

██████████ AND THE EXPERIENCE ECONOMY

by

Allison Foy Wiles

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Allison Wiles

Greenville, NC

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Approved by:

Alleah Crawford, Ph.D.

School of Hospitality Leadership

College of Human Ecology

A. Defining Relevant Terms

The tourism industry is driven on intangible experiences. MacCannell identifies that “more and more often it is pure experience, which does not leave any material traces that is produced and sold” (2013). Involvement in the tourism industry can be perceived as an experience in entirety, or segmented into each specific experience throughout the trip, such as restaurants, hotels, or attractions (Stasiak, 2013). In the traditional hotel industry, the guest experience is dependent on quality service. No longer is an average guest room and ordinary staff interaction able to meet the expectations of hotel guests. The needs of guests are changing as they continue to seek unique experiences, enhancing the overall satisfaction of a guest’s travel experience (Stasiak, 2013).

According to Pine and Gilmore, services can be strategically modified to create a higher value in experiences. Based on the level of the guest’s participation and engagement, the level of satisfaction varies. The four realms of experience are entertainment, educational, escapism and aestheticism (Pine & Gilmore, 1999). The four realms are divided by two scales into quadrants, passive to active participation and absorption to immersion engagement. At the passive extreme, the guest does not have influence nor affect the event, whereas the active participation has a personal influence on the event (Pine & Gilmore, 1999). Absorption occurs when an event occupies a person’s attention and immersion is when a person actually becomes physically involved in an event (Pine & Gilmore, 1999).

The two scales intersect to create four quadrants: entertainment, education, escapism and aestheticism (Pine & Gilmore, 1999). Most forms of personal entertainment such as watching a movie are passively engaging to occupy the mind. Entertainment experiences are much more complex, actively engaging the participant (Pine & Gilmore, 1999). The educational realm is

when the guest or participant is absorbing the information presented (Pine & Gilmore, 1999). To achieve success in the escapist segment, the guest must be fully immersed in the activity and is solely focused on the activity before them. For example, casino operators profit from heightening the feeling of escapism in gamblers to keep them at the table for the maximum length of time (Pine & Gilmore, 1999). The esthetic segment describes an immersion experience that makes little to no impact on the natural or artificial environment in which that experience occurs. An esthetic event could be standing on the viewing platform of the Grand Canyon where being surrounded by the setting is the primary source of value (Pine & Gilmore, 1999). When all four segments are cohesively presented to the consumer, the overall product is likely to be more successful (Pine & Gilmore, 1999).

One way we see the experience economy today is through the share economy. The share economy is a recent economic phenomenon where online companies are facilitating the network of owners listing their available products in an effort to maximize the use and consumers are renting products from peers rather than purchasing them from traditional companies (Geron, 2013). There are more than one hundred different companies already listing a wide variety of products including car rentals, parking spaces, high end sports and photography equipment, musical instruments, and lodging accommodations. Forbes predicts the share economy will generate \$3.5 billion in revenue and continue to grow at a rate of 25% (Geron, 2013).

As mentioned above, lodging is included in the share economy and many labels exist for this segment of the share economy: specialist accommodation, self-catering accommodation, peer to peer travel and network hospitality. The literature provides definitions of each, showing small nuances that set each term apart. Pearce and Moscardo (1992) established a three part definition of specialist accommodation. Specialist accommodation includes personal service by

way of the host's interactions with guests in a variety of forms including meals, conversations, and providing information. Secondly, specialist accommodation also provides a distinct experience due to the location, features of the lodging facility itself, or unique activities available for guest participation. The third defining factor of specialist accommodation is the ownership structure. Special accommodations are individually owned and operated and are not a component of a larger corporate company (Pearce & Moscardo, 1992). Specialist accommodations are often no larger than 25 guest rooms, allowing bed and breakfasts, guest houses, farms, dude ranches, boutique inns and hotels, and wilderness retreats to be included in this category of lodging (Morrison, Pearce, Moscardo, Nadkarni, & O'Leary, 1996). According to Morrison *et al.*, specialist accommodation is a more suitable term than alternative lodging because it does not imply false information where alternative lodging implies there is a competitive realm with the existence of another traditional form of accommodation (Morrison *et al.*, 1996).

Lynch, Cunnell, and Johns have also provided a definition of self-catering accommodation:

“exclusive use or self-contained accommodation which is available for commercial letting to the public for a fixed period of time, is open for published periods of letting and is let un-serviced but must have access to facilities for the letting party to store and prepare food on the premises” (2003, p. 03).

The majority of self-catering accommodations concentrate on vacation rental properties (Nicod, Mungall, & Henwood, 2007). Many of the owners of self-catering properties work independently and face the challenge of advertising to the public (Nicod *et al.*, 2007). A technological solution has emerged to meet this challenge. A third party internet host that connects landlords to vacationers has become common practice for specialist accommodation reservations. This Internet driven communication is known as peer to peer travel.

Peer to peer travel is defined as when individuals engage in direct economic transactions by utilizing the services of an internet platform in order to list available accommodations and make reservations (Pizam, 2014). In regards to lodging, peer to peer property rental occurs when a homeowner lists his or her available living space to others for short term rentals as a form of specialist accommodation (Pizam, 2014). This living space may include a couch, bedroom, apartment or house. Airbnb.com is one of the leading web based companies that connects potential renters to homeowners offering space (Pizam, 2014; Ball, 2013). The online companies serve as a reservation system, while screening both host and visitor, collecting payments, and offering insurance for damages (Pizam, 2014). For example, Airbnb mediates the transaction by authorizing the full guest payment at the time of reservation, then releasing those funds after the first 24 hours of the reservation. The host is charged a 3% service fee and the rest of the rental payment is paid to them (Airbnb, 2014). While Airbnb is one of the most well-known peer to peer property rental brokers, VRBO and Flip Key are other similar companies providing rental services.

Peer to peer travel has continued to expand and place more importance on the relationship that is built during the interaction, resulting in network hospitality. Network hospitality is a term coined by Germann Molz to describe how users in our mobile society create relationships with one another by utilizing online networks and the eventual face to face meeting for engagement in hospitable services (2007). The relationships in network hospitality are characterized by both face to face encounters and online conversations that are emotionally intense yet fleeting. Germman Molz based the term in Wittel's concept of network sociality (2007). Network sociality is the way that cultural and technological changes have impacted the dynamic of social relationships, relying more on large networks and digital communication

rather than the physical vicinity of the community (Wittel, 2001). Network sociality influences both online and face to face interactions, encouraging people to stay in touch and have more casual conversations (Wittel, 2001).

B. Changes in Lodging Industry

The peer to peer travel trend can be traced back to the rise in popularity of peer to peer file sharing. Napster was groundbreaking: an internet host of music file sharing that started in 1999 and grew at record breaking speed to over 70 million users (Nieva, 2013). Napster brought peer to peer sharing into mainstream culture and popularized the term “downloading” (Nieva, 2013). Eventually, major record companies and artists sued Napster for copyright infringement and shut down the major aspects of the company in 2001. In 2004, Benkler published a lengthy article proposing the advantages of a sharing economy, using the open sharing of computer software as a case study. In 2008, the financial crisis in the United States negatively impacted consumers. When consumers could not afford to purchase expensive items, they found that it was more affordable to share the goods (Walsh, 2011). The concept of the sharing economy was one of TIME magazine’s 10 Ideas That Will Change The World in 2011 (Walsh, 2011).

While Airbnb is the largest peer to peer property rental company, it is not the only one. HomeAway is the leader in online vacation home rentals and has several different branches within the company (HomeAway, 2015). One of those is VRBO, or Vacation Rentals by Owner, and it has an enormous variety of homes available for various size groups, with over one million properties listed for rental. VRBO markets itself as having more space per location at a lower price than an average hotel for a destination (VRBO, 2014). Another similar organization is [REDACTED], which is focused on fostering relationships between travelers. [REDACTED]

[REDACTED], 2014).

The New York Times noted an increase in Airbnb users and stated that the company is growing by one million guests each month (Friedman, 2014). Airbnb boasts over 300,000 property rental listings worldwide and has had over 17 million total guests (Airbnb, 2014; Freidman, 2014). Airbnb was particularly successful in Rio de Janeiro for the 2014 World Cup. Approximately 120,000 visitors used Airbnb for lodging in the city during the soccer tournament, generating US \$38 million in the local economy (Friedman, 2014).

In large cities such as New York City and San Francisco, the local government is fighting back against peer to peer property rentals. The concern is based on short term rentals affecting available housing and increasing rent. Another issue is that short term rentals for leisure purposes do not generate occupancy tax like a traditional hotel, decreasing the city's access to this potential revenue. There is also concern for safety in terms of building codes for occupants and fire safety regulations (Said, n.d.). In San Francisco, the local government has voted to allow residents to have short term rentals to a maximum of 90 days. This new law impacts other vacation home rentals because it specifies that the renter must be a full time resident of the city (Lee, 2014). The law also requires renters to be registered with the San Francisco Board of Supervisors, pay the hotel tax, and have liability insurance (Lee, 2014). Portland, Oregon was the first city to collect occupancy taxes from short term rentals of this nature with a projected total of \$11 million (King, 2014). In New York, advocates are concerned about the health and safety of travelers after images from a contaminated rental property were shared (King, 2014).

As the trend of vacation home rentals continues to grow in popularity, some travel agents are beginning to recognize the potential revenue from this segment. Because travel agents are supporting this trend, more consumers trust the legitimacy of this type of accommodations (Rice, 2014). Within the last year, the number of Americans that have selected alternative accommodations, such as private homes or apartments, for vacation increased by 86%. Vacation home sales have increased by 47% since 2011, and 89% of the newly purchased homes are going to be available for rent within one year (Rice, 2014). This significant increase in supply will continue to meet the growing demand for alternative lodging options (Rice, 2014).

C. Motivational Factors

Prior research has supported that consumers are driven to seek alternative lodging options for many reasons; avoiding larger hotels, the opportunity to experience local heritage of destinations and interact with local residents, and to enjoy the scenery and lifestyle (Ingram, 2002). According to Mihelj (2010), there are several broad trends that reflect the changing needs and expectations of travelers. These influential trends include changes in demographics as baby boomers continue to age, macroeconomic trends as the global economy continues to recover from the 2008 financial crisis, environmental issues and awareness, political factors, and an increasing need for safety and security (Mihelj, 2010). Another generation of travelers is growing and has different expectations of travel, often called “new tourists” (Stasiak, 2013). The travelers in this category are more independent and mobile than older generations and prefer a different lifestyle. They often have more experience traveling and are more flexible with travel arrangements (Stasiak, 2013). The most important aspect of the new tourist is that they want to understand and experience through direct contact with the destination, no longer is seeing a place

enough (Stasiak, 2013). Life-seeing is a term created by Axel Dessau, Director of the Danish National Tourism Office, that describes the desire of tourists to become familiar with the local cultures and interact with people in the local community, rather than the traditional recreational activities or tourist attractions (Goeldner & Ritchie, 2013).

One of the motivational reasons consumers choose to participate in peer to peer travel is the level of independence it allows. Rather than being confined by standard check in and check out times, peer to peer travel is more flexible to meet the needs of a modern guest (Flognfeldt & Tjorve, 2013). This continues to grow in popularity as a way to build personal connections in a world full of impersonal electronic interactions (Ball, 2013). Each experience is unique and provides the opportunity to meet new people. For example, some homeowners share insider tips about their favorite local restaurants or attractions to help their guests have a more authentic visit (Ball, 2013). According to Airbnb, the majority of their rental listings are not located in the primary tourist and hotel district in metropolitan areas (*Airbnb Economic Impact*). The enormous variety of types of accommodation, including lighthouses and treehouses, provides an adventure factor that fuels the growth of the company (Friedman, 2014).

The key success marker in the peer to peer travel industry is establishing trust. Travelers seek out information about a location and a hotel company before they plan a trip. Consumers develop trust when they have positive perceptions of credibility and truthfulness pertaining to a company (Wang, Beatty, & Foxx, 2008). Based on Sparks, Perkins, and Buckley (2013), consumers are found to be more trusting of informative reviews that are written by peers or other consumers rather than by product managers because they are believed to be honest and more credible. Online reviews are considered electronic word of mouth. When the electronic word of mouth reviews are more detailed with specific, quality information, they are perceived as “more

[REDACTED] The organization describes their mission as:

[REDACTED]

The social media aspect of [REDACTED] is similar to Facebook, with both users and hosts creating profiles describing their personal information, photographs of themselves, and their personal philosophy on life. Because [REDACTED] is a global phenomenon, the local participants have extensive mobility and outreach through the social network [REDACTED]. [REDACTED] [REDACTED] also provides the opportunity to provide evaluations and recommendations about the guest and host experience in order to continue to develop their reputation [REDACTED]. [REDACTED]

[REDACTED] Members can pay a small fee and have their name and physical address confirmed and references are feedback provided by other hosts and travelers. It is considered a norm for the participating members to provide references as both a host and a traveler

[REDACTED]

Creating a network of like-minded travelers is certainly not a new concept. In 1949, the first hospitality exchange network, SERVAS International, was founded by Bob Lutweiler with the purpose of promoting tolerance and world peace after World War II ([REDACTED]).

Homestays were arranged through letters and phone calls using printed lists of contact information for host members. As technology continued to develop, this method became more antiquated and new networks began to develop online. Hospitality Club, Global FreeLoaders and Hospitality Exchanger were some of the traveler networks that emerged with the advancement of the internet [REDACTED]. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] is a new phenomenon in the tourism industry and has been the topic of research. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The purpose of this study is to assess how value is added in the unique [REDACTED] experience. The two research questions the study will seek to answer are what quadrant of the experience economy is most representative of the [REDACTED] experience? What are important aspects and impacts of [REDACTED] on the lodging and tourism industry?

Methods

Study Design

Qualitative research can be defined as “a form of social inquiry that aims to understand how people interpret the environment in which they live, work, or receive care” (Atkinson, Coffey, & Delamont, 2001). More specifically, the goal of interpretive phenomenological analysis the design used for this research to study how participants are making sense of their personal and social world. According to Smith and Osborn, the interpretive phenomenological analysis “attempts to explore personal experience and is concerned with an individual’s personal perception or account of an object or event” (2008, p. 53). The researcher is gaining an “insider’s perspective” using this technique (Smith & Osborn, 2008, p. 53). This method is applicable to this analysis of [REDACTED] because the study was able to determine what segments are most often characterized of the experience economy by the personal experiences of the [REDACTED]. By gaining an “insider’s perspective” the study was able to accurately analyze the reviews written by [REDACTED]

Travelers develop a sense of trust with the company through online reviews. Sparks et al. (2013) found that informative reviews generated by peers were highly influential because they were perceived to be more truthful than reviews generated by product managers. Because of this, the study used these online reviews as the data source. These reviews are first –hand and provide information regarding the [REDACTED] experience. In order to access this data, the researchers created an account on [REDACTED]. As a member of [REDACTED] all profiles and reviews are public; however the researchers coded each profile so that identifiable data was not used in the data analysis.

Reflexivity is defined as “an attitude of attending systematically to the context of knowledge construction, especially to the effect of the researcher, at every step of the research process” (Malterud, 2001). Malterud further stated that researchers should identify,

“preconceptions brought into the project by the researcher, representing previous personal and professional experiences, prestudy beliefs about how things are and what is to be investigated, motivation and qualifications for exploration of the field, and perspectives and theoretical foundations related to education and interests” (Malterud, 2001 p. 484).

Both researchers, for this study, have a personal history and professional experience in the lodging industry. They both acknowledged their personal/professional experiences with traditional lodging and limited personal/professional experiences with alternative lodging. More specifically, neither had previously used [REDACTED] neither as a guest nor host, limiting their bias in the study design and findings. With this said, researchers believed aspects of the experience economy are present in [REDACTED]; however, due to their lack of personal/professional experience, they did not have preconceived notions as to the extent or which aspect is the most present.

Reflexivity can be upheld by examining the data for competing conclusions. In this study, all themes were cross-checked, by reading through the transferred data with one theme while testing if an alternative theme held. Additionally, Miller (1992) advised recording and transcribing the data to allow an independent party to audit them. For this study, written reviews were used as was a strict process of data analysis and evaluation. Those reviews could be collected and this research could be replicated to add to the understanding that the conclusions draw.

Transferability is defined as “the range and limitations for application of the study findings, beyond the context in which the study was done” (Malterud, 2001, p. 484). In this

setting, the conclusions are applicable based on the demographics and the level of activity on the sampled members of [REDACTED]. Findings will likely be generalizable to this group of travelers but neither to the [REDACTED] population nor general population as a whole. Purposeful sampling is defined as “a type of nonprobability sampling in which the researcher selects only those subjects that satisfy the needs of the study as it evolves across time” (Powers & Knapp, 2010, p. 146). Purposeful sampling can support transferability in qualitative studies, as it limits the sample to those with first-hand knowledge and experiences with the phenomena under investigation. The researchers used purposeful sampling as only active [REDACTED] member profiles were selected and, more specifically, only reviews of those members were used. This group of users had the experience to write about or reveal in their reviews. Therefore, the data that was descriptive of the personal experiences of the [REDACTED] members to be used with the interpretive phenomenological analysis. The written reviews provided details such as the ease of logistics of setting up the stay, the new things the members learned, the physical setting in which they stayed, and the activities they participated in during the stay.

Sample

The sample was limited to the United States of America. The country was divided into six geographical regions: Northeast, Southeast, Southwest, Western, Midwest, and Central. A state was selected to represent each of the six geographic regions as follows: Massachusetts, Georgia, New Mexico, California, Wisconsin, and Kansas. The city with the largest presence of [REDACTED] was established by using the sort filters available on [REDACTED]. The 8 most active accounts determined by the number of host/guest interactions were selected. This provided the researchers with a total of 48 accounts and 910 individual reviews. [REDACTED]

[REDACTED]

Data Collection and Analysis

[REDACTED]

[REDACTED] The writer can review the member as a host experience or as a guest experience, depending on the context of their interaction. The reviews can be viewed by any [REDACTED] to help make an informed decision. The researchers created profiles on [REDACTED]

[REDACTED]

[REDACTED] Also, the study used the reviews of the member, not from the member as this data was thought to better represent the [REDACTED] from the “consumer” perspective, the focus of this study. In order to support inter-rater reliability, the researchers completed the content analysis on the first three profiles. The researchers met to compare the results and expanded the key terms based on existing literature. After completing the content analysis on all

48 sample profiles, Cohen's Kappa was computed to determine the level of agreement between the two raters. Cohen's kappa measures the inter-rater reliability between two independent raters who assigned values to classes. It measures the total number of items the raters were in complete agreement compared to the expected total number of agreements (Upton & Cook, 2008). There was good agreement between the two raters, Cohen's kappa = .656, $p \leq .00$.

Content Analysis

Content analysis is defined as "a detailed and systematic examination of the contents of a particular body of material for the purpose of identifying patterns, themes or biases" (Leedy & Ormrod, p. 139). According to Holsti (1968, p. 601), content analysis allows a researcher to "make inferences by systematically and objectively identifying special characteristics of messages". Content analysis was used in order to address research question one. Using the work of Oh (2007), the researchers created a list of key terms for each of the four aspects of the experience economy. Table 1 provides the four constructs and measurement items for each. Additional terms were added including synonyms and those found in the literature. There were two raters that examined the reviews for these different key words. In Table 2, the ten steps of the analysis procedure that was used are described. The raters read through the data, noting each occurrence where the text of the review matched the keywords of the four quadrants of the experience economy. The information was plotted in the appropriate quadrant.

Table 1. Words used in Content Analysis

Realm	Words used in Content Analysis
Education	Experience, Knowledgeable, Learned, Stimulated, Curiosity, New things, Learning experience, Educational, Enhanced
Esthetics	Harmony, Setting, Being, Pleasant, Attention to detail, Pleasure to the senses, Hospitality, Welcoming, Comfortable, Enjoyable, Cozy, Relaxing
Entertainment	Activities, Watching, Perform, Captivating, Amusing to watch, Fun to watch, Led me, Showed me, Took me, Stories, Listen/hearing, Attending, Tour
Escapism	Played a different character, Living in a different time, Imagine, Escaped, Forgot daily routine, Different world

These words were then tallied for each profile, each representing a key area of the experience economy. Then the counts were tallied for an overall number. This was done to allow the researchers to examine, from the reviews, which of the four aspects of the experience economy were represented the most in the text.

Thematic Analysis

Data was analyzed inductively for important aspects and impacts of the [REDACTED] experience. Codes were developed by two individual coders as the data were analyzed. Initially the reviewers started with 3 profiles and coded this data. Two coders then compared the codes before continuing with additional analyses. This supported inter-rater reliability as the two coders were highly consistent in their coding. Thematic analysis was used to address research question two; themes were identified then cross examined. Using direct quotes from the reviews, the themes were then interpreted. This process is outlined in Table 2.

Table 2. 8 Step Data Analysis Procedure

<i>Step 1:</i> Read the transcript.	The transcript was read in its entirety.
<i>Step 2:</i> Content analysis of four factors: education, esthetics, entertainment, escapism	The transcript was read and tallied for verbiage representing each of these factors.
<i>Step 3:</i> Coding: Aspects and impacts of [REDACTED] experience	The transcript was analyzed for data specific to aspects and impacts of the [REDACTED] experience.
<i>Step 4:</i> Content analysis plotting	All tallies were summed and plotted in the appropriate quadrant of the experience economy graph.
<i>Step 5:</i> Transfer of coding data.	After coding was completed for the interview the coded data were transferred from the original transcript to a document that only reflected the findings specific to that topic area. This allowed for a comparison and analysis of the codes found in the transcripts.
<i>Step 6:</i> Comparison of data/development of trends and themes.	The transferred data was analyzed. This led to the development of trends and themes in the data.
<i>Step 7:</i> Cross-check of data.	This was completed by reading through the transferred data with one theme while testing if an alternative theme held. This was done until the most faithful themes and trends were realized. One benefit of completing the cross-check was to create a more precise understanding of each topic area.
<i>Step 8:</i> Interpretation of findings.	Based on the theoretical foundations for this research, the findings (themes discovered and content analysis plotting) were interpreted and discussed.

Results

Demographics

Sample profiles of 48 [REDACTED] members who identified themselves as [REDACTED] were purposefully selected. The ages of the [REDACTED] ranged from 20 to 58, removing the two outliers of 95 and 112. The average age of the [REDACTED] included in this study was 33.46 years old. Of the 48 profiles, 36 of them were males and 9 were females and 3 were identified as “other”. In 3 cases, the accounts were shared between couples and families. The sample of [REDACTED] included 910 reviews from [REDACTED]. The demographic information was unfeasible to collect for the 910 [REDACTED]. The average number of reviews per profile was 19. A minimum of five reviews were required to be considered for the research sample. Table 3 provides the descriptive characteristics of the [REDACTED] that were included in the study.

Table 3. Demographics of [REDACTED] Sample

Descriptive Characteristics of Host Profiles	Total	Percentage
Age		
20-29	20	41.7%
30-39	17	35.4%
40-49	5	10.4%
50-59	4	8.3%
*Removed outliers	2	4.2%
Total	48	100%
Gender		
Male	36	75%
Female	9	18.8%
Other	3	6.2%
Total	48	100%
Reviews Per Profile		
0-9	8	16.7%
10-19	22	45.8%
20-29	12	25%
30-39	3	6.2%

40-49	2	4.2%
50-59	1	2.1%
Total	48	100%

*Two profiles reported the ages of 95 and 112 and as these were outliers we removed them as we felt that information was not accurate based on the remainder of the profile.

Assessing the Research Questions

RQ 1: Of the four quadrants of the experience economy, which quadrant is most representative of the [REDACTED] experience?

Two independent coders utilized the content analysis method to answer research question one. The keywords were developed using the work of Oh (2007) and the coders added appropriate synonyms applicable to the source material. The coders manually analyzed the [REDACTED] for the keywords indicative of the quadrants of the experience economy, and then totaled the results. The numerical results of each coder's content analysis were averaged together to obtain an overall number. The coders found 331 instances of key words that represented the education quadrant. There were 323 instances of key words that represented the esthetics quadrant. There were 250 instances of key words that represented the entertainment quadrant. There were 3 instances of key words that represented the escapism quadrant. All quadrants were present supporting that [REDACTED] allows for both passive and active engagement. Ultimately in answering research question one, education is the quadrant that is most representative of the [REDACTED] experience.

RQ 2: *What are important aspects and impacts of [REDACTED] on lodging and the tourism industry?*

The two coders read the 910 [REDACTED] to identify phrases that described the aspects and impacts from the guest's perspective of the [REDACTED]. The phrases were isolated individually, and then patterns were identified. The patterns were clustered into broad themes using inductive thematic mapping. During the thematic mapping, the coders explored if the phrases fit better in different themes and made adjustments where necessary. The coders interpreted the themes, identifying subthemes and the impact upon the travel and tourism industry. According to the themes that emerged, important aspects of the [REDACTED] experience include verbal communication, a sense of feeling at home, engagement in entertainment, food and beverage, and the functional experience while the [REDACTED] [REDACTED], reciprocity, and desire for continuation through future intention have the greatest impact on the travel and tourism industry. The aspects and impacts of the [REDACTED] experience are defined and described below:

(1) *Feeling at home.* [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

a. *Feeling like a member of the family.* [REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

(2) *Conversation*. Engaging in verbal communication in a face to face context to get to know someone new is an aspect of the [REDACTED]. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

a. *Giving advice to travelers*. This subtheme describes a type of verbal interaction between the host and the guest. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(3) *Participation in entertainment activities*. While participating in the [REDACTED] [REDACTED], the entertainment aspect is an enjoyable and relaxing aspect for the guest experience.

a. *Music*. In the [REDACTED], a popular form of entertainment is music, including concerts and listening to music.

b. *Cultural events*. A subtheme of entertainment is cultural events that are unique to the current location.

(4) *Functional experience*. The functional experience of [REDACTED] describes the aspect of establishing the logistics and planning the physical travel. [REDACTED]

[REDACTED]

[REDACTED]

a. *Pre-arrival.* [REDACTED]

[REDACTED]

[REDACTED]

b. *Cleanliness.* This subtheme is a universal need for travelers in both traditional and alternative lodging facilities.

(5) *Food and beverage.* [REDACTED]

[REDACTED] Three

subthemes emerged. These were included as they were frequently reported in the reviews.

a. *Breakfast.* [REDACTED]

[REDACTED]

b. *Beverages.* When specifically mentioned, beverages were alcoholic and served in a social setting.

c. *Meals.* [REDACTED]

[REDACTED]

[REDACTED]

(6) *Sense of reciprocity.* [REDACTED]

[REDACTED]

[REDACTED] This reciprocal exchange is not required of the

[REDACTED] but highly encouraged [REDACTED]

a. *Future Intention.* [REDACTED]

[REDACTED]

[REDACTED] This impact is unique to the [REDACTED] Through personal communication and making plans to meet again, the members in this sample expressed intention to build the relationships in the future.

(7) *Personality characteristics.* The aspect of positive personal characteristics of

[REDACTED] was observed while very few negative characteristics were identified.

a. *Desire to engage in new experiences.* A subtheme of personality characteristics is the expressed desire to engage in new experiences. Many guests described the importance of meeting new people and pushing the boundaries of their comfort zone.

(8) *Spirit of [REDACTED].* The impact of the spirit of [REDACTED] is a unique feeling described by [REDACTED] in the guest reviews to identify the successful representation of the core values of the organization. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Table 4. Selected support of the aspects is described below.

Theme	Description of Theme From Transcripts	Selected support from transcripts
<p>Sense of feeling at home</p> <p><i>Feeling like family</i></p>	<p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Conversation</p> <p><i>Giving advice to travelers</i></p>	<p>Engaging in conversation to get to know new people is a primary aspect of the [REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Participating in entertainment activities</p> <p><i>Music</i></p> <p><i>Cultural events</i></p>	<p>During the traveler’s stay, they often seek to participate in a variety of entertainment activities.</p> <p>Attending live music performances was a common form of entertainment.</p> <p>Attending unique cultural events specific to the location was also a distinct segment of entertainment activities.</p>	<p>“She took me on several fascinating and educational sightseeing trips”</p> <p>“He taught me about some music I was unfamiliar with”</p> <p>[REDACTED]</p>

<p>Functional experience</p> <p><i>Pre-arrival</i></p> <p><i>Cleanliness</i></p>	<p>[REDACTED]</p> <p>Universal requirement in lodging.</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Food and Beverage</p> <p><i>Breakfast</i></p> <p><i>Beverages</i></p> <p><i>Meals and Drinks</i></p>	<p>[REDACTED]</p> <p>Travelers differentiated between sharing meals, drinks, and both.</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
<p>Sense of reciprocity</p> <p><i>Future intention</i></p>	<p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>“I hope we keep in touch!” “I hope our paths cross again in the future”</p>
<p>Personality characteristics</p> <p><i>Attitude towards new experiences</i></p>	<p>Positive personality traits were identified [REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>“I love to get out of my comfort zone and challenge myself” “Be open to new ideas and adventures”</p>

Spirit of [REDACTED]	Positive feeling described in guest reviews about the [REDACTED]	[REDACTED]
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Discussion

[REDACTED]

[REDACTED]

[REDACTED] A sense of reciprocity, future intention in developing relationships, and the [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] This offer of reciprocity is not extended out of obligation [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] This sense of reciprocity is not present in traditional lodging,

[REDACTED] Some of these reciprocal extended offers

include international locales, including Norway, Spain, Portugal, France, and Kuwait.

[REDACTED]

[REDACTED]

Similar to reciprocation, many guests expressed a unique desire for continuation of the

[REDACTED] through future intention. [REDACTED]

[REDACTED] Rather than extending a reciprocal offer, another reoccurring aspect was the heartfelt desire to “see you again someday”.

[REDACTED]

[REDACTED] A

strong emphasis of the desire to continue the relationship that was created during the

[REDACTED] was evident in phrases such as [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] It includes seeking unique adventures marked by the people met along the way and the lessons learned. This attitude towards traveling possessed by [REDACTED] is much different than traveling for business or group events where the purpose is a specified event.

The spirit of [REDACTED] is recognized by members and conceptualized in the reviews they write. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] The personal connections and educational opportunities that

differentiate the [REDACTED] from typical travel experiences is the key to value added through the experience economy.

This finding is also supported through the very purpose statement of [REDACTED] provided in the mission statement. The purpose statement of [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Implications for Travel and Tourism Industry

A fundamental aspect of [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] As indicated by the content analysis results, educational experiences represent the most significant component of the

[REDACTED] in terms of value. A common goal of [REDACTED] is seeking the

unique opportunities that exist in a particular location. Understanding that the local culture often

contains aspects that are unique is important to differentiate the location. Potential travelers can

identify the location as an opportunity to experience something new and different; they will

value the location more highly because they have the opportunity to learn about a new place. In

an effort to understand [REDACTED], more questions are raised that must be investigated through future research.

This also bears the question as to how great of an impact [REDACTED] has and will continue to have on the traditional lodging sector. Can traditional lodging provide the types of educational and esthetic experiences provided via [REDACTED] to today's experience economy consumers? Is [REDACTED] a legitimate substitute, as defined by Porter (2008) as "a substitute performs the same or a similar function as an industry's product by a different means" (p. 84), to traditional lodging?

Implications of Academia

[REDACTED] is a relevant topic to academia as it is an emerging form of alternative lodging that must be acknowledged as more users join. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] also utilizes technological functions that will likely relate to students of the Millennial generation. In the classroom, alternative lodging is pertinent to developing a holistic understanding of the travel and tourism industry beyond forms of traditional lodging. Hospitality students must be aware of current issues and trends in the industry, and having an understanding of [REDACTED] is key. The greatest implication for academia is the questions generated by this research, all of which can be investigated in further research.

Implications for Professionals

The importance of future intention of [REDACTED] has the potential to be adopted by traditional lodging facilities. Currently, the traditional lodging facility relies on developing brand

loyalty within their guests to encourage them to choose the particular brand again in the future, such as Hilton Honors and Marriott Rewards (Crowell, 2010). Most brands communicate with guests through tailored emails strategically chosen to encourage more spending through promotions and incentives. The similarity to the future intention of [REDACTED] is that the hotels hope that the guests will stay with them again as a way to continue the relationship into the future. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Traditional hotels capitalize on meeting the needs of guests. For example, the Aloft hotel brand has become an industry leader in implementing technological advancements within hotels to responding to the changing needs of consumers (Nessler, 2014). One consideration for traditional lodging managers is to offer amenities and services that meet the needs of this particular market segment, [REDACTED]. By examining their property in terms of the experience economy model, lodging industry professionals can then address their weaknesses to better create value in their services offered, in order to capture more of the [REDACTED] segment.

Future Research

Further research is needed to understand the impact of [REDACTED] on the travel and tourism industry. Specific to this research study, there are several ways that the sample could be expanded or the content analysis applied in different ways to gain more insight into the impact of [REDACTED]. A comparative study could be executed to examine the traditional lodging

environment of hotels in terms of the experience economy using a similar content analysis of guest reviews from Tripadvisor.com or a specific hotel's reviews. The economic impact of

[REDACTED] could be examined by comparing average domestic traveler expenditures to that of

Another aspect of research connected to [REDACTED] could seek to characterize the personality traits of active [REDACTED] with the intent of utilizing psychographic information to better segment the market of potential hotel guests seeking adventurous experiences. To further the research of [REDACTED], a sociological approach could be taken to examine the cultural preferences [REDACTED]

[REDACTED] The importance of [REDACTED] is likely to grow as more people join and experience the hospitality exchange network.

Limitations

This research study was limited to the United States and could be expanded to a worldwide scope, as [REDACTED] is a global movement. The lack of demographic information of the 910 guest reviews included in this research study is an area that could be addressed to fully realize the scope of the [REDACTED] community. [REDACTED]

Conclusion

[REDACTED] From these five values, similarities can be drawn from the impacts of

[REDACTED] revealed in this research study. [REDACTED]

[REDACTED] The impact of this core value is the sense of reciprocity stems from the desire to share your [REDACTED] [REDACTED] is completed. The mutual exchange of [REDACTED] yet is very frequently extended.

[REDACTED] The impact of future intention in relationships represents this core value within the experience of [REDACTED] in that encouraging the development of relationships has a positive effect on the members. [REDACTED]

[REDACTED] As explained by Pine and Gilmore (1999) the educational aspect is most effective when learner is absorbing the information presented.



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