

Sharing economy, sustainability and tourism - systematic literature review

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Abstract | Globalization and rapid technological developments have contributed to the emergence of a new economic system - the sharing economy. A prominent example of this new type of economy lies in the tourism industry. This sector has been influenced and transformed by this economy with important consequences for tourism, tourist destinations, and sustainability. This article, through a systematic review of the literature, endeavours to systematize current knowledge of this relationship and investigate its evolution, the relationship between this new form of economy and the sustainability in tourism as well as the areas that have not yet been explored for possible future research. For this, a study of 45 articles was subsequently analysed in the light of content analysis. The results show although it is an area of growing interest, given the number of recent articles, there are few studies concerned in the relation between sharing economy and sustainability in the tourism sector. There are four major areas of current studies with quantitative methods dominating investigations. The impacts that this type of economy has on tourism and also on the sustainability of the destinations remain dubious and there are areas whose results are not consensual among authors. There is thus a need to consolidate the knowledge and to explore several ways of research since it is a subject that is still in the embryonic stage.

Keywords | Sharing economy, sustainable tourism, systematic literature review

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1. Introduction

The contemporary world, characterized by its constant metamorphism, (Cunha, 2011, Diniz, 2013, Oskam & Boswijk, 2016), rapid technological developments, (Cunha & Auriani, 2015; Oskam & Boswijk, 2016), economic evolution (Hasegawa, Camello & Kovaleski, 2019), consumer behaviour change (Cunha & Auriani, 2015) and globalization, creates new challenges for companies and economic activities that have to adapt to these constant changes (Breda & Costa, 2013). The "sharing economy" emerges in this context of the contemporary era as a new socioeconomic system and is stimulated by new technologies such as the Internet (Belk, 2014; Tussyadiah, 2015). This type of economy also called collaborative consumption or peer economy, allows individuals to participate in sharing activities of leasing, lending, exchange of goods/services, transportation solutions, space, or money (Möhlmann, 2015). This concept creates new markets (European Parliament, 2017) and has received attention both in the business world and in the academic world as an important research topic (Kim, Lee, Koo & Yang, 2017). An example of the prominent importance of the sharing economy in the business world is the case of the tourism industry (Cheng, 2016, European Parliament, 2017; Heo, 2016; Stors & Kagermeier, 2015). Considered one of the most important economic activities in the world (Aleksandrov & Fedorova, 2018; European Parliament, 2017), this sector, has been influenced and transformed by this new type of economy (Aleksandrov & Fedorova, 2018; Cheng, 2016; Guttentag, 2015; Heo, 2016; Tussyadiah & Pesonen, 2016). One of these recent effects is the increasing number of individuals who are willing to share temporarily what they own with tourists (e.g. the house or car) or what they do (e.g. meals or excursions) (European Parliament, 2017). This type of behaviour of the supplier associated with the need for a greater authenticity of the experiences lived by the tourists (Paulauskaite, Powell, Coca-

Stefaniak & Morrison, 2017; Stors & Kagermeier, 2015) permits this type of economy to continue to grow at a steep pace in tourism (Heo, 2016). Furthermore, it can be seen as a new opportunity to develop sustainable tourism in rural and urban territories (Aleksandrov & Fedorova, 2018).

Given the importance that tourism has as one of the pioneering sectors for the growth of the sharing economy (Lyons & Wearing, 2015, Sigala, 2015), the possibility to use this economy in a sustainable tourism perspective (Aleksandrov & Fedorova, 2018) and since it is still a recent phenomenon, it is necessary to devote academic attention to better understand it (Gutiérrez, García-Palomares, Romanillos & Salas-Olmedo, 2017; Heo, 2016). In the same line of thought, and recognizing the challenges and opportunities that the sharing economy has for the tourism sector, the notable expansion of academic studies with multiple perspectives being investigated and it's still unknown positive or negative impacts, a systematization allows a better understanding of this field of study. Thus, the central purpose of this article is to contribute to a clearer and broader view of knowledge in order to encourage better reflection and make future research more productive. For this, a systematic review of the literature was made, given its many advantages (Grant & Booth, 2009; Mihalache & Mihalache 2015; Wang & Chugh 2014). 45 articles were analysed and selected in the *Scopus* database to synthesize the state of the art, identifying the most relevant research flows, perceiving the knowledge gaps found, as well as discussing and debating ways for future research.

This article is divided into five sections. First, the definitions associated with the subject under study and the interrelationship between these two concepts are presented and analysed. Subsequently, the methodology that underlies this study is described. The results of the analysis, as well as the discussion of the findings and recommendations for future research, are summarized in the following section. Finally, in the last section, the

conclusions and limitations of the article are presented.

2. Theoretical contextualization

2.1 Sharing economy

The contemporary world, characterized by its constant change (Cunha, 2011; Diniz, 2013) and globalization, creates new challenges for companies (Breda & Costa, 2013). In this context, one type of economy - the sharing economy - has acquired a relevant role today (Möhlmann, 2015). It differs from the traditional economy, presenting itself as a challenge to this and an alternative to goods and services traditionally provided by long-established industries (Möhlmann, 2015; Zerva, Proserpio & Byers, 2015). Although it is not necessarily a new concept, since it originated from a previously existing type of culture or consump-

tion practice - collaborative consumption (Kim, et al., 2017) - it has been developing and increasing its role in society. The sharing economy is also called peer economy (Möhlmann, 2015, Zervas et al., 2015), a collaborative economy (Paulauskaite, et al., 2017), collaborative trade (Sigala, 2015) or hyperconnectivity economy (Rifkin, 2015). It is viewed as a new socioeconomic system (Tussyadiah & Pesonen, 2016) or hybrid alternative economic model (Rifkin, 2015; Dredge & Gyimóthy, 2015), facilitated by the digital age (Belk, 2014; Dredge & Gyimóthy, 2015) and a viable alternative to meet a variety of consumer needs (Zerva et al., 2015). This type of economy seeks to combine, in addition to economic aspects, the social aspects of sharing (Belarmino, Whalen, Koh & Bowen, 2017) and allows "the creation, production, distribution and shared consumption of goods and resources between individuals" Tussyadiah & Pesonen (2016, p.1022). It has certain characteristics which are summarized in table 1.

Table 1 | Main features of the sharing economy

<i>Characteristics</i>	<i>Author</i>
Non-property	Kathan, Matzler & Veider, 2016
Temporary access and non-transfer of ownership of the property	Frenken, Meelen, Arets & Glind, 2015; Kathan et al., 2016
More efficient use of physical assets and redistribution of material goods	Dredge & Gyimóthy, 2015; Frenken et al.; Kathan et al., 2016
Platforms consumer-consumer and not company-consumer	Frenken et al., 2015
Improved value creation (zero marginal costs, total interconnection, direct exchange, optimized capacity utilization, recirculation of idle resources)	Dredge & Gyimóthy, 2015
A phenomenon that takes place mainly on the urban scale	Davidson & Infranca, 2016

Source: Self-elaboration

This economy allows individuals to play a more active role and to co-create their experiences (Zhang, Jahromi & Kizildag, 2018) both as suppliers of products and as consumers because they have greater active participation in the decision processes (Belarmino et al., 2017). It also allows for greater interaction between suppliers and consumers, because in this new economy, "ownership

and access are shared by people creating, transmitting and exchanging their products and services" (Richard & Cleveland, 2016, p.239).

This concept has thus grown exponentially (Gutt & Herrmann, 2015, Richard & Cleveland, 2016; Zhang et al., 2018) thanks to a set of phenomena of the present era such as: 1) the remarkable progress of information technologies and

the Internet (Belk, 2014; Bowen & Whalen, 2017; Cunha & Auriani, 2015; Kim et al. 2017; Lampinen & Cheshire, 2016; Lu & Kandampully 2016; Stors & Kagermeier, 2016; Tussyadiah & Pesonen, 2016; Zhang et al., 2017) which allow the construction of platforms and promote communication between the supplier and the service consumer (Bowen & Whalen, 2017, Oskam & Boswijk, 2016); 2) the ease these platforms have of allowing the supplier to use their assets to produce additional revenue (Bowen & Whalen, 2017); 3) the lower cost of these services and products (Zhang et al., 2017); 4) the current behaviour of the citizen who prefers to share his assets as a source of income rather than working for a company (Belarmino et al., 2017); and 5) the shift of values to post-materialistic positions (Stors & Kagermeier, 2015). As a consequence, a growing variety of goods and services have adopted this economy (Belarmino et al., 2017, Bowen & Whalen, 2017, Kim et al., 2017, Zhang et al., 2018).

However, despite the importance of this concept and its consequences for a panoply of industries such as finance, food, transport and tourism (Decropt, Chiappa, Mallargé & Zidda, 2017) its evolution has created not only opportunities but also animosities on the part of many traditional companies because they feel that this economy operates in unfair competition (Bowen & Whalen, 2017).

2.2 The relationship between tourism, sustainability and sharing economy

Tourism, a fundamental economic activity in many regions (Aleksandrov & Fedorova, 2018; Aznar, Sayeras, Rocafort & Galiana, 2017), is a dynamic and constantly changing sector (Costa, 2013), which has in globalization and technological evolution the greatest contribution to its transformation (Aleksandrov & Fedorova, 2018; Cunha & Abrantes, 2013; Diniz, 2013; Kim et al., 2017; Martin-

Fuentes, Fernandez, Mateu & Marine-Roig, 2017). The sharing economy, associated with this globalization and the advancement of the Internet, has influenced and transformed many aspects of the tourism sector (Aleksandrov & Fedorova 2018; Cheng, 2016; Ert, Fleischer & Magen 2016; Forno & Garibaldi, 2015; Guttentag, 2015; Heo, 2016; Paulauskaite, et al., 2017; Tussyadiah & Pesonen, 2016). It presents opportunities and challenges for the sector's businesses as well as tourist destinations (Tussyadiah, 2015), as they can better meet the needs of tourists by offering a range of alternative tourist services (European Parliament, 2017). Similarly, the tourist, the centrepiece in tourism, can obtain significant benefits from this economy model (Kim et al., 2017) such as: 1) renting a car (Zipcar or Getaround); 2) find local food (Eatwith or Meal Sharing); 3) accommodation (Airbnb, Couchsurfing, HomeExchange, HomeAway or Roomorama) (Ert et al., 2016; Hasegawa, et al., 2019; Heo, 2016; Kim et al., 2017; Martin-Fuentes, et al., 2018); or 4) use tourist guide services (Vayable) (Ert et al., 2016) The sharing economy also plays a relevant role in response to new trends in tourism consumer behaviour (Paulauskaite, et al., 2017, Stors & Kagermeier, 2015). In fact, the tourist is more dynamic, interventionist (Cunha, 2011; Cunha & Auriani, 2015), awake to the new technologies (acquisition of products/services and personalized choices) (Cunha & Abrantes, 2013), requiring opportunities to co-create and experience authentic and unique experiences (Cunha, 2011; Cunha & Abrantes., 2013; Diniz, 2013; Forno & Garibaldi, 2015; Moby, et al., 2017; Paulauskaite, et al., 2017; Stors & Kagermeier, 2015). This new form of behaviour is in line with the current economy - the economy of experience - based on quality, creativity, authenticity and the opportunity to offer unique experiences (Aleksandrov & Fedorova 2018; Cunha, 2011; Cunha & Abrantes, 2013, Diniz, 2013). The sharing economy may help achieve this experience making a trip more authentic and unique (Aleksandrov & Fedorova, 2018). Con-

sequently, this industry benefits significantly from this sharing economy (European Parliament, 2017; Stors & Kagermeier, 2015) and is considered one of the pioneering sectors for its growth (Lyons & Wearing, 2015; Sigala, 2015). However, this mo-

del has also obtained negative criticism because it can also have significant negative impacts on tourism (Table 2) create difficulties in tourism that desire to achieve sustainability.

Table 2 | Main impacts of the sharing economy on tourism

Negative impacts	Authors
At the economic level - loss of affordable housing resulting in a residential outcry	Lee (2016)
At a market competition perspective due to the closure and replacement of low-cost hotels	Zervas et al. (2015)
Negative impact on local tourism businesses	Heo (2016); Moby et al. (2017)
The discrepancy between the privileged class and the poorest or unemployed people	Dredge e Gyimóthy (2015)
Impacts on consumers' rights (e.g.: safety, quality)	European Parliament (2017)

Source: Own-elaboration

Despite these impacts, the sharing economy may lighten the process of capitalizing on the natural, cultural and social resources of any territory having an important role in the development of sustainable tourism (Aleksandrov & Fedorova, 2018). Therefore, this economy can be in line with what sustainable tourism is since sustainability in tourism implies “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” United Nation Environment Programme & United Nation World Tourism Organization (UNEP & UNWTO, 2005, p.11). This requires a balance between the environmental (environmental purity/ resource efficiency/ physical integrity/ biological diversity), socio-cultural (visitor fulfilment/ community wellbeing/ protect culture richness) and economic dimensions (economic viability/ local prosperity/ employment quality) (Korez-Vide, 2013).

Notwithstanding the importance of the theme for tourism, this relationship between sharing economy and tourism, as a result of being a recent phenomenon, has great challenges and an uncertain future in the context of tourism (Heo, 2016) and sustainability (Zhao & Peng, 2019). Clearly,

there are several gaps in multiple fields of study from various perspectives, and it is necessary to better understand this phenomenon in the field of tourism (Gutiérrez, et al., 2017; Heo, 2016; Moby, Suess & Lehto, 2017; Steylaerts & Dubhghail, 2012).

3. Methodology

Systematically analysing the accumulated knowledge of a given topic is an important step in any discipline (Williams & Plouffe, 2007). Thus, to consolidate the literature on this topic, a systematic review of the literature was carried out, which is a transparent scientific process that avoids bias (Cook, Mulrow e Haynes, 1997; Denyer e Tranfield, 2009; Tranfield, Denyer & Smart, 2003). This type of revision was selected because it allows a better systematization and organization of the accumulated literature in a certain scientific area (Grant & Booth, 2009; Mihalache & Mihalache 2015; Smith, Devane, Begley e Clarke, 2011; Tranfield, et al., 2003; Wang & Chugh 2014) and avoids bias (Denyer & Tranfield, 2009; Tranfield et al., 2003). As it also allows for the description

of instructions for future research (Baumeister & Leary, 1997; Cooper, 2003) it is a type of review that best fits the achievement of the objectives outlined. The article follows the proposal to approach the five stages of a systematic review described by Khan, Kunz, Kleinenen, and Antes (2003) and Denyer and Tranfield (2009). They can be summarized as: 1. Framing the question (question formulation); 2. Identifying relevant work (locating studies); 3. Assessing the quality of studies (selecting and evaluating studies); 4. Summarizing the evidence (analysis and synthesis) and 5. Interpreting the Findings (reporting and using the results). These steps are detailed below:

Step 1 - Question formulation:

The literature review, to be of quality, needs well-formulated questions (Denyer & Tranfield, 2009), clear and precise (Khan et al., 2003) before beginning the review work (Denyer & Tranfield, 2009; Khan et al.2003). Thus, three key questions were defined: 1) what is the current state of the art of research? 2) Thus sharing economy interferes with sustainability in tourism? and 3) what are the limitations of the studies and the paths for future research?

Step 2 and 3 - Locating, selecting and evaluating studies:

To cover the full range of scientific articles, the database was searched on Scopus. So as to identify the relevant publications within the topic under study in order to achieve the objectives outlined in the introduction section, the following search terms and combinations were examined: "sharing economy", "tourism", "sustainable tourism" and "tourism products" An advanced search was performed using the Boolean operator "AND"since it was intended to combine the two concepts that should arise in the fields "title, abstract, keywords". The results of this research are presented in the following table (Table 3).

Table 3 | Main results of database searches

Terms	Scopus
"sharing economy"	653
"sharing economy" AND "tourism"	52
"sharing economy" AND "Sustainable tourism"	3
"sharing economy" AND "tourism product"	1

Source: Self-elaboration

The main selection criteria were:

- (i) The inclusion of journal articles with empirical and peer-reviewed analyses, considered to be the most valid for researchers (Creswell, 2009; Podsakoff, 2005; Williams & Plouffe, 2007). Thus, books, book chapters, encyclopedias, book review, editorials, errata, literary reviews and other publications without arbitration, were excluded;
- (ii) Afterward, the abstracts were read and the articles that best fitted the selection were chosen, namely based on their contribution to answering the questions of the present work, their relevance to the topic (Sarka & Ipsen, 2017) and the quality of the scientific journal, as suggested by Truong (2014);
- (iii) Subsequently, from these articles a further selection was made by the snowballing method of the main authors mentioned, that is, the authors with relevant searches for the subject in question referenced in the articles analysed (using the Google Scholar database for their research). The full texts were thus chosen and read, as suggested by Sarka and Ipsen (2017), of 45 articles.

Step 4 -Analysis and synthesis

This analysis was based on content analysis because it "provides verifiable and substantiated conclusions about the evolution of the research" (Xiao & Smith, 2006, p.491). Each article was

examined with special attention to its theoretical foundations, data collection and processing methods, discussion of results, its limitations and suggestions for future research.

In the next section, the last step of the systematic review - reporting the findings (step 5) will be specified.

4. Results and discussion

4.1 Main areas of study and conclusions

The analysed articles follow several lines of research that, after content analysis, were grouped, in four main topics as it shows graphically figure1.

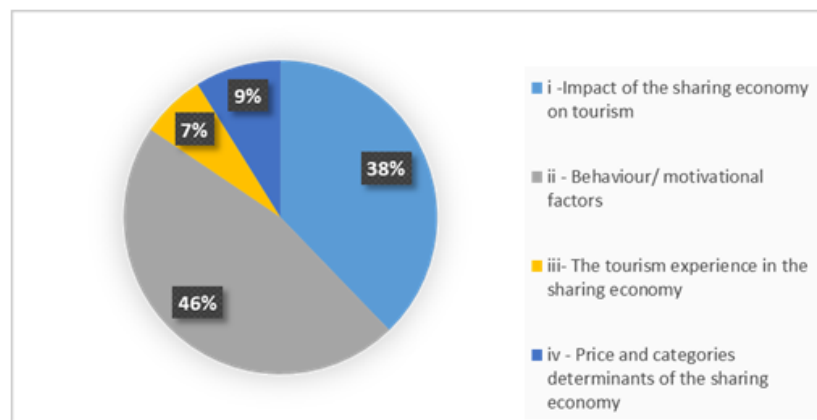


Figure 1 | Percentage of articles in each research area
Source: Self-elaboration

From figure 1 it can be seen that factors influencing tourist behaviour in the sharing economy (ii) are the more study area with 46% followed by the impacts that this economy has on desti-

nations, accommodations and Residents/hosts (i) with 38%. It is also clear that the areas of study are not evenly divided and some areas are divided into subtopics as shown in table 4.

Table 4 | Main areas of research

Thematic areas		Authors
Impact of the sharing economy on tourism	Destinations	Wegmann & Jiao (2017)
		Gutiérrez, et al. (2017)
		Aznar et al. (2017)
	Accommodation	Horn & Merante (2017)
		Oskam & Boswijk (2016)
		Guttentag (2015)
		Zervas et al. (2015)
		Guttentag & Smith (2017)
		Choi et al (2015)
		Ginindza & Tichaawa (2017)
	Residents/hosts	Lu & Kandampully (2016)
		Hajibaba & Dolnicar (2017)
		Edelman & Luca (2014)
		Fang et al. (2016)
		Fierro & Salmón (2018)
		Jordan & Moore (2017)
		Yeager, Boley, Woosnam & Green (2019)
Behaviour/ motivational factors	Host	Karlsson & Dolnicar (2016)
		Kim et al (2017)
		Li et al (2015)
	Tourists	Gutt & Herrmann (2015)
		Schuckert, et al. (2017)
		Bie et al (2018)
		Decrop, et al. (2017)
		Lampinen & Cheshire (2016)
		Stors & Kagermeier (2015)
		Möhlmann (2015)
		Tussyadiah & Pesonen (2016)
		Forno et al. (2015)
		Geiger, Horbel & Gemelmann (2017)
		Belarmino et al (2017)
		Paulauskaite, et al. (2017)
		Hellwing et al (2014)
		Tussyadiah (2015)
Tussyadiah & Zach (2016)		
Ert et al (2016)		
Molz (2013)		
The tourism experience in the sharing economy	Zhao & Peng (2019)	
	Mody et al (2017)	
	Brochado, et al. (2017)	
	Steylaerts & Dubghaill (2012)	
	Gibbs et al. (2017)	
Price determinants of the sharing economy	Wang & Nikolau (2017)	
	Martin-Fuentes, et al. (2018)	
	Zhang et al (2018)	

Source: Self-elaboration

4.1.1 Impacts of the sharing economy in tourism (i)

a) Tourism destinations:

The results of Gutiérrez et al. (2017) show that the sharing economy, specifically at an accommodation level, can have a negative impact in certain parts of the city given the increase in tourism pressure related to the recent expansion of Airbnb. Moreover, according to Horn & Merante (2017), shared accommodation affects the rental market in the city, increasing rents by an average of 5% per year.

With a more positive view of the impact of the sharing economy, Aznar et al. (2017) report that the presence of Airbnb apartments is a variable that measures the attractiveness of the lo-

cation for a tourist and that therefore can have a positive impact on the profitability of a business. With a study that seeks to project the future impacts of this type of economy, Oskam and Boswijk (2016) outlined four different scenarios that illustrate the extreme results of the variables under study. Destinations where vacation rentals are banned, discourage innovation in their hospitality sectors. They can see an unchanged market if growth is limited ("status quo"), but also an oligopolistic market and gentrification ("Exclusivity") in more popular destinations. More permissive regulations can have the effects Airbnb portrays positive economic and socio-cultural impact, support for new businesses, small-scale tourism - in moderate growth destinations ("Experimenta-

tion"). But for high-demand destinations, the results can become catastrophic ("Commercialization"). This means that there is no future vision of "one-size-fits-all" short-term rental and that hospitality and tourism professionals, as well as policy-makers, must consider the characteristics of their destination.

b) Accommodation:

There are also two very different views on this topic namely:

Zervas et al. (2015) estimate that there is a significant causal impact on hotel revenue and that this is in the range of 8 to 10%, not being uniform in all hotels. The pressure exerted by the sharing accommodation on the hotel industry is still perceived by Guttentag (2015). The author concludes that traditional mid-range / high-end accommodation is likely to be replaced by the sharing economy housing, primarily by wealthier guests or those who travel with children, as they prefer to stay in the comfort and privacy of homes. Guttentag and Smith (2017) follow the same line of thought, revealing the pressure that the sharing economy housing can have on traditional hospitality since there are more and more users of this service (about two-thirds of tourists used Airbnb as a substitute for the hotel). Similarly, low-cost housing is more likely to be replaced by peer-to-peer hosting network offerings (Guttentag & Smith, 2017; Hajibaba & Dolnicar, 2017).

Contrary to these data, Choi et al. (2015), Ginindza and Tichaawa (2017) and Lu and Kandampully (2016) mention that the presence of the sharing accommodation in the region has no impact on hotel profitability because the Airbnb platform has a different market niche, not competing with conventional hotels (Ginindza & Tichaawa, 2017).

c) Stakeholders (residents / hosts):

Concerning, the negative impacts, one of the most mentioned is the loss of permanent neigh-

bours and overall sense of community due to conversions of residential properties to STVRs and the influx of transient guests (Yeager, et al., 2019) due to the increase in the price of the square metre of the premises dedicated to the commerce of the surroundings (Fierro & Salmón, 2018). This fact can lead to a gentrification of the locality and a displacement out of that place (imbalance) (Fierro & Salmón, 2018; Yeager, et al., 2019). The residents are aware of the negative impacts that the sharing economy may have, but that this is caused more by the lack of regulation and inefficient management and planning than by the nature of this economy (Jordan & Moore, 2017). Edelman & Luca (2014) also report that there is evidence of the impact of racial discrimination on the price of sharing housing and these differences highlight the risk of discrimination in online markets.

Regarding the positive impacts, Fang et al. (2016) defend that the sharing economy benefits the entire tourism industry by generating new jobs.

4.1.2 Behaviour/motivational factors and the sharing economy (ii)

a) Host:

Summarily the preponderant factors that contribute to shared housing hosts providing their services are: the income (Karlsson & Dolnicar, 2016), the social interaction (desire to make friends) (Karlsson & Dolnicar, 2016; Kim et al., 2017), the sharing of space and experiences (Karlsson & Dolnicar, 2016; Kim et al., 2017), and reciprocity (Kim et al., 2017).

Two articles analyse compare different behaviours. Li et al. (2015) compare professional and non-professional hosts and conclude that there are significant differences in operational and financial performance between professional and non-professional hosts, with the former having more daily revenue and higher occupancy rates (the importance of professionalization). Gutt and Her-

rmann (2015) compare the host's behaviour and mentioned that when they obtained a higher rating (star) in their lodgings, they showed a significant increase in prices, on average € 2.69 more than the others (increase motivation).

b) Tourists:

With regard to the preponderant factors that contribute to the choice of services based on the sharing economy, it can be referred that besides practical reasons (location, utility, quality of services, less bureaucracy, space for cooking, more flexibility) (Bie et al., 2018; Stors & Kagermeier, 2015; Tussyadiah & Zach, 2016) and financial benefits (Decrop et al., 2017; Forno et al., 2015; Lampinen & Cheshire, 2016; Möhlmann, 2015; Stors & Kagermeier, 2015; Tussyadiah 2015; Tussyadiah & Pesonen. 2016) there are other significant factors. Within these, the human factors (e.g.: direct help to owners) (Bie et al., 2018), the hedonic and symbolic motives (Decrop et al., 2017), reciprocity (mutual benefit) (Forno et al., 2015; Geiger et al., 2017; Hellwing et al., 2014), the sharing of experience (guest and host) (Geiger et al. 2017; Hellwing et al., 2014), familiarity (Möhlmann, 2015; Paulauskaite et al., 2017; Schuckert et al. 2017), trust (Forno et al., 2015), capital experience (non-material benefits) (Hellwing et al., 2014), unique hospitality experience (Schuckert et al., 2017; Tussyadiah & Zach, 2016), the desire to know others and fit into a different cultural context – social interaction (Belarmino et al., 2017; Forno et al., 2015; Hellwing et al., 2014; Paulauskaite et al., 2017; Schuckert et al. 2017), authenticity (Paulauskaite et al., 2017; Stors & Kagermeier, 2015; Schuckert et al. 2017; Tussyadiah & Pesonen. 2016), the social aspects of sustainability (Tussyadiah, 2015) and moral benefits (Molz, 2013), have a lasting value for the individual (Hellwing et al., 2014).

Ert et al. (2016), also reinforce the perceived reliability of the host (host photo) and the quality of online reviews (Yeager et al., 2019) as a

relevant component to purchase decisions toward sharing economy.

4.1.3 *Experience of tourists in the sharing economy (iii)*

The results of these articles demonstrate that there are sharing economy experiences that can be felt with a certain uniformity in different cultures (Brochado et al., 2017) and these experiences compared with those in conventional accommodation do not differ significantly Mody et al (2017). However, Steylaerts and Dubhghaill (2012) mentions that CouchSurfing has added value to the experience related to the sharing economy due to the authenticity factor perceived by the guests.

4.1.4 *Price and categories determinants of the sharing economy (iv)*

Gibbs et al. (2017) and Wang and Nicolau (2017) reveal that in many aspects the factors that influence accommodation prices are similar to those found in traditional hotels (eg: site, property attributes, amenities, services, rental rules, customer reviews, uniqueness, and authenticity). However, Wang and Nicolau (2017) identified variables as unique in the context of sharing economy based accommodation rentals, such as the prices are lower if the property offers breakfast, which is inconsistent with the findings in the hotel industry. While following the same topic, Zhang et al. (2018) pursue a different line of thought concerning price determinants. According to these authors, functional and social values (pre-stage) are stimulators to pay a premium price, emotional value is important to clients (middle stage) and social value is associated with willingness to pay a premium price (post-stage). Regarding categories, the results of Martin-Fuentes et al. (2018) suggest that a hotel classification linked to the sharing economy can usually be inferred by different

criteria (number of evaluations, price, punctuation and user wish lists) that have nothing to do with the official criteria of conventional hotels.

4.2 Analysis of the methodology of articles

The figure 2 shows that of the 45 articles surveyed, eight adopted the qualitative methodology (18%), 28 quantitative methodologies (62%) and 9 used triangulation (20%).

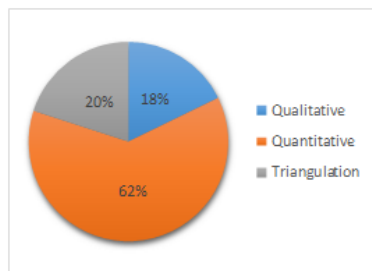


Figure 2 | Percentage of articles regarding the methodology
Source: Own elaboration

The vast majority of quantitative surveys are online self-administered questionnaires. It is ne-

cessary, however, to take into account the problem of bias of this type of online data collection tool (Hoek, Pearson, James, Lawrence, & Friel, 2017). Finally, one last element to emphasize is the use of several articles with documentary analysis in their researches. Although it is a recurring and relevant data collection method, it has the disadvantage of a possible bias because the articles may not legibly present the data. This situation may limit and condition the interpretations and analysis of the results by putting in question its findings (Soares, Pereira, Suzuki & Emmendoerfer, 2011).

4.3. Identification of future research

Given that the topic analysed is a recent area in tourism, there are some gaps delineated either by the investigators analysed or by the conclusions drawn from the readings of the articles. Through the analysis of content, it was possible to systematize these gaps and with that, to define new research opportunities, as shown in table 5.

Table 5 | Summary of key gaps and future research on the sharing economy in tourism

Gap	Description	Authors
Methodology	The need to explore other data collection tools and methods	Decrop, et al. (2017)
	Propositions in different geographic contexts	Aznar et al, 2017; Fang et al.; 2016; Geiger et al., 2017; Tussyadiah, 2015; Wang & Nicolau, 2017; Zervas et al., 2015
	Focus on developing countries	Cheng's (2016)
	Developing research more oriented towards the complementarity between the qualitative and quantitative method (triangulation)	Gap found by the article author
The long-term sharing economy impacts	need for longitudinal studies that allow us to understand the gradual evolution of the sharing economy	Akbar & Tracogna (2018), Gutt & Herrmann (2015), Möhlmann (2015), Tussyadiah & Pesonen (2016), Wegmann & Jiao (2017).
Different platforms	Investigate another free hosting, sharing platforms, such as BeWelcome or Globalfreeloaders	Geiger et al. (2017)
Sustainability	Economic dimension: explore the uncertainty of the sharing economy's impacts on responsible and sustainable tourism.	Heo (2016)
	Economic dimension: sharing economy impact on the destination economic viability and local prosperity (objectives of the economic dimension)	Gap found by the article author
	Economic dimension: identify what impact the sharing economy has on job quality (example: conditions, seasonality)	Gap found by the article author
	Socioeconomic dimensions: the impact of sharing economy in the gentrification has yet to be systematically studied	Yeager, et al. (2019)
	Social dimensions: research on social interactions between tourists and hosts/local residents in this economy is limited	Decrop, et al., 2017).
	Social dimension: analyses what kind of cultural information is disseminated (cultural events, traditions, etc.)	Gap found by the article author
	Environmental dimension: The impact of sharing economy on the environment - impacts on the urban landscapes (physical integrity); what kind of sustainable conservation practices (example: water, energy) is carried out in the sharing economy (resource efficiency)	Gap found by the article author

Source: Self-elaboration

5. Conclusion

The sharing economy stems from the technological and behavioural evolution of the current era. Economic activities must remain in constant evolution and adaptation to avoid harmful effects on their sectors. Tourism is one of the sectors where the integration of the concept of the sharing economy has been growing. Synthesizing the answers to the questions of the research paper:

- 1) What is the current state of the art of research? According to the articles analysed,

the impacts that this type of economy has on tourism remain dubious and fragmented. For example, in terms of destinations or tourist activities, there is no consensus to allow a definitive conclusion [see for example Gutiérrez et al. (2017) or Horn and Merante (2017) in contrast to Aznar et al. (2017)]. It can be concluded therefore that there is still a lack of empirical evidence to consolidate or confirm the knowledge on this topic. This lack of consolidation of knowledge can come from empirical studies analysed, since many of them do not allow generalisations

and are dependent on the culture where the research is inserted, the nature of the topic or the limitation of the articles analysed, that do not allow deeper conclusions.

2) The sharing economy has significant economic and social impacts – both in a positive (ex: employment/authenticity – tourist satisfaction) and negative way (eg: gentrification; destination pressure). However, its real role in contributing to a more sustainable tourism destination is not consensual and needs further research.

3) What are the limitations of the studies and the paths for future research? Several gaps were found and systematized according to the authors analysed. However, in terms of sustainability, it should be noted that no article mentioned the impacts that this type of economy can have on the environmental level. Another relevant shortcoming is the need for longitudinal studies to investigate the long-term impacts on tourism destinations of the sharing economy.

It is hoped that this article, in terms of practical implications, through a rigorous systematization of the most relevant data, promotes the academic debate on this subject. Besides, it is intended to contribute to a more summarised view of the problems associated with this economy that can reduce its competitive advantage, and interfere with the sustainability of the territories. For example, improving technological efficiency, encouraging the sharing economy host's more sustainable professionalism and behaviour, and differentiating tourism products and services from the conventional ones related to this economy are fundamental elements for the sustainable future growth of this economy in the sector analysed. As regards theoretical implications, it was sought to enrich and interrelate the body of tourism knowledge about the sharing economy. Through a clear and organised presen-

tation of the theoretical bases and main areas of study (four) on the topic under analysis, it was intended to open doors to explore other fields of research that stood out as relevant for the future of this relationship, because there is still a long way to go.

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