

## **SHARING ECONOMY IN TOURISM: USERS' AND NON-USERS' MOTIVATIONS<sup>1</sup>**

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### **1. Introduction**

The sharing (or collaborative) economy is a set of practices, models and platforms that through technology and community allow individuals and companies to partly, share access to products, services and experiences. It includes non-profit and profit platforms that have emerged from an originally pure sharing economy, peer-to-peer and/or non-profit organisations. The sharing economy is spreading rapidly worldwide in a number of industries and markets; in particular, tourism is one of the sectors where the new offer models based on sharing logic have had a wider and economically significant diffusion. In the recent years, we have assisted a modal shift of travel witnessing the expansion of unconventional travel trends, which oppose traditional tourism by providing travellers with a broader range of alternatives. In fact, tourism is no longer a sector made exclusively by hotels, travel agents, tour operators, tour guides, etc., but it also directly involves private individuals who can offer their goods and services to the tourist. The consequences on the tourism sector due to expansion of sharing economy are essentially four areas: accommodation, transportation, catering and personalized services. This tendency to share, lend, lease and exchange has been made possible by new technologies, allowing travellers to discover a new perspective and above all with lower (real or apparent) new destinations, even lesser known. In 2015, the key sectors of the shared economy generated platform revenues of nearly € 4bn and facilitated € 28bn of transactions within Europe. (PWC, 2016). The estimated value corresponds to 0.035% of the global economy and less than 1.2% of the global tourism economy (but increase 10% in the sector of accommodation). In Italy, development of sharing economy meets numerous critics in infrastructural and structural terms. Factors falling negatively on a sharing economy explanation concrete in tourism are recognized in two major critical areas: a minor diffusion of digital (the 37% of the population do not use internet

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<sup>1</sup> This article was conceived and prepared by all the authors; however, Romana Gargano is the author of paragraphs 2, 3, 4 and 5 and Filippo Grasso wrote paragraphs 1, and 6.

and the 63% use it occasionally) and down the small and medium-sized innovation capacity (Rapporto Unione Europea, 2015). It is needs to be noted that, traditionally, in Italy the hospitality consists of small and medium hotels family owned, with competitive prices and located, especially in small and medium towns, in a historical and landscape context. (Eurispes, 2017).

The main purposes of this study are:

1. to contribute to expanding the knowledge base of this emerging form of tourism and examine the profile of potential tourist who chooses a sharing holiday;
2. to identify the predictive factors in the choice of sharing economy in holiday;
3. to determine the dependence of judgment by services used and strengths and weaknesses.

This paper is organized as follows: the next paragraph presents the literature review; section three presents the statistical modelling approach; section four submits the design and administration of the survey are described. In section five, we report the results and finally, in last section, we discuss the principal conclusions.

## **2. Literature review**

Sharing economy is a form of consumption, which is gaining popularity, both in academic research and in the world economy (Albinsson and Perera, 2012; Ozanne and Ballantine, 2010, Belk 2014, Hellwig et al 2015). Felson and Speath started debating about collaborative consumption in 1978, but the advent and diffusion of internet and of web 2.0 has made it possible for sharing economy platforms (e.g. for travel) to exchange information (Möhlmann, 2015). Actually, the perceptions and knowledge of tourism are conceived not simply along the spatial activity of actually visiting places, but are shaped by experiences of mediated and imagined space and by touristic objects (Haldrup & Larsen, 2010). Social media provide new channels for the production and circulation of meaning in tourism experiences and imaginations. (Munar and Jacobsen, 2014).

In literature there are identified intrinsic and extrinsic motivational factors influencing a sharing consumption. In particular, some research such as Magno F. et al (2016), and Hamary et al (2015) have recognised extrinsic motivations (such as economic motivations and practical reasons) and intrinsic motivations (such as ecological reasons and emotional motivations). Some researchers (Tussyadiah and Pesonen, 2016; Hamari et al., 2015) suggest that community belonging is a significant predictor of the use of sharing economy platforms, other studies

underline as the aspiration to become a member of a group is an important motivation, in particular Botsman and Rogers (2010) relate this factor to the age of the users. Differently Magno F. et al (2016) in their analysis community belonging is not a significant predictor of the use of sharing economy platforms. More specifically, their study confirms the relevance of altruistic motivations like the importance of safeguarding the environment and contributing in this way to create a sustainable life (Luchs et al., 2011). It also remarks the role of economic aspects correlated to the fact that collaborative consumption is perceived as able to offer more value with less cost (Botsman and Rogers, 2010).

### 3. Method

A quantitative approach was utilized with the aim to explore the research objectives. Due to test the nature of data and aim of research, the statistical analysis has developed in three steps.

In a first phase, we applied a confirmatory factorial analysis (CFA) to verify the scales validity and reliability of the scales used to measure the explicative variables. CFA is a multivariate statistical procedure that is used to test how well the measured variables represent the number of constructs. In this study, in fact, motivation users and not users of sharing tourism have been measured using a number of item combined into multi-item scales.

Successively, we aimed to identify the factors that influence or not the respondents' wish to change their current habits as typical tourists attracted by classical holiday, and to try one or other forms of sharing tourism. The outcome variable has only two possible values: interest or lack of interest in experiencing sharing tourism. Since the outcome variable is binary, a model that handles this feature correctly needs to be used. A Logit model, which is expressed as the odds ratio in favour of being tourist in a sharing consumption is employed. However, binary logistic regression does not assume linearity of the relationship between the independent variables and the dependent, this does not require normally distributed variables, and does not assume homoscedasticity (Gujarati, 2004). We assume that  $Y_i$  (interest or lack of interest in experiencing sharing tourism) has a binomial distribution with probability  $\pi_i$ . This defines the stochastic structure of the model. Suppose further that the logit of the underlying probability  $\pi_i$  is a linear function of the predictors:

$$\text{logit}(\pi_i) = \mathbf{x}_i' \boldsymbol{\beta} \quad (1)$$

Where  $\mathbf{x}_i$  is a vector of covariates (independent variables representing the construct factor) and  $\beta$  is a vector of regression coefficients. Thus, the regression  $\beta_i$  represents the change in the logit of the probability associated with a unit change in the  $j$ -th predictor holding all other predictors constant and the parameter  $\beta_0$  gives the log odds of the dependent variable. The probability of occurrence of an event relative to sharing is called odds ratio and for  $i$ -th unit is given by:

$$\left( \frac{\pi_i}{1-\pi_i} \right) = \exp(\mathbf{x}_i' \boldsymbol{\beta}) \quad (2)$$

or in terms of the probability of outcome as:

$$\pi_i = \frac{\exp(\mathbf{x}_i' \boldsymbol{\beta})}{1 + \exp(\mathbf{x}_i' \boldsymbol{\beta})} \quad (3)$$

Finally, a Cumulative Proportional Odds Model (Agresti 1996, McCullagh and Nelder 1989) is performed in order to determine whether the judgment about sharing economy in tourism depends on potentially predictive variables and strengths and weaknesses. The proportional odds model is used to estimate the cumulative probability of being at or below a particular level of the response variable, or its complementary, the probability of being beyond a particular level. It's a generalization of a binary logistic regression model when the response variable has more than two ordinal categories. This model estimates the odds of being at or below a particular level of the response variable. In this case, the judgment is expressed in three levels ordinal outcomes (Likert-type scale). In ordinal logistic regression, the event of interest is observing a particular score or less. For an ordinal variable with  $j$  modalities, it's possible to define the odds as:

$$\theta_j = \text{prob}(\text{score} \leq j) / \text{prob}(\text{score} > j) \quad (4)$$

The last category doesn't have an odds that is associated with it since the probability of scoring up to and including the last score is 1. It's possible also write the previous equation as:

$$\theta_j = \text{prob}(\text{score} \leq j) / (1 - \text{prob}(\text{score} \leq j)) \quad (5)$$

since the probability of a score greater than  $j$  is 1 minus probability of a score is less than or equal to  $j$ . The ordinal logistic model for a single independent variable is:

$$\ln(\theta_j) = \alpha_j - \beta X \quad (6)$$

where  $j=1, \dots, j-1$ , with  $j$  categories number. Larger coefficients indicate an association with larger scores. For a continuous variable, a positive coefficient indicates that since the values of the variable increase, the likelihood of higher scores increases. A negative coefficient indicates that lower scores are more similar and close each other. An association with higher scores shows smaller cumulative probabilities for lower scores, since they are less close to occur. Each logit has its own term  $\alpha_j$ , but the same coefficient  $\beta$ . That means that the effect of the independent variable is the same for different logit function.

The ordinal logistic model is based on the assumption that there is a latent continuous outcome variable and that the observed ordinal outcome arises from discretizing the underlying continuum into  $j$ -ordered groups. The thresholds estimate these cut off values. The basic form of the generalized linear model is

$$\text{link}(\gamma_i) = \frac{\theta_j - [\beta_1 x_1 + \beta_2 x_2 + \dots + \beta_k x_k]}{\exp(\tau_1 z_1 + \tau_2 z_2 + \dots + \tau_m z_m)} \quad (7)$$

Where  $\gamma_j$  is the cumulative probability for the  $j$ -th category;  $\theta_j$  is the threshold for the  $j$ th category,  $\beta_1 \dots \beta_k$  are the regression coefficients,  $x_1 \dots x_k$  are the predictor variables, and  $k$  is the number of predictors,  $\tau_1 \dots \tau_m$  are coefficients for the scale component and  $z_1 \dots z_m$  are  $m$  predictor variables for the scale component.

The estimation of the model was performed using logit as function link, within Polytomous Universal Model (PLUM) procedure, which provides estimates of models for ordinal data (Norušis M., 2009).

#### 4. Sampling

The purpose of this study is to analyse users' and non-users' motivations of sharing tourism via a descriptive research. The population for this study is defined as all habitually residents in Messina city (Italy) older than 18 years of age. The sample method used was a stratified random sampling, with strata being the age and gender to ensure an even representation. Participation was voluntary and anonymous. Face-to face interviews were conducted in different parts of city. Trained administrators collected data in the period December 2016 and March 2017, on weekdays and weekends, during the day and in the early evening, to ensure that those working or going to school have an even chance of being represented.

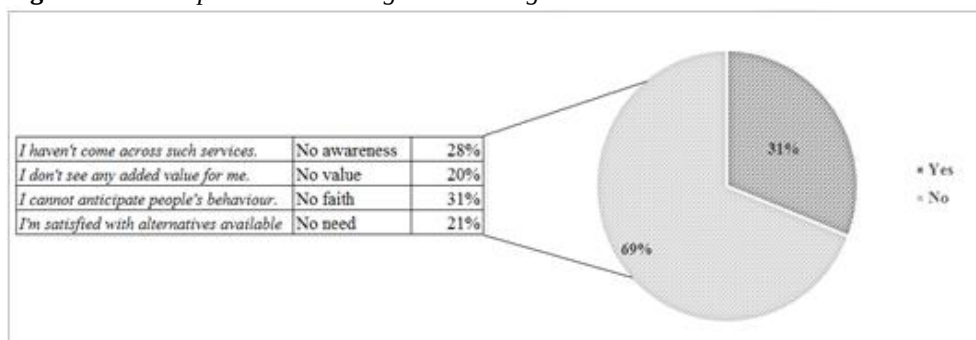
The questionnaire was designed according to the methodological framework, inspired partly from preceding studies (Magno et al 2016, Tussyadiah and Pesonen 2016; Hamary et al 2015) and partly from personal interviews with people with experience of sharing economy in tourism. The questionnaire is structured in four sections. The first section related to individual information including age, gender, occupation and habitual user for internet purchases. The goal of this section is to individualize the social and demographic characteristic of traveller type that uses the services of sharing. The second section focused on mode and characteristics of travel (number of trips in one year, travel company, type of accommodation, preferred holiday type, and organization of holiday). The aim of this part is to have a picture of the experiences of travels by the respondents. The third section concerns the sharing tourist, and it intended to explore the respondents' knowledge of the problem faced, possible experiences with sharing tourism and opinions, advice and criticisms. We have hypothesized five different motivations for describing the decision whether to take part or not in collaborative consumption. These questions are linked to intrinsic and extrinsic motivations and were kept identical for the two groups of respondents (user and not user sharing in tourism) to facilitate comparisons. The last section refers to the satisfaction of the services offered. Respondents who affirmed to have had a travel sharing experience were called to indicate a level of satisfaction on a Likert three-point scale (1 disagree, 2 indifferent, 3 agree). The aim was to highlight the strengths and weaknesses of the services offered by tourism sharing.

## 5. Results

Were collected 450 questionnaire of which 43 respondents reported that they did not know the sharing economy phenomenon and these were omitted. The final sample size was  $N = 407$ . In the sample, men were slightly more represented (51.02 % non users and 50.20% user), the majority of respondents belonged to the 18-24 age group (27.02 % non users and 34.91% user), followed by 25-30 age group (27.11% non users and 30.12% users). In terms of education, the majority reports having a secondary school qualification (52.63% non users and 51.87 % users) followed by university degree (34.36% non users and 37.37 users) and primary school qualification. In term of occupation the workers were most numerous (53.67% not users and 50.34% of users), followed by students (29.12% not users and 31.34 % users) and the unemployed or retirees. In general, the users' of sharing tourism services uses internet for purchase (52.11%), has a Facebook or Instagram profile (78.99%) but, generally, does not use social media information for organization of holidays (69.88%). The majority of users' make at least 2 trips

in a year (41.20%), up to one week (45.10%), using the airplane (70.30%) or the car (15.50%) as transportation. They prefer directly booking (46.87%) and traveling for adventure (33.31%) or for knowing different cultures (35.52%). The 31% of sample have experience with sharing platforms, but the 58% of the people that have never used a service of sharing do not exclude to use them in the future, declaring, “*I have never had the opportunity to use it*”. Exploring the reasons of non-sharers to circumvent collaborative consumption schemes (figure 1) we can observe that: 31 % of survey participants seem afraid of behaviour other people, 28% of them is simply not aware of existing offers, while others are satisfied of the traditional travel services (21%). In addition, almost one in five non-sharers does not see how sharing transactions could be of any value to them (20%). Among those who claim to have used a sharing service, 46.51% used at least one time the accommodation sharing, the 30.23% car sharing and the 23.26% tour sharing. The principal motivational factor (Figure 2) is related to environmental consciousness (75.3%), closely followed by the intention to save money (74.2 %) and by feelings of joy (72.5 %). Play a similar role like convenience (69.1 %). Surprisingly, social cohesion did not seem to be a decisive motivational factor (10.2%).

**Figure 1 - Participants' Reasons Against Sharing**



In order to test convergent and discriminant validity of the scales used to measure the independent variables, we have applied a CFA. All items had high factor loadings score ( $\geq 0.79$ ) indicating that the dimensions of the factors are better accounted for by the variables. Cronbach's alpha reliability coefficients for the five dimensions were also examined. Analyses revealed that all of the coefficients were high enough to be considered adequate, namely, all items lead to a higher alpha coefficient for the overall scale reliability. The results of reliability for the scales ranged from 0.78 to 0.87. Cronbach Alpha coefficient for the whole scale was determined as 0.89. The high values of the alpha coefficients suggest that

the instrument displayed adequate internal consistency and discriminant validity of the scales (table 1).

**Figure 2** – Participants' sharing motivations - multiple choice possible

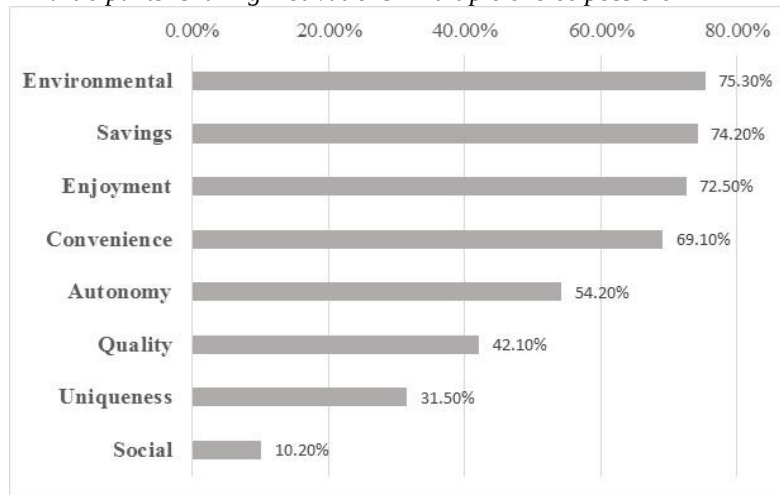


**Table 1** - The measurement model

| Construct                                                       | Item                                                              | Mean | Fact. Loading |
|-----------------------------------------------------------------|-------------------------------------------------------------------|------|---------------|
| <i>Economic benefit (Cronbach's alpha=0.84 )</i>                |                                                                   |      |               |
| Savings                                                         | It came at a better price, so I needed to invest less or no money | 3.18 | 0.85          |
| Quality                                                         | I received superior quality, compared to a traditional offer      | 3.02 | 0.79          |
| <i>Practical / Rational Reasons (Cronbach's alpha=0.84 )</i>    |                                                                   |      |               |
| Convenience                                                     | For me, it was just convenient and practical to share             | 3.4  | 0.91          |
| Uniqueness                                                      | I couldn't find the product or service elsewhere sharing          | 3.27 | 0.88          |
| Autonomy                                                        | I liked being independent from traditional providers              | 3.19 | 0.87          |
| <i>Social / Emotional Reasons (Cronbach's alpha=0.78)</i>       |                                                                   |      |               |
| Enjoyment                                                       | It's fun – I enjoyed                                              | 3.16 | 0.85          |
| Social                                                          | It allowed me to meet interesting people                          | 3.67 | 0.80          |
| <i>Ecological / Ideological Reasons (Cronbach's alpha=0.87)</i> |                                                                   |      |               |
| Lifestyle                                                       | It's my personal interest to lead a healthy life                  | 3.12 | 0.89          |
| Environment                                                     | It is my interest to safeguard the environment                    | 3.45 | 0.82          |
| <i>Individual Reasons (Cronbach's alpha=0.80 )</i>              |                                                                   |      |               |
| Reputation                                                      | My friends approve (would approve)                                | 3.02 | 0.81          |
| Trust                                                           | I generally trust the people                                      | 3.01 | 0.79          |

In order to test if the search for economic benefits, rational motivation, environmental motivations, individual and social reasons positively relate to the use of sharing economy for the trip, we performed logistic regression models (table 2). The goodness of fit tests do not prove evidence of gross deficiencies with the

model. The small p-value ( $<0.0001$ ) for the LR chi-squared statistic implies that one or more of the five effects in the model is important for predicting the probability of use in the form of sharing economy for holiday. The tests for parameters suggest that each of the effects in the model is significant at the 0.001 level.

Table 2 shows that when the search of economic benefits, the ecological reasons and the rational motivation is higher, the probability of using the sharing economy in the tourism context is greater. In particular, with regard to the economic benefits, this study highlights that the collaborative consumption is a substitute for ownership and, contrarily from traditional consumption, it is able to offer more value at lower costs (Magno et al., 2016). With respect to ecological and ideological reasons, our research confirms the importance of the importance of environmental concern as a predictor of the choice of sharing tourism, which is a kind of sustainable behavior because it is able to reduce the negative impacts on the environment (Albisson and Perera, 2012; Luchs et al., 2011). Finally, in regard to practical reasons our study confirms the importance of intriguing motivational factors, sharing often is convenient in coordination and transaction and thus a favoured way to acquire things. Different from other research (Tussyadiah and Pesonen, 2016; Hamari et al., 2015), but in accordance to Magno et al (2016) in our study, social and emotional reasons and individual motivations are not a significant predictor of the use of sharing economy for holiday organization.

**Table 2:** *The results of logistic regression*

| Independent Variable             | B     | E.S. | Wald   | Df | Sig. | Exp(B) |
|----------------------------------|-------|------|--------|----|------|--------|
| Constant                         | -.903 | .123 | 53.897 | 1  | .000 | 0.405  |
| Economic Benefit                 | .702  | .130 | 29.160 | 1  | .000 | 2.018  |
| Practical / Rational Reasons     | .318  | .130 | 5.984  | 1  | .020 | 1.374  |
| Social / Emotional Reasons       | -.199 | .124 | 2.576  | 1  | .113 | 0.820  |
| Ecological / Ideological Reasons | .315  | .120 | 6.891  | 1  | .018 | 1.370  |
| Individual Reasons               | .108  | .120 | 0.810  | 1  | .351 | 1.114  |

Finally, Cumulative Proportional Odds Model with the aim to determine whether the judgment (expressed on Likert type scale on three points) about sharing's experience in tourism depends on potentially predictive variables as services used (car sharing, accommodation sharing and tour sharing), and strengths or weaknesses. In this study we have considered as potential weaknesses the idea that the sharing economy is dangerous for traditional tourism and to believe that there are no rules, while as strengths to consider the sharing economy in tourism context a positive factor for the local economies and tourists' experiences. According to literature, two measures of goodness of adaptation have been

estimated: the Pearson test and the Deviance test. Both tests are statistically not significant, denoting an adequate degree of adaptation of the model to observed data. Next, in order to measure the association level between the dependent variable and the predictors, three different Pseudo-R square measurements (Cox and Snell, Nagelkerke and McFadden test) were estimated. They provided indications to an adequate fit. Examining the estimation of the model (table 3), we can see that only some variables are significantly influential on the judgment: in particular, the use of accommodation sharing would seem influence positively the satisfaction, while, to believe that sharing economy is a danger to traditional tourism and that there are no rules, seems to diminish the degree of satisfaction. Probably the unsatisfied thinks that the sharing economy provides unfair competition, reduces job security and avoids taxes.

**Table 3 – Cumulative Proportional Odds Model for judgement**

| Variable                       | B       | S.E.  | Wald    | p-value |
|--------------------------------|---------|-------|---------|---------|
| Constant 1                     | -18.018 | 2.021 | 79.484  | 0.000   |
| Constant 2                     | -17.032 | 2.047 | 69.230  | 0.000   |
| Car sharing                    | 0.685   | 1.070 | 0.410   | 0.522   |
| Accommodation sharing          | 2.687   | 1.073 | 6.271   | 0.012   |
| Tour sharing                   | 1.397   | 1.064 | 1.724   | 0.189   |
| Dangerous                      | -1.825  | 0.931 | 3.843   | 0.048   |
| Without rules                  | -17.697 | 1.209 | 214.263 | 0.000   |
| Positive for the local economy | 0.983   | 1.775 | 0.307   | 0.580   |

## 6. Conclusion

This study has permitted to examine the profile of a potential tourist who chooses a sharing's services in holiday as a young, male worker and with a medium-high educational level. The user's sharing services in tourism uses internet for purchase and has a Facebook or Instagram profile but, generally, does not use social media information for organization of holiday.

The strongest motivations for choice of a holiday using a sharing platform are linked to savings and convenience on the economic and practical side as well as environmental concern. Only some variables are significantly influential on the quality judgment of sharing economy in tourism; in particular, the idea that sharing is a danger to traditional tourism and there are no rules seems to diminish the degree of satisfaction, while the use of accommodation sharing would seem influence positively the satisfaction. Hoteliers must involve the community to offer a "local" experience to their guests. Hotels must become real communication centers where travellers and the local population can meet. It's not just about saving: travellers using the sharing economy channels research a more authentic

experience. If the tourism market wants to keep up, it will have to offer something more; the new way of traveling is to expect the unexpected.

In future, we would want to separately analyse each sharing economy form and its consumers to appreciate the overall potential of each one. The findings of this study contribute to advance knowledge about the users of sharing tourism services.

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## SUMMARY

### Sharing economy in tourism: users' and non-users' motivations

The sharing economy in tourism represent a lively marketplace for goods and services exchanged between local people who own useful assets and travellers who seek them. The popularity may reflect tourists' desire to connect with the local community. Different reasons encourage people to participate in collaborative tourism. The literature has identified both intrinsic motivations and extrinsic motivations. The purpose of this study is to increase knowledge of this phenomenon by investigating the perceptions of both people that participate in collaborative tourism and people who do not, in order to identify the different socio - demographic profiles and the motivations that predict the usage of sharing platforms. For this aim, a questionnaire-based survey was conducted among a sample of 450 people.

The results show the importance of intrinsic and extrinsic motivations and provide interesting managerial implications for firms affected by this phenomenon.

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