

Impact of Shared Airbnb Accommodation on the Local Population

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Abstract. In this paper, we monitor the impact of shared Airbnb accommodation on the local population. The methodological approach is to divide the impacts of this type of hostel into three groups according to the three pillars of sustainability: economic, social and environmental. We obtain primary data using the method of marketing quantitative research by the standardized survey through a structured questionnaire. The survey took place online from 03.11.2021 to 21.11.2021 on a sample of 556 respondents. Among other things, the respondents stated that they anticipate further development of shared accommodation in Slovakia, but we found in our survey a relatively high degree of inability to take a stand on the elements we examined. This means that many people in Slovakia do not even have an opinion on shared accommodation yet, and perhaps it is high time to start forming this opinion right now.

Keywords: Sharing economy, Shared accommodation, sustainable tourism

JEL classification: L83, Q01

1 Introduction

Over the last decade, we have witnessed the growing popularity of the sharing economy, literally on a global scale. Shared accommodation platforms have experienced a particularly strong increase in users and thus occupy a significant place in the sharing economy. Both parties benefit from the P2P (Peer-to-Peer) system of shared accommodation - users can offer their services for a reward, while the platform administrator ensures the functionality of the place of supply and demand, for which he receives a commission. One of the most popular and most frequently discussed examples of this mechanism is Airbnb.

Platforms such as Airbnb allow individuals to take on the role of micro-entrepreneurs and act as hosts offering accommodation to tourism operators for a fee. Visitors, tourists who use this type of accommodation, on the other hand, can benefit

from an exceptional experience of true authenticity of the local population. Sometimes the host even interacts with the guest, which introduces him to local attractions and traditions. What impact does this new phenomenon have on the local population, which does not directly participate in the processes described above? How do local people view shared accommodation in terms of sustainability? These are the questions that prompted us to research this issue.

2 Methodology

The main aim of the article is to find out how a selected group of Slovak residents perceives the impacts of shared accommodation in Slovakia within the three pillars of sustainability.

Firstly, to meet the main goal, the study of theoretical resources of the literature was the basis of the compilation of the literature overview. The study of theoretical resources of the literature and the analytical-synthetic method was a process that subsequently helped in building the practical part of this paper.

Secondly, we obtained primary data using the method of marketing quantitative research by the standardized survey through a structured questionnaire. The survey took place online from 03.11.2021 to 21.11.2021 on a sample of 556 respondents. From the total number of respondents, we obtained 553 answers that were complete and suitable for further processing. The survey involved 363 women, 187 men, and 6 respondents refused to state their gender. The average age of the respondents was 26 years, with the youngest being 14 years old and the oldest 65 years old. 385 respondents have been using shared Airbnb accommodation for an average of 3 years, the other 168 respondents have asked for their theoretical views because they have not yet had their own experience with shared accommodation.

To meet our objectives, we used the following research methods:

- comparison and analysis of the source of publications on the chosen topic and synthesis of the identified approaches and theories to understand the interrelationships of the issue,
- a method of scientific abstraction to identify and disclose irrelevant information,
- a method of deduction aimed at formulating the main areas of research,
- collection, critical analysis, and synthesis of collected data from secondary sources,
- the method of marketing quantitative survey by standardized inquiry through a structured questionnaire,
- graphical methods aimed at clarifying the information obtained and basic statistical methods for primary data processing (average):

$$x = \frac{1}{n} \sum_{i=1}^n x_i$$

3 Results

3.1 Literature review

Today, tourism services include a whole called the "shared economy". The name shared economy implies that the subject of this part of the economy is sharing, ie the use of not fully utilized (Schor and Attwood-Charles, 2017). There are several designations for a shared economy - shared consumption, collaborative economics, collaborative economics, or non-proprietary lifestyles (Wu and Zhi, 2016). Other names follow from the nature and degree of development of access economy, peer economy, platform economy, and digital economy (Görög, 2018).

Most authors define a shared economy in terms of providing temporary access to unused assets to other consumers using a peer-to-peer model (Botsman, 2013; Oxford learners dictionary, 2020; Cambridge dictionary, 2020; European Commission, 2020; Frenken et al. 2015; Grit, 2020). Manifestations of the sharing economy in tourism can therefore be observed mainly in areas such as accommodation (best known are Airbnb or HomeAway), catering (EatWith, BonAppetour, EatFeastly), transport (Uber, Lyft, BlaBlaCar or Bolt), guide services (Vayable, ToursByLocals or WithLocals) (Gajdošíková, 2018) and others. The first Airbnb mentioned is the subject of this contribution.

The term sustainable tourism can be understood as the application of the concept of sustainable development in tourism. At present, however, the term "sustainable tourism" is beginning to replace the new term "responsible tourism", within which active care for the life of the current and future generation in a certain environment is key (Novacká, 2013). Contu et al. (2019) point to several scientific papers that distinguish three main areas (pillars) of sustainability, namely economic, social and environmental sustainability.

Economic sustainability refers to the ability to create prosperity at different levels of society and to address the cost-effectiveness of all economic activities.

Social sustainability is about respecting human rights and equal opportunities for all members of society. Novacká (2013) expands the pillar of social sustainability by three dimensions, namely the dimension of social development of the local population and the positive result of tourism activities in the locality, the dimension of a social approach to company employees and the dimension of social responsibility of the region, association or company.

Environmental sustainability refers to the ability to conserve and manage resources, especially those that are not renewable or valuable in terms of life support.

3.2 Survey results

In this article, we divide the results of the survey according to the three areas to which the statements related thematically. The methodological starting point is the three pillars of sustainable development.

Economic aspects

We followed respondents' views on the economic aspects of Airbnb through nine statements, to which they were assigned an answer expressing the degree of their identification with the statement.

These were directed mainly to the areas of state economic income, the gray economy, rising real estate prices and rising real estate rental prices. Of the 553 respondents, 240 (43.4%) agreed that shared Airbnb accommodation contributes to the state's economic development (6% of respondents). 163 (29.5%) respondents could not express themselves. As many as 359 (64.9%) respondents agreed or fully agreed that shared Airbnb accommodation contributes to the increase in consumer sales in this area of accommodation and 141 (25.5%) marked the answer "do not know". Furthermore, 280 (50.6%) respondents believe that shared Airbnb accommodation contributes to the development of the gray economy (eg non-taxation of income, non-payment of levies, ...), 203 (36.7%) respondents could not express their opinion and 70 (12.7%) respondents did not hold this opinion. 238 (43.0%) respondents claim that shared Airbnb accommodation contributes to the growth of the price level of real estate in the vicinity of the offer, 199 (36.0%) respondents were neutral, and 116 (21%) respondents disagreed with this statement. When asked whether shared Airbnb accommodation causes an increase in the price level of long-term rental properties around the offer, 231 (41.8%) respondents answered in the affirmative, 216 (39.1%) respondents could not answer and 106 (19.2%) did not agree with the statement. 384 (69.4%) respondents thought that shared Airbnb accommodation is a more attractive source of income for accommodation owners than the long-term rental of the property. As many as 466 (84.3%) respondents are convinced that shared Airbnb accommodation has a positive impact on the development of tourism in Slovakia, and only 66 (11.9%) could not answer, or only 19 respondents (3.8%) claimed the opposite. Similarly, 485 (87.7%) respondents believe that shared Airbnb accommodation increases the possibility of tourism growth in their district. The last statement within the economic aspect of shared accommodation was that shared Airbnb accommodation is experiencing growth and the number of offered accommodation facilities in Slovakia will continue to grow in the future. 404 (73.1%) respondents agreed with this statement, 133 (24.1) respondents took a neutral position and only 16 (2.9%) were against this statement.

Social aspects

As part of the social aspects of the occurrence of shared Airbnb accommodation, we again offered the respondents several statements (a total of thirteen) and they were asked to express the degree of identification with this statement.

First, 367 (66.4%) respondents perceived the opportunity to meet new people due to the presence of Airbnb shared accommodation in their vicinity positively, 165 (29.8%) neutral, 18 (3.3%) negative, and 3 respondents (0.5 %) could not express themselves. 434 (78.5%) respondents would perceive contact with foreign languages due to the potential occurrence of Airbnb shared accommodation in their vicinity positively or very positively, 102 (18.4%) neutral, only one (0.2%) respondent would be negative and 4 (0.7%) cannot assess. Similarly, 419 (75.8%) respondents perceived potential

contact with another culture due to the occurrence of Airbnb shared accommodation in their area positively, 117 (21.2) responded neutrally and only 13 (2.4%) negatively. Four (0.7%) respondents could not assess this statement. As part of the prevention of racial discrimination due to Airbnb's shared accommodation in Slovakia, we recorded a greater degree of uncertainty, as 277 (50.1%) respondents expressed the same opinion, and up to 205 (37.1%) respondents could not confirm or refute this statement and 71 (12, 8%) disagreed with him. 429 (77.6%) respondents would like to introduce Airbnb guests to the local environment, customs and traditions, 99 (17.9%) respondents were unable to take a stand on this statement and only 25 respondents were against such a move. Similarly, as many as 411 (74.3%) respondents to our survey thought that Airbnb shared accommodation in Slovakia supports the convergence of cultures, 108 (19.5%) respondents were neutral and only 34 (6.1%) did not. On the other hand, 421 (76.1%) respondents agreed with the statement that shared accommodation Airbnb in Slovakia supports the presentation of Slovak culture and customs to a greater extent than conventional forms of accommodation (eg hotel), 86 (15.6%) could not answer, and only 46 (8.3%) thought the opposite.

In the second half of the section, we focused our attention on statements with potential equative effects of shared Airbnb accommodation in Slovakia. In the case of the possibility of disturbing their privacy by Airbnb shared accommodation, 270 (49.0%) respondents expressed negative to very negative concerns, 212 (38.3%) took a neutral position and only 34 (6.1%) respondents considered the possibility of disturbing their privacy. considered unlikely or unobtrusive. In connection with the potential occurrence of Airbnb shared accommodation in the vicinity of respondents, 261 (47.2%) would perceive the possibility of a clash with guests staying in shared Airbnb accommodation as neutral, 217 (39.2%) respondents would accept this option, and 69 (12.5%) respondents would like to avoid such situations. In connection with the potential occurrence of Airbnb shared accommodation in the vicinity of the respondents, 279 (50.5%) respondents would consider the possibility of a threat to their safety, and 232 (42.0%) would be neutral or would not feel such a threat. 34 (6.1%) respondents excluded this type of threat. 306 (55.3%) respondents considered the possibility of non-compliance due to the occurrence of shared accommodation as probable and negative to very negative, 183 (33.1%) took a neutral position and only 60 (10.8%) respondents would not be hindered. Similarly, non-compliance with night rest due to the potential occurrence of Airbnb shared accommodation in their vicinity would be perceived by 314 (56.8%) respondents as negative to very negative, 167 (30.2%) neutral and only 68 (12.3%) respondents would not be hindered. 284 (51.4%) respondents feared a threat of lack of parking spaces due to the potential occurrence of Airbnb shared accommodation in the area, 190 (34.4%) respondents took a neutral position and 71 (12.8%) respondents this option was not negative, or likely negative impact on their lives.

Environmental aspects

As in previous cases, we analyzed the respondents' opinion on the environmental aspects of shared Airbnb accommodation in Slovakia through statements (a total of five statements) and the degree of their identification.

331 (59.9%) respondents agreed with the statement that Airbnb shared accommodation in Slovakia is in line with the idea of a sustainable lifestyle, 179 (32.4%) could not answer and 43 (7.8%) did not agree, or completely disagreed. 291 (52.6%) survey respondents thought that Airbnb shared accommodation in Slovakia has a positive impact on the environment (in Slovakia), 212 (38.3%) could not assess and 50 (9.0%) did not hold this opinion. But 337 (60.9%) survey participants thought that Airbnb shared accommodation in Slovakia was more environmentally friendly than its conventional forms (such as a hotel), 169 respondents (30.6%) could not express their opinion on this statement, and only 47 (8.5%) disagreed with him. Furthermore, 327 (59.1%) respondents thought that Airbnb's shared accommodation in Slovakia saved energy in accommodation tourism compared to its conventional forms (such as a hotel), 172 (31.1%) could not assess and 54 (9, 9, 8%) was of the opposite opinion. The last statement of this section was that Airbnb shared accommodation in Slovakia records lower water consumption in accommodation tourism compared to its conventional forms (such as a hotel). 249 (45%) respondents complained about this statement, 232 (42.0%) respondents did not know how to comment, and 72 (13%) participants surveyed had the opposite opinion.

4 Discussion

The shared economy is a relatively frequent topic in Slovakia. In the shadow of shared accommodation, which can be found in almost the entire territory of Slovakia, we can observe its effects on the local population. Locals are aware of this type of accommodation in their area and are partly able to express their views and feelings that this accommodation evokes in them. This encouraged us to examine the effects of shared accommodation in Slovakia on the local population, and we divide these impacts we examine according to the three pillars of sustainability into economic, social and environmental impacts.

Within the economic impacts of shared accommodation in Slovakia, we recorded relatively clear answers both within the monitored benefits and within the potential threats that shared accommodation brings with it. As many as 84.3% of respondents think that shared Airbnb accommodation has a positive impact on the development of tourism in Slovakia and even 87.7% are convinced that shared Airbnb accommodation contributes to the growth of tourism in the district in which occurs. Due to the fact, that this type of accommodation is more popular especially with younger generations, this accommodation can bring a new segment of clientele to Slovakia. Respondents also took a similar view. Furthermore, more than half of the respondents expressed the view that shared accommodation contributes to the economic development of the state and defended these claims both in the case of increasing sales of consumer goods in the area

(50.6%) and in the area of income generation for such accommodation (69.4%). But this can pose threats that respondents are aware of. For example, 50.6% of respondents are concerned about the development of the gray economy in the form of non-taxation of income or non-payment of levies. Thus, shared accommodation also opens the door to micro-entrepreneurs and other less experienced people who want to try to provide accommodation services, but the respondents are also aware of the possibility of growth of the gray economy, which is reducing the state's income. Respondents also expressed concern about the creation of inflationary pressures. 43.0% of respondents are concerned about the growth of the price level of other real estate in the vicinity of the offer and 41.8% of respondents are concerned about the growth of the price level of long-term rental real estate in the vicinity of the offer. On the other hand, residents can also use this real estate price increase for their personal gain. The disappointment was that on average one in four respondents in the section answered "I don't know". This means that respondents are not sure about economic issues or do not have a sufficient overview of the issue and its potential impacts.

The second aspect examined was the social aspect. Respondents were neutral (47.2%) to slightly positive (31.1%) about the possible interaction with the guest accommodated in the shared Airbnb accommodation. It is possible to assume that many respondents have already met some accommodated guests in their vicinity, but they did not notice it themselves. Furthermore, respondents were in favor of meeting new people (66.4%) and contact with foreign languages (78.5%) or contact with another culture (75.8%), which confirms that, in their opinion, Airbnb can be a tool for convergence. cultures (74.3%), they welcome this approach and almost every second (50.1%) thinks that shared Airbnb accommodation in Slovakia helps to prevent racial discrimination. Racial discrimination, interpersonal relationships and a lack of understanding of other cultures are relatively common topics in Slovakia, but respondents are of the opinion that shared accommodation can help eliminate these problems. The presence of authentic tourists from other countries can bring understanding and reduce the negative consequences of the diversity of the population of Slovakia. Regarding the negative social aspects of shared accommodation in Slovakia, respondents were aware of the possibility of disturbing their privacy (49.0%), security threats (50.5%) or disturbing the night (56.8%). In the case of shared housing, 55.3% of respondents were aware of the possibility of non-observance of night rest and 51.4% of respondents feared the possibility of a lack of parking spaces due to the occurrence of shared accommodation in their vicinity. It is a pleasant finding that respondents are also aware of the potential negative consequences of shared accommodation and can comment on them. Slovakia is already facing this problem (eg security threats, lack of parking spaces, etc.) even today, and local governments are already looking for tools to regulate these negative effects. Finally, we made two statements comparing shared and traditional accommodation from a social perspective. Three out of four respondents (76.1%) say that shared Airbnb accommodation in Slovakia supports the presentation of Slovak culture and customs to a greater extent than conventional forms of accommodation (eg hotel) and very similarly, 77.6% of respondents would like to introduce these guests environment, customs and traditions.

The third category was the environmental side of shared accommodation in Slovakia. As in other countries of the European Union, environmental issues are current in Slovakia.

5 Conclusion

Shared tourism services have undergone a transformation from a social to a commercial basis and are experiencing constant growth and development. This was confirmed by our research. In this paper, we examined the perception of the effects of shared Airbnb accommodation on the local population. The methodological approach was to divide the impacts into three groups according to the three pillars of sustainability.

Within the economic aspect, we noted the prevailing view that a shared economy is beneficial for individual subjects of the state, but respondents are also aware of the threats that this type of accommodation brings. Within the social pillar, it can be stated that the inhabitants of Slovakia are inclined to tourists who stay in this type of accommodation and do not resist the idea of sharing customs and traditions with them. However, the inhabitants of Slovakia are also aware of the pitfalls that will need to be regulated through appropriate tools. From the point of view of the environmental pillar, this type of accommodation is more sustainable in the eyes of the inhabitants of Slovakia than its conventional forms (hotel) and brings many benefits.

An interesting finding is that many Slovaks did not have an opinion on many elements of shared Airbnb accommodation in Slovakia, almost one in three reached the answer "I do not know" or "neutral", which means that there is still a high level of unknowns around this issue. However, this will certainly change in the future because most people think that the offer of accommodation facilities in Slovakia will continue to grow in the future and we will encounter this phenomenon more and more often.

6 Limitations & Research Extensions

This paper contains an initial look at the partial results of our survey. The collected data will in the future be subject to econometric analysis, which will result in conclusions for practice. At the same time, we plan to conduct the same survey in another country of the European Union and compare the results of the surveys.

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