tourism	Perceived quality, emotional, and social values significantly affected flow experience and satisfaction. Further, flow experience was significantly and positively related to satisfaction, environmentally responsible behaviours, and destination loyalty. Tourist satisfaction only had positive effects on and destination loyalty.
Chen, Leask, and Phou, (2016) International Journal of Tourism Research,	To investigate the effects of three destination consumptions (namely symbolic, experiential and functional) on tourists’ destination attachment and satisfaction, and further on destination loyalty at a heritage tourism destination	Destination consumption (symbolic, experiential (entertainment, educational, escape), functional), destination satisfaction, loyalty	Quantitative N=512 CFA/SEM	Ekinci et al. (2013), Chen and Myagmarsuren (2010), Grappi and Montanari (2011) and Kang and Gretzel (2012);	International tourists in Angkor, world heritage site Cambodia	Results reveal that all three types of consumptions have significantly positive effects on destination attachment and satisfaction, which in turn positively affect destination loyalty. However, the effects of symbolic consumption and experiential consumption are greater than that of functional consumption. The role of destination attachment in the quality-satisfaction-loyalty relationship.

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Semrad and Rivera (2016) Journal of Destination Marketing & Management	To assess the influence of the 4 realms of experience in memory and in e-WOM within generation Y participants of a music event	Constructs: 4 realms of experience, memorable experience, e-WOM.	4 of Quantitative N=274 CFA SEM	Manthiou, Lee, Tang, and Chiang, (2014); Mehmetoglu and Engen (2011); Park, Reisinger, and Kang, (2008). Chu and Kim (2011), Kim et al. (2015)	Electronic music event. Aruba	Results suggest a positive influence of the 4 realms on memories. Electronic music event organizers should concentrate on providing an immersive environment that incorporates education, entertainment, escapism, aesthetics, and economic value (5Es). This would then create an overall experience that Gen Y tourists would deem memorable.
Hwang and Lyu (2015) Journal of Destination Marketing & Management	To examine the relation between the four realms of experience into the formation of well-being perception and revisiting intention	Constructs: 4 realms of experience; Well being perception, Golf involvement, brand identification, revisiting intention	4 of Quantitative N=230 SEM	Hosany and Witham (2010) and Oh et al.(2007).Grzeskowiak and Sirgy(2007). Mael and Ashforth(1992). Han and Hyun(2015) Zeithaml, Berry,and Parasuraman(1996)	Sports event (Golf tournament). USA	Three experience dimensions, education, entertainment and escapism, play important roles in the well-being perception.
Bajs(2015)	To propose a theoretical model in to teste the links between tourist perceived value, satisfaction, and behavior intentions.	Dimensions of the tourist experience (emotional experience, - aesthetic), attitudinal loyalty	Quantitative N=285 CFA SEM	Oh (1999), Yuksel (2001), Petrick (2002, 2004), Gallarza and Gil Saura (2006), Sanchez et al. (2006), and Gallarza and Gil (2008),	Dubrovnik, Croatia	Results show a significant effect of perceived value on the satisfaction and intended future behavior of tourists. The results show that tourists’ perceived value of Dubrovnik was affected most strongly by destination appearance (0.466), followed by the emotional experience (0.337)

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Atunel and Erkut (2015) Journal of Destination Marketing & Management	To empirically test a model linking involvement, experience quality, satisfaction, and recommendation intention.	Involvement, dimensions of the experience (learning, escape, entertainment), satisfaction, recommendation intention.	Quantitative N=255 SEM	Prebensen et al. (2012), Kang and Gretzel (2012), Chen and Chen (2010, Lee, Jeon, and Kim (2011).	Cultural tourism destination	The results reveal that experience quality and satisfaction mediate the relationship between involvement and recommendation intention in the cultural tourism context
Su et al. (2014)	To identify consumption emotions and trust as key mediators in the relationship between perceived service fairness and behavioral intentions	Emotions, service fairness, destination loyalty (attitudinal)	Quantitative N=541 SEM	Blodgett, Hill, and Tax (1997); Clemmer and Schneider (1996); Chebat and Slusarczyk (2005), Cropanzano and Greenberg (1997);	Destination in China	The findings confirmed the mediating role of emotions and trust, which imply that the travel behavioural intentions formation process is both an emotional experience process and a relationship building process between tourists and the destination service providers
Quadri-Felitti and Fiore (2013) Tourism and Hospitality Research	To examine how the four realms of experience influence satisfaction and loyalty and how tourists’ memories operate together with the 4Es and satisfaction to influence their destination loyalty.	Constructs: 4 realms of experience; memories, destination loyalty, and satisfaction.	Quantitative N=970 CFA, SEM Constructs: 4 realms of experience; memories, destination loyalty, and satisfaction	Oh et al (2007) Chen and Tsai (2007), Hosany and Witham (2010), and Sparks (2007).	Rural winery tourism	Findings demonstrate the relevance of the aesthetic experience in predicting positive memories and destination loyalty in the wine tourism context. Education played a significant but lesser role in creating memories and satisfaction but not in destination loyalty

TABLE AP4. Summary of articles related with the relationships between ‘tourist experience’ and ‘destination loyalty’ published in ranked scientific journals (1995 - May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Wu and Liang, (2011) Tourism Management	To examine the relationships among experience antecedents, flow experience and result variables.	Flow experience, emotions, satisfaction, Rafting loyalty	Quantitative N=283 SEM	Huang (2003), Novak and Hoffman (1997, 2000), Oliver (1980); Choi, Kim, Kim, and Kim (2006).	Adventure tourism	Results show that tourist rafting skill, level of challenge of rafting activity and playfulness significantly and positively influence tourist flow experience that, in turn, promotes a positive mood and satisfaction. Moreover, tourist satisfaction significantly and positively influences tourist loyalty.
Chen and Chen (2010) Tourism Management	To examine the visitor experience of heritage tourism and investigates the relationships between the quality of those experiences, perceived value, satisfaction, and behavioral intentions	Experience quality, perceived value, satisfaction, destination loyalty (behavioral)	Quantitative N=447 EFA/CFA SEM	-	Heritage site (Tainan/Taiwan)	Results reveal the direct effects of the quality of experience on perceived value and satisfaction. However, it is the indirect and not direct effects of the quality of experience that impact on behavioural intentions when mediated by perceived value and satisfaction. Overall, the relationship “experience quality/perceived value/satisfaction/behavioural intentions” appears to be evident.
Bosque and San Martín (2008) Annals of Tourism Research	To explore the cognitive and affective psychological processes which an individual goes through during the pre-experience and postexperience stages.	Emotions, expectations, destination image, satisfaction, destination loyalty (Attitudinal)	Multimethod: Quantitative and qualitative (focus group) N=803	Oliver (1997); Bigne’ and Andreu 2004; Bigne’ et al 2005; Yoon and Uysal 2005; Jenkins 1999.	Three destinations in Spain	Preconceived image of destination influences expectations and tourist loyalty. Additionally, there is support for the impact of expectations and emotions on satisfaction, which has a significant influence on behavioural intentions.
Hosany and Witham (2010) Journal of Travel Research	To identify the underlying dimensions of cruisers’ experiences and to investigate the relationships between them, the satisfaction, and the intention to recommend	Four realms of experience economy, satisfaction, destination loyalty (atitudinal)	Quantitative N=169 Multiple regression analyses	Authors’ own scale	Cruise holidays	Cruisers’ experiences can be represented in terms of four dimensions. Aesthetics was the main determinant in predicting arousal, memory, overall perceived quality, satisfaction, and intention to recommend. Entertainment is the second determinant, followed by educational, and escape is the last.

Appendix 5
**Synthesis of literature review about the topic “relationships
between tourist experience and destination attachment”**

TABLE AP5. Summary of articles related with the relationships between ‘the dimensions of the tourist experience’ and ‘place attachment’ published in ranked scientific journals (2000 – May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Sthapit, et al. (2017) Anatolia	To examines the influence of food consumption on tourist’s memories of a trip, destination attachment, and behavioural intentions	Food consumption emotions, memory, destination attachment, behavioral intentions	Quantitative N=241 SEM	Han and Jeong’s (2013) Oh et al (2007) Gross & Brown, 2008; Yuksel et al., 2010)	Local food consumption	The findings demonstrate the role of food consumption emotions on the formation of memories that further influence behavioural intentions and place attachment. Memories also mediate in both of the relationships (i.e. between “food consumption emotions” and “place attachment” and between “food consumption emotions” and “behavioural intentions”).
Ram et al. (2016). Tourism Management	To explore the relationships between place attachment and perceived authenticity of major visitor attractions.	Place attachment Perceived authenticity	Quantitative N=400 SEM: Partial least squares (PLS)	PA Gross & Brown, 2006; Kyle et al., 2004; Yuksel et al., 2010 Authenticity: Kolar and Zabkar (2010)	Helsinki and Jerusalem	Major visitor attractions located in places with considerable heritage experience value are considered more authentic, and that authenticity of visitor attractions is influenced by place attachment moderated by iconicity and heritage value of the destination region.
Kastenholz et al. (2016). Tourism Economics	To adress the role of local product purchase within and as a result of the rural tourist experience	The rural tourism experience	Quantitative N=541 Principal component analysis, Multiple linear regression model 7-points Likert scale	Tourism experience: Elands and Lengkeek, (2000); Oh et al., (2007); Reisinger and Turner (1998)	Portugal	The tourist experience has a highly positive impact on the purchase of local products. Findings highlight the role of visitors’ place attachment in purchasing local products, desire to prolong the destination experience over time through purchase of local products and finally consolidating destination loyalty. Place attachment may be enhanced through a particularly attractive, involving and meaningful tourist experience at the destination, particularly through personal contact with local residents.

TABLE AP5. Summary of articles related with the relationships between ‘the dimensions of the tourist experience’ and ‘place attachment’ published in ranked scientific journals (2000 – May, 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Research application	Results	Scale
Io et al. (2017). Journal of Quality Assurance in Hospitality & Tourism	To examine the links between the integrated tourism experiences and the multidimensional place attachment in the context of casino resorts.	Tourism experience Dimensions: emotions, Activities, sensory.social and cognitive appraisal Place attachment: dependence, affective, social bond, place satisfaction	Quantitative N=500 CFA/SEM	Casinos in Macao	The findings suggested that all dimensions of tourism experiences had different degrees of effects (both direct and indirect effects) on each dimension of place attachment. Positive emotions, sensory experiences, social relations, and cognitive appraisal of tourism offerings, had a significant impact on visitors’ place attachment.	Pearce et al 2013, Zhang, 2009, Hosany & Gilber (2010), Ramkissoon et al., 2013
Goggin et al (2017). Local Environment. The International Journal of Justice and Sustainability	To analyse the physical senses, emotions and cognitive processes local people and tourists have by visiting a natural area.	Physical senses, emotions, cognitive process	Qualitative N=43 In depth interviews Content analysis supported by NVIVO	National Park in Australia	The results indicate that the emotional dimension of experience has the potential to measure connection to place, and provide a subjective measure of well-being.	-
Santos et al. (2017). International Journal of Wine Business Research	To measure the role of involvement, destination emotions and place attachment in the behavioural intentions of wine tourists when visiting Porto wine cellars.	Personal involvement (PI), Wine involvement (WI); destination emotion (DE), place attachment (PA), behavioral intentions (BI)	Quantitative N=918 SEM	Wine cellars in Porto (Portugal)	The results indicated that wine tourists’ personal involvement and their wine involvement have a significant and direct influence on destination emotions and place attachment, which determines their future behavioural intentions.	PI: Zaichkowsky, (1985); WI: (Brown et al., 2007); DE: Hosany & Gilbert; PA: (Gross and Brown, 2006).

TABLE AP5. Summary of articles related with the relationships between ‘the dimensions of the tourist experience’ and ‘place attachment’ published in ranked scientific journals (2000 – May, 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Research application	Results	Scale
Chen, Leask, & Phou, (2016) International Journal of Tourism Research,	To investigate the effects of three destination consumptions (namely symbolic, experiential and functional) on tourists’ destination attachment and satisfaction, and further on destination loyalty at a heritage tourism destination.	Destination consumption (symbolic, experiential, functional), destination satisfaction, Loyalty Place attachment	Quantitative Confirmatory Factor Analysis, Structural equation model N=512 Items: 45 5-point Likert Scale	International tourists in Angkor, world heritage site Cambodia	Results reveal that all three types of consumptions have significantly positive effects on destination attachment and satisfaction, which in turn positively affect destination loyalty. However, the effects of symbolic consumption and experiential consumption are greater than that of functional consumption. The role of destination attachment in the quality-satisfaction-loyalty relationship.	Ekinci et al. (2013), Chen and Myagmarsuren (2010), Grappi and Montanari (2011) and Kang and Gretzel (2012); Bhattacharya and Sen (2003) and He, Li, and Harris (2012); Chen and Phou (2013).
Tsai (2016)	To model the memorable travel experiences, place attachment and behavioural intentions for consuming local food.	Memorable tourist experience (MTE), place dependence, place identity, behavioral intentions (BI)	Quantitative N=378 SEM 5-point Likert Scale	Tainan (Taiwan)	Consuming local cuisines enable tourists to create positive and unforgettable memories, and such positive memories further enhance their identification with or strong attachment and behavioural intention. Place identity also revealed mediating effects between memorable experiences and behavioural intention	Scales: MTE: Kim (2010); Place attachment: Kyle et al. (2004);
Toudert & Bringas-Rábago (2015) Current Issues in Tourism	To explore the existing relationship of destination attachment and intentional behaviour towards border places.	Visit experience destination attachment and behavioural intentions	Quantitative N=342 SEM 4-level Likert scale	US visitor’s intentional in Baja California, Mexico.	Results show a positive impact of destination attachment on intentional behaviour and visitor experiences, which influences significantly both mentioned constructs.	PA: Kyle et al. (2004) and Yuksel et al. (2010); BI: Oliver (1977);

TABLE AP5. Summary of articles related with the relationships between ‘the dimensions of the tourist experience’ and ‘place attachment’ published in ranked scientific journals (2000 – May, 2019) - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Research application	Results	Scale
Jiang, Ramkissoon, and Mavondo, (2016) Journal of Hospitality Marketing & Management	To discuss the relationship between destination image and fun, visitor delight and place attachment.	Destination image (DI), Fun, Customer orientation (CO), Visitor delight (VD), place attachment (PA)	Theoretical	-	Destination image exerts a direct and positive impact on visitor delight and place attachment; it also positively influences visitors’ experiences of fun and customer orientation. Fun and customer orientation are posited to both have a influence on visitor delight and place attachment.	Jiang, Ramkissoon, and Mavondo, (2016) Journal of Hospitality Marketing & Management
Jepson and Sharpley, (2015) Journal of Sustainable Tourism	To explore the extent to which tourism, itself often claimed to be a sacred experience, offers emotional/spiritual dimension in the rural context.	Place attachment Emotional experience	Qualitative N: 31 In-depth interviews	Rural tourism in the English Lake District	The research revealed that all respondents felt a strong attachment to the Lake District; similarly, and irrespective of their openness to spirituality, engaging in rural tourism activities resulted in highly emotive experiences for all respondents, the description /interpretation of such experiences being determined by individual “beliefs”.	-
Wildish et al. (2016). Annals of Leisure Research	To what extent, visitors to commercial tourist accommodation also experience feelings of place attachment and home	Tourism experience Place attachment	Qualitative Thematic analysis	New Zealand	Like the second home, the hostel provided a set of experiences considered very distinct from the typically city-based primary home, centred on a sense of freedom, relaxation and proximity to nature. It was paradoxically regarded as a place to seek change as well as familiarity. We conclude that for first-time visitors home-like experiences appear to be stimulated by social encounters and the physical environment, while for returnees they are underscored by familiarity and endorsement of identity over time.	
Suntikul, T. Jachna (2016). Tourism Management	To establish a conceptual link between place attachment and co-creation, on the basis of which relationships between these concepts in a real case may be tested.	The economy of experience Entertainment Education Aesthetic Escapism Place attachment (Place dependence, Place identity)	Quantitative N=561 Correlation tests (Sperman)	Macao	Lingering to enjoy the atmosphere of the place and, especially, interacting with local people, corresponded to higher degree of place attachment. For the second statement, interacting with local people can be seen as augmenting the dimensions of the experience of the place and enriching the feeling of engagement with the site.	Place Attachment based on Williams et al.’s (1992) two dimensions of place attachment - place dependence and place identity.

Appendix 6
**Synthesis of literature review about the topic “relationships
between destination attachment and destination loyalty”**

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Chen & Chou (2019) Tourism Management	To investigate the role of perceived coolness in terms of creative tourism destination consumption and its antecedents as well as the consequences for Generation Y tourists.	Uniqueness, Perceived coolness Satisfaction Place attachment (PA) Destination loyalty (DL)	Quantitative N=281 CFA SEM -CB	PA: Brocato et al. (2015) Runyan et al. (2013) Rahman (2013) Sundar et al. (2014) DL: Tuškej et al. (2013).	Generation Y tourists visiting a popular creative tourism site in Taiwan	Uniqueness, identification, attractiveness. positively related to perceived coolness, which in turn positively affects satisfaction and place attachment. In addition, both satisfaction and place attachment mediate the effect of perceived coolness on destination loyalty
Chubchuwong (2019) Asia Pacific Journal of Tourism Resear	To analyze the factors that impact business travelers' satisfaction with corporate social responsibility (CSR) activities, and to analyze the influence of satisfaction with CSR activities on destination attachment and destination loyalty.	Personal factors Local services providers CSR activities Satisfaction with CSR activities.	Quantitative N=127 CFA SEM -CB	PA: Vaske and Kobrin (2001) and Chubchuwong et al. (2015). Patronizing intentions questions: Morais and Lin (2010)	Business tourists in Thailand	The results reveal the characteristics of CSR activities of corporate meetings and conventions in Thailand. Business travellers' satisfaction with CSR activities is influenced by their personal altruistic attitudes and the efficacy of local service providers. Satisfaction with CSR activities has a direct impact on destination attachment and an indirect impact on destination loyalty.
Cui et al (2019) Sustainability	To investigate causal relationships among interpretation satisfaction, environmental attitudes, place attachment, destination loyalty, and perceived value of ecotourism.	Interpretation services satisfaction Balance of nature Anthropocentrism Place dependence Place identity Destination loyalty	Quantitative N=243 SEM -CB	Moon (2008), Park and Kim (2012), and Chun and Lim (2016).	Tourists visiting the Chengdu Panda Base in China.	The results drawn from the structural model indicate that, first, the satisfaction level regarding the interpretation service positively affects the balance of nature and place attachment (place dependence and place identity) of tourists. Second, as tourists hold higher regard for the balance of nature and stronger place attachment to a tourist site, they tend to hold a stronger destination loyalty.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019). - continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Gonzalez et al (2019) Journal of Destination Marketing & Management	Paper investigates the factors that influence the loyalty of young residents as tourists in their home destination in the context of domestic tourism.	Place identity Familiarity, Satisfaction Perception of company Perception of destination Place attachment Destination loyalty	Quantitative PLS-SEM N= 678	Martínez & Rodríguez del Bosque (2013); Zhang, Fu, Cai, & Lu (2014). Kim, M., Lee, C., Chung, N., & Kim, W. (2014).	Young residents from the Canary Islands.	The formation of loyalty among young residents is explained. In this model ,the variables related to the company and the product hardly influence loyalty formation among young residents when these variables are integrated into the same model with place variables (identity, attachment and familiarity).
Kim et al (2019) Journal of Destination Marketing & Management	To assess whether a celebrity writer endorsement affects festival brand equity and attachment to a festival destination.	Trustworthiness, : Familiarity, : Expertise, Festival brand awareness, Perceived quality, Festival brand image, : Festival brand loyalty, Attachment to festival destination.	Quantitative N=405 SEM -CB	Chang et al., 2005; Wang et al., 2002; Bianchi, Pike, & Lings, 2014; Boo et al., 2009; Im et al., 2012; Manthiou et al., 2014; Pike et al., 2010), and (Kyle et al., 2003;	Literary festival in South Korea	Among celebrity attributes, expertise was revealed to be most related to brand equity and destination attachment. Additionally, loyalty to the festival was found to affect attachment to the festival destination, while festival brand awareness had a positive impact on festival brand loyalty
Lee et al (2019) Asia Pacific Journal of Tourism Research	The tripartite relationship among loyalty, pro-environmental (PEB) behaviour, and place attachment (PA) was explored to capture the variability and complexity of both loyalty and PEB dynamics.	Travel environment, Place dependence, Natural attractions, Entertainment and events, Place identity Pro-environmental behaviour, Loyalty	Quantitative N=374 SEM-CB	Chen & Phou, 2013; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Sun et al., 2013; Zhang et al., 2014; Williams & Vaske, 2003; Cheng et al., 2013; Halpenny, 2012	Nature based tourism in Hainan Island, China	PA is the critical factor beneficial to sustainable management of nature based tourism context and cognitive destination image increases the psychological attachment to destinations. Particularly, this study suggests that the reciprocal synergy between loyalty and PEB intentions can be achieved by strengthening PA for the destination.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Patwardhan et al (2019) Journal of Travel Research	Examines visitors' destination loyalty through their emotional bonding with place, the emotional solidarity they experience with residents, and their perceived level of safety.	Place dependence Place identity Emotional closeness Sympathetic understanding Welcoming nature Destination loyalty	Quantitative PLS-SEM N=	Kyle et al. (2004); Woosnam and Norman (2010) George (2010);	Festival in India	Results indicated that place attachment directly influences loyalty and two dimensions of emotional solidarity and, in turn, emotional solidarity has a positive effect on loyalty. Additionally, it was found that emotional solidarity partially mediates the effect of place attachment on destination loyalty.
Rather et al (2019) The Service Industries Journal	To identifies key antecedents and consequences of tourism customer engagement, which remain nebulous to date.	Place attachment Place authenticity Customer engagement Destination loyalty Customer trust Co-creation	Quantitative N=310 SEM-CB	Kolar & Zabkar, 2010; Loureiro & Sarmento, 2018). Second-order CE was adapted from Vivek et al.'s (2014)	Destinations in India	A positive effect of place authenticity and place attachment on customer engagement. The findings also indicate customer engagement's positive effect on the development of customer trust, brand loyalty, and co-creation. Third, we identify customer engagement's mediating role in the effect of place attachment and place authenticity on customer trust, loyalty, and co-creation.
Wang et al (2019) Journal of Travel Research	To examines the effects of destination fascination on subjective well-being and destination attachment as well as looking at the subsequent outcome of destination loyalty.	Destination fascination Well-being Destination attachment Destination loyalty	Quantitative N=936 SEM-CB	Grzeskowiak and Sirgy 2007; T. Kim, Kim, and Kim 2009; Liu et al. 2017; Prayag and Ryan 2012	Tourists visiting national parks , forest recreational areas, and theme parks.	The study proves the effect of destination fascination on improving subjective well-being and destination attachment and shows the effects of subjective well-being and destination attachment on enhancing destination loyalty. Subjective well-being and destination attachment fully mediated effects from destination fascination to destination loyalty.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Kastenholz et al (2018) Journal of Destination Marketing & Management	To identify segments of visitors with different sustainability-enhancing behaviours in rural tourism destinations	Destination attachment Destination loyalty Satisfaction	Quantitative N=786 PCA Cluster analysis	Butler, 1999; Choi & Sirakaya, 2006; Hunter, 1997; Sharpley, 2002.	Rural destinations in Portugal	The three clusters of segments differ on socio-demographics information sources used, travel behaviour, place attachment, satisfaction and destination loyalty. Interestingly, those showing more sustainable behaviour present higher levels of satisfaction and loyalty.
Kirkup and Sutherland (2017) Current Issues in Tourism	To better understand the relationship between motivation, attachment and loyalty within event tourism	Motivation, place attachment and destination loyalty	Theoretical discussion		Sport event	The proposed model suggests that motives lead to different points of attachment (i.e. event and place attachment), which in turn create positive attitudinal loyalty to either the place or the event.
Gonzalez et al (2017) Journal of Destination Marketing & Management	Paper investigates the factors that influence the loyalty of young residents as tourists in their home destination in the context of domestic tourism.	Place identity Familiarity, Satisfaction Perception of company Perception of destination Place attachment Destination loyalty	Quantitative PLS-SEM N= 678	Martínez & Rodríguez del Bosque (2013); Zhang, Fu, Cai, & Lu (2014). Kim, M., Lee, C., Chung, N., & Kim, W. (2014).	Young residents from the Canary Islands.	The formation of loyalty among young residents is explained. In this model ,the variables related to the company and the product hardly influence loyalty formation among young residents when these variables are integrated into the same model with place variables (identity, attachment and familiarity).

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Luo et al (2016) Tourism management	to advance the theory of place attachment and elucidate geographic and psychological factors that can affect visitor experience	Place attachment Destination loyalty Activity involvement	Quantitative N=252 SEM -CB	Kyle et al., 2004 Lee et al 2012	Cultural creative districts in China	Activity involvement positively affected place attachment; attraction and social bonding were strong predictors of visitor loyalty
Kwenye & Freimund, (2016) Tourism Management Perspectives	To explore the concept of destination loyalty by investigating its antecedents from relational and transactional perspectives thereby extending the theoretical understanding of the concept.	Perceived value Service quality Place attachment Satisfaction Loyalty	Quantitative N=1060 Structural Equation Modelling 5-point Likert Scale	Moore and Graefe (1994); Williams and Roggenbuck (1989) and Williams and Vaske (2003)	Victoria FallsWorld Heritage, Zambia	Empirical results showed that to foster destination loyalty, both transactional (service quality) and place attachment antecedents of loyalty are fundamental with place attachment variable being slightly more powerful as a predictor. Therefore, place attachment mediates the influence between service quality and satisfaction on destination loyalty
Chen, Leask, & Phou, (2016) International Journal of Tourism Research	To investigate the effects of three destination consumptions (namely symbolic, experiential and functional) on tourists' destination attachment and satisfaction, and further on destination loyalty at a heritage tourism destination.	Destination consumption (symbolic, experiential, functional), destination satisfaction, loyalty	Quantitative CFA, SEM N=512	Ekinci et al. (2013), Chen and Myagmarsuren (2010), Grappi and Montanari (2011)	International tourists in Angkor, world heritage site Cambodia	Results reveal that all three types of consumptions have significantly positive effects on destination attachment and satisfaction, which in turn positively affect destination loyalty.
(Z. Xu & Zhang, 2016) Journal of Destination Marketing & Management	The aim of this paper is to understand the antecedents of place attachment and the causal relationship between place attachment and destination loyalty	Involvement, Perceived destination attractiveness, tourist satisfaction, Place attachment:	Quantitative N=179 CFA SEM	Ramkissoon et al.(2013)	Hangzhou	Although place attachment is a significant antecedent of destination loyalty, its impact is smaller than that of tourist satisfaction. Activity involvement, satisfaction, perceived attractiveness, and motivation are statistically significant in shaping tourists' place attachment

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(Halpenny et al., 2016) Journals of sport and tourism	To report the factors that influence destination and event tourism loyalty	Event attachment Park attachment	Quantitative N=387 Principal components factor analysis, structural equation modelling.	Halpenny (2006, 2010), Raymond, Brown, and Weber (2010), Williams and Vaske (2003)	Race event in Natural Park, Canada	Destination loyalty was directly and positively predicted by park attachment and indirectly influenced by event attachment, followed by nature-related travel motives, frequency of visits to the park and history of engagement in the race. Event loyalty was directly and positively predicted by event attachment and racers' views regarding the appropriateness of Banff NP as a race context.
(C. K. Cheng & Kuo, 2015) Tourism Management	To analyse the relationship between landscape elements and place bonding	Place bonding Emotional bondings	Photo-based survey/quantitative N=77 Taiwanese and 67 Macanese	Scale of Hammitt et al. (2004).	Taiwan, Macau	The results suggest that individuals may form initial bonds to destinations they first visit based on their prior experiences with similar environments. This initial bonding will be incorporated into composite bonding with the place that directly resembles the place
(N. Chen et al., 2015) Journal of Travel & Tourism Marketing	To explore the factors that influence Chinese students' word-of-mouth behaviors, as well as other behaviors influencing Australia as a tourism destination	Place attachment Place satisfaction Loyalty	Quantitative CFA, SEM N=224. Items:	Arnett, German, and Hunt (2003); Hsu et al. (2007), Kyle et al., 2005;	Chinese students in Australia (including those staying for a short period)	Place attachment to Australia" and "satisfaction" with Australia are positively related to different behaviour outcomes including Chinese students' word-of-mouth, intentions to recommend Australia as a tourism destination, and willingness to help Chinese tourists to create satisfying experiences in Australia.
Ramkissoon, (2015) Development Southern Africa	To examine the nexus between perceived authenticity, place attachment, place satisfaction	Perceived authenticity, place attachment, place satisfaction	Theoretical literature review		Island destinations in Africa	A theoretical framework showing the influence of perceived authenticity on place attachment and the influence of place attachment on revisit intentions (attitudinal).

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(Toudert & Bringas-Rábago, 2015) Current Issues in Tourism	To explore the existing relationship of destination attachment within the US visitor's intentional behaviour	Visit experience Destination attachment Behavioral intention (consumption repetition, intention to recommend)	Quantitative N=342 PLS – partial least squares	PA: Williams and Vaske (2003), Kyle et al. (2004) and Yuksel et al. (2010) Int. behavioural: (Chen & Chen, 2010; Chi & Qu, 2008; Oppermann, 2000). Experience: (Chen & Chen, 2010;	Baja California, Mexico	The study found a positive impact of destination attachment on intentional behaviour and visitor experiences, which influences significantly both mentioned constructs.
(Ghasemi, Lamit, & Shafaghat, 2014) Teknolog Journal	To investigate the association between riverscape and place attachment in historical cities.	Place attachment analysed by three clusters dimensions: Physical environmental, social personal, phycological	Theoretical literature review	-	Malaysia	The theoretical analysis explains that the dimensions of physical environmental, such as destination loyalty, social personal, phycological related to place attachment need to be considered in destination design and development in heritage cities. Therefore in this study, destination loyalty is suggested as an antecedent of place attachment
(Gursoy et al., 2014)	To identify the most critical antecedents of destination loyalty formation (DLF) and to develop a series of propositions for the relationships among the antecedents of loyalty formation	Place attachment, motivation, satisfaction, loyalty, destination image	Theoretical literature review	-	-	In the proposed conceptual model, the sequential relationships among the antecedents of tourist destination loyalty postulate that previous experiences are the most influential driver that could manipulate tourist destination loyalty.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(I. Mao & Zhang, 2014)	To quantify the relationship among destination preference, destination satisfaction and destination loyalty. Destination loyalty consists of two dimensions: word-of-mouth (WOM) and destination attachment (DA)	Destination preference Destination Satisfaction Destination Loyalty	Quantitative N=523 Confirmatory factor analysis and structural equation modelling	-	Chinese visitors to Australia	WOM is directly affected by destination satisfaction, whereas DA is predetermined by the destination preference of tourists before a visit. The factors that directly contribute to DA are DP and DS. WOM is directly influenced by DS and indirectly influenced by DP. Despite the impact of DP, DS remains the most important factor in influencing both dimensions of DL.
(S. a. Moore et al., 2015)	To analyse loyalty as an important focus for nature-based tourism research.	Satisfaction Service quality Place attachment Loyalty	Theoretical literature review Relations between the constructs	-	Nature-based tourism	Quality of service and (overall) visitor satisfaction are widely attributed as influencing loyalty, with the former directly influencing loyalty as well as having a mediated influence via satisfaction.
(Folmer et al., 2013) Journal of Ecotourism	To explore the relationship between wildlife and overnight visitors' emotional attachment to a nature-based destination in the Netherlands,	Wildlife variable, Emotional attachment (EA)	Quantitative N=212 Exploratory factor analysis and Multiple linear regression analysis	Folmer, Haartsen, & Huigen, (2013).	Natural park in Netherlands	Results demonstrate that motives centring on seeing wildlife, the perceived intensity of wildlife experiences, and an interest in guided wildlife encounters significantly explain emotional attachment to the natural park and, in turn, these factors enhancing attachment to natural areas also incentive loyalty intentions.
(T. H. Lee & Shen, 2013)	To examine a behavioral model using latent variables of leisure involvement, place attachment, and destination loyalty among recreationists walking their dog in urban parks.	Involvement Place attachment Destination loyalty	Quantitative N=928 Confirmatory factor analysis and structural equation modelling	Yüksel et al. (2010), Kyle et al. (2003) and Kyle, Bricker, et al. (2004).	Urban Parks in Taiwan	Empirical results indicate that leisure involvement (i.e., attraction and self-expression) and place attachment (i.e., place identity and place dependence) accurately predict the destination loyalty of recreationists walking their dogs in urban parks.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(J. Lee et al., 2012)	To explore the factors that drive festival visitor loyalty to host destinations. Our analysis focused on the role of place attachment as a mediator of the relationship between visitors' positive evaluation of their festival experience and their loyalty to the host destination	Festival satisfaction Place Attachment Destination Loyalty	Quantitative N=228 Confirmatory factor analysis and structural equation modelling	-	Three community-based agricultural festivals in Texas	
(Kil et al., 2012) Journal of Sustainable Tourism	To examine the theoretical relationships between consumers' perceived benefits, place attachment and future visit intentions (FVI)	Benefits Place attachment	Quantitative N=2144 Confirmatory Factorial Analysis Structural Equation Modelling	(Jorgensen & Stedman, 2001; Moore & Graefe, 1994; Williams & Roggenbuck, 1989; Williams et al., 1992).	National Park in USA	Place attachment fully mediates the relationship between benefits desired and future visit intention (FVI), while place attachment partially mediates the relationship between benefits attained and FVI. The former verifies the significant role of place attachment, and the latter validates the importance of place attachment as well as recreation benefit attainment in predicting visitors' FVI.
(C.-P. Tsai, 2012) International Journal of Tourism Research	To propose a comprehensive model to characterize Place attachment	Place attachment Antecedents of place attachment: functional benefits, emotional benefits,	Quantitative CFA, SEM	-	Singapore	A comprehensive attachment-nurturing foundation is constituted by holistic tourist experience, which contains emotional pleasure, cognitive stimulation, psychological growth. Place attachment, converts into a powerful driver of the tourist's revisit behaviour

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(G. Prayag & Ryan, 2012) Journal of Travel Research	To evaluate a theoretical model based on hypothesized relationships among four constructs, namely, destination image, place attachment, personal involvement, and visitors' satisfaction as antecedents of loyalty.	Destination image, place attachment, personal involvement, and visitors' satisfaction	Quantitative N=705 Confirmatory factor analysis and structural equation modelling.	Place attachment place identity and place dependence (Kyle, Graefe, and Manning 2005; Williams and Vaske 2003)	Island Mauritius	Findings show personal involvement and destination image are important antecedents of place attachment and these constructs being important antecedents of overall satisfaction and loyalty. In particular, overall satisfaction mediates the relationship between destination image and future intentions and that between place attachment and future intentions.
(Yuksel et al., 2010) Tourism Management	To explores the role of attachment in predicting satisfactory holiday experiences and destination loyalty.	Place attachment (PI, AA, PD) Satisfaction Destination loyalty: Cognitive, affective, Conative	Quantitative N=179 Confirmatory factor analysis and structural equation modelling.	Kyle et al. 2004 ^a Back (2005), Back and Parks (2003).	Turkey	Positive emotional and cognitive bonds with a place could indeed affect an individual's critical assessment of a destination and his/her loyalty to the place
(Duarte B. Morais & Lin, 2010) Journal of Travel & Tourism Marketing	To test a conceptual model incorporating relational (destination attachment) and transactional (destination image) antecedents to patronizing intentions (revisit, recommend, and resist change)	Destination attachment Place identity Place dependence Patronizing Intentions Intentions to revisit, to recommend	Quantitativo N=351 CFA, SEM	Bricker and Kerstetter (2000), Hou et al. (2005), and Moore and Graefe (1994).	Taiwan	The findings indicated that first-time visitors' intentions to patronize the destination were mainly affected by destination image and that repeat visitors' intentions to patronize the destination were primarily affected by destination attachment.

TABLE AP6. Summary of articles related with the relationships between destination attachment and destination loyalty published in ranked scientific journals (2006 - May 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
(H.-J. Su et al., 2011) The Service Industries Journal	To explore the formation of destination loyalty from the interaction of visitors with hot-spring resorts (place attachment).	Service quality Satisfaction Destination Loyalty (Place identity, place dependence), Behavioral intention	Quantitative N=541 Confirmatory factor analysis and structural equation modelling.	Place attachment Williams and Vaske (2003) intention (Peiro, Marti'nez-Tur, & Ramos, 2005; Zeithaml et al.1996),	Taiwan	The research explored the utility of considering destination loyalty as a multidimensional construct comprising (1) Place dependence; (2) Place identity (3) behavioural intention. Moreover, the objectives of this study were to provide an empirical examination of the structural model to examine that satisfaction mediates the effects of service quality on place dependence, place identity, and behavioural intention
(Mechinda et al., 2009) Journal of Vacation Markt.	To examine the antecedents of tourists' loyalty towards tourist destination	Demographic variables Philographic variables Loyalty	Quantitative N=400 CFA- SEM	-	Thailand	Indicated that attitudinal loyalty was mainly driven by attachment, familiarity and perceived value, whereas behavioral loyalty is driven by familiarity.
(D. B. Morais, 2006)	The primary purpose of this article was to document the factors associated with the formation of ongoing, stable, and intimate (i.e., loyal) relationships between individuals and a provider of a cruise package.	Brand community Loyalty	Qualitativa N=20 Content analysis	-	Provider of a cruise package in USA	Findings indicated that the customers had what Oliver (1999) called a fully bonded loyal relationship with the provider. As illustrated in the "Love Triangle", customers maintained stable and intimate relationships with the provider, and those relationships were supported by the brand community. As discussed earlier, these relationships consisted of more than an exchange of services for money and included feelings of mutual trust and devotion, much like relationships that individuals would establish with loved ones
(Alexandris et al., 2006) International Journal of Contemporary Hospitality Management	To investigate the contribution of place attachment on the prediction of customers' loyalty, and third, to examine the influence of service quality on the development of place attachment.	Service quality, Place attachment, Loyalty	Quantitative (n=264) Descriptive statistic. Regression analysis	-	Skiing resort in Greece	The results of the study indicate that skiers' loyalty was significantly predicted by both the place attachment dimensions (place identity and place dependence). Furthermore, place attachment was significantly predicted by the interaction and physical environment service quality dimensions

Appendix 7
Synthesis of literature review about the topic relationships
between “perception of authenticity” and “destination and tourist
services loyalties”

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019).

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Fu (2019) Journal of Destination Marketing & Management	To explore the influence of intrapersonal and interpersonal authenticities on cognitive, affective, and conative loyalties in heritage tourism.	Interpersonal authenticity Cognitive loyalty Conative loyalty Affective loyalty	Quantitative N=365 Factor analysis	Zhou et al., 2013, Szmigin, Bengry-Howell, Morey, Griffin, & Riley, 2017). Yi et al. (2017)	Visitors to Yongding Earth Buildings, a UNESCO World Heritage Site	Results indicate that: existential authenticity is an antecedent to tourists’ loyalty toward heritage sites; neither intra- nor interpersonal authenticity directly contributes to conative loyalty; (3) intra- and interpersonal authenticity indirectly impact conative loyalty via cognitive loyalty and/or affective loyalty; and (4) affective loyalty has a stronger effect on conative loyalty than cognitive loyalty.
Mody et al (2019) Tourism Management	To analyse the value propositions of authenticity and its impact on brand	Brand authenticity Existential authenticity Intrapersonal authenticity Well being Brand love Memorability Brand loyalty	Quantitative N=1256 CFA SEM	Ramkissoon and Uysal (2011). Yi et al. (2017), Wallace, Buil, and Chernatony (2014); Mody et al. (2017), Carroll and Ahuvia’s (2006), Zeithaml, Berry, and Parasuraman (1996)	Hospitality (Airbnb)	Two distinct pathways through which an authentic consumption experience influences brand loyalty for the leisure traveler: a brand pathway and an experience pathway. We find that hotels and Airbnb leverage these pathways differently to generate brand loyalty.

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Mody and Hanks (2019) Journal of Travel Research	To explore how Airbnb and traditional hotel brands are facilitating authentic travel experiences and the impact of these experiences and brand loyalty.	Brand authenticity Existential authenticity Intrapersonal authenticity Brand loyalty	Quantitative N=1256 CFA SEM	Mody et al. (2017), Carroll and Ahuvia’s (2006), Zeithaml, Berry, and Parasuraman (1996)	Mody and Hanks (2019) Journal of Travel Research	To explore how Airbnb and traditional hotel brands are facilitating authentic travel experiences and the impact of these experiences and brand loyalty.
Rather et al (2019) The Service Industries Journal	To identifies key antecedents and consequences of tourism customer engagement, which remain nebulous to date.	Place attachment Place authenticity Customer engagement Destination loyalty Customer trust Co-creation	Quantitative N=310 CB-SEM	Kolar & Zabkar, 2010; Loureiro & Sarmento, 2018). Second-order CE was adapted from Vivek et al.’s (2014)	Destinations in India	A positive effect of place authenticity and place attachment on customer engagement. The findings also indicate customer engagement’s positive effect on the development of customer trust, brand loyalty, and co-creation. Third, we identify customer engagement’s mediating role in the effect of place attachment and place authenticity on customer trust, loyalty, and co-creation
Zhang et al. (2019)	To propose a tourist-based model of authenticity. The model examines these factors and their impact on tourist satisfaction and loyalty.	Cool authenticity Hot authenticity Satisfaction Loyalty	Mixed methods Qualitative N=20 Interviews Quantitative N=700 CFA CB-SEM	Beverland, M.B.; Farrelly (2010) Hu, W.; Tan, X.; Pan, L. (2014)	Visitors to six sites located from east to west of the Inner Mongolia, China.	Both factors of cool authenticity have direct impacts on hot authenticity, satisfaction, and loyalty. Though both intrapersonal and interpersonal factors of hot authenticity have direct positive impacts on tourist satisfaction, only the former affects loyalty directly

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Lin & Liu (2018) Journal of Sustainable Tourism	To construct a complete model by exploring the Components of existential authenticity, asking to what extent travel motivation is an antecedent and loyalty, a consequence.	Motivation Inter-personal authenticity Intra-personal authenticity Object-related authenticity	Quantitative N=365 CB-SEM	Middleton & Clarke, 2004) and heritage (Kolar & Zabkar, 2010; McKercher, 2002) Chi and Qu (2008) Yoon and Uysal (2005)	Visitors to Pingxi, Taiwan	If a destination remains authentic, tourists are willing make a return visit. Authenticity may enable tourism managers to strike a balance between preservation and development when achieving the long-term goal of sustainable development.
Naqvi et al. (2018) Sustainability	To propose and examined a holistic model of festival word of mouth (WOM), which is influenced by authenticity, promotion, loyalty, quality, and satisfaction.	Promotion (PRO), Festival Loyalty (FL), Word of Mouth (WOM), Festival Satisfaction (FS), Festival Quality (FQ), and Festival Authenticity (FA).	Quantitative N=254 CB-SEM	Hudson, S.; Ritchie (2006) Lee (2014) Baker (2000)	Festival in Pakistan	The findings revealed that the festival quality has direct impact on WOM and promotion. Promotion has a positive influence on loyalty, satisfaction, and WOM. Festival authenticity strongly influences promotion, quality, satisfaction, and WOM. Festival satisfaction is positively related to WOM and loyalty. Whereas, festival loyalty and WOM are significantly associated.
Park et al (2019) Tourism Management	To investigate how authenticity affects tourist satisfaction with, and loyalty to, an attraction and its heritage value.	Authenticity Satisfaction Loyalty	Quantitative N=532 CFA CB-SEM	-	Visitors to Hahoe village in South Korea, World Cultural Heritage	The study discovered that tourist satisfaction from experiencing constructive and existential authenticity is a strong indicator of their intention to revisit.

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Yi et al (2018)	To construct a relationship model of perceived authenticity, existential authenticity, and loyalty by examining the effects of tourists' perceptions of the authenticity of tangible and intangible heritage on tourists' existential authenticity and destination loyalty.	Perceived authenticity Existential authenticity Postmodern authenticity Destination loyalty	Quantitative N=387 Regression analysis	Yi et al. (2017), Chen & Gursoy, 2001; Kolar & Zabkar, 2010)	Two World Heritage Sites in China	Results indicated that postmodern authenticity moderates the influence of architectural heritage on existential authenticity: the higher the level of postmodern authenticity, the lower the effect. Theoretical and management implications are discussed.
DiPietro and Levitt (2017) International Journal of Hospitality & Tourism Administration	To assess perceptions of authenticity and its relationship with satisfaction and return intentions.	Perceived restaurant authenticity; Satisfaction; Return intentions	Quantitative N=203 PCA; Multiple Regression Analysis	Robinson and Clifford (2012); Vanhonacker et al. (2010); Miller (2015); Ramkissoon and Uysal (2010)	Restaurants	Results showed that personal and restaurant attributes affect perceived restaurant authenticity, with a restaurant's food and beverage and local community marketing having the strongest influences. Results also showed that perceived authenticity influences restaurant satisfaction and return intentions. Findings suggest restaurants should ensure their food and beverage meets customers' authenticity standards.
Tanford and Jung (2017) Tourism Management	To evaluate the factors that contribute to festival satisfaction and loyalty	Attributes Perception of authenticity Satisfaction Loyalty	Literature meta-analysis N=66 papers	-	Festival events	The analysis revealed that festival activities (program, entertainment, thematic activities) and environment (atmosphere, convenience, facilities) are the most important determinants of satisfaction and loyalty. Authenticity/uniqueness has the smallest relationship with loyalty

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Lu, Gursoy and Lu (2015) International Journal of Hospitality Management	To examine the relationships between consumers’ authenticity perception and four brand equity dimensions (brand awareness, brand association, perceived quality, brand loyalty),.	Authenticity perception; brand awareness; Brand image, brand loyalty; perceived quality, brand choice intention	Quantitative N=203 CFA, SEM	Sun and Ghiselli (2010); Kim and Kim (2004); Hsu et al.’s (2011) (Lu, 2012)	Ethnic Restaurants	Findings clearly indicate that consumers’ authenticity perception is a critical determinant of brand equity and brand equity has a significant impact on consumers’ brand choice intention.
Kim and Bonn, 2016 International Journal of Contemporary Hospitality Management	To identify whether the authentic experiences of tourists visiting wineries affect their behavioural intentions.	Tourism experience Authenticity Behavioral intentions Object-based authenticity, constructive and existential authenticity	Quantitative N=392 Standard multiple regression 7-point scale	Own scale	Winery tourism	The findings show that authentic characteristics play a substantial role in the behavioural intentions of winery tourists. Interestingly, there were no significant relationships between a visitor’s willingness to recommend wineries and the on-site winery experience, presentation of wine bottle labelling and impressions about the overall winery experience.
Yi et al (2016) Journal of Travel Research	To empirically explore existential authenticity from the perspectives of visitors of heritage sites	Perceived authenticity Existential authenticity Destination loyalty	Quantitative N=404 CFA, SEM	Kolar and Zabkar 2010	Heritages sites	The results reveal that the authenticity of toured heritage sites and environments may be irrelevant to existential authenticity and that intrapersonal authenticity exerts a substantial influence on destination loyalty

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Akhoondnejad (2016) Tourism management	To teste a model linking festival authenticity to festival quality, value, satisfaction, trust and loyalty to a given festival.	Authenticity Quality Satisfaction Trust Loyalty	Quantitative N=301 CFA, SEM	Brida et al., 2013; Cast_eran & Roederer, 2013; Shen, 2014	Handcraft festival	Perceived authenticity influenced perceived quality, value and satisfaction; perceived quality was found to have the direct effect on perceived value, satisfaction and trust.. Perceived value affected satisfaction, trust and loyalty and satisfaction had the direct effect on loyalty and so did trust.
Bryce et al 2015 Tourism Management	To establish relationships among the concepts of culturally specific motivation, perception of authenticity, engagement and attendant behavioural consequences	Perception of authenticity; cultural motivation; engagement, loyalty	Quantitative N=768 CFA, SEM	Gould et al., 2008; Kolar & Zabkar, 2010; McDonald, 2011; Park et al., 2010; Taheri et al., 2014; Zhou et al., 2013.	Heritage sites.	The object-based and existential authenticity positively influence tourist engagement and loyalty to some sense of specific cultural grounding. The study takes into account the influence of individual cultures on such relationships
Shen (2014) International Journal of Tourism Research	To analyse revisit intention of traditional folk events based on the Theory of Planned Behaviour and a Consumer based model of authenticity	Attitude; perceived behavioural control; motivation; authenticity; intention	Quantitative N=402 SEM	Perceived control:(Ajzen, 2006); Motivation: Lee et al. (2004) and Chang (2006) Kolar and Zabkar's (2010) and Robinson and Clifford's (2011)	Festival event	The result shows that perceived behavioral control, motivation and perceived food authenticity of the event, but not attitude and perceived overall authenticity of the event, are valid predictor constructs for visitors' intention to revisit the analysed Festival

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Suyan et al (2014) Asia Pacific Journal of Tourism Research	To examine the relationships among authenticity, involvement, and attitude toward heritage sites,	Attitude toward heritage; Cultural involvement, existential authenticity; constructive authenticity; destination loyalty	Quantitative N=361 SEM	Castro, Martin Armario, & Martin Ruiz, 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Kolar & Zabkar, 2010; Yoon & Uysal, 2005).	Heritage sites	Involvement, attitude, and existential authenticity have significant effects on tourists’ loyalty to the world cultural heritage visitation and that constructive authenticity and existential authenticity are significantly related
Hernández-Mogollón (2013) Environmental Engineering and Management Journal	To analyse the antecedents and behavioural consequences of the perceived authenticity of high-quality environmental destinations	Cognitive image, affective image, perceived quality (antecedents) Authenticity Global satisfaction Destination loyalty.	Quantitative N=464 SEM	Hernández et al., 2006; Rodríguez del Bosque and San Martín, 2008; Morais and Lin, 2010; Wang and Hsu, 2010; Parasuraman et al. (1988).	Nature sites	Cognitive and affective image influence the perceived authenticity, while this in turn has an impact on the global satisfaction and loyalty
Robinson and Clifford 2012 Annals of Tourism Research	To investigate how the medieval festival visitor’s foodservice experience might augment negotiated aspects of event authenticity and prompt revisitation intent.	Perceived authenticity Behavioural intention	Quantitative N=588 Chi-square,	Littrell et al., (1993)	Foodservice in Australian medieval festival	Results revealed associations between perceived authenticity and revisitation intentions. This research develops a practical checklist of authenticating agents of foodservice and conceptually provides further credence to recent studies advocating reconciliation between the essentialist and existentialist authenticity discourses.

TABLE AP7. Summary of articles related with the relationships between ‘perception of authenticity’ and ‘destination loyalty’ published in ranked scientific journals (2000 – May, 2019) – continuation.

Author/Year Journal	Objectives	Constructs	Methodology	Scale	Research application	Results
Ramkissoon & Uysal (2011) Current Issues in Tourism	Investigates the effects of perceived authenticity, motivation, information search behaviour and destination imagery on tourists' behavioural intentions to consume cultural attractions	Perceived authenticity Motivation Information search Destination imagery Tourists' behavioural intentions.	Quantitative N=600 CFA SEM.	Authenticity: Chhabra, 2008; Behavioural intention: Chen and Tsai (2007), Gonzalez, Comesana, and Brea (2007) and Lam and Hsu (2006).	Heritage and island destination	Findings revealed a significant positive relationship between perceived authenticity and cultural behavioural intentions of tourists. Destination imagery had an influence on tourists' cultural intentions. Perceived authenticity was seen to exert a moderating effect on the respective relationships between motivation, information search behaviour, destination imagery and cultural behavioural intentions of tourists.
Kohlar and Zabkar, 2010 Tourism Management	To propose a consumer-based model in which authenticity is a key mediating construct between cultural motivation and loyalty.	Authenticity Cultural motivation Loyalty. Dimensions: Object-based authenticity and existential authenticity	Quantitative N=1147 CFA SEM	Own scale	Heritage sites	The results indicate that cultural motivation is an important antecedent of both object-based and existential authenticity, which in turn influence tourist loyalty

Appendix 8
Focus group script

1) *Contem-nos sobre a sua hospedagem em um Airbnb, ou seja, como foi a experiência de hospedagem em um Airbnb desde o momento do “check-in” até ao check out*

(Tell us about your stay in an Airbnb, in other words, how was your Airbnb experience from check-in to check-out?).

2) *Costumam afirmar que se hospedar no Airbnb é diferente de se hospedar em um hotel tradicional. Qual é a sua opinião sobre o quanto a experiência de hospedagem no Airbnb é diferente da hospedagem no hotel tradicional?*

(It is claimed that the Airbnb stay is different from staying in a traditional hotel. What is your opinion about the Airbnb experience is different from traditional hotel accommodation?)

3) *Pensem em suas interações sociais com o seu anfitrião! Contem-nos sobre aspetos, histórias ou eventos que lembre suas interações sociais com o anfitrião.*

(Think about your social interactions with the host! Tell us about aspects, stories or events that reminds you about your social interactions with the host.)

4) *Alguns turistas dizem que não se sentiriam à vontade hospedando-se no Airbnb porque precisam partilhar espaço e conviver com estranhos. De acordo com a sua experiência o que você diria a estes turistas?*

(Some tourists say they would not be comfortable staying in the Airbnb because they need to share space and live together with strangers. According to your experience, what would you say to these tourists?)

5) *O que costumavam fazer nos locais vizinhos ao Airbnb? Que tipo de envolvimento tinham com a comunidade local e com outras pessoas que estavam presentes neste locais?*

What did you usually do in the Airbnb surroundings? What kind of involvement did you have with the local community and with another people at these places?

6) *Quando estava dentro do alojamento do Airbnb, fora comer e dormir, enfim, o que costumavam fazer?*

Inside the Airbnb, besides eating and sleeping, what did you usually do?

7) *Quais as impressões sensoriais que vêm em sua mente ao se recordar da experiência de hospedagem no Airbnb?*

Which sensorial stimuli come to your mind when you remember the Airbnb experience?

8) *Conseguem lembrar de aspetos do seu Airbnb que eram representativos ou associados ao destino visitado?*

Can you remember aspects of the Airbnb that were representative or associated with the destination you visited?

9) *Que emoções sentiu durante a experiência de hospedagem do Airbnb?*

Which emotions did you feel during the Airbnb experience?

10) *Suponha que conhecimentos e novos aprendizados possam ser promovidos durante a hospedagem no Airbnb. O que aprendeu nas suas estadas no Airbnb?*

Suppose knowledge and new learning can be promoted while staying in the Airbnb. What did you learn with your Airbnb experiences?

11) *O que mudou em você, sua vida ou suas atitudes após a experiência no Airbnb? Acha que esta experiência permitiu-lhe entrar em outro mundo, em outra realidade em que se envolveu com alguma intensidade?*

What has changed about you, in your life, or your attitudes after your Airbnb experience? Do you think this experience allowed you to enter into another world, into another reality you became involved with some intensity?

12) *Alguns turistas afirmam que se hospedar em um Airbnb permite uma experiência mais autêntica no destino. Sendo assim, qual a sua opinião sobre o quanto a experiência num Airbnb ajuda a se perceber em uma experiência autêntica no destino?*

Some tourists argue that staying in the Airbnb allows an authentic experience at the destination. In your opinion, how much the Airbnb experience helps to perceive an authentic experience at the destination?

13) *Alguns viajantes relatam que a experiência no Airbnb desenvolve uma espécie de afeto, de ligação dos turistas ao destino. Qual a sua opinião sobre a experiência no Airbnb ajuda a desenvolver essa ligação ao destino?*

Some travelers report that the Airbnb experience develops a kind of affection, connecting tourists with the destination. What is your opinion about the Airbnb experience helps to develop this bonds to destination?

14) *Porque recomendaria a experiência do Airbnb a amigos e familiares? Em que condições? Para que tipos de viagens? Por que retornaria a um Airbnb?*

Why would you recommend the Airbnb experience to friends and relatives? Under what conditions? For which types of trips? Why would you return to an Airbnb?

15) *Em que medida experiência no Airbnb contribuiu para a sua intenção em retornar ao destino visitado?*

In what extent the Airbnb experience contributed for your intention to return to the destination you visited

16) *Consegue lembrar aspectos do seu Airbnb que refletiam estilos de vida ou a personalidade do seu anfitrião e que tenham lhe influenciado?*

Can you remember aspects of your Airbnb that reflected the host's lifestyles or its personality and influenced you?

Appendix 9
The survey instrument

APX.1 Survey – English version

SURVEY – The traveler experience of Airbnbs

THIS STUDY IS CARRIED OUT UNDER A Phd research project AT THE UNIVERSITY OF AVEIRO (portugal) AND it aims TO UNDERSTAND THE tourist EXPERIENCE IN A peer to peer ACCOMMODATION (LIKE the AIRBNB). THE ANSWERS ARE CONFIDENTIAL AND WILL be ONLY USED FOR SCIENTIFIC PURPOSES. *We kindly request you answer all the questions to ensure the questionnaire is valid.* Your cooperation is highly appreciated and we are available for any information about this study through the following contact:

Email: luis_rce@yahoo.com.br

thank you very much for your kind cooperation! sincerely,

LUIS SOUZA (UNIVERSITY OF AVEIRO)

1.st PART: TOURIST TRAVEL BEHAVIOR

The questions in this section assess traveller behaviour. Please answer the following questions, considering only the last stay booked through Airbnb in which the host lived in the same accommodation.

1. In which country did you stay?

2. In which city did you stay?

3 How many days did you stay in this Airbnb:

4. Who lived in the shared accommodation? (several answers possible):

**The host
host's child (children)**

The host's partner

The

**Other relatives of the host
Other. Which? _____**

The host's friend(s)

5. With whom did you travel?

- With family member(s)**
- With kids below twelve years**
- With friend(s)**
- Just me and my partner
(boyfriend/girlfriend/fiancé/wife/husband)**
- Alone**
- Work mate(s)**

6. **Main travel purposes**

- Holidays/leisure
- Business/ work
- Visiting friends and relatives
- Health (medical treatment)
- Religious (spiritual)
- Other. Which?

Other. Which? _____

7. Year of your travel: _____

8. Month of your travel: _____

9. Did you have an active role booking this Airbnb? YES NO

10. How many times have you used Airbnb accommodation before? (Ex: just once, two times, three times, etc.): _____

11. Have you ever been to this Airbnb before? YES NO
how often? _____

12. If yes,

13. Which of the following services of the *sharing/collaborative economy* did you ever use? (several answers possible)

- Couchsurfing.
- Uber and/or CabiFy.
- Bla, Bla, Car.
- I never used these services
- Bike sharing.
- Shared guided tours.
- Meal sharing (examples: meal sharing.com, eatwithlocals.com, etc.)
- Other. Which? _____

2.nd PART

This section asks specific questions about the guest experience of Airbnbs. You should consider only the last stay booked through Airbnb in which the host lived in the same accommodation.

14. In a scale from 1 (totally disagree) to 7 (totally agree), indicate your agreement level with the following sentences:



I felt a real sense of harmony.	1	2	3	4	5	6	7
The Airbnb experience stimulated my curiosity to learn new things.	1	2	3	4	5	6	7
Watching the host's activities was very entertaining.	1	2	3	4	5	6	7
I felt like I was living in a different time or place.	1	2	3	4	5	6	7
The Airbnb experience allowed me to have a more meaningful interaction with my host.	1	2	3	4	5	6	7
The Airbnb setting really showed attention to design detail.	1	2	3	4	5	6	7

It was a real learning experience.	1	2	3	4	5	6	7
The activities of others in the Airbnb surroundings were fun to watch.	1	2	3	4	5	6	7
I felt a different person from what I am normally.	1	2	3	4	5	6	7
The Airbnb experience allowed me to get to know people from the local neighbourhoods.	1	2	3	4	5	6	7
The Airbnb setting was aesthetically attractive.	1	2	3	4	5	6	7
I learned something about the local culture.	1	2	3	4	5	6	7
I really enjoyed watching special events in the Airbnb surroundings.	1	2	3	4	5	6	7
I had a sense of self-discovery.	1	2	3	4	5	6	7
I interacted with residents when purchasing products or visiting bars and restaurants.	1	2	3	4	5	6	7
I learned something about the local history.	1	2	3	4	5	6	7
My mind became more open to new values and behaviours.	1	2	3	4	5	6	7

15. Again, in a scale from 1 (totally disagree) to 7 (totally agree), indicate your agreement level with the following sentences:



The Airbnb experience engaged all my senses.	1	2	3	4	5	6	7
I learned something about the local society and its way of life.	1	2	3	4	5	6	7
It was fun to observe curious details within the Airbnb surroundings.	1	2	3	4	5	6	7
I felt like I was a local resident.	1	2	3	4	5	6	7
The Airbnb surroundings were aesthetically attractive	1	2	3	4	5	6	7
I was entertained by the host's pet(s) or other pets in the Airbnb surroundings (please go to the next item if this is not the case).	1	2	3	4	5	6	7
I took my time to appreciate the Airbnb surroundings slowly.	1	2	3	4	5	6	7
I was invited to have meals with my host.	1	2	3	4	5	6	7
I felt free to do what I actually wished, not having to stick to a predefined itinerary.	1	2	3	4	5	6	7
My host helped me with my travel (e.g. giving information on services, things to do, best places to eat, way finding, local attractions, etc.).	1	2	3	4	5	6	7
My host showed a sincere interest in solving problems or helping with unforeseen occurrences during the trip.	1	2	3	4	5	6	7

My host communicated satisfactorily with me.	1	2	3	4	5	6	7
I enjoyed helping my host at the Airbnb accommodation (for example, tidying my room, cleaning the kitchen after using it, etc.).	1	2	3	4	5	6	7
I shared meals and beverages with my host.	1	2	3	4	5	6	7
I experienced pleasant surprises during this trip.	1	2	3	4	5	6	7
I invited the host to visit me in my city.	1	2	3	4	5	6	7
I followed (still follow) my host on social network(s).	1	2	3	4	5	6	7
I felt a sense of inspiration.	1	2	3	4	5	6	7
Staying at the Airbnb allowed me to turn strangers into friends.	1	2	3	4	5	6	7
Staying at the Airbnb made me feel that I belong to a special travel community.	1	2	3	4	5	6	7

Still, consider only the last stay booked through Airbnb in which the host lived in the same place of accommodation

16. In a scale from 1 (totally disagree) to 7 (totally agree), indicate your agreement level with the following sentences:

During my last Airbnb experience....



I felt a sense of anxiety.	1	2	3
I felt a sense of tension.	1	2	3
I was able to discover more about myself	1	2	3
I was in touch with "the real me."	1	2	3
I felt relaxation of norms and controlled behaviour.	1	2	3
I felt free from social pressure and rules.	1	2	3
The Airbnb experience has induced many feelings and sentiments.	1	2	3
I felt a sense of pleasure.	1	2	3
The architecture of Airbnb and surroundings seemed to be typical of the region.	1	2	3
I related to the host in a natural, authentic, and friendly way.	1	2	3
I perceived the interior design and furniture as authentic, representative of a particular social and historical context.	1	2	3
I had the chance to develop my true self.	1	2	3

17. In a scale from 1 (totally disagree) to 7 (totally agree), indicate your agreement level with the following sentences:





The living context, the host's habits and behavioural rules mirror local customs.

I intend to recommend the Airbnb platform to my friends and relatives.

I intend to recommend the Airbnb I stayed at to my friends and relatives.

1 2 3 4 5 6 7

The Airbnb experience was an opportunity to interact with local culture.

1 2 3 4 5 6 7

I ate typical local food at the Airbnb or at the Airbnb surroundings

1 2 3 4 5 6 7

I will say positive things about the Airbnb platform.

1 2 3 4 5 6 7

I will say positive things about the Airbnb I stayed at

1 2 3 4 5 6 7

The Airbnb surroundings represented the local ways of life

1 2 3 4 5 6 7

The interior decoration reflected the local culture.

1 2 3 4 5 6 7

In the future, I intend to continue using the Airbnb.

1 2 3 4 5 6 7

I related to local people in a natural, authentic and friendly way.

1 2 3 4 5 6 7

In the future, I intend to revisit the Airbnb I stayed at.

1 2 3 4 5 6 7

In this section, please consider the DESTINATION you visited in the last stay booked through Airbnb in which the host lived in the same place of accommodation.

18. In a scale from 1 (totally disagree) to 7 (totally agree), indicate your agreement level with the following sentences:



I identified strongly with this destination.

1 2 3

This destination was the best alternative for my goals and needs.

1 2 3

I felt I could really be myself when I was at this destination.

1 2 3

This destination was the best place for what I like to do.

1 2 3

I felt my personal values are reflected in this destination

1 2 3

No other place can compare to this destination

1 2 3

I felt this destination is a part of me

1 2 3

That destination was the best place for me to fulfil my needs

1 2 3

I intend to recommend the destination I visited to my friends and relatives

1 2 3

I will say positive things about the destination I have been.

1 2 3

I would encourage friends and relatives to visit the destination I have been. 1 2 3 4 5 6 7

In the future, I intend to revisit the destination I have been. 1 2 3 4 5 6 7

3.rd PART
To finish, we would like to know some social demographic information about you

19. Gender: Female Male Other Decline to answer

20 Age: _____

21. Your Nationality: _____

22. What was your employment status before leaving for the trip??

- | | |
|---|--|
| <input type="checkbox"/> Private business employee | <input type="checkbox"/> Government employee |
| <input type="checkbox"/> I run my own business | <input type="checkbox"/> Student |
| <input type="checkbox"/> Retired | <input type="checkbox"/> Military |
| <input type="checkbox"/> Freelancer / self-employed | <input type="checkbox"/> Other |

23. What is the highest level of education you have attained?

- | | |
|---|--|
| <input type="checkbox"/> Some High/Secondary school | <input type="checkbox"/> High/Secondary school |
| <input type="checkbox"/> Some College/University | <input type="checkbox"/> Graduated from College/University |
| <input type="checkbox"/> Post-graduated | |

24 Your marital status:

- | | |
|---|--|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
| <input type="checkbox"/> Divorced/separated | <input type="checkbox"/> Living with partner |
| <input type="checkbox"/> Widowed | |

Thank you very much for your time and collaboration!

APX.1 Survey – Portuguese version

questionário – EXPERIÊNCIA DO viajante No ALOJAMENTO AIRBNB

Esta investigação está a ser realizada no âmbito de um doutoramento em Turismo na Universidade de Aveiro e tem como objetivo principal compreender A EXPERIÊNCIA DOS TURISTAS QUE SE HOSPEDAM No alojamento pessoa a pessoa (a exemplo da plataforma AIRBNB). gentilmente pedimos que todos os itens sejam respondidos para que o questionário possa ser validado. As respostas são confidenciais e serão apenas utilizadas para fins científicos. SUA COLABORAÇÃO É BASTANTE APRECIADA E NOS COLOCAMOS A VOSSA DISPOSIÇÃO PARA OUTRAS INFORMAÇÕES SOBRE ESTE ESTUDO ATRAVÉS DO SEGUINTE CONTACTO:

Email: luis_rce@yahoo.com.br

AGRADECEMOS A SUA INESTIMÁVEL COOPERAÇÃO!

LUÍS SOUZA (Universidade de Aveiro)

1.ª PARTE: COMPORTAMENTO EM VIAGEM DO TURISTA

As questões desta seção avaliam os comportamentos dos viajantes. Para respondê-las pedimos que seja considerada a última vez que esteve hospedado(a) no Airbnb em que o(a) anfitrião(a) vivia no mesmo local da hospedagem.

3. Em qual país se hospedou?:

4. Em que cidade se hospedou?:

3 Duração da estada em dias: _____

4. Quem vivia no Airbnb? (se for o caso assinale mais de uma opção)

- O(a) anfitrião(ã)**
- O cônjuge do(a) anfitrião(ã)**
- O(s) filho(s) do(a) anfitrião(ã);**
- Outros parentes do(a) anfitrião(ã)**
- Amigos do(a) anfitrião(ã)**
- Outro. Quem? _____**

5. Eu viajei com:

- Com membro(s) de minha família**
- Crianças abaixo dos 12 anos**
- Com amigo(s)**
- Apenas eu e meu/minha companheiro(a) (namorado(a), noivo(a), esposa/marido)**
- Sozinho(a)**

6. Principal motivo da viagem:

- Férias/lazer
- Negócios/trabalho
- Visitar amigos e/ou familiares;
- Saúde (tratamento médico)
- Religioso / Espiritual
- Outro. Qual? _____

- Colega(s) de trabalho
- Outro. Quem? _____

7. Em qual ano fez esta viagem? _____

8. Em que mês : _____

9. Teve um papel ativo na reserva deste Airbnb? **SIM** **NÃO**

10. Quantas vezes usou um alojamento Airbnb anteriormente? (Ex: 1 vez, 2 vezes, etc.)

11. Já esteve neste mesmo Airbnb antes? **SIM** **NÃO** 12 Se sim, quantas vezes?

13. Quais dos seguintes serviços da economia partilhada já usou? (selecione todas as opções que se apliquem)

- Couchsurfing
- Uber ou CabiFy.
- Bla, Bla, Car.
- Nunca usei estes serviços
- Partilha de bicicletas
- Tours guiados partilhados.
- Refeições partilhadas. (exemplo: meal sharing.com, eatwithlocals.com, etc.)
- Outros. Quais? _____



2.ª PARTE

Esta seção aborda questões específicas sobre a experiência de hospedagem no alojamento Airbnb. Você deverá considerar apenas a última vez em que esteve hospedado(a) no Airbnb em que o(a) anfitrião(ã) vivia no mesmo local da hospedagem.

14. Numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), indique o seu grau de concordância com as seguintes afirmações:



Senti uma sensação real de harmonia no alojamento Airbnb.	1	2	3	4	5	6	7
A experiência no alojamento Airbnb estimulou a minha curiosidade para aprender coisas novas.	1	2	3	4	5	6	7
Entretive-me a observar atividades do(a) anfitrião(ã).	1	2	3	4	5	6	7
Senti como se estivesse vivendo num tempo ou lugar diferente.	1	2	3	4	5	6	7
A experiência de alojamento Airbnb permitiu ter interações mais significativas com o(a) meu(minha) anfitrião(ã).	1	2	3	4	5	6	7
O ambiente do alojamento Airbnb demonstrava atenção aos detalhes da decoração.	1	2	3	4	5	6	7

Foi uma experiência real de aprendizagem.	1	2	3	4	5	6	7
Foi muito divertido observar as atividades das pessoas nos arredores do alojamento Airbnb.	1	2	3	4	5	6	7
Senti-me uma pessoa diferente do que normalmente sou.	1	2	3	4	5	6	7
A experiência no alojamento Airbnb permitiu conhecer pessoas da vizinhança local.	1	2	3	4	5	6	7
O ambiente do alojamento Airbnb era esteticamente atrativo.	1	2	3	4	5	6	7
Aprendi algo sobre a cultura local.	1	2	3	4	5	6	7
Diverti-me ao assistir eventos especiais nos arredores do Airbnb.	1	2	3	4	5	6	7
Tive uma sensação de auto-descoberta.	1	2	3	4	5	6	7
Interagi com residentes quando adquiria produtos ou visitava bares e restaurantes.	1	2	3	4	5	6	7
Aprendi algo sobre a história local.	1	2	3	4	5	6	7
Minha mente tornou-se mais aberta a novos valores e comportamentos.	1	2	3	4	5	6	7
15.Continuando, também numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), indique o seu grau de concordância com as seguintes afirmações:							
A experiência no Airbnb envolveu todos os meus sentidos sensoriais.	1	2	3	4	5	6	7
Aprendi algo sobre a sociedade local e seus modos de vida.	1	2	3	4	5	6	7
Foi divertido apreciar detalhes curiosos nos arredores do Airbnb.	1	2	3	4	5	6	7
Senti-me como se fosse um residente local.	1	2	3	4	5	6	7
Os arredores do Airbnb eram esteticamente atrativos.	1	2	3	4	5	6	7
Diverti-me com os animais de estimação do(a) anfitrião(ã) ou com os animais de estimação dos arredores do Airbnb. (Prossiga para o próximo item se este não for o caso).	1	2	3	4	5	6	7
Eu usei meu tempo para apreciar lentamente os arredores do Airbnb.	1	2	3	4	5	6	7
Fui convidado para fazer refeições com meu (minha) anfitrião (ã).	1	2	3	4	5	6	7
Senti-me à vontade para fazer o que realmente desejei, sem estar preso(a) a itinerários pré-definidos.	1	2	3	4	5	6	7
Meu(minha) anfitrião(ã) ajudou-me relativamente à minha viagem (por exemplo, deu informações sobre serviços, coisas a fazer, melhores locais para comer, orientação no destino e sobre atrações locais).	1	2	3	4	5	6	7
Meu (minha) anfitrião(ã) mostrou um sincero interesse em resolver problemas e imprevistos ocorridos durante a viagem.	1	2	3	4	5	6	7
Meu(minha) anfitrião(ã) comunicou comigo de forma satisfatória.	1	2	3	4	5	6	7

Eu apreciei em ajudar meu (minha) anfitrião(ã) no Airbnb (por exemplo, arrumar meu quarto, limpar a cozinha após usá-la).	1	2	3	4	5	6	7
Partilhei alimentação e/ou bebidas com meu (minha) anfitrião(ã).	1	2	3	4	5	6	7
Experimentei surpresas agradáveis nesta viagem	1	2	3	4	5	6	7
Convidei o(a) anfitrião(ã) para me visitar em minha cidade.	1	2	3	4	5	6	7
Fiquei a seguir (ainda sigo) meu(minha) anfitrião(ã) nas redes sociais.	1	2	3	4	5	6	7
Deu-me uma sensação de inspiração.	1	2	3	4	5	6	7
A hospedagem no Airbnb permitiu-me a tornar estranhos em amigos	1	2	3	4	5	6	7
A hospedagem no Airbnb fez-me sentir como pertencente a uma comunidade especial de viajantes	1	2	3	4	5	6	7

Em sequência, também deverá considerar apenas a última vez em que esteve hospedado(a) no Airbnb em que o anfitrião vivia no mesmo local da hospedagem.

16. Numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), indique o seu grau de concordância com as seguintes afirmações:

Durante a minha experiência no Airbnb.....



Deu-me uma sensação de ansiedade	1	2	3	4
Deu-me uma sensação de tensão	1	2	3	4
Fui capaz de descobrir mais sobre mim mesmo(a)	1	2	3	4
Estava em contato com meu eu "verdadeiro".	1	2	3	4
Senti-me relaxado(a) em relação a normas e comportamento controlado.	1	2	3	4
Senti-me livre de pressões sociais e regras.	1	2	3	4
A experiência no Airbnb induziu em mim muitas emoções e sentimentos.	1	2	3	4
Deu-me uma sensação de prazer	1	2	3	4
A arquitetura do Airbnb e dos arredores pareciam ser típicos da região.	1	2	3	4
Eu relatei-me com o(a) anfitrião(ã) de forma natural, autêntica e amigável.	1	2	3	4
Percebi peculiaridades sobre o design interior e os móveis do Airbnb como autênticos, representativos de um particular contexto social e histórico.	1	2	3	4
Tive a chance de desenvolver meu "eu" verdadeiro.	1	2	3	4



17. Continuando, também numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), indique o seu grau de concordância com as seguintes afirmações:



O contexto de vida, os hábitos do(a) anfitrião (ã) e regras comportamentais espelhavam costumes locais.	1	2	3	4	5	6	7
Pretendo recomendar a plataforma de alojamento Airbnb a meus amigos e familiares.	1	2	3	4	5	6	7
Pretendo recomendar o alojamento Airbnb em que me hospedei a meus amigos e familiares.	1	2	3	4	5	6	7
A experiência no Airbnb foi uma oportunidade para interagir com a cultura local.	1	2	3	4	5	6	7
Experimentei comidas típicas do local no Airbnb ou em seus arredores	1	2	3	4	5	6	7
Direi coisas positivas sobre a plataforma de alojamento Airbnb.	1	2	3	4	5	6	7
Direi coisas positivas sobre o alojamento Airbnb em que me hospedei	1	2	3	4	5	6	7
Os arredores do Airbnb representavam o modo de vida local.	1	2	3	4	5	6	7
A decoração interior do Airbnb refletia a cultura local.	1	2	3	4	5	6	7
No futuro, pretendo continuar a usar o alojamento Airbnb.	1	2	3	4	5	6	7
Relacionei-me com a população local de forma natural, autêntica e amigável.	1	2	3	4	5	6	7
No futuro, pretendo visitar o alojamento Airbnb que me hospedei	1	2	3	4	5	6	7

Nesta seção, por favor considere o DESTINO que visitou em sua última vez que se hospedou no Airbnb.

18. Numa escala de 1 (discordo totalmente) a 7 (concordo totalmente), indique o seu grau de concordância com as seguintes afirmações:



Identifiquei-me fortemente com este destino.	1	2	3	4
Este destino foi a melhor alternativa para meus objetivos e necessidades.	1	2	3	4
Senti que realmente pude ser "eu mesmo" quando estava neste destino.	1	2	3	4
Este destino foi o melhor lugar para o que gosto de fazer.	1	2	3	4
Percebi meus valores pessoais refletidos neste destino	1	2	3	4
Nenhum outro lugar pode ser comparado a este destino	1	2	3	4
Senti que este destino era uma parte de mim.	1	2	3	4

Este destino foi o melhor lugar para preencher minhas necessidades	1	2	3	4	5	6	7
Pretendo recomendar o destino que visitei a meus amigos e familiares	1	2	3	4	5	6	7
Direi coisas positivas sobre o destino onde estive	1	2	3	4	5	6	7
Incentivarei amigos e familiares a visitar o destino que estive	1	2	3	4	5	6	7
No futuro, eu pretendo revisitar o destino que estive	1	2	3	4	5	6	7

3.ª PARTE

PERFIL DO VIAJANTE:

Por fim, gostaríamos de conhecer algumas informações sócio-demográficas.

19. Género: Feminino Masculino Outro Prefiro não responder

20 Idade: _____

21. Nacionalidade: _____

22. Qual era a sua ocupação profissional antes de sair para a viagem?

- | | |
|---|---|
| <input type="checkbox"/> Empregado(a) de empresa privada | <input type="checkbox"/> Funcionário(a) público |
| <input type="checkbox"/> Empresário (a) | <input type="checkbox"/> Estudante |
| <input type="checkbox"/> Aposentado (a)/reformado (a) | <input type="checkbox"/> Militar |
| <input type="checkbox"/> Freelancer/ trabalho por conta própria | <input type="checkbox"/> Outros |

23. Qual é o nível mais alto de escolaridade que alcançou?

- | | |
|--|--|
| <input type="checkbox"/> Ensino médio incompleto | <input type="checkbox"/> Ensino médio completo |
| <input type="checkbox"/> Superior incompleto | <input type="checkbox"/> Superior completo |
| <input type="checkbox"/> Pós graduação | |

24 Seu Estado civil/constituição do lar:

- | | |
|--|--|
| <input type="checkbox"/> Solteiro(a) | <input type="checkbox"/> Casado(a) |
| <input type="checkbox"/> Divorciado(a)/separado(a) | <input type="checkbox"/> Vivo com meu/minha companheiro(a) |
| <input type="checkbox"/> Viúvo(a) | |

OBRIGADO PELO SEU TEMPO E COLABORAÇÃO!

Appendix 10
Focus groups narratives translated to English

Narrative	Transcription
NR1	I don't know, I don't know on which particular situation but the fact that she was sweet, and maybe I don't know if I'm going to repeat the same story, the fact that she was drinking wine, this interaction, but that's ok I think it was nice of her to invite me to socialize, ok, there was a cat too and I don't like animals so much (laughs) (but didn't you notice that ?! Wasn't it written? Question Fernando). Yes, it was, but that was not a problem for me, no, so many the cat threw up in the hallway and I went there to call her distressed thinking that the cat could be bad and after all is normal (Rosa, Portugal)
NR2	And the experience was cool, he even spoke a little bit of Portuguese, and he liked and likes football a lot, he liked Real Madrid, and these things,... and it is ok, there was a close proximity, because I like Sports too. Particularly football, and we developed a conversation, so it was very pleasant to stay with them because they are nice people, they made us feel comfortable (Fernando, Portugal).
NR3	So, I remember a house in Miami, it was a Latin family and it was a family that welcomed me and at the check in, they picked me up at the airport and she welcomed me, not only her, but the family as well. But I was Brazilian and she extended with something bigger, it was a Latin family that used to meet each other like this, the uncle, every Latin community they met in the house and they talked to me, they had a lot of time to talk to me. They were older and they had a lot of time to talk to me, I was enjoying it (Lygia, Brazil).
NR4	And then another time we stayed with an entire family. The wife, the husband, three children and had a couple in another room, they were all in one room because I think that we used the children's room, me and my boyfriend and or another couple, and they all slept in one room. The house was an outstanding, she was an artist and the house was, oh I can't even explain, it was a great experience. They were all very nice people, welcomed us, prepared the dinner, and it had everything . The house had a huge bed that I have never seen in my life, a gigantic double bed, an extremely smelly and extremely comfortable double bed with three bathrooms at home and the children there, they played quiet video games and the woman always made a point of having dinner, having lunch, talking to us was, and everything was very good. I recommend staying on an Airbnb (Clarisse, Brazil).
NR5	I only know that until today we keep in touch, they put merengue music for me, I put music for them, I think that we are still traveling, I feel that I still there ...in that house ..and I put my son to talk to them, I showed picture of my son, anyway, but the experience is not over, the ties is not over and these ties truly since 1994, with so many cultures I wanted to keep and some I kept , some I think I'll keep, some I won't keep, I think this family in Miami is Airbnb experience (Lygia, Brazil).
NR6	Even I have created a certain friendship with the host, I keep in touch with him. I told him that at first I was going to Benidorm on this vacation and I would stop in Madrid for a couple of days, because there are people I developed a frindship in Madrid and also I would like to see again certain places, right? And he told me to stay at his house, no problem at all, even off the platform without those costs. (José, Portugal). "Really? How amazing! "(Says Vicente). Of course in Madrid all my Airbnb accommodation were spotless. Ok! (José, Portugal).
NR7	For example I stayed staying in a house in Barcelona that the guy used to listen extremely loud music, he was an extremely "creepy" guy. He was always inside his room (laughs), he was creepy, he was weird, but it didn't affect me, he didn't want to talk, he was just there for the money. So I would come to his house and he would hear a very high techno like that, and we only meet each other when I went to the bathroom or when he went then I did not feel comfortable in that house (Cecília, Brazil).

Narrative	Transcription
NR8	I had never tried Airbnb in my life, so we went, we had two experiences on the same island, it was four days in the south and two days in the capital. These four days were totally different, the experiences, the first, was this situation: hi, how are you? this is your room and that's it... it was a couple and a little boy, I don't know if she was trying to preserve her daughter, but she was very clear that her daughter is here and we are going to the room and we don't even spoke. It was something really cold (Cora, Brazil).
NR9	On Airbnb as you are paying, theoretically you don't have to do anything, you pay, you don't have to have any social exchange or communication, you don't have to have affection or love. Theoretically not! Except that the fact that you come across this person several times a day sometimes can be annoying. So if you are a guy who is anti-social, don't use! (Jorge, Brazil).
NR10	In 2013, I went to Madrid... and going to Madrid the first thing I did was look for an Airbnb in Malasãna in order to talk with the people. So, ..., I really wanted to talk with them, I was a bit nosy, I like to intrude and so, and people thus invite me for a coffee, to eat, and so I really enjoy talking with the people and developing bonds (José, Portugal).
NR11	When you stay at someone's house, you are immersed in a neighbourhood, you are immersed in a gastronomy, which is daily gastronomy, not like the tourist one, so you have interaction with the culture, so also, it's not just who you stay with is who you live with. In Mexico, we cohabited with the owner of the bakery, already knew, the pastry, already knew, finally, we make friends, you interact with a neighbourhood where you are immersed, I found it very cool (Clarisse, Brazil).
NR12	There was a situation of a ride, we were at a bus stop, then, a lady stopped and went to Floripa (city of Florianópolis, Brazil), and then she asked: "Is anyone going downtown? I'm going downtown right now!" And then we looked at each other's and everyone from the bus stop seemed to come from the local and they said they weren't going, and we said, ok, let's go, we were backpacking and we went, and I I think when you are traveling, you are more open to it. The people there didn't want to go, despite as much as they needed to go downtown and they knew that the lady came from the local, but they didn't go, so we took it and went... .. One of the things that happened was that the lady who gave the ride, she was like a tour guide, because until we arrived at the downtown, she said everything, we didn't even have to ask anything, she was very spontaneous, she showed several things, she was very kind (Raquel, Brazil).
NR13	We were able to talk a lot with her, I felt more comfortable because I wasn't just there to visit, I could really interact with her, who was the hostess, and I remember that in one of the moments we went for walks, she would say, "oh! here you can do this, this and that," She showed us some points on the map. I remember she was going to university and we went with her, she was showing somethings, including how to use a bicycle, they had a bike rental. She took us to university, showed as it was, the entrance that had as a museum, so there was this part of interaction,... .. I remember we got the Facebook, we had this interaction in the beginning (Raquel, Brazil) .

Narrative	Transcription
NR14	<p>I think so, particularly a lot, I think a lot... what you said, that you're going to be in an area where your hostess goes, you may be in an area where a neighbourhood offers a more local food, but if your hostess arrives and says: - "The good thing is to eat here, because there you go to the tourist area, do you understand? I think, if you get out of comfort, just take it, oh I'll get it here, there are a lot of ads and it's cheaper, but if you read it carefully, then you think, give me the best tips where to eat , she told me, not only, the best, didn't tell me to eat in the best place, but I found out through so-and-so, a very different thing, then you see the importance of staying there, it wasn't the relationship with the benefits, it was simply having a host, so you were concerned, because sometimes it has cost and cost, it's the same cost, so what will differentiate this cost is the host, and the host still makes a lot of difference. Because if everyone here gets cost, and more or less the cost is linear, what will be different? What is differentiating on Airbnb? It's the host, it's the reviews, it's the ratings, and these ratings what they are? It's the person who says, "Go there, around the corner there's something really cool, there's a Chilean empanada, do you like it? You never went to Chile, did you? No need to go there, because there is and it is very taste it, come on! ". So the host, he can be the master of your trip, he can make the magic happens, and he can give you a mattress on the floor and make you look like you're in a five star palace, because he can make all the difference in your trip (Lygia, Brazil).</p>
NR15	<p>In Amsterdam it was the fact that she wanted to convince us not to go to Anne Frank House. She said "don't go, there is a lot of queue"! But everybody said it was worth going there and that was one thing, we listened to the host, we listened to the suggestions of restaurant, bars in the local area and we stayed in doubt: So? we should go or not? She said it's bad, so and now? Then we said let's go !! We will tell her that we didn't, then she asked: Did you go?" We: no, no! I think these were the main ones and I keep thinking: Going to Anne Frank was one of the best tours in Amsterdam and why did she say we should not to go? (Ariano, Brazil).</p>
NR16	<p>From the moment the host came to you, wants to receive you, that's good, I think that's good, but sometimes he takes away a little of your privacy in terms of your choice, because sometimes you don't have much time, and it was one of the things. Recently on these trips what we did and we didn't have much time was usually one, two days and they wanted that you did a lot of things in the city. Of course they had goodwill but sometimes it's not what you planned (Raquel, Brazil).</p>
NR17	<p>That's interesting, on the day we arrived, we sat down, they were there, I think a group from Germany, I do not remember well, we talked, so that moment of conviviality and that is really very interesting (Camilo, Portugal).</p>
NR18	<p>In the house of a family in Boston, it was a very big house. We enjoyed sharing dinner, lunch, watching movies! (Moderator: did you watch movies?) Yes, because there was everything in the house, by the Internet, we were all in the room, with the whole family and something that has in the house and it just got my attention and became the focus of family interaction. There was a picture with a world map and it had those little things that we hold and preaches and it was for the visitors to indicate the place of their country. And it was something that was fun between us. That was interesting. But it was cool to have this moment together in the house and enjoy the house. That house had a very nice structure and we share with them (Lygia, Brazil).</p>
NR19	<p>I agree, it is really when a person is in different places, notice everything and even more for the particular case in Italy, the house was really a very inspiring place, I found that very cool! Namely the furniture, the living room, where the television was generally, were scaffolding of the works and with some ivy, some green coming down, and I found that the decoration, very, very cute (Rosa from Portugal, reporting to P2PA sight- sensory experience).</p>
NR20	<p>He has been explaining to us about the whole house and everything. In Iceland the bathing water has a horrible smell, it smells like rotten eggs (laughs) so he warned us that it was not a house fault, (laughs) and it was the first time we were there so he took such care (Ines, Portugal, reporting a P2PA smell-sensory experience).</p>

Narrative	Transcription
NR21	Madrid during the winter is very cold and during the summer is very, very hot, so I have experienced Madrid in many ways, but this winter was especially cold, the temperature was very negative. In December 30th, when I arrived, I got off the plane and it was 4 degrees negative at ten o'clock, so at one o'clock it was down to six, seven, degrees negative and the host was very worried, the room was completely closed, and he was always advising me to leave. the air conditioner always turned-on
NR22	Recently, guys, they offered a chilli liqueur, never again (laughs), it was in Cape Verde. My dear, if I knew it was chilli, I dunked two liters of water. (laughs). There was the situation of the s snack in Toronto, that the host offered a snack for me as a welcoming, I liked it a lot and I found this host wonderful, helped me a lot, for me it was wonderful, was there on time, is something that marks the memory of us. Visually in Cape Verde, I remember the sea, the view I had from the balcony, a visual memory that marked.
NR23	These cases, for example, of tasting something, I stayed in Paris in a house with some guys, and one of them was studying French cuisine, so, we stayed there and it was spectacular,... and he cooked and ok, we tried a lot of French dishes, which we wouldn't try if we weren't with him, ok!
NR24	Oh, I remembered, there was a creaky wooden ladder that looked like a horror movie ladder. The house was beautiful, it was a townhouse, full of architecture details, but this noise was everywhere. (Clarisse, Brazil, reporting a hearing experience).
NR25	My host was an architect, he had references that I knew, he had chairs that I like and I want to have them in my house, he had a record player, he had similar musical tastes, so this is marked me a lot (Cecília, Brazil).
NR26	I enjoy trying the extra things the cities have, because I am very connected to music, art, and so I like to go to other places than those in downtown (José, Portugal).
NR27	It changed because now you can share by paying, right? Because I used a lot of Couchsurfing before, Airbnb is nothing out of this world, but, I realize that using, the Airbnb by paying, the sharing also works. It's the new travel option that didn't exist before, and sometimes it's the first option.
NR28	My first experience on Airbnb was in 2012, as I mentioned, and since then, my ability to accept other people, with other thoughts, has clearly increased, I think Airbnb makes us feel a lot more citizens in the world than any hotel.
NR29	The Airbnb completely changed the idea of hosting when I will do my next trip, the barrier of fear, of the unknown, of being afraid of staying with the host if the host lived alone I don't feel anymore, so I think a barrier has been broken and for the next trips, you increasingly want to know, want to get involved, even the way you might behave to your host is different, for you to provoke this interaction, to live that daily life routine. I believe this will happen in future trips
NR30	About the host? Yes, in that case, the fact that she was an artist, all the interior-design of the house, it was about this, right ?! As you are talking about, the coffee in Italy, isn't, and she had a scooter (laughs). I think these things are very associated.
NR31	<i>I think it's cool when we're out, in a completely different culture, for example, even the windows are different, you see everything, isn't it? Those cases of the window scenes, and then the way they make a bed is different from us, we have a duvet for a double bed, for example it's a bed, isn't it? just one piece. They make different. They have one for each one, even if it's in a house, so there are all those things in terms of books, in terms of design-interior, these things all take up a lot of space, then you stay there for a long time, you observe how those people or how that culture lives, what they do like. And it is something very personal.</i>
NR32	During the two times I stayed, I don't remember if it was on the second or third floor, I really don't remember, but it was really cool that you could see the backyard of the two houses and they were really nice backyards which tables. And other houses too of the neighbourhood, which the houses were next to each other and one day, there was a party in one of them. I think it was with the family, everyone holding a glass of wine. They were happy, music was playing. It is cool to observe this things, on the other side there was a happy family, a different party style from what we can see here. I don't know, it was a different way to be together.

Narrative	Transcription
NR33	The experiences I had I could see how was living in that way,... because I could see the way my host lived, and I also could see the way the city worked, but there is no doubt that Airbnb makes it a lot easier because it has this interaction with the host, even if you don't interact with him so much, you're there and if you are not in a hurry, you will be there at the house, see how it works, see if the host works out, if he works at home if it does a laundry, how is the host's breakfast, how is is the habit of going out, getting around, it gives you a sense, and no doubt Airbnb makes it easy.
NR34	We also think that it's an exchange of experience, from one person to another, and there is the cultural exchange, so you recognize the interior design of the house as representative of the place you are, what are the habits of that person, you analyze how is the daily life, just because you are inside a house of a place, and this is a big difference when compared to a hotel which is often impersonal, it is very 'clean' , you do not have this reality, understand? ... And then I was instigated by his lifestyle, we usually following him, because he had already visited so many countries which I don't know them. And we said: see it is Merida, we have to go to these place too. How old is he? What does he do for living ?! Let's start talking to him, follow him, let's know how it works.
NR35	I got something like that, there's a documentary, "minimalism" I don't know if you guys have seen it? Minimalism, on the Netflix, and then, this guy that I stayed in Cape Verde in Africa, I was talking to him, and we are talking about documentaries and he commented about a documentary he had seen, I asked, what documentary is this? He said: "It is on the Netflix" then he said, "I know a person who is minimalist", then I went to Cape Verde and saw that person's house, she only lived with three furniture, that is, she had little at home so it inspired me to come back to my house and be minimalistic (laughs), but it was through the host that I started, then I watched the documentary, they are traveling all over the world to promote the book, and I was in this wave of being minimalist, the wave really catches, right?!
NR36	That's it! For me these little issues details of contact with the locals, with the people that live there, isn't it? and an Airbnb guest prefers these things or cooking at home, also buying things at the local market, knowing where the market is, knowing what usually they eat, and how to cook, eventually having,, for example, one. non-Icelandic cookbook, (laughs), right, but there are some things that you can easily try with ingredients from your own country, I think these are ways to get closer to the culture.
NR37	I also think the same, for example, in this trip to Italy (Rome), well, we learnt more about the host's daily life, we learnt more about his own daily life, more about Italian culture, about the food, it was funny because he gave us suggestions of places, right, not so touristy, told us to go to completely different places. One of them was a cat square, they are abandoned cats and that place was once a ruin, so they put like houses, even for cats and people go, there's a place to put the food, we brought food It was pretty cool. This place is beginning to looks more touristy now, but not yet. But it happened to be very cute
NR38	(...) We missed the flight, it happens, doesn't it? And we arrived later than expected, Ok! so far so good, he left and it was no longer waiting for us... it was raining, so everything get worst. My colleague and I were already very upset, we went into a cafe, we connected to the Internet and then I sent a message asking for entering the house. This was the most annoying thing. The feeling of being homeless (laughs). Even more, it was my co-worker's first experience and she, "that's why the hotel was better" (laughs) and so, take it easy, this is nothing, that's cute, you'll see! you will see! And it was!!! In the end, she really liked it, as we ended up buying things to cook at home, she said, "You were really right here, here is better." But at first it was distressing.

Narrative	Transcription
NR39	I remember when we arrived in Mexico City, we arrived very early, it was still dark, and we had all the respect to wait until the sun rise, and then to call him and inform that we were arriving. And when we arrived, you know, Mexico City is also known by intensive traffic jam, and we had to wait in a big queue to take a taxi, and after that the traffic, and when we got there, it wasn't cool, he was late for work and then he said: "but did it take long?" So the first impact was already a discussion, because I've been arguing, I said: because in this city there is traffic jam everywhere, because in this city there is queue to get taxi! Then I said: I'm very bitter !! Let's go down and he also take it easy, because he was pointing the clock. We were careful in not wake the person, because it was dark when we arrived, it was very early, we were waiting, for the sun rise to call him. But after that everything was ok.
NR40	And the experience was great, he even spoke a little bit of Portuguese, and he loved and loves football a lot, he liked Real Madrid, and such things.
NR41	In Amsterdam, it was really great because the owner of the apartment used incense, so when we got at home it was already fragrant
NR42	The last time I stayed was in Madeira, as soon as we landed (the flight was delayed) when we landed, soon I called the host, they picked us up at the airport, it was, it was spectacular!
NR43	I agree, Indeed, it is when a person is in different places, notice everything and even more so in the particular case in Italy, the house was really a very inspiring place, I found that amazing!
NR44	However, the man was unbelievably impeccable, he waited for me, gave me food because I really arrived late.
NR45	It was amazing! We weren't even waiting, it was really spectacular!
NR46	What I feel is satisfaction, I feel very welcomed, I feel happy, I leave there feeling good, with a feeling of well-being, comfort.
NR47	I don't know, the hostess's welcome, maybe, yes, and some empathy
NR48	They were older and they had a lot of time to talk to me, I was delighted: Oh my God in heaven what a wonderful moment!
NR49	By chance, the man and the lady were there, right, the owner of the farm, and then they were amazed, right, they told more about their activities, that they were farmers, my father was delighted.
NR50	Then we were also scared, we go to someone else's house, we are going to bother, we will waking the person, so, it was just this shock, this initial fear, because after that, He woke up and received us. It was cool.
NR51	I will disagree! Because I'm afraid, It is my own fears, right ?! Wherever I go, here or anywhere, I'm afraid, so my first question when I come to the host is: Is this place safe?
NR52	I went to Germany because I wanted to see the Sporting and by chance, there, I felt very insecure, we were being robbed me and another friend. "Where?" (Asks Fernando) in Dortmund. We had gone to an ATM and then, it was a hundred meters from our house, they must have seen us drawing some money, for sure, and they went after us.
NR53	I think it's sometimes a little disappointing, as much of the description doesn't exactly match what I found.
NR54	But I found it interesting, for example, at ease, he made everything, completely available, including the pet, I think he even asked us to give food to him, (laughs). He was a very autonomous, independent cat, so he went in and out of the house and the window, there was a garden behind
NR55	Yes! You take the opportunity to poke the life around, due of this curiosity to know how the culture is, especially when you go abroad, because it's completely different, it's the cool part too, you look at the interior design, I don't know if this is a problem of mine, since I am an architect who likes to see someone else's house, but I also took the opportunity to observe, how are the preferences of those who is receiving me

NR56	Now I was remembering that I talked to him, and he invited us to go, I think it was a street concert (Jazz), something like that, something very local. It was at the street, right, and that's interesting.
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Narrative	Transcription
NR57	In Italy, the host had a lot of cookbooks, the refrigerator was full of very good things (laughs), the house, it was not so special, indeed, it had a good location, and we played cards with the host, after the dinner he knew how to do some magic tricks, and began to do magic with a deck of cards, it was very funny, amazing!
NR58	Besides the culture itself, I don't know very well, but the fact of the interaction with the other allows us to learn something about that person or that family and about the culture of the country.
NR59	In the Airbnb, I think this expectation is very associated, and at least about the language, if it is outside, if it is here, sometimes even depending on the cultural issue, the speech issue, there were things that do not sound, I did not understand, and the person seemed to be speaking Greek, there were certain things that were like that, easy, but the way of speaking really complicated a little bit, so I think that the learning, to understand and to learn the other person's culture
NR60	I think Airbnb is the perfect vehicle to really get to know the culture of the country and the host and all the people we interact with, I think the biggest learning is this, it's about cultural, but it's also a trip I think it promotes even more, I think it facilitates this learning process, about culture, about people, even the history of the bed, Do they make the shape different from all? And these things? I think learning is very much related to this, and not to be missed, in my opinion, and so far it has been very enjoyable
NR61	Another time we went to Galway, and this couple that hosted us was really cool because they talked a lot about these places and I really enjoyed learning about these places it was really cool
NR62	But before, maybe you had to have some financial capacity to make certain trips but now with a low cost system like an Airbnb system, you will easily go to a country that you said a few years ago: one day shall I go there? Now is different! And I am talking about 'knowing' in the true sense, in a short time, we don't have to be, for example, doing an Erasmus, or staying a long period because in a short time, we know, we live, we have that feeling of living a little there.
NR63	One of the things we did was in terms of places to go for eating, we followed the host's suggestions a lot, so this level of involvement, because she really told us: if you want to eat very nice, and maybe not pay so much, these are the places you will enjoy. It's more local, it's less touristy and the food is really, really good. I remember perfectly well that we went there. It was a restaurant, I don't even know if I can rate that place as a restaurant! They had no table at all! I know I entered there and the place had only one decorative element which was an old pasta maker, in the middle there was shelves with a lot of pasta and bottles full of water that I was not realizing what they are doing there, if it was supposed to scare away the flies, I don't know, we had no idea. So I went in, you only had two trays of pasta: either we ate this one or we ate that one, he asked: "Do you want to eat here? "And us, ok! Now! Then one of the shelves was leaning against the wall and he said: once you eat here I offer you a glass of wine or you can drink water, and I ahhh so the bottles, right! OK! And then he offered us a plastic cup and we ate there. And this marked most, in the sense of involvement, that's it.
NR64	I think it depends a lot on what she says the host is, if the host gives you this possibility, and if you go with an open mind, great!
NR65	So, I think that one interesting thing is that one of the best hostesses we had was a girl in Brussels, but as it was complicated to get there, she decided to pick up us at the station and she walked with us about fifteen minutes meanwhile she was asking about the trip, talking to us, showing the surroundings and the apartment where we were staying. So, this is how, she, in fifteen to twenty minutes she played the role of the hostess, much more than the person I spent four days in London at his

	apartment... So, I'll talk again, it depends on how much the host interact, being your guide, the master of your trip, as she says.
NR66	I think it depends a lot on the situation, the Airbnb undoubtedly will make it easier for you to enter into the daily life of the place you are visiting, but for example, if you just wish to sleep there, it will be just a day, but already has all the script defined. The experiences I had that I saw how was the living it was those I had more time, because I saw how the host lived, and I also saw how the city worked around.
NR67	I don't know if I have something to add, but in this house in Rome, I don't know, it had a balcony, a sunroom, full of flowers everywhere, I don't know why but I associated this scenario, with an Italian city, right! . The streets were surrounded by gardens, flowers or plants everywhere in Rome.
NR68	In Iceland they have the little stones they use to mark the Elfos sites, the Elfos they have a very big mysticism when they find a place that they think is a house of an "elf" or something they believe in that, they put in some towers of stones, sometimes people put these stones at home, for example, I brought three stones and I have stones in my house, indoors or anywhere, they usually don't put indoors, that's for decoration, what they do is mark a place, any place, on the street, imagine you have a land, and they believe that in this place live an Elf so they mark that place and then it is not possible to build anything there, there have been cases of not being able to build there for example a house.
NR69	But the house was really of him, the things were very well chosen and they have very cozy houses in both situations, but in the first one, which there was a cat, it was really a house that I felt like it was a "home" it was really a little house, warm and cozy and ok, we really felt, even at home
NR70	And the trip to New York, Brooklyn, the apartment was very tiny, but it had the room with very beautiful lighting and several posters. So, it was little things, like that, but the wall was fuuuuull, so I spent a long time looking there. I was excited, I was comfortable, we talked to him, we invited him to go out. I was feeling good, super comfortable! I didn't feel disturbed at all. The bathroom was not completely clean so it made me feel comfortable to get more dirty.
NR71	And so I went to Rome last year and by chance we chose the house. My girlfriend and I, the host was a chef, (laughs), he was Italian and worked in a very good pizzeria, and so by chance we were lucky it was the day he was off and in the meantime he was going to cook, he was kneading the dough and invited us to have dinner with him and it was spectacular and this contact was completely different
NR72	In the South, at the host's home, there was mate, he made mate tea for me. I didn't know this habit from the South, I was totally lay, he had the instruments and he did it. For me, this is very traditional from the south of Brazil
NR73	And then, the taste of the food in Italy, completely different, it was very cute, it was a spectacular experience! I remember the for breakfast, the smell of coffee, Italian coffee that she made
NR74	In this case, The most sensory experience I had was the water which had smell of spoiled eggs, well, we got used to it, but at the first moment it was a shock, but that's it, the host explained to us. Do we smell it after showering? But then it passes, that sensation, but that's it.
NR75	Barcelona's home was extremely gothic. I stayed in the gothic quarter. I walked into the house, it was a dark, cold, damp house, it was a very gothic neighbourhood. The house was completely dark, the lights were dark and smelled of incense the house was just like that.
NR76	Essentially I think is this: it, allows us to enhance the ability to know a culture, cultural aspects spoken in the first person, right? It is not that tourist thing of seeing. There is a person who talks about their experience, even personal or professional. In one of the conversations I had with them they also talked about professional issues, they were not from there, they were from the south of Denmark and they had gone there to study, but in the meantime she got a job, precisely from city where they were and had to come and go every day. Okay, and that's it, I think it allows us is to know the people, the culture and their daily lives, I think that's it, it allows this great local approach, essentially that's it!

Narrative	Transcription
NR77	I was like that, other tourists I usually don't find then because I usually go to places, I choose the places I want to go and they aren't really touristy places, and now in terms of neighbours and local communities, I really like talking to them, I like to understand the life of that part of the town.
NR78	I think it's like this, Airbnb for me is always economy, so it's like that, when we travel we will never have dinner in the area, it's always buying at the bakery or the nearby grocery store.... so for me it's always this interaction more with the bakery people, grocery store. Even, I think it was in Berlin, I don't know, that we also stayed in the Airbnb, the baker, or the bakery attendant, on the third or fourth day, he felt comfortable talking, making joke about us because we are Brazilian, then he saw I was wearing a t-shirt from England, it made the things worst because he made more jokes, I had a coat from Amsterdam, he made more joke too, so this interaction with the people around mainly from these local grocery stores, you know, from this more local thing, mainly with places selling food.
NR79	We are totally immersed in the society, by the way, I have a little story that happened to me in Madrid. One of the times I went there, I stayed in "Laviapiés" which is a creative neighbourhood in Madrid, a very ethnic neighbourhood, many Hispanic from Latin Americ live there, and by the way it was funny because it was a weekend I spent, but it was going to happen a football party. That day was Real Madrid and Barcelona . And Real Madrid won, so it was all night partying and we ended up going into their midst, so it was a spectacular experience,... we stayed in the midst of the local people, there was the party, we went to the party. it was a spectacular experience.
NR80	A native host facilitates this. Once, my boyfriend went to Sao Paulo and stayed in an Airbnb. Oh my God!!! He loved it !! Because they received him, invited him to have dinner, invited to parties, (Jorge: introduced girls to him) No !!!! No, not that !!! (Clarisse: But is he not Brazilian?) No! He is Spanish. It was: Ah !! But Brazil is wonderful, he said! But so his experience was really with the natives. Even if you are a close person, but if the host is a native of that place he will introduce you to what is that there.
NR81	I was saying, for example, you interact in a house and then when you feel that you really lived there and that it could be your home, or you like it, when you were going to choose the house you read the host' profile you see the pictures, you are already choosing. In the case of hotels although there are very different hotels, at least for me those that I would like to be or have an experience are absurdly expensive, I can't, because the most normal ones are all horrible, they are really horrible, with those carpets, that smell, all those things, horrible, and that's it, so when we select a home to stay, we already have chosen the profile a lot, and the house is our image and so gives this feeling of I would live here.
NR82	And the Airbnb really allows this feeling, which is, what if I lived here? That's good that I think is cool, because it really gives us that feeling and we go home, people at the end of the day go home, don't they? And you can go home, be there on the couch, while the hotel might slow you down at the end of the day, take a little longer elsewhere because in the hotel you only go to sleep, while if you're in that home you're comfortable, you'll cook and you'll be and have a glass of wine or go to the garden.
NR83	I think from the moment we get in touch with other cultures, I absorb a lot, learn, don't you? Evolution, there are things I see they are interesting in the culture or in the people themselves, may even be Portuguese, no matter! Be in touch with other people, with new people, always stimulates some elements, a growth... Obviously with Airbnb I've always changed, maybe my greatest desire to have an experience in the country, to live abroad, in some of the countries I've visited, others more others less, I felt comfortable and I think it essentially changes that, changes our perspective on the world, but it's my personal experience that I speak, isn't it? It changes my perspective of the world, people's perspective. That is, Airbnb, allows there to be right there with that local person, right? a relationship was created.

Narrative	Transcription
NR84	It has to do with the country and I don't know, I think I already felt a great empathy for that culture, that country, so I felt really good, I lived there easily, I didn't have those summer days, even though, every night was day It's true, but I felt good, and I chose to go there, didn't I? (laughs)... Airbnb really allows this feeling, which is, what if I lived here? That's good that I think is cool, because it really gives us that feeling and we go home, people at the end of the day go home, don't they?
NR85	I think you just come to collaborate with what I'm going to talk about here, that the important thing is not the place, so deep down when you remove all the layers what stays in us is the contact, the emotion, it's happiness, having found a family, for example the family from the Dominican Republic, that I danced, that I felt at home, happiness, the contact, that made me happy.
NR86	: In Portugal I always came down from my Airbnb to have coffee in the same place. So, I went for a walk because I need coffee to start my day. Then I would go down and the lady was a sweetheart: "Ah what did you visit?" (Moderator: was she the coffee owner?) Yes, the coffee owner !! But it was a very small cafe, I didn't even eat there it was just the coffee.
NR87	Yes, it was, but this was not a problem for me, no, so many hours, the cat threw up in the hallway and I went to call her distressed thinking the cat could be bad and after all is normal "it was dropping furball, it's normal, says Fernando
NR88	I can tell a very funny story. In this last trip to Cologne, Germany, we arrived after a huge snowstorm, we came home and came across a man two meters tall... He was really, really tall, really, strong (laughs), and he said to me, "Don't worry about me because I drink a lot at night and I end up sleeping a lot with the drink, so I do not hear anything." ... He told us that we could make the noise as much as possible. And there was a funny thing, the second night we got there and he was lying on the couch again with the bottle in his hand, and we were already lying in bed to sleep, and there was a short circuit in the apartment, it was all the energy down. , it was all down and his vacuum cleaner robot turned on due to the short circuit, so that turned the robot on and we were scared, the plug sparked and I got up to go to the electric board to see what was going on, I went outside the bedroom and the robot was walking and I stared at the robot (laughs) I look around the room and he still sleeps normally as if nothing were happening. And me, what can I do here? ... In other words, the man didn't really see it. And it was funny !!
NR89	I went to Mortágua during the Easter and we stayed in an Airbnb, this is in a village, there are thirty people (laughs) it is a village, the houses are all made of stone and then, there, there were some old ladies In the morning the ladies went there to show the 'lagar' that is near the village and we went, we went down the street, they went to show the 'lagar', how it was working and then it was very interesting, and then there was some foreigners and the lady communicating with them in sign language.
NR90	We recognize some habits like, in London, there was no trash bin in the bathroom, until I understood that the role of the toilet you throw into the toilet, so it was a few days, so what do I do with this role ?! (laughs)... these habits, these little things, I think they get you to know a little bit more about each other, I think that, maybe that's what I learned, some of these little habits
NR91	It has to do with the country and I don't know, I think I already felt a great empathy for that culture, that country, so I felt really good, I lived there easily, I didn't have those summer days, even though, every night was day It's true, but I felt good, and I chose to go there, didn't I? (laughs)... Airbnb really allows this feeling, which is, what if I lived here?

Narrative	Transcription
NR92	I think it makes easier for me to connect with the destination by the “feel at home”, I think it's more, at least in the experiences I've had, it gave me that feeling of warmth, because I feel more welcome, I felt more connected with the destination, the things that I did, that I felt part of and so, identifying some things from that destination, in place, for example, the tea, because for me, I thought the South and associated with this and I found it in a home that I probably wouldn't find in a hotel, it made me so close to the reality of the place and I always remember the experience as being a local person, so, ahhhh I did things that people who live there do, took the bus , I went to the supermarket, so I think this thing of feeling really welcome, feeling at home
	Just like I went to Brooklyn, and Brooklyn was that nice neighbourhood. Wow, so I stayed in that cute little house, so those black people still have those people who are from there. So staying in that little house, going down those stairs, which is like a movie, isn't it? And even more, so for Brazilian people, it's so good. It's so beautiful, you sit there and smoke a cigarette, you know, and go around the neighbourhood, is different from a hotel. You were at a Brooklyn resident's home, they were artists there, so, a little crazy and let's go to have a beer? I thought they would never go. Oh yes come on! (replied the hosts). So I find it interesting. From the moment you are at home that someone gives you a hint, your interference there changes in the neighbourhood, you go by another way that would be different if it was from the hotel, isn't it?
NR94	I told him that at first I was going to Benidorm on this vacation and that I was going to Madrid for a couple of days, because there are people who I become friend, certain places I want to see again
NR95	In general, I would recommend it, because there are several possibilities, you can stay in various areas of certain cities, there are cities with Airbnb everywhere you can imagine, various types of accommodation, you can stay in a little house, you can being in a huge triplex, but depending on the person I was going to refer, I would have this issue, if I knew that person was kind of inflexible, then I'd say, see if you change that way of thinking of yourself and try to see a new world.
NR96	In terms of good experience, I will tell you a very good one I had recently in Madrid, I have stayed at Airbnb in Madrid five times, but one of them was really spectacular
NR97	So for me, Airbnb has changed my life, because I have a child, so there's a saying, “given horse you can't look to its teeth,” so when you travel and stay in Couchsurfing, you can't wait for security, you can sleep in any room, in any corner, but now, you can be a traveler, nomad, finally, explorer, so like this, I have to start with him early on, I can't travel with him doing Couchsurfing, so this is the Airbnb It is a platform that I find a way of interaction, show him the habits of that family, that culture of living, look for families that really welcome people.
NR98	You choose the place that suits you, you don't choose hotels that exists in the city, you choose the price that suits you, you choose the home's decoration that suits you... And everything else is “plus”, that is, you can meet people , you can know the place, you can live! I think it only has advantages. Even though I realize it's not for all types of people. But I recommend, look, do not book a hotel, have you seen the Airbnb?
NR99	For example, in Italy it was three other people and me, then we were lucky because he was off and cooked for us. It's like that, it was a simple room, I think he was from Napoli, and went there. One day we arrived at midnight and he usually arrives at home always around one in the morning, this day was really lucky, because he works at the hotel, not at the restaurant, then he says he cooks but also wants to clean to make more money, that's what he says, and that's it, he spends a short time, so he rents..., we happened to stay there for four nights and that's how he did it always, so I really, really recommend it and everyone who goes there wants to stay there (laughs), I have recommended it to three people, two of them loved it. Okay, but the home in this respect is spectacular, but in terms of comfort, more or less, but what's matter is the experience with him, spectacular

Narrative	Transcription
NR100	Everybody already talked about all the questions. I also think it's price, comfort, authenticity, simplicity, ease, I think these are main aspects of security, in the sense that the whole process is safety, for me I always recommend.
NR101	I think you can recommended because you will live with locals, you will not live only with tourists, so you can really live the place, so it is the main reason I recommend. If you want to go back that place is the most suitable accommodation. Because you will know the local people, you will know the local neighbourhood, you will get more into local life, the culture of that environment.
NR102	The Airbnb really allows this feeling: and if I lived here? which is something good, I think it is cool, because it really gives that feeling and we go home, people at the end of the day go home, and you can go home, I only have positive feelings and I want to use it again.
NR103	I see it as a possibility, so the Airbnb as we have said a lot here, it gives you this possibility not only to return not only to go back to that home, but back to other homes: ah! I saw this home and it interested me a lot, I think it will be cool because I already went to this destination and it was good! So I think it gives you this chance to give it a try, you already had the opportunity to try the new by using the Airbnb, but you try it even more, in a place that would be unfamiliar, so I think that this thing of always being tasting , you know, I would go back
NR104	There was another experience too, in the Airbnb in Maceió, I would like to go back, because it was a very, very cheap option, in such an amazing place, it was by the sea in an amazing condominium and it perfectly served.
NR105	So, for example, you have a child, in my case, right ?! I talked about my son, at Teresa's home, I talked about my son, , I'm going to travel, I'm going to introduce Teresa to my son! Things have humanized, understand ?!
NR106	It has more to do with characteristics. I'm just going to make that link here, when I talk about people, the fact that the destination is associated with the person I think this story of coming back is also very linked to this because it's like Jose said, hey, it's contacts we made there and after a while, for example, you'll never call the hotel receptionist, will you? And here the most similar thing is to be friends on Facebook, suddenly all people is asking, "so when are you coming back here?" You stay at home (laughs) That would be ideal, so in the Airbnb it extends to personal relationships. and through social networks and I think it can promote this link
NR107	I think the main difference is like he said, that is, the tourist now, we as being a tourist are seeking this authenticity, because if we look at the traditional tourism sector, they will always offer that package, you will arrive at the hotel, you will have tours, such corners to know, the restaurants that they will conduct you, they will have partnerships with the hotels, it will always be this, so you go there next time and you stay in the same hotel, you go a week later, you will do the same things I did. And if you are, for example, for another proposal of you trying to be a citizen, seeing how people really live is totally different, because you will without any expectation, make your own script, meeting people there on time , and talking to the bakery woman, the woman will indicate something, so you will find more, I think the difference would be this, a different search from what you want in the city
NR108	That is, the Airbnb, allows an approach with the local person, right? A relationship was created. In the latter case, in the case of Copenhagen, the guy had been in Portugal in December and stayed in Lisbon, and I said that when you to go back to Portugal you can stay at my home in Porto, you will stay in the living-room (laughs). He said, fine. We keep in touch, hello! All right? That is, if he wants to come, come, feel at ease, then something has changed, because there is already one more person in the contacts, I think it is essentially this, and what changes and changes the perspective of travelling obviously, is not ?

Narrative	Transcription
NR109	I remember this experiences exchange in Mexico. It was a drink, 'litchi' water ... Ah! It was a drink of litchi, he didn't know what was a litchi he had never eaten litchi, it was a nice exchange and it must have been a good experience for him, and also for having the opportunity to meet a fruit he had never tasted. Moderator: - Did you take the litchi from here? Not! We bought it in the market.
NR110	I like sharing beer, I gladly share beer with those with me
NR111	As soon as we arrived home, we were received with a welcome basket with a glass, a glass of poncha (laughs) and a typical cake, very good! And then they had dinner with us, with me and my girlfriend, we invited the host to have dinner, he was a young boy and he went to have dinner with us in my cousins' restaurant in Madeira, and well, it was very cute! And now he's coming in a week and a half to Coimbra and then I'll be with him. [the host from Madeira? asks the moderator] Yes!
NR112	But what I really liked a lot was the places where I had dinner, left over, then me and my boyfriend and left dinner, then left a message. Why do you have dinner at 9 pm and the host is already in the room and will not leave so I would leave a message in the fridge, oh have food, eat! And every time I left I came back they had eaten (laughs). I think it's a trade like that, then I made, left over, then always ate. I recommend staying on an Airbnb
NR113	I don't make replacement, we are cooking, isn't it, we use the house to cook and what we will no longer use, isn't it, we left and already bought and we do not charge the bill to say, look let's just eat this, we will not buy anymore . "I've done this too" (says Fernando). "It's a way of giving back"
NR114	Mine was the same, he had the whole pantry full and the fridge full and left it completely and he said we can use it, look at it use everything or it will spoil , and then we did the same because, "there is a kind of code in these things "that is we consume, but then we also leave. (Oh yeah ?! Do you make replacement? Moderating question). I'm not doing replacement, we are cooking, is not it, we use the house to cook and what we will no longer use, is not, we left and already bought and we do not charge the bill to say, look let's just eat this, we will not buy anymore (Rosa, Portugal) (I've done this too, says Fernando, Portugal). It's a way of giving back
NR115	Honestly I didn't feel any kind of bad feeling, Ok, I think what was very present is that feeling of community, we were a group of friends that does not limit everyone will benefit as much as who is receiving or who is coming will benefit equally way and I think that's beautiful, I mean because I feel that people are there for the same it's almost like we're friends, that's what you said, now it's unknown in half an hour is no longer, this is what I think which is the strongest feeling.
NR116	I think the advantage of Airbnb is even better, first you get in touch with someone of the country and you can ask questions and if you need anything in particular surely someone will help you because it's already there. It isn't? And because it's available to help, as a rule!
NR117	It has nothing to do with the fact that the person is cool because in a hotel the front desk person can also be very friendly, the point is that the person in a hotel is in a professional position and another person is in a posture much more relaxed, isn't it? I think it has more to do with the attitude to the whole situation, the circumstance, because the actors are similar, right?
NR118	And I think the fact that there is a platform on the Internet with reviews from previous users gives a lot of confidence, at least it gives me... Inês (says): I trust the reports of people who have been there. " Rosa continues: I think the fact that the platform is public and seeing other people's reports gives me a lot of confidence

Narrative	Transcriptions
NR119	The concept is the question of sharing the space, I don't know if it's sharing with people in there, if those people have the feeling of sharing with the person maybe being in someone else's home with the other person's things. Because I have friends too who first thought they will go to my home in the Airbnb and then what about my stuffs ?! What do I do with them ?! It's there, it's stuffs, that's it. But this detachment, the people looking for in the Airbnb, the people looking for it, and the people who do it, isn't it ?! They also make it available, so I think there's a profile for everything and there are people who don't have an Airbnb profile. They have a hotel profile or other things
NR120	On the last day we were leaving early, we thought, no, we will leave in silence, but she woke up early, she made breakfast and even let us at the train station, but she didn't leave it because she didn't have a car, but so, until the door she took us, and I think that's why until today we are in contact in the Facebook, who we see from time to time, when we make posts.
NR121	I remember that we became friends on Facebook, there was this exchange in the beginning.
NR122	But, when I am staying in an Airbnb, I don't like to leave it dirty because it is the hosts' home. There is more respect because you are at the peoples' home, it is not a hotel. At the hotel you left the garbage, you left small papers.
NR123	As she said, I don't know, if you're in a hotel you drop everything into a messy bed, I drop a towel, it's a hotel, you know the maid is going up there, I'm not worried, if I'm in an Airbnb, even the trash I collect, I close the bag and ask where can I drop it? Because it's the host's house, I use like a Couchsurfing, I stretch the bed, guys!
NR125	Once again, it's all a matter of common sense: I stayed in an apartment in Paris and I my parents went with me and there was a lamp behind the door. I don't know who came up with the idea of putting a lamp behind a door (laughs) and by the time my dad came in, got in with the baggage, my dad pushed with his shoulder to get in with the bag and then he broke the lamp (laughs)) then I said... Ehh we already broke the guy's house, the guy will see it there will be... But no, on the street I found a store that sold light bulbs, I got it, the problem was the bulge of the lamp, as if it were a lampshad, I didn't find one exactly the original but I found one very similar. I bought it, left it on the table and what could be a negative thing for the guy, the guy "oh great, you did it". I took care of the hosts' stuffs.
NR126	The Airbnb allows you to make these trips, whether in the Airbnb or lowcost is what you were saying before, that in turn it allows to keep your head on the world. "Stay in touch with someone in Copenhagen, if you need anything in Copenhagen, you will get in touch with those people, if you stay in a hotel, in a hotel or so you will not call a hotel and say, look, I need an order goes there
NR127	For me the experience begins before you want to get there, it starts since the moment we make contact with the host, when he gives the feedback, because the host has to give OK, right ?! And I think since then, the fact is that just for this question, we feel immediately accepted, right? The host accepts that we enter into his home, I mean, I think the experience begins there.

Narrative	Transcriptions
NR128	We went to the Okthober Fest, which is also an expensive time in Munich. For bearing in mind, we stayed in a place that was half an hour from the downtown of Munich, which is a village called Erding where that beer called Erdinger comes from and then we decided to stay in a room at the host's house. ... I had a very serious problem, it was the first time, I had a problem, I texted him and he didn't replayed. One week before the Okthober Fest! Then I started to get nervous because it was the Okthober Fest. When it was about 3 days for the trip I talked about it to 2 friends of mine who use the Airbnb and they host people, one in Dublin and one in Lisbon, and they said: "oh man call the Airbnb support". Well, I told this to everyone these days, it giveif you have a problem call the Airbnb because they give all support and everything is ok. And the Airbnb on the first call: if you have trouble, we rent another for you, no matter the price." What hapened, the host really doesn't have a Wi-Fi because it was a village in Germany without Internet, realise how the place was very far, but, the place after all was fantastic. So, he replied, when I called the Airbnb, next day they called the guy and the guy immediately texted me: "Sorry, but I thought everything was fine, (laughs) he said: you have the address, you will be here in this date and I would be waiting for yu, that's ok! fine. " You know, he is German, everything is right there.
NR129	The contact before the visit is already a good welcome card, actually, the host who brought us, was very attentive gave us suggestions about what to visit, the door numbers, where to turn, where to arrive and everything.
NR130	My last time was in Madeira, we landed, we just arrived, I immediately called him, and the host picked us at the airport. It was, spectacular! As soon as we got home, there was a welcome basket with a glass, a glass of poncha (laughs) and a typical cake, very good!
NR131	I stayed in South Africa in two cities and in these two cities I stayed in the Airbnb. my boyfriend and I. And it was in Cape Town that we stayed in the Airbnb and the host was a sweetheart, he was German, and lived there for over 20 years and he received my boyfriend and I with flowers in the room, there was little notes on the door and there was some food, Whatever we wanted of food we had, and he took us to go around the city, took us to see a sunset in the most beautiful place. Then he bought a wine and took us to this place.
NR132	And everything we need, even around the house, where we could eat, put a lot of food in the fridge for us, all full, made us completely at ease
NR133	One day we asked her to have dinner in the balcony, because her balcony was in front of the sea. And there were several boats, so I said: we will have dinner in the balcony, then we enjoed, put flowers, did a beautiful thing, drinking wine in her balcony, so she went to sleep and we just stayed there, and then we had a very nice dinner, drinking wine in front of the sea, and it was wonderful, we enjoyed!
NR134	I found a house at Hackney, which was located at zone two, it is not a very good zone, but it was a zone with transportation to downtown and I like to experience, not the tourist life of the cities, I like to experience what the city offers a plus, because I am very attached to music, art, and so I like to go to other places not those in downtown.
NR135	You need to see the location. When you stay at someone's home, you are inserted in a neighbourhood, you are inserted in a gastronomy, which is that ordinary, not like that of a tourist, so you have interactions with that culture, so also, it's not only the person you stay with is also the people who you get along with. In Mexico, we got along with the owner of the bakery, already knew, the pastry, already knew, finally, we make friends, you interact in a neighbourhood where you are inserted, I found it very cool. In the hotel, no, you stay in a tourist place, usually passing through, you don't have this kind of interaction.
NR136	I agree entirely and indeed, precisely in the history of the location, because the hotels usually are very central or out of the way and the Airbnb already has this facility. When I first discovered the Airbnb, so the number of options where you can stay become broader, isn't it? And much more interesting, in my opinion. And you stay exactly where people live.

Narrative	Transcriptions
NR137	<p>If we look at the traditional tourism sector, it will always offer that same package, you will arrive at the hotel, you will have such tours to do, the same place to visit, the restaurants they will propose for you to go, they will have partnerships with hotels will always be the same, so I go to a place and stay in such a hotel, you go a week later, you will do the same things I did. But if you go, for example, for another proposition that you try to be a city citizen, seeing how people actually live then is totally different, because you go without any expectations, you will make your own script, knowing people right there, and talking to the bakery woman, the woman will indicate something, so you will find more, I think the difference would be this, a different search from what you want in the city</p>
NR138	<p>I was like that, other tourists I usually don't meet them because in general I go to places which are not touristic and now in terms of neighbours and local communities I enjoy a lot talking to them I like to understand the life of that part of the city. I can give you an example: In 2013, I went to Madrid. I had a friend of mine who studied Erasmus there and then went to live in Madrid, but now he is in London and he told me that there is a neighbourhood in Madrid, it was a neighbourhood which was in the beginning and the local population was very zealous, I really liked that neighbourhood and it was starting to revolutionize the neighbourhood, starting to clean it up, creating some bars and so on, and it was a very typical neighbourhood, but it was gaining new life thanks to the local community. It was called Malasana</p>
NR139	<p>It already happened, if this family, if I come to Miami, if they offer me, you will stay in Miami Beach, I don't know what, I say no! Put me there with that family, I want to stay with that Dominican family</p>

Appendix 11
**SPSS results: Descriptive analysis and construct reliability
analysis**

AP11.1. Participants' survey demographic profile

AP11.1. 1) Age

Estatísticas

Age		
N	Válido	401
	Omisso	8
Média		35,18
Mediana		33,00
Modo		30
Erro Desvio		10,956
Variância		120,038

		Age			
Válido		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
	18	1	,2	,2	,2
	19	5	1,2	1,2	1,5
	20	6	1,5	1,5	3,0
	21	5	1,2	1,2	4,2
	22	10	2,4	2,5	6,7
	23	8	2,0	2,0	8,7
	24	19	4,6	4,7	13,5
	25	17	4,2	4,2	17,7
	26	10	2,4	2,5	20,2
	27	21	5,1	5,2	25,4
	28	21	5,1	5,2	30,7
	29	21	5,1	5,2	35,9
	30	22	5,4	5,5	41,4
	31	16	3,9	4,0	45,4
	32	12	2,9	3,0	48,4
	33	21	5,1	5,2	53,6
	34	13	3,2	3,2	56,9
	35	20	4,9	5,0	61,8
	36	12	2,9	3,0	64,8
	37	11	2,7	2,7	67,6
	38	17	4,2	4,2	71,8
	39	11	2,7	2,7	74,6
	40	7	1,7	1,7	76,3
	41	3	,7	,7	77,1
	42	5	1,2	1,2	78,3
	43	4	1,0	1,0	79,3
	44	9	2,2	2,2	81,5
	45	6	1,5	1,5	83,0
	46	6	1,5	1,5	84,5
	47	6	1,5	1,5	86,0
	48	10	2,4	2,5	88,5
	49	2	,5	,5	89,0
	50	3	,7	,7	89,8
	51	1	,2	,2	90,0
	52	2	,5	,5	90,5
	53	1	,2	,2	90,8
	54	3	,7	,7	91,5
	55	4	1,0	1,0	92,5
	56	5	1,2	1,2	93,8
	57	2	,5	,5	94,3
	58	4	1,0	1,0	95,3
	59	1	,2	,2	95,5
	60	2	,5	,5	96,0
	61	3	,7	,7	96,8
	62	2	,5	,5	97,3

	63	1	,2	,2	97,5
	64	2	,5	,5	98,0
	65	1	,2	,2	98,3
	66	3	,7	,7	99,0
	67	1	,2	,2	99,3
	68	2	,5	,5	99,8
	75	1	,2	,2	100,0
	Total	401	98,0	100,0	
Omisso	0	8	2,0		
Total		409	100,0		

AP11.1. 2. Employment status

		Employment status			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Employee of private business	149	36,4	36,4	36,4
	Government employee	90	22,0	22,0	58,4
	Run my own business	17	4,2	4,2	62,6
	Student	95	23,2	23,2	85,8
	Retired	15	3,7	3,7	89,5
	Military	3	,7	,7	90,2
	Freelancer / self-employed	31	7,6	7,6	97,8
	Other	9	2,2	2,2	100,0
	Total	409	100,0	100,0	

AP11.1. 3. Educational background

		Educational background			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Some High/Secondary school	1	,2	,2	,2
	High/Secondary school	10	2,4	2,4	2,7
	Some college/University	49	12,0	12,0	14,7
	Graduated from college/University	123	30,1	30,1	44,7
	Post-graduated	225	55,0	55,0	99,8
	6	1	,2	,2	100,0
	Total	409	100,0	100,0	

AP11.1. 4. Marital status

		Marital status			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Single	196	47,9	47,9	47,9
	Married	126	30,8	30,8	78,7
	Divorced/separated	30	7,3	7,3	86,1
	Widowed	5	1,2	1,2	87,3
	Living with partner	50	12,2	12,2	99,5
	6	2	,5	,5	100,0
	Total	409	100,0	100,0	

AP11.1. 5. Nationality

		Nationality		Porcentagem válida	Porcentagem acumulativa
		Frequência	Porcentagem		
Válido	American	47	11,5	11,5	11,5
	Australian	1	,2	,2	11,8
	Azerbaijani	1	,2	,2	12,0
	Brazilian	216	52,8	52,9	65,0
	British	4	1,0	1,0	65,9
	Bulgarian	3	,7	,7	66,7
	Canadian	8	2,0	2,0	68,6
	Caucasian	1	,2	,2	68,9
	Chile	1	,2	,2	69,1
	Chinese	2	,5	,5	69,6
	Colombian	3	,7	,7	70,3
	Croatian	1	,2	,2	70,6
	Dutch	1	,2	,2	70,8
	El Salvador	1	,2	,2	71,1
	English	2	,5	,5	71,6
	Finnish	1	,2	,2	71,8
	French	6	1,5	1,5	73,3
	German	5	1,2	1,2	74,5
	Greek	3	,7	,7	75,2
	Hungarian	1	,2	,2	75,5
	Indian	10	2,4	2,5	77,9
	Indonesian	4	1,0	1,0	78,9
	Iranian	2	,5	,5	79,4
	Irish	1	,2	,2	79,7
	Italian	9	2,2	2,2	81,9
	Jordanian	1	,2	,2	82,1
	Lebanese	1	,2	,2	82,4
	Mexican	2	,5	,5	82,8
	Pakistani	1	,2	,2	83,1
	Philippino	2	,5	,5	83,6
	Polish	5	1,2	1,2	84,8
	Portuguese	34	8,3	8,3	93,1
	Romanian	1	,2	,2	93,4
	Russian	2	,5	,5	93,9
	Salvadoran	1	,2	,2	94,1
	Serbian	10	2,4	2,5	96,6
	Slovakian	2	,5	,5	97,1
	South Korean	2	,5	,5	97,5
	Spanish	4	1,0	1,0	98,5
	Turkish	5	1,2	1,2	99,8
	Uruguay	1	,2	,2	100,0
	Total	408	99,8	100,0	
Omisso	0	1	,2		
Total		409	100,0		

AP11.1. 6. Gender

		Gender		Porcentagem válida	Porcentagem cumulativa
		Frequência	Porcentagem		
Válido	Female	250	61,1	61,1	61,1
	Male	158	38,6	38,6	99,8
	Decline to answer	1	,2	,2	100,0
	Total	409	100,0	100,0	

AP11.2. Participants travel behaviour

AP11.2.1. Country of stay

Válido	Country of stay	Country of stay		Porcentagem válida	Porcentagem acumulativa
		Frequência	Porcentagem		
	ARGENTINA	4	1,0	1,0	1,0
	AUSTRALIA	2	,5	,5	1,5
	AUSTRIA	1	,2	,2	1,7
	BELGIUM	4	1,0	1,0	2,7
	BRAZIL	71	17,4	17,4	20,0
	CANADA	6	1,5	1,5	21,5
	CHILE	5	1,2	1,2	22,7
	CROATIA	3	,7	,7	23,5
	CZECH REPUBLIC	1	,2	,2	23,7
	DENMARK	2	,5	,5	24,2
	FRANCE	21	5,1	5,1	29,3
	GERMANY	16	3,9	3,9	33,3
	GREECE	2	,5	,5	33,7
	HUNGARY	2	,5	,5	34,2
	ICELAND	1	,2	,2	34,5
	INDIA	3	,7	,7	35,2
	INDONESIA	2	,5	,5	35,7
	IRELAND	6	1,5	1,5	37,2
	ISRAEL	1	,2	,2	37,4
	ITALY	27	6,6	6,6	44,0
	JAMAICA	1	,2	,2	44,3
	JAPAN	5	1,2	1,2	45,5
	LUXEMBOURG	1	,2	,2	45,7
	MALAYSIA	1	,2	,2	46,0
	MALTA	2	,5	,5	46,5
	MEXICO	4	1,0	1,0	47,4
	NETHERLANDS	10	2,4	2,4	49,9
	NEW ZEALAND	1	,2	,2	50,1
	NICARAGUA	1	,2	,2	50,4
	NORWAY	3	,7	,7	51,1
	PERU	1	,2	,2	51,3
	POLAND	1	,2	,2	51,6
	PORTUGAL	62	15,2	15,2	66,7
	RUSSIA	3	,7	,7	67,5
	SINGAPORE	2	,5	,5	68,0
	SLOVENIA	1	,2	,2	68,2
	SOUTH AFRICA	2	,5	,5	68,7
	SPAIN	37	9,0	9,0	77,8
	SRILANKA	1	,2	,2	78,0
	SWEDEN	1	,2	,2	78,2
	SWITZERLAND	1	,2	,2	78,5
	TAIWAN	2	,5	,5	79,0
	THAILAND	1	,2	,2	79,2
	TURKEY	1	,2	,2	79,5
	UNITED KINGDON	15	3,7	3,7	83,1
	UNITED STATES	64	15,6	15,6	98,8
	URUGUAY	4	1,0	1,0	99,8
	VIETNAM	1	,2	,2	100,0
	Total	409	100,0	100,0	

AP11.2.2 City of stay

Válido	City of stay	City of stay			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
	Alarcon	1	,2	,2	,2
	Amed	1	,2	,2	,5
	Amsterdam	6	1,5	1,5	2,0
	Anaheim	1	,2	,2	2,2
	Annecy	1	,2	,2	2,4
	Aracaju	1	,2	,2	2,7
	Asheville	1	,2	,2	2,9
	Athens	2	,5	,5	3,4
	Atlanta	2	,5	,5	3,9
	Auckland	1	,2	,2	4,2
	Austin	1	,2	,2	4,4
	Aveiro	10	2,4	2,4	6,8
	Avis	1	,2	,2	7,1
	B. Camboriu	1	,2	,2	7,3
	Bangkok	1	,2	,2	7,6
	Barcelona	14	3,4	3,4	11,0
	Barreiras	1	,2	,2	11,2
	Bayeux	1	,2	,2	11,5
	Belém	1	,2	,2	11,7
	Belgaun	1	,2	,2	12,0
	Belinghan	1	,2	,2	12,2
	Belo Horizonte	2	,5	,5	12,7
	Bergamo	1	,2	,2	13,0
	Bergen	2	,5	,5	13,4
	Berlin	5	1,2	1,2	14,7
	Bilbao	2	,5	,5	15,2
	Bordeaux	3	,7	,7	15,9
	Boston	5	1,2	1,2	17,1
	Braga	4	1,0	1,0	18,1
	Brasília	2	,5	,5	18,6
	Breda	1	,2	,2	18,8
	Bruges	1	,2	,2	19,1
	Brussels	3	,7	,7	19,8
	Budapest	2	,5	,5	20,3
	Buenos Aires	3	,7	,7	21,0
	Buzios	1	,2	,2	21,3
	Cabo Sto Agostinho	1	,2	,2	21,5
	Cachoeira	1	,2	,2	21,8
	Caeté	1	,2	,2	22,0
	Cagliari	1	,2	,2	22,2
	California	1	,2	,2	22,5
	Cambridge	2	,5	,5	23,0
	Campinas	2	,5	,5	23,5
	Capetown	2	,5	,5	24,0
	Caraguatatuba	1	,2	,2	24,2
	Chappel Hill	1	,2	,2	24,4
	Charenton-Le-Po	1	,2	,2	24,7
	Chicago	4	1,0	1,0	25,7
	Coimbra	2	,5	,5	26,2
	Cologne	2	,5	,5	26,7
	Colombo	1	,2	,2	26,9
	Como	1	,2	,2	27,1
	Copenhagen	2	,5	,5	27,6
	Cuzco	1	,2	,2	27,9
	Dallas	1	,2	,2	28,1
	Denver	1	,2	,2	28,4
	Destin	1	,2	,2	28,6

Detroit	1	,2	,2	28,9
Douro	1	,2	,2	29,1
Dublin	6	1,5	1,5	30,6
Dubrovnik	1	,2	,2	30,8
Ede	1	,2	,2	31,1
Evora	1	,2	,2	31,5
Évora	1	,2	,2	31,3
Faro	1	,2	,2	31,8
Florence	2	,5	,5	32,3
Fort Lauderdale	1	,2	,2	32,5
Fortaleza	5	1,2	1,2	33,7
Foz do Iguaçu	1	,2	,2	34,0
Frankfurt	2	,5	,5	34,5
Freiburg	2	,5	,5	35,0
Genoa	1	,2	,2	35,2
Granada	2	,5	,5	35,7
Hampton	1	,2	,2	35,9
Ho Chi Min	1	,2	,2	36,2
Huntington Beach	1	,2	,2	36,4
Hva	1	,2	,2	36,7
Ilha Bela	2	,5	,5	37,2
Ilha do Faial	1	,2	,2	37,4
Istanbul	1	,2	,2	37,7
Itacaré	1	,2	,2	37,9
Jaipu	1	,2	,2	38,1
Jakarta	1	,2	,2	38,4
Jerusalem	1	,2	,2	38,6
João Pessoa	2	,5	,5	39,1
Joinville	1	,2	,2	39,4
Kobe	1	,2	,2	39,6
Kochi	1	,2	,2	39,9
Kuala Lumpur	1	,2	,2	40,1
Lagos	1	,2	,2	40,3
Laredo	1	,2	,2	40,6
Las Vegas	2	,5	,5	41,1
Leon	1	,2	,2	41,3
Lille	2	,5	,5	41,8
Lisbon	20	4,9	4,9	46,7
Ljubljana	1	,2	,2	46,9
London	10	2,4	2,4	49,4
Londrina	1	,2	,2	49,6
Los Angeles	2	,5	,5	50,1
Luxemburg	1	,2	,2	50,4
Lyon	2	,5	,5	50,9
Madrid	8	2,0	2,0	52,8
Malaga	1	,2	,2	53,1
Malta	1	,2	,2	53,3
Marburg	1	,2	,2	53,5
Maresias	2	,5	,5	54,0
Marseille	1	,2	,2	54,3
Mendoza	1	,2	,2	54,5
Mexico City	2	,5	,5	55,0
Miami	2	,5	,5	55,5
Milan	3	,7	,7	56,2
Montevideo	4	1,0	1,0	57,2
Montreal	2	,5	,5	57,7
Moscow	1	,2	,2	57,9
Munich	3	,7	,7	58,7
Nantes	1	,2	,2	58,9
Napoli	1	,2	,2	59,2
Natal	1	,2	,2	59,4

Negril	1	,2	,2	59,7
New York	17	4,2	4,2	63,8
Nijmegen	2	,5	,5	64,3
Not mentioned	1	,2	,2	64,5
Nuremberg	1	,2	,2	64,8
Olhão	1	,2	,2	65,0
Olinda	1	,2	,2	65,3
Omaha	1	,2	,2	65,5
Ontario	1	,2	,2	65,8
Orlando	3	,7	,7	66,5
Osaka	1	,2	,2	66,7
Oslo	1	,2	,2	67,0
Ottawa	1	,2	,2	67,2
Ouro Preto	1	,2	,2	67,5
Oxford	2	,5	,5	68,0
Palma de Mallor	1	,2	,2	68,2
Paris	6	1,5	1,5	69,7
Pennsylvania	1	,2	,2	69,9
Perugia	1	,2	,2	70,2
Philadelphia	2	,5	,5	70,7
Pittsburg	1	,2	,2	70,9
Playa del Carmo	1	,2	,2	71,1
Ponta Grossa	1	,2	,2	71,4
Porta Alegre	2	,5	,5	71,9
Portland	1	,2	,2	72,1
Porto	13	3,2	3,2	75,3
Portsmouth	1	,2	,2	75,6
Prague	1	,2	,2	75,8
Puerto Varas	1	,2	,2	76,0
Pulau Ubin	1	,2	,2	76,3
Recife	6	1,5	1,5	77,8
Rexburg	1	,2	,2	78,0
Reykjavik	1	,2	,2	78,2
Rio de Janeiro	10	2,4	2,4	80,7
Rome	10	2,4	2,4	83,1
Rota	1	,2	,2	83,4
S.Juan del Sur	1	,2	,2	83,6
Sagres	1	,2	,2	83,9
Salamanca	2	,5	,5	84,4
Salvador	4	1,0	1,0	85,3
Salzburg	1	,2	,2	85,6
San Diego	1	,2	,2	85,8
San Francisco	2	,5	,5	86,3
San Martin Vesu	1	,2	,2	86,6
San Peterburg	2	,5	,5	87,0
Santiago	4	1,0	1,0	88,0
Sao Paulo	14	3,4	3,4	91,4
Seville	2	,5	,5	91,9
Sidney	1	,2	,2	92,2
Singapore	1	,2	,2	92,4
Stockholm	1	,2	,2	92,7
Straousburg	1	,2	,2	92,9
Swieqi	1	,2	,2	93,2
Sydney	1	,2	,2	93,4
Taipei	1	,2	,2	93,6
Taoyuan	1	,2	,2	93,9
Teresina	1	,2	,2	94,1
Texas	1	,2	,2	94,4
Tiradentes	1	,2	,2	94,6
Tokyo	2	,5	,5	95,1
Toledo	1	,2	,2	95,4

Tolouse	1	,2	,2	95,6
Toronto	1	,2	,2	95,8
Tronso	1	,2	,2	96,1
Turin	1	,2	,2	96,3
Uberlandia	1	,2	,2	96,6
Vapprio d'Adda	1	,2	,2	96,8
Verone	3	,7	,7	97,6
Viana do Castelo	2	,5	,5	98,0
Vigo	2	,5	,5	98,5
Warsaw	1	,2	,2	98,8
Winnipeg	1	,2	,2	99,0
Yokohama	1	,2	,2	99,3
York	1	,2	,2	99,5
Zadar	1	,2	,2	99,8
Zurich	1	,2	,2	100,0
Total	409	100,0	100,0	

AP11.2.3. Length of stay

Days	Length of stay (days)			
	Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	1	27	6,6	6,6
	2	56	13,7	20,3
	3	99	24,2	44,5
	4	76	18,6	63,1
	5	68	16,6	79,7
	6	7	1,7	81,4
	7	27	6,6	88,0
	8	6	1,5	89,5
	9	4	1,0	90,5
	10	11	2,7	93,2
	12	2	,5	93,6
	13	1	,2	93,9
	14	4	1,0	94,9
	15	2	,5	95,4
	20	4	1,0	96,3
	21	2	,5	96,8
	23	1	,2	97,1
	27	1	,2	97,3
	28	1	,2	97,6
	30	3	,7	98,3
	33	1	,2	98,5
	35	1	,2	98,8
	40	1	,2	99,0
	45	1	,2	99,3
	50	1	,2	99,5
	60	1	,2	99,8
	120	1	,2	100,0
Total	409	100,0	100,0	

AP11.2.4. Travel purpose

		Travel purpose			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Leisure/holiday	302	73,8	74,0	74,0
	Business/ work	52	12,7	12,7	86,8
	Visit friends and relatives	8	2,0	2,0	88,7
	Study	36	8,8	8,8	97,5
	Health (medical treatment)	2	,5	,5	98,0
	Religious (spiritual)	2	,5	,5	98,5
	Other	6	1,5	1,5	100,0
	Total	408	99,8	100,0	
Omisso	Sistema	1	,2		
Total		409	100,0		

AP11.2.5. Travel companions

		Travel companions			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	With family member(s)	53	13,0	13,0	13,0
	With friend(s)	25	6,1	6,1	19,1
	Just me and my partner (boyfriend/girlfriend/fiancé/wife/husband)	84	20,5	20,5	39,6
	Alone	108	26,4	26,4	66,0
	Work mate(s)	108	26,4	26,4	92,4
	Just me my partner family member	10	2,4	2,4	94,9
	Friends and partner	3	,7	,7	95,6
	Family members and friends	4	1,0	1,0	96,6
	Family members and kids under 12	7	1,7	1,7	98,3
	Friends and partner	1	,2	,2	98,5
	Friends and kids under 12	3	,7	,7	99,3
	Family and friends	3	,7	,7	100,0
	Total	409	100,0	100,0	

AP11.2.6 People living at the SP2PA

People living at the SP2PA

		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	The host	226	55,3	55,3	55,3
	The host's partner	78	19,1	19,1	74,3
	The host's child (children)	20	4,9	4,9	79,2
	Other relatives of the host	22	5,4	5,4	84,6
	The host's friend(s)	23	5,6	5,6	90,2
	Host-host partner	3	,7	,7	91,0
	Host-host partner-other relatives	1	,2	,2	91,2
	Host children	26	6,4	6,4	97,6
	Host-host partner-host relatives	2	,5	,5	98,0
	Host partner-host friends	2	,5	,5	98,5
	Host-host partner-host children	3	,7	,7	99,3
	Host children-host relatives	3	,7	,7	100,0
	Total	409	100,0	100,0	

AP11.2.7 Active role in booking

		Active role in booking			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	SIM	361	88,3	88,3	88,3
	NÃO	48	11,7	11,7	100,0
	Total	409	100,0	100,0	

AP11.2.8 Times of stay before (Behavioural loyalty).

		Times of stay before (behavioural loyalty)			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	1	153	37,4	37,4	37,4
	2	59	14,4	14,4	51,8
	3	40	9,8	9,8	61,6
	4	32	7,8	7,8	69,4
	5	36	8,8	8,8	78,2
	6	14	3,4	3,4	81,7
	7	7	1,7	1,7	83,4
	8	9	2,2	2,2	85,6
	9	3	,7	,7	86,3
	10	28	6,8	6,8	93,2
	11	1	,2	,2	93,4
	12	2	,5	,5	93,9
	15	15	3,7	3,7	97,6
	16	1	,2	,2	97,8
	20	9	2,2	2,2	100,0
	Total	409	100,0	100,0	

AP11.2.9 Behavioural loyalty to the same SP2PA

		If yes, often?			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	0	368	90,0	90,0	90,0
	1	13	3,2	3,2	93,2
	2	14	3,4	3,4	96,6
	3	6	1,5	1,5	98,0
	4	1	,2	,2	98,3
	5	2	,5	,5	98,8
	6	1	,2	,2	99,0
	7	1	,2	,2	99,3
	9	3	,7	,7	100,0
	Total	409	100,0	100,0	

AP11.2.10 Adoption of sharing economy services

		Services of the sharing economy			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Couchsurfing	10	2,4	2,4	2,4
	Uber	126	30,8	30,8	33,3
	Bla,bla, car	11	2,7	2,7	35,9
	Bike sharing	6	1,5	1,5	37,4
	Shared guided tours	8	2,0	2,0	39,4

Meal sharing	7	1,7	1,7	41,1
Never used	56	13,7	13,7	54,8
Couchsurfing, Uber	19	4,6	4,6	59,4
uber, bike sharing, sharing guided tours	12	2,9	2,9	62,3
Uber, bike sharing	26	6,4	6,4	68,7
Uber, sharing guided	33	8,1	8,1	76,8
Couchsurfing, Uber, Mealsharing	1	,2	,2	77,0
Uber, bla, bla car	23	5,6	5,6	82,6
Couchsurfing, Uber, Blablacar, shared guided	8	2,0	2,0	84,6
Couchsurfing, Bike sharing	1	,2	,2	84,8
Couchsurfing, Uber, Bike sharing, sharing guided	7	1,7	1,7	86,6
Uber, bla bla car, sharing guided	5	1,2	1,2	87,8
Uber, blablacar, bike sharing	2	,5	,5	88,3
Uber, bike sharing, sharing guided, food sharing	5	1,2	1,2	89,5
Couchsurfing, Uber, Blablacar, bike sharing, sharing guided	10	2,4	2,4	91,9
Uber, blablacar, bike sharing, sharing guided, foof sharing	7	1,7	1,7	93,6
Couchsurfing, Uber, Sharing guided	4	1,0	1,0	94,6
Couchsurfing, Blablacar, bikesharing	3	,7	,7	95,4
Couchsurfing, Blablacar	1	,2	,2	95,6
Couchsurfing, Uber, Blablacar	5	1,2	1,2	96,8
Couchsurfing, sharing guided	2	,5	,5	97,3
Blablacar, sharing guided	3	,7	,7	98,0
Blablacar, sharing guided, mealsharing	1	,2	,2	98,3
Sharing guided, meal sharing	1	,2	,2	98,5
Bike sharing, sharing guided	2	,5	,5	99,0
Couchsurfing, Uber, Bikesharing	1	,2	,2	99,3
Uber, Blablacar, meal sharing	1	,2	,2	99,5
Blablacar, bike sharing	1	,2	,2	99,8
Blablacar, bike sharing, guided tours	1	,2	,2	100,0
Total	409	100,0	100,0	

AP11.2.11 Year of travel

	Year of travel			
	Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	2010	2	,5	,5
	2011	2	,5	1,0
	2012	2	,5	1,5
	2013	4	1,0	2,4
	2014	17	4,2	6,6
	2015	26	6,4	13,0

2016	56	13,7	13,7	26,7
2017	97	23,7	23,7	50,4
2018	202	49,4	49,4	99,8
2019	1	,2	,2	100,0
Total	409	100,0	100,0	

AP11.2.11 Month of travel

Válido	Month of travel	Month of travel			
		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
	April	32	7,8	7,8	7,8
	August	44	10,8	10,8	18,6
	December	26	6,4	6,4	24,9
	February	16	3,9	3,9	28,9
	January	28	6,8	6,8	35,7
	July	52	12,7	12,7	48,4
	June	46	11,2	11,2	59,7
	March	24	5,9	5,9	65,5
	May	29	7,1	7,1	72,6
	NM	1	,2	,2	72,9
	November	23	5,6	5,6	78,5
	October	39	9,5	9,5	88,0
	September	49	12,0	12,0	100,0
	Total	409	100,0	100,0	

AP11.3 Reliability analysis (Cronbach's Alpha)

AP11.3.1. Construct 'tourist experience'

AP11.3.1.1. Aesthetic dimension

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,791	,790	5

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Sense of harmony	21,16	16,844	,567	,336	,753
Showed attention to design detail	21,49	14,253	,692	,541	,707
Airbnb aesthetically attractive	21,29	15,049	,645	,606	,725
Engaged all senses	21,43	17,617	,418	,295	,798
Surroundings were aesthetic	21,08	17,336	,540	,450	,761

Estadísticas de item

	Média	Erro Desvio	N
Sense of harmony	5,45	1,231	77
Showed attention to design detail	5,12	1,469	77
Airbnb aesthetically attractive	5,32	1,409	77
Engaged all senses	5,18	1,335	77
Surroundings were aesthetic	5,53	1,187	77

AP11.3.1.2 Educative dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,872	,873	5

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Curiosity to learn	19,64	27,174	,645	,434	,858
Real learning experience	19,60	25,265	,674	,471	,850
Learning local culture	19,84	23,158	,807	,688	,817
Learning local history	19,80	23,796	,682	,503	,850
Learning ways of life	19,84	23,607	,699	,572	,845

Estatística Descritiva

	N	Mínimo	Máximo	Média	Erro Desvio
Curiosity to learn	79	2	7	5,11	1,271
Real learning experience	77	1	7	5,04	1,342
Learning local culture	79	1	7	5,18	1,421
Learning local history	79	1	7	5,23	1,467
Learning ways of life	79	1	7	5,11	1,459
N válido (de lista)	77				

AP11.3.1.3 Entertainment dimension

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,757	,763	5

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Watching activ hosts	20,00	20,327	,628	,443	,681
Activities others fun watch	20,27	19,872	,513	,326	,719
Watching special events	19,89	19,916	,553	,369	,703
Appreciate curious details	19,68	19,931	,601	,403	,687
Entertained by hosts pets	19,59	21,956	,359	,282	,774

Estadísticas de item

	Média	Erro Desvio	N
Watching activ hosts	4,86	1,381	56
Activities others fun watch	4,59	1,638	56
Watching special events	4,96	1,560	56
Appreciate curious details	5,18	1,478	56
Entertained by hosts pets	5,27	1,624	56

AP11.3.1.4 Escape dimension

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,814	,816	8

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Living different time place	34,83	52,037	,628	,437	,777
Different person from normally	35,63	51,405	,531	,472	,796
Sense of self discovery	34,91	52,187	,654	,507	,774
Mind open new values and behaviour	34,35	54,203	,638	,473	,778
I felt like I was a local resident.	34,62	54,084	,655	,511	,776
Appreciate destination slowly	34,24	59,771	,575	,447	,793
I got off the beaten tourist tracks'.	33,81	66,547	,121	,109	,838
I felt free to do what I actually wish	35,10	53,678	,498	,316	,799

Estatísticas de item

	Média	Desvio Padrão	N
Living different time place	4,81	1,721	78
Different person from normally	4,01	1,997	78
Sense of self discovery	4,73	1,657	78
Mind open new values and behavior	5,29	1,504	78
I felt like I was a local resident.	5,03	1,486	78
Appreciate destination slowly	5,40	1,085	78
I got off the beaten tourist tracks'.	5,83	1,253	78
I felt free to do what I actually wish	4,54	1,849	78

Descriptive statistics

AP11.3.1.5. Social interaction dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,792	,800	9

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Meaningful inter host	38,59	65,418	,662	,634	,748
Get to know people neighborhoods	39,13	67,476	,533	,513	,765
Interacting purchasing products	38,55	72,491	,437	,483	,778
Engaged recreation with hosts	39,93	59,796	,656	,628	,743
Engaged recreation with locals	39,93	72,702	,261	,476	,803
Invited to have meals with host	39,51	63,373	,455	,468	,781
My host helped me with my travel	38,55	67,957	,527	,541	,766
My host showed a sincere interest in solving problems	38,74	68,756	,583	,571	,761
My host communicated satisfactorily with me.	38,11	76,069	,296	,338	,792

Descriptive statistics

	N	Mínimo	Máximo	Média	Erro Desvio
Meaningful inter host	79	1	7	5,29	1,512
Get to know people neighborhoods	79	1	7	4,75	1,597
Interacting purchasing products	79	1	7	5,35	1,321
Engaged recreation with hosts	79	1	7	3,86	2,024
Engaged recreation with locals	77	1	7	3,92	1,826
Invited to have meals with host	78	1	7	4,36	2,227
My host helped me with my travel	79	1	7	5,39	1,580
My host showed a sincere interest in solving problems	79	2	7	5,19	1,397
My host communicated satisfactorily with me.	79	2	7	5,78	1,247
N válido (de lista)	76				

AP11.3.1.6 Affective dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,750	,772	7

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
I experienced pleasant surprises during this trip	30,49	40,703	,595	,538	,691
I enjoyed getting to do things on the "spur-of-the-moment".	30,31	46,319	,354	,231	,741
Has induced many feelings and sentiments.	30,71	42,450	,557	,593	,702
I felt a sense of pleasure.	30,19	43,878	,680	,566	,692
Anxiety reverse	30,63	41,514	,380	,650	,745
Tension reverse	30,39	41,483	,433	,644	,729
I felt a sense of inspiration.	30,85	42,028	,405	,564	,766

Estatísticas de item

	Média	Desvio Padrão	N
I experienced pleasant surprises during this trip	5,10	1,626	59
I enjoyed getting to do things on the "spur-of-the-moment".	5,29	1,486	59
Has induced many feelings and sentiments.	4,88	1,510	59
I felt a sense of pleasure.	5,41	1,161	59
Anxiety reverse	4,97	2,042	59
Tension reverse	5,20	1,901	59
I felt a sense of inspiration.	4,75	1,908	59

AP11.3.1.7 Sharing dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,829	,806	7

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
I enjoyed helping my host	26,80	76,027	,441	,379	,825
I took care of objects and furniture	26,32	88,699	,029	,292	,866
I shared meals and beverage with my host.	27,97	62,559	,704	,669	,782
I invited the host to visit me in my city.	28,30	58,507	,752	,677	,772
I followed (still follow) my host in social network(s).	28,29	60,048	,750	,695	,773
Turn strangers into friends.	27,38	65,439	,722	,702	,782
feel I belong to a special travel community.	27,72	70,629	,558	,609	,808

Descriptive statistics

	N	Mínimo	Máximo	Média	Erro Desvio
I enjoyed helping my host	78	1	7	5,35	1,610
I took care of objects and furniture	79	2	7	5,86	1,298
I shared meals and beverage with my host.	79	1	7	4,16	2,133
I invited the host to visit me in my city.	79	1	7	3,89	2,331
Turn strangers into friends.	79	1	7	4,76	1,883
feel I belong to a special travel community.	79	1	7	4,41	1,857
N válido (de lista)	78				

AP11.3.2 Construct 'destination attachment'

AP11.3.2.1. Destination identity dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,822	,824	4

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
I identified strongly with this destination	15,32	12,681	,658	,444	,770
Be myself when I was at this destination	15,30	14,240	,568	,338	,810
Personal values are reflected in this destination	15,71	12,747	,681	,474	,760
Destination is a part of me	15,80	10,702	,697	,512	,756

Estatísticas de item

	Média	Erro Desvio	N
I identified strongly with this destination	5,39	1,391	79
Be myself when I was at this destination	5,41	1,246	79
Personal values are reflected in this destination	5,00	1,349	79
Destination is a part of me	4,91	1,673	79

AP11.3.2.2. 'Destination dependence' dimension

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,823	,824	4

	Estatísticas de item-total				
	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
This destination was the best alternative for my goals and needs	13,50	14,019	,597	,361	,799
The best place for what I like to do	13,67	13,939	,640	,427	,781
Can compare to this destination	14,42	12,559	,654	,450	,775
The best place for me to fulfill my needs	14,03	12,623	,703	,512	,751

Descriptive statistics				
	Média	Desvio Padrão	N	
This destination was the best alternative for my goals and needs	5,04	1,409	78	
The best place for what I like to do	4,87	1,361	78	
Can compare to this destination	4,12	1,571	78	
The best place for me to fulfill my needs	4,51	1,492	78	

AP11.3.3 Construct perception of authenticity

AP11.3.3.1 Object-oriented authenticity

Estatísticas de confiabilidade		
Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,828	,830	8

	Estatísticas de item-total				
	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Architecture typical of region	37,40	36,139	,529	,342	,812
Interior design anf furniture as authentic	37,79	34,633	,635	,514	,798
True experience	37,58	34,377	,531	,384	,841
The living contexts mirror local customs	37,71	34,055	,662	,519	,794
Interact local culture	37,62	36,058	,540	,409	,810
Local ways of life	37,53	37,915	,419	,266	,825
The interior decoration reflected local culture	37,99	34,299	,614	,456	,800
Local food as authentic	37,58	34,819	,506	,304	,816

AP11.3.3.1 Object-oriented authenticity -

	Estatística Descritiva				
	N	Mínimo	Máximo	Média	Erro Desvio
Architecture typical of region	79	3	7	5,65	1,177
Interior design anf furniture as authentic	79	2	7	5,25	1,203
True experience	78	1	7	5,45	1,392
The living contexts mirror local customs	79	2	7	5,33	1,217
Interact local culture	79	3	7	5,41	1,160
Local ways of life	79	2	7	5,51	1,119
Local food as authentic	79	2	7	5,47	1,385
The interior decoration reflected local culture	79	3	7	5,05	1,260
N válido (de lista)	78				

AP11.3.3.2 Existential authenticity

Estatísticas de confiabilidade		
Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,724	,732	8

	Estatísticas de item-total				
	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Able to discover more about myself	35,81	34,185	,397	,296	,702
I was in touch with "the real me."	35,63	33,653	,474	,292	,684
I felt relaxation of norms and controlled behaviour	35,34	35,395	,452	,239	,690
Free of pressures and rules	35,55	34,529	,365	,194	,710
Related to the host natural, authentic	35,19	36,074	,414	,306	,698
I broke away from the mundane life	35,53	37,113	,279	,256	,725
I had the chance to develop my true self	35,62	34,462	,538	,394	,675
Relate natural to local people	35,36	35,566	,453	,344	,691

	Descriptive statistics				
	N	Mínimo	Máximo	Média	Erro Desvio
Able to discover more about myself	78	1	7	4,59	1,717
I was in touch with "the real me."	77	1	7	4,87	1,533
I felt relaxation of norms and controlled behaviour	75	1	7	5,20	1,346
Free of pressures and rules	78	1	7	4,94	1,723

Related to the host natural, authentic	79	2	7	5,42	1,267
I broke away from the mundane life	78	1	7	5,00	1,423
I had the chance to develop my true self	77	1	7	4,90	1,363
Relate natural to local people	79	2	7	5,27	1,278
N válido (de lista)	73				

AP11.3.4 Destination loyalty

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,875	,876	4

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Recommend the destination	17,51	9,843	,715	,538	,849
Say positive things about the destination	17,18	11,250	,682	,498	,860
Encourage friends and relatives to visit the destination	17,46	9,969	,793	,632	,816
I intend to revisit the destination	17,39	10,088	,747	,558	,834

Descriptive statistics

	N	Mínimo	Máximo	Média	Erro Desvio
Recommend the destination	79	1	7	5,67	1,327
Say positive things about the destination	79	3	7	6,00	1,109
Encourage friends and relatives to visit the destination	79	2	7	5,72	1,219
I intend to revisit the destination	79	2	7	5,78	1,247
N válido (de lista)	79				

AP11.3.5 SP2PA Loyalty

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,859	,862	6

Estatísticas de item-total					
	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Recommend the Airbnb platform	28,47	25,993	,609	,432	,842
Recommend the Airbnb I stayed	28,62	24,603	,657	,453	,834
Say positive things about the Airbnb platform.	28,36	26,986	,653	,487	,837
Say positive things about the Airbnb I stayed	28,37	24,704	,709	,547	,824
I intend to continue using the Airbnb.	28,21	25,204	,683	,538	,829
I intend to revisit the Airbnb I stayed at.	28,68	24,376	,611	,463	,845

Estatísticas de item			
	Média	Erro Desvio	N
Recommend the Airbnb platform	5,67	1,266	78
Recommend the Airbnb I stayed	5,53	1,374	78
Say positive things about the Airbnb platform.	5,78	1,077	78
Say positive things about the Airbnb I stayed	5,77	1,289	78
I intend to continue using the Airbnb.	5,94	1,262	78
I intend to revisit the Airbnb I stayed at.	5,46	1,474	78

Appendix 12
SmartPLS results

AP12.1 Measurement model

AP12.1.1 Outer loadings

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

Outer Loadings

	Aesthetic	Affective	Dest. Depend.	Dest Lyt	Dest. identity	Educ	Entert.	Escape	Exist. Authent.	Object authent	P2PA Lyt	S Int.	Sharing exp
AEST1	0,769												
AEST2	0,827												
AEST3	0,821												
AEST4	0,713												
AEST5	0,719												
AFFET10		0,824											
AFFET11		0,840											
AFFET2		0,747											
AFFET4		0,834											
AFFET6		-0,055											
AFFET7		0,137											
AUTEXT1									0,731				
AUTEXT2									0,769				
AUTEXT3									0,771				
AUTEXT4									0,726				

AUTEXT6										0,820			
AUTEXT7										0,654			
AUTEXT8										0,650			
AUTOBJ1											0,713		
AUTOBJ2											0,745		
AUTOBJ4											0,808		
AUTOBJ5											0,757		
AUTOBJ6											0,756		
AUTOBJ7											0,704		
AUTOBJ8											0,795		
DDEP1			0,778										
DDEP2			0,870										
DDEP3			0,726										
DDEP4			0,876										
DIDENT1					0,820								
DIDENT2					0,792								
DIDENT3					0,872								
DIDENT4					0,845								
EDUC1						0,792							
EDUC2						0,829							
EDUC3						0,872							
EDUC4						0,750							
EDUC5						0,855							
ENTN1							0,755						
ENTN2							0,865						
ENTN3							0,763						
ENTN4							0,840						

ESCP1									0,770				
ESCP2									0,695				
ESCP3									0,831				
ESCP4									0,797				
ESCP5									0,700				
ESCP6									0,711				
ESCP8									0,368				
LYLTD1				0,915									
LYLTD2				0,908									
LYLTD3				0,931									
LYLTD4				0,852									
LYTSP2PA1											0,778		
LYTSP2PA2											0,860		
LYTSP2PA3											0,772		
LYTSP2PA4											0,828		
LYTSP2PA5											0,740		
LYTSP2PA6											0,766		
SCINT1												0,838	
SCINT2												0,563	
SCINT3												0,640	
SCINT6												0,636	
SCINT7												0,799	
SCINT8												0,819	
SCINT9												0,679	
SHAR1													0,642
SHAR3													0,730
SHAR4													0,757

Outer Loadings

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
AEST1 <- Aesthetics	0,767	0,768	0,023	33,955	0,000
AEST2 <- Aesthetics	0,830	0,829	0,019	43,327	0,000
AEST3 <- Aesthetics	0,821	0,820	0,023	35,628	0,000
AEST4 <- Aesthetics	0,717	0,717	0,029	24,859	0,000
AEST5 <- Aesthetics	0,713	0,712	0,034	20,964	0,000
AFFET10 <- Affective	0,831	0,831	0,022	37,938	0,000
AFFET11 <- Affective	0,829	0,829	0,020	41,669	0,000
AFFET2 <- Affective	0,747	0,746	0,027	27,291	0,000
AFFET4 <- Affective	0,843	0,843	0,017	49,749	0,000
AUTEX2 <- Existential authenticity	0,675	0,674	0,036	18,651	0,000
AUTEX3 <- Existential authenticity	0,816	0,816	0,021	38,808	0,000
AUTEX4 <- Existential authenticity	0,756	0,755	0,028	26,791	0,000
AUTEX7 <- Existential authenticity	0,721	0,721	0,026	27,803	0,000
AUTEX8 <- Existential authenticity	0,727	0,727	0,028	25,788	0,000
AUTOBJ1 <- Objective authenticity	0,714	0,714	0,033	21,983	0,000
AUTOBJ2 <- Objective authenticity	0,743	0,742	0,030	24,548	0,000
AUTOBJ4 <- Objective authenticity	0,807	0,806	0,021	38,001	0,000
AUTOBJ5 <- Objective authenticity	0,756	0,756	0,029	25,757	0,000
AUTOBJ6 <- Objective authenticity	0,758	0,756	0,032	23,605	0,000
AUTOBJ7 <- Objective authenticity	0,706	0,705	0,034	20,638	0,000
AUTOBJ8 <- Objective authenticity	0,794	0,794	0,024	32,985	0,000

DDEP1 <- Destination dependence	0,780	0,780	0,024	32,823	0,000
DDEP2 <- Destination dependence	0,871	0,871	0,013	66,721	0,000
DDEP3 <- Destination dependence	0,724	0,724	0,029	24,683	0,000
DDEP4 <- Destination dependence	0,876	0,876	0,013	67,687	0,000
DIDENT1 <- Destination identity	0,821	0,821	0,019	44,180	0,000
DIDENT2 <- Destination identity	0,793	0,793	0,028	28,022	0,000
DIDENT3 <- Destination identity	0,872	0,872	0,016	54,543	0,000
DIDENT4 <- Destination identity	0,844	0,844	0,016	54,042	0,000
EDUC1 <- Educative	0,793	0,793	0,022	36,487	0,000
EDUC2 <- Educative	0,830	0,830	0,023	36,524	0,000
EDUC3 <- Educative	0,871	0,871	0,015	57,813	0,000
EDUC4 <- Educative	0,749	0,747	0,031	23,921	0,000
EDUC5 <- Educative	0,855	0,855	0,017	50,325	0,000
ENTN1 <- Entertainment	0,761	0,760	0,027	28,148	0,000
ENTN2 <- Entertainment	0,863	0,863	0,015	58,788	0,000
ENTN3 <- Entertainment	0,769	0,768	0,028	27,895	0,000
ENTN4 <- Entertainment	0,837	0,837	0,018	47,122	0,000
ESCP1 <- Escape	0,807	0,806	0,022	36,242	0,000
ESCP2 <- Escape	0,736	0,735	0,032	23,087	0,000
ESCP5 <- Escape	0,764	0,764	0,027	28,311	0,000
ESCP6 <- Escape	0,742	0,741	0,029	25,412	0,000
LYLTD1 <- Destination Loyalty	0,915	0,915	0,013	71,595	0,000
LYLTD2 <- Destination Loyalty	0,908	0,908	0,013	68,758	0,000
LYLTD3 <- Destination Loyalty	0,932	0,932	0,010	94,033	0,000
LYLTD4 <- Destination Loyalty	0,851	0,851	0,023	37,436	0,000
LYTSP2PA1 <- SP2PA Loyalty	0,782	0,781	0,030	25,949	0,000
LYTSP2PA2 <- SP2PA Loyalty	0,857	0,857	0,015	55,976	0,000

LYTP2PA3 <- SP2PA Loyalty	0,777	0,777	0,030	25,600	0,000
LYTSP2PA4 <- SP2PA Loyalty	0,828	0,828	0,023	36,409	0,000
LYTP2PA5A <- SP2PA Loyalty	0,744	0,744	0,033	22,868	0,000
LYTSP2PA6 <- SP2PA Loyalty	0,759	0,759	0,024	31,200	0,000
SCINT1 <- Social interaction	0,841	0,841	0,015	56,148	0,000
SCINT3 <- Social interaction	0,607	0,607	0,041	14,873	0,000
SCINT6 <- Social interaction	0,639	0,638	0,030	21,059	0,000
SCINT7 <- Social interaction	0,820	0,820	0,021	39,221	0,000
SCINT8 <- Social interaction	0,845	0,845	0,017	49,102	0,000
SCINT9 <- Social interaction	0,718	0,717	0,033	21,737	0,000
SHAR1 <- Sharing	0,639	0,638	0,033	19,551	0,000
SHAR3 <- Sharing	0,736	0,735	0,027	27,736	0,000
SHAR4 <- Sharing	0,760	0,760	0,026	28,864	0,000
SHAR5A <- Sharing	0,763	0,762	0,023	32,812	0,000
SHAR6 <- Sharing	0,849	0,849	0,016	54,477	0,000
SHAR7 <- Sharing	0,772	0,772	0,021	37,212	0,000

AP12.1.4. Discriminant validity

Fornell-Larcker Criterion

	Aesthetics	Affective	Destination Loyalty	Destination dependence	Destination identity	Educative	Entertert.	Escape	Existential authenticity	Objective authenticity	P2PA Loyalty	Sharing	Social int.
Aesthetics	0,771												
Affective	0,717	0,813											
Destination Loyalty	0,391	0,444	0,902										
Destination dependence	0,463	0,543	0,629	0,815									
Destination identity	0,525	0,619	0,672	0,786	0,833								
Educative	0,761	0,782	0,409	0,484	0,540	0,821							
Entertainment	0,731	0,732	0,336	0,422	0,510	0,777	0,809						
Escape	0,689	0,727	0,364	0,441	0,544	0,660	0,762	0,763					
Existential authenticity	0,670	0,736	0,402	0,474	0,576	0,662	0,617	0,660	0,740				
Objective authenticity	0,682	0,707	0,387	0,436	0,523	0,683	0,666	0,644	0,726	0,755			
P2PA Loyalty	0,684	0,590	0,508	0,457	0,516	0,601	0,526	0,485	0,639	0,644	0,792		
Sharing	0,625	0,721	0,326	0,430	0,482	0,681	0,657	0,646	0,639	0,577	0,509	0,756	
Social interaction	0,706	0,654	0,387	0,382	0,464	0,729	0,641	0,559	0,675	0,626	0,674	0,731	0,751

AP12.1.5VIF values

Inner VIF Values

	Aesth.	Affec.	Dest Attach	Dest. Loyalty	Dest. Dep.	Dest. identity	Educ.	Entert.	Escape	Exist auth.	Obj. auth.	SP2PA Loyalty	P. auth.	Sharing	S. int.	T. exp.
Aesthetics																3,213
Affective																3,637
Destination Attachment				1,609								1,609				
Destination Loyalty																
Destination dependence			2,642													
Destination identity			3,113													
Educative																4,099
Entertainment																3,656
Escape																3,002
Existential authenticity													2,810			
Objective authenticity													2,672			
P2PA Loyalty																
Perceived authenticity			3,224	3,193								3,193				
Sharing																2,910
Social interaction																2,997
Tourist experience			3,391	3,383								3,383	3,164			

AP12.1.6. Weights of the first-order constructs on the second-order constructs (HCM formative constructs)

Path Coefficients

	Aesthetics	Affective	Dest Attach.	Dest. Loyalty	Dest. Dep.	Dest. identity	Educative	Entert.	Escape	Existential authenticity	Objective authenticity	SP2PA Loyalty	P. Auth.	Sharing	Social Int.	Tourist experience
Aesthetics																0,180
Affective																0,164
Destination Attachment																
Destination Loyalty																
Destination dependence			0,505													
Destination identity			0,554													
Educative																0,194
Entertainment																0,141
Escape																0,120
Existential authenticity													0,432			
Objective authenticity													0,639			
P2PA Loyalty																
Perceived authenticity																
Sharing																0,165
Social interaction																0,194
Tourist experience																

AP12.1.7 Weights significance

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Aesthetics -> Tourist experience	0,180	0,180	0,007	24,565	0,000
Affective -> Tourist experience	0,164	0,164	0,006	26,483	0,000
Destination dependence -> Destination Attachment	0,505	0,504	0,010	48,151	0,000
Destination identity -> Destination Attachment	0,554	0,554	0,012	47,207	0,000
Educative -> Tourist experience	0,194	0,194	0,007	26,259	0,000
Entertainment -> Tourist experience	0,141	0,141	0,006	23,945	0,000
Escape -> Tourist experience	0,120	0,120	0,006	20,896	0,000
Existential authenticity -> Perceived authenticity	0,432	0,432	0,016	26,380	0,000
Objective authenticity -> Perceived authenticity	0,639	0,638	0,017	37,195	0,000
Sharing -> Tourist experience	0,165	0,165	0,008	21,512	0,000
Social interaction -> Tourist experience	0,194	0,194	0,008	23,917	0,000

AP12.2 Inner model

AP12.2.1 Predictive relevance of endogenous constructs (Q² values)

Construct Crossvalidated Redundancy

Total

	SSO	SSE	Q ² (=1-SSE/SSO)
Destination Attachment	409,000	259,991	0,364
Destination Loyalty	409,000	220,637	0,461
P2PA Loyalty	409,000	200,612	0,510
Perceived authenticity	409,000	137,605	0,664
Tourist experience	409,000	409,000	

AP12.2.2. Predictive power: the explained variance (R² Values)

R Square

	R Square	R Square Adjusted
Destination Attachment	0,379	0,376
Destination Loyalty	0,483	0,479
P2PA Loyalty	0,532	0,529
Perceived authenticity	0,678	0,678

AP12.2.3. Path coefficients between constructs (Direct effects).

	Destination Attachment	Destination Loyalty	P2PA Loyalty	Perceived authenticity
Destination Attachment		0,663	0,123	
Destination Loyalty				
P2PA Loyalty				
Perceived authenticity	0,229	0,033	0,368	
Tourist experience	0,413	0,019	0,310	0,824

AP12.2.4. Significance level of the path coefficients between constructs.

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Attachment -> Destination Loyalty	0,660	0,659	0,047	14,015	0,000
Destination Attachment -> SP2PA Loyalty	0,121	0,123	0,050	2,392	0,017
Perceived authenticity -> Destination Attachment	0,242	0,247	0,089	2,721	0,007
Perceived authenticity -> Destination Loyalty	0,033	0,035	0,085	0,393	0,694
Perceived authenticity -> SP2PA Loyalty	0,376	0,374	0,072	5,252	0,000
Tourist experience -> Destination Attachment	0,399	0,395	0,084	4,776	0,000
Tourist experience -> Destination Loyalty	0,023	0,021	0,069	0,326	0,745
Tourist experience -> P2PA Loyalty	0,306	0,304	0,072	4,237	0,000
Tourist experience -> Perceived authenticity	0,816	0,815	0,019	43,226	0,000

AP12.2.5. Indirect effects

Indirect Effects

Total Indirect Effects

	Destination Attachment	Destination Loyalty	P2PA Loyalty	Perceived authenticity	Tourist experience
Destination Attachment					
Destination Loyalty					
P2PA Loyalty					
Perceived authenticity		0,152	0,028		
Tourist experience	0,188	0,426	0,377		

AP12.2.6. Total effects

Total Effects

	Destination Attachment	Destination Loyalty	P2PA Loyalty	Perceived authenticity	Tourist experience
Destination Attachment		0,663	0,123		
Destination Loyalty					
P2PA Loyalty					
Perceived authenticity	0,229	0,185	0,396		
Tourist experience	0,601	0,445	0,687	0,824	

AP12.2.7. The ‘indirect effects’ obtained from the relationships between the dimensions of the SP2PA guest experience and the outcomes under analysis.

Specific Indirect Effects

	Specific Indirect Effects
Aesthetics -> Tourist experience -> Destination Attachment	0,104
Affective -> Tourist experience -> Destination Attachment	0,086
Educative -> Tourist experience -> Destination Attachment	0,119
Entertainment -> Tourist experience -> Destination Attachment	0,070
Escape -> Tourist experience -> Destination Attachment	0,088
Sharing -> Tourist experience -> Destination Attachment	0,086
Social interaction -> Tourist experience -> Destination Attachment	0,097
Aesthetics -> Tourist experience -> Destination Loyalty	0,080
Affective -> Tourist experience -> Destination Loyalty	0,066
Educative -> Tourist experience -> Destination Loyalty	0,091
Entertainment -> Tourist experience -> Destination Loyalty	0,054
Escape -> Tourist experience -> Destination Loyalty	0,068
Sharing -> Tourist experience -> Destination Loyalty	0,066
Social interaction -> Tourist experience -> Destination Loyalty	0,075
Aesthetics -> Tourist experience -> SP2PA Loyalty	0,118
Affective -> Tourist experience -> SP2PA Loyalty	0,098
Educative -> Tourist experience -> SP2PA Loyalty	0,135
Entertainment -> Tourist experience -> SP2PA Loyalty	0,080
Escape -> Tourist experience -> SP2PA Loyalty	0,100
Sharing -> Tourist experience -> SP2PA Loyalty	0,098

Social interaction -> Tourist experience -> P2PA Loyalty	0,110
Aesthetics -> Tourist experience -> Perceived authenticity	0,138
Affective -> Tourist experience -> Perceived authenticity	0,115
Educative -> Tourist experience -> Perceived authenticity	0,158
Entertainment -> Tourist experience -> Perceived authenticity	0,093
Escape -> Tourist experience -> Perceived authenticity	0,117
Sharing -> Tourist experience -> Perceived authenticity	0,115
Social interaction -> Tourist experience -> Perceived authenticity	0,129

AP12.2.8. The significance of the ‘indirect effects’ obtained from the relationships between the dimensions of the SP2PA guest experience and the outcomes under analysis.

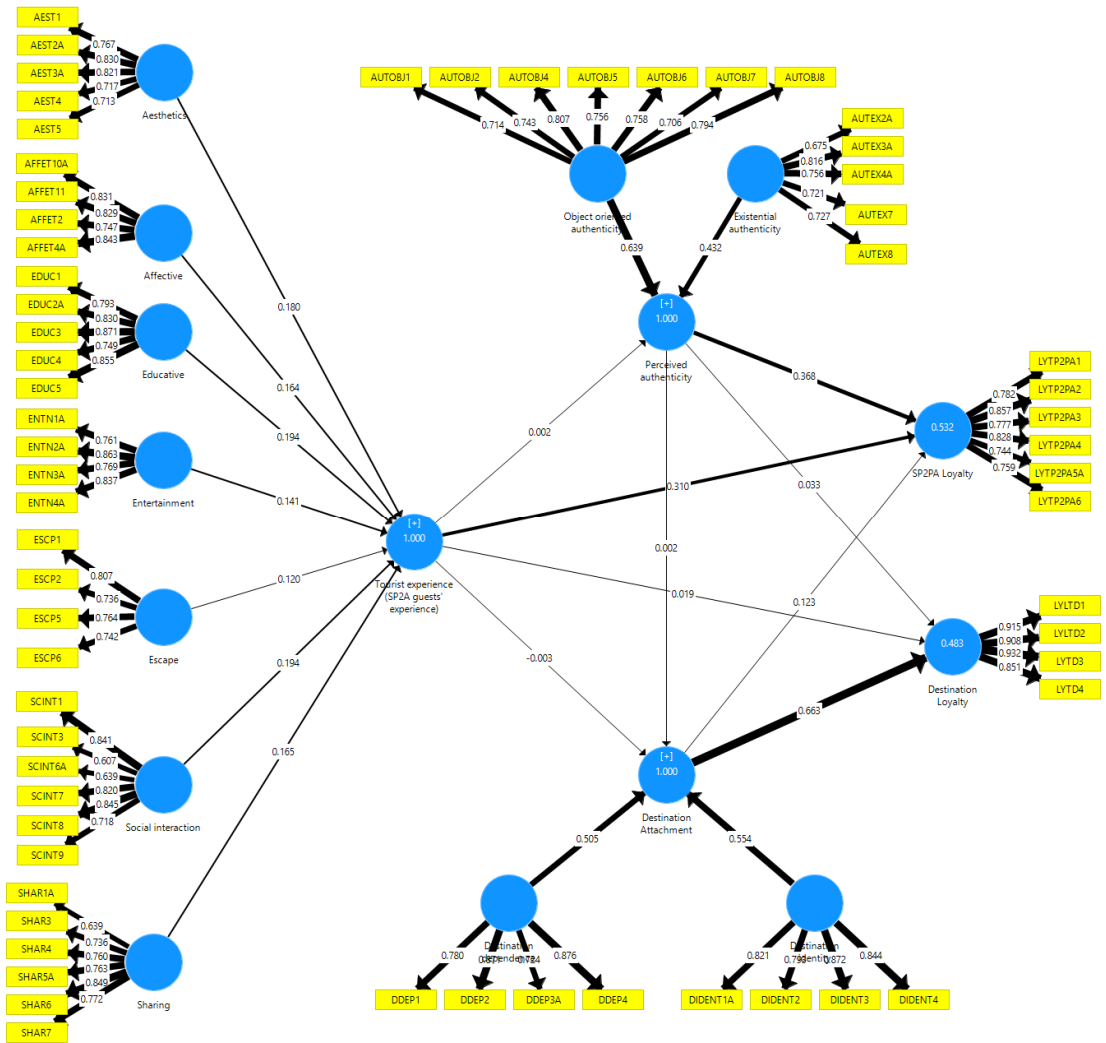
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Aesthetics -> Destination Attachment	0,104	0,103	0,019	5,399	0,000
Aesthetics -> Destination Loyalty	0,080	0,080	0,016	4,987	0,000
Aesthetics -> SP2PA Loyalty	0,118	0,117	0,022	5,388	0,000
Aesthetics -> Perceived authenticity	0,138	0,137	0,024	5,675	0,000
Affective -> Destination Attachment	0,086	0,086	0,015	5,672	0,000
Affective -> Destination Loyalty	0,066	0,066	0,012	5,346	0,000
Affective -> SP2PA Loyalty	0,098	0,098	0,016	5,993	0,000
Affective -> Perceived authenticity	0,115	0,114	0,019	5,936	0,000
Educative -> Destination Attachment	0,119	0,119	0,014	8,281	0,000
Educative -> Destination Loyalty	0,091	0,092	0,013	7,270	0,000

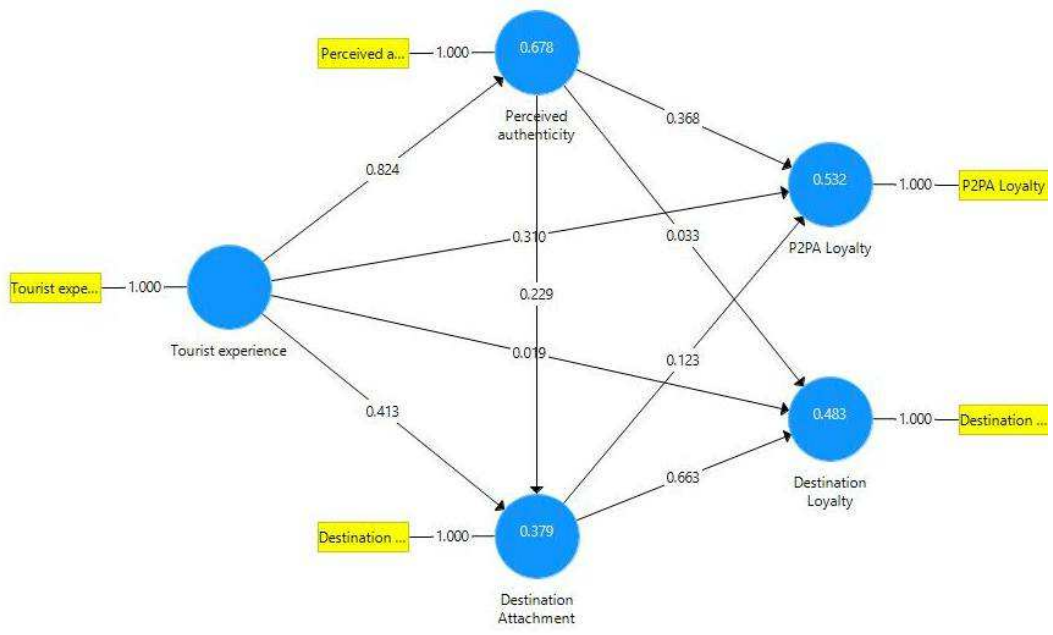
Educative -> P2PA Loyalty	0,135	0,135	0,015	8,739	0,000
Educative -> Perceived authenticity	0,158	0,158	0,017	9,086	0,000
Entertainment -> Destination Attachment	0,070	0,070	0,016	4,392	0,000
Entertainment -> Destination Loyalty	0,054	0,054	0,013	4,296	0,000
Entertainment -> P2PA Loyalty	0,080	0,080	0,018	4,532	0,000
Entertainment -> Perceived authenticity	0,093	0,093	0,021	4,481	0,000
Escape -> Destination Attachment	0,088	0,088	0,015	5,910	0,000
Escape -> Destination Loyalty	0,068	0,068	0,012	5,491	0,000
Escape -> P2PA Loyalty	0,100	0,100	0,016	6,242	0,000
Escape -> Perceived authenticity	0,117	0,117	0,018	6,633	0,000
Sharing -> Destination Attachment	0,086	0,086	0,013	6,753	0,000
Sharing -> Destination Loyalty	0,066	0,067	0,011	6,194	0,000
Sharing -> P2PA Loyalty	0,098	0,098	0,013	7,520	0,000
Sharing -> Perceived authenticity	0,115	0,115	0,015	7,639	0,000
Social interaction -> Destination Attachment	0,097	0,096	0,015	6,365	0,000
Social interaction -> Destination Loyalty	0,075	0,074	0,013	5,864	0,000
Social interaction -> P2PA Loyalty	0,110	0,110	0,017	6,588	0,000
Social interaction -> Perceived authenticity	0,129	0,128	0,020	6,595	0,000

Appendix 13
Model diagrams

AP13.1 Measurement model diagram



AP13.2 Inner model diagram



Appendix 14
Online groups and communities of survey divulgation

TABLE AP.14: Online groups and communities of survey divulgation

Group / community	Description	Members /followers(in January 2019)
Airbnb	Airbnb users, and those who wish to list, discover, and book.	19,787
Airbnb Brasil	Airbnb users and those who will the Airbnb.	44,513
Airbnb and hostels	General group about accommodation such as Airbnb and hostels.	1,462
Airbnb usuários	Space for exchange experiences and ask about information.	208
Airbnb Portugal	A group formed by users, hosts and administrators for changing experiences and ideas.	14,065
Airbnb Rio de Janeiro	General information about Airbnb in Rio de Janeiro	1,518
Airbnb Canada	General information about Airbnb in Canada	816
Airbnb London	General information about Airbnb in London.	1,564
Amantes de viagens	Group for those who loves travelling and sharing the travel experiences.	401,089
Brasileiros em Aveiro	Collaboration between Brazilians living in the city of Aveiro - Portugal	7,787
Carpooling Europe	Target for those who practice carpooling in Europe.	1,789
Capes – doutorado pleno no exterior	A support group for international PhD Brazilian students.	713
Couchsurfing - CSF	Group for Brazilian couchsurfers.	37,710
Couchsurfing Brasil	General information about Couchsurfing.	10,219
Erasmus Aveiro	A support group for Erasmus students living in Aveiro.	1,405
Hotelaria, lazer, turismo e viagens	Group for sharing information about the hospitality and travel sectors.	7,146
Mochileiros	Support group for travellers.	468,169
Statistics for social sciences	Group for exchanging ideas, solutions for statistical problems in social sciences. It is a peer-to-peer support group.	425
Travel tourism	Support group for travellers.	65,788
Turismo na Universidade de Aveiro	Support group for tourism students of the University of Aveiro.	2,410