

MOTIVATIONS FOR HOSTING ON AIRBNB: THE CASE OF SLOVENIA

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Abstract The ‘platform economy’ has evolved over the years into a global phenomenon. The focus of this paper is the motivations of Slovene hosts to use the Airbnb platform. While Airbnb was originally optimistically discussed as an element of ‘the sharing economy’, it has become known as one of the key players of the ‘platform economy’, belonging to the area of the so-called capital platforms, which allow participation-based primarily based on ownership of capital. Our research amongst a sample of 103 officially registered accommodation providers in Slovenia has shown that Airbnb is the second-most used platform, on average bringing a third of income for the surveyed participants, while Booking.com brings about half of their income. Furthermore, the results show that monetary motives prevail among Slovene hosts. However, social and moral motives are also strongly expressed. These findings indicate that the perceived primary purpose of Airbnb is generating additional earnings due to a surplus of real estate capital. A higher share of income from hosting in comparison to other types of income is correlated with the expressed importance of monetary motives. In contrast, the prevalence of social motives is influenced by fear of loneliness, cultural openness, and hosts’ global prosociality.

Keywords:

Airbnb,
motivation for
accommodation
provision,
sharing economy,
platform economy,
hospitality

1 Introduction

Peer-to-peer accommodation is defined as the provision of an apartment or room for rent to another person, which is available through digital platforms such as Airbnb. Three components are key to this business model: provider, consumer, and web platform. The company that owns the platform gets a share of each transaction, the consumer pays a lower price than it would in a traditional market, and the provider has a guaranteed source of revenue (Aloni, 2016).

The term sharing economy refers to activities in which the profits and benefits of all participants are achieved by sharing or exchanging goods, assets, or services (Seo, Jeong, & Kim, 2017). The provider can offer their surplus goods for free or demand payment of a certain amount (McCabe, 2017). These are activities based on the idea of access to surplus goods that the provider does not currently need, i.e., to underused goods or dead capital.

Critics, however, point out that the term sharing economy is misleading when used for platforms such as Airbnb versus its earlier counterpart Couchsurfing. Turnšek and Ladkin (2017) present the debate on whether Airbnb is representative of 'sharing' in such an economy and argue that, in the case of Airbnb, the term 'platform economy' is a more valid description of the phenomenon. In 'sharing economies' the users are said to 'share' their resources: car rides, as in the case of Uber, and homes and apartments as in the case of Airbnb. In reality, Turnšek and Ladkin (2017) claim, users more often provide services rather than share resources 'for example, the act of "hosting" as social interaction is a vital part of the sharing process, having a major effect of the perceived quality of the user's experience. They follow Oskam and Boswijk (2016), who propose to obviate the term sharing economy. Sharing is about more efficient use of physical assets and not about private individuals delivering each other service, and the essence of sharing is that it does not involve the exchange of money. Duggan et al. (2020) thus positioned accommodation platforms such as Airbnb into 'capital platform work'.

Airbnb was founded in San Francisco in 2008. It is a platform that enables the short-term rental of a room, bed, or apartment that an individual does not currently need (Cusamano, 2015). Since then, Airbnb has become one of the largest accommodation companies, as most people prefer to stay in private apartments

rather than hotel rooms during their vacations. Additionally, as guests, they experience greater relaxation, homeliness, and genuine contact with the local culture. The Airbnb community and the networks among its members have already been established and are operating in Slovenia as well. Given the tourist conditions and potential of Slovenia, and the high share of owner-occupied flats and houses, the economic potential of the short-term rental of these accommodation capacities is vast – for individual hosts as well as for the overall economy, tourism, and society (Gajšek, 2017).

According to the Ministry of Economic Development and Technology of the Republic of Slovenia, in 2018, there were 3,200 Airbnb hosts in Slovenia, where 208,000 tourist visits were recorded, of which 51% stays were in the capital city of Ljubljana (Korošec, 2018). In Slovenia, Airbnb accommodation is available mainly in Ljubljana (44% of beds), Bled (15% of beds) and Piran (11% of beds). Together, these three destinations make up about 71% of Airbnb accommodation in Slovenia (Kneževič Cvelbar & Dolničar, 2017). Ljubljana is an example of high tourism growth. The number of beds located in Ljubljana and promoted on Airbnb.com grew 84% annually over the five-year period from 2013 to 2018 (AirDNA, 2020). Meanwhile, the structure of peer-to-peer accommodation in Ljubljana was changing – it was developing to become more professional. In 2019, hosts listing more than six properties (offering between 12 and 15 beds in total – a number comparable to a small hotel) comprised 36% of Airbnb listings (AirDNA, 2020).

As the platform economy has expanded on both global and national levels and has become a trend among Slovene accommodation providers, it is important to understand the motivations for using Airbnb. Therefore, the study's primary purpose is to determine the prevailing motives for use among Slovene hosts and which independent variables influence the motives for use. The studied topic is relevant, as Airbnb has already become very stable in the Slovenian tourism industry.

2 Motives to participate in the platform economy from the perspective of providers

The platform economy offers business opportunities for a wide range of people. Many believe it fills the gap between permanent employment and entrepreneurial desires (Stemler, 2017). Table 1 presents previous research to 2019 and their findings examining the main motives for using Airbnb and similar forms of accommodation provision.

Table 1: Motives for the use of sharing economy platforms

AUTHORS	MAIN MOTIVES FOR USE
Deale & Crawford (2016)	<ul style="list-style-type: none"> – Income increase – Adapting to their needs – Meeting new people
Lemonis (2015)	<ul style="list-style-type: none"> – Income increase – Social interaction – Escape from routine – Feeling like they travel themselves
Lampinen & Cheshire (2016)	<ul style="list-style-type: none"> – Social interaction – Income increase – Later expressed motives: satisfaction with being perceived as a good host
Lampinen & Ikkala (2015)	<ul style="list-style-type: none"> – Income increase – Social interaction – Escape from routine
Karlsson & Dolničar (2016)	<ul style="list-style-type: none"> – Income increase – Social interaction – Sharing
Hardy & Dolničar (2017)	<ul style="list-style-type: none"> – Income increase – Social interaction – Ethical motives
Farmaki & Stergiu (2019)	<ul style="list-style-type: none"> – Income increase – Social interaction

Deale and Crawford (2016) identified three motives for providing accommodation as well as for further participation in the platform economy: (a) income, which means additional earnings, offset cost of ownership and better use of extra resources; (b) adapting to their needs; which means that being a host is a flexible job, without hassle or superiors, and the hosts can independently control when they offer accommodation; and (c) meeting new people including from meeting new people to forming new relationships and developing deep friendships.

A survey conducted by Lemonis (2015) has also shown that the main motives for using Airbnb are additional income and social interaction, with almost all interviewees in the survey highlighting both motives. Additionally, they also stated that providing accommodation offers them an opportunity to escape from their daily routine. Providing accommodation allows them to feel like they are travelling on their own. For these hosts, monetary reasons are merely an added value for using Airbnb.

Lampinen and Cheshire (2016) interviewed twelve US accommodation providers on the Airbnb platform. After analysing the answers, the motives for providing accommodation were divided into social interaction with guests (meeting new people, spending free time with guests, making new acquaintances or friendships), satisfaction in being perceived as good hosts (satisfaction with being competent hosts and surprising their guests, sharing tips and returning to the local community), income (to repay a mortgage, to finance studies, to make it easier to pay rent, to repay a student loan, to pay for medical services).

Ikkala and Lampinen conducted twelve interviews in Finland with Airbnb hosts (2015). The results indicated three predominant motives for use: income increase (able to spend money on extra luxuries), social interaction (meeting and socialising with new people as well as expanding social circle) and escape from daily routine.

Similarly, an online survey among 244 hosts in Australia (Karlsson & Dolničar, 2016) showed that the three most important motivational factors for becoming Airbnb hosts are income, social interaction and sharing. Income as the primary motivator among Australian hosts was divided into three main sub-categories. The sub-category to “Pay the bills” referred to reasons such as paying bills, covering basic needs, and trying to get through the month. The sub-category “For money” included responses such as money, cash, income, or financial help that could not fit into the other two categories. The last sub-category, “To afford luxury”, included motivations that referred to covering basic needs and expenses, but more to afford something usually unaffordable and make money for the finer things in life. Social Interaction was the second motivational factor among Airbnb hosts in Australia. The first sub-category, “To meet people”, included reasons such as interest in interaction, meeting new people, and meeting new and exciting people. The sub-category “For the love of it” referred to a genuine passion for meeting people, expressing real excitement for connecting with people and being hospitable in their own homes. The last sub-category, “Other”, was related to reasons that focus on a desire not to live alone but to have company and meet people of different nationalities for a certain period. The last motivator was Sharing, with the first sub-category, “Unused space”, referring to hosts expressing that they have extra space, such as an unused bedroom, or the property was usually empty. The sub-category “Sharing my world” was about the desire to share the world hosts live in, rather than just unused space. The third sub-category was “Sharing my resources” with answers

such as “share my house” and “share my space with other travellers” (Karlsson & Dolničar, 2016).

Hardy and Dolničar’s (2017) study proposes that hosts fit in three main types: Capitalists, Befrienders, and Ethicists. Pure Capitalists strive to receive the maximum return on investment, have high profits, and use the platform only as a distribution channel. On the other hand, pure Befrienders look to socialise with guests, meet new people and make new friends. The last type is pure Ethicists, who want to live an ethical life. Their main goal is to achieve sustainability throughout life. It is crucial to utilise the space they have. The pure types are hard to find as hosts are usually a mixture of all these types.

In fifteen interviews with hosts on the Airbnb platform, Farmaki and Stergiu (2019) found that income increase is one of the primary motives for hosts (example of the statement: “Airbnb offers me extra financial security”) and the other is social interaction (example of the statement: “it is not all about the money, I also like the feeling of having people with you ... I don't go out much or have many visitors and I like hosting people”).

3 Survey of Slovenian hosts

The motives for using the Airbnb platform among Slovene hosts have not yet been sufficiently researched; therefore, the primary purpose of this study is to determine precisely the predominant motives thereof. Additionally, the goal is to research how different independent variables affect the expression of motives for using Airbnb.

The hypotheses of the research were:

- **H1 – Monetary motives predominate among Slovenian Airbnb hosts.**

According to a survey based on interviews with more than 2,000 adults in the UK in 2013, 72% of people involved in the platform/sharing economy have the primary motivation for additional earnings (Stephany, 2015). Also, in other surveys where in-depth interviews were used, almost all participants expressed that the main reason for their presence on Airbnb was additional earnings (Lemonis, 2015).

- **H2 – The amount of a host’s real estate capital is positively correlated with the expressed importance of monetary motives for using Airbnb.**

Kwok and Xie (2018) confirmed that hosts with more units broadcast on Airbnb generate more revenue from Airbnb than those with just one unit. The same was confirmed by Xie and Mao (2017); however, it is implied that such hosts then achieve poorer social performance (they are less often “superhosts” and respond more slowly to questions and criticisms). However, we believe that higher revenues from more units on Airbnb positively impact the expressed importance of monetary motives for using Airbnb.

- **H3 – The host’s social class is positively correlated with the expressed importance of monetary motives for using Airbnb.**

We anticipate that a higher social class is likely to mean a greater chance of owning more real estate. Consequently, a higher share of Airbnb revenue, possibly due to renting out better-equipped, luxury real estate or real estate in a more desirable location, may also affect the expression of monetary motives to use Airbnb.

- **H4 – The share of host’s rental income in comparison to other income is positively correlated with the expressed importance of monetary motives for using Airbnb.**

We anticipate that the higher share of revenues from Airbnb compared to other revenues has a positive effect on the expression of monetary motives for use. This surplus is likely to be most evident in people who own at least one or more additional properties and can rent them out throughout the year, as there are also many business hosts present on Airbnb, e.g. owners of apartment houses, small hotels and similar.

- **H5 – The host’s fear of loneliness is positively correlated with the expressed importance of social motives for using Airbnb.**

We assume that the fear of loneliness has a positive effect on the expression of social motives, which can be a critical factor in shaping the intention to broadcast through the Airbnb portal. To the extent that individuals also have access to a property or

part of a property they can rent out, they see the role of host as an excellent opportunity to address loneliness, which we assume occurs predominantly in older people whose children have left home and left them alone. If they are still retired and have much free time, this degree of loneliness may be even higher. They want to expand their social circle (example of the statement from previous research: “It is not easy for me to meet new people in Helsinki. Of course, I could go to a bar or something like that. However, it is not so easy for people my age (older senior) to meet people. However, sometimes I have very wonderful conversations and moments with my guests, people who are strangers to me.” (Ikkala & Lampinen, 2015).

- **H6 – Hosts’ cultural openness is positively correlated with the expressed importance of social motives for using Airbnb.**

In past research, Airbnb hosts have expressed that their past travels and good experiences with hosts from other cultures have positively affected their participation in the sharing economy. Examples of quotes are, for example: “I am slowly getting used to the role of host... In the past, I travelled a lot all by myself, so now I think I will be able to do it [able to act as a host]. Without this experience, I certainly would not have gotten into it” (Lampinen & Cheshire, 2016).

- **H7 – Hosts’ global prosociality is positively correlated with the expressed importance of moral motives for using Airbnb.**

Research to date has shown that hosts on Airbnb often feel obligated to help others and share their knowledge. Example quote: “For more than a year, many people from different countries have helped us see the world during our trip, provided us with traditional food, offered transportation and accommodation, given information about their lives and culture. We are so grateful for their kindness and hospitality. So now, when we get home, we plan to do the same for others. We want to host, pamper, show off our place and, of course, help others. We feel the need to give back to the world all this positive energy that others have given us on this long journey!” (Decrop et al., 2018).

For the purpose of the study, a structured questionnaire was designed. The content of the questionnaire was divided into six sets of questions/statements. The first set of questions included the question of which online platforms they use to promote their services, the question of the percentage of monthly revenue from renting accommodation, and the question of the percentage of revenue from the different online platforms. The second set included 13 statements in the form of a Likert scale. The claims were translated from research on motives for sharing online (Bucher, Fieseler, & Lutz, 2016). The third set of claims contained ten statements about cosmopolitanism obtained from the study on the impact of cosmopolitanism on ecological behaviour (Leung, Koh, & Tam, 2015). The fourth set contained six statements about fear of loneliness from an abbreviated version of the questionnaire on loneliness (Nazzari, Cruz, & Neto, 2018). Finally, the last set of questions inquired about the survey participants' socio-demographic status. We were interested in the respondents' age, gender, level of education, average monthly income, type of residential settlement, marital status, social class, and the amount of real estate capital.

The survey was conducted online from 8 to 17 February 2020. It was available via the website www.1ka.si. The respondents' e-mail addresses were obtained on 20 December 2019, from the Register of Accommodation Establishments of the Republic of Slovenia (AJPES, n.d.) Although renting on Airbnb as an unregistered host is illegal in Slovenia, there is currently no public data on how many of the hosts are potentially not registered at the Register of Accommodation Establishments of the Republic of Slovenia. However, the National Tax Authority, since 2017, has allegedly been cooperating with Airbnb and Booking.com with regards to data on hosts (Furs pridobil podatke o dohodkih z Airbnb in Bookingu ter grozi z globami, 2017), wherefore we assume that the number of illegal accommodation provisions is negligible.

E-mail addresses of legal entities with a registered standard classification of activities, namely 55.202 Tourist farms with rooms, 55.203 Private rooms for rent to guests, and 55.209 Other short-term accommodation were obtained from the register. An invitation to participate in the survey was sent to 1,569 people.

One hundred and three questionnaires were answered for data processing. The results of the demographic data analysis of the sample are presented in Table 2.

In the sample, individuals in the age group of 60 years or more are slightly predominant (28.0%). The largest share of respondents had completed higher education (35.9%). The question about the average monthly income showed that most respondents have between 1001 and 2000 EUR of monthly income (52.7%). Most respondents live in a house, in a hamlet or a small village with up to 500 inhabitants (29.0%). In the sample, men slightly predominate (51.6%). Most respondents are married (53.8%) and self-reportedly belong to the middle class (50.5%). The majority of respondents own 100 to 300 m² of real estate (49.5%). The question on the average monthly share of rental income compared to other income showed that, on average, rental income represents 44.2% of all individual's income.

The question in which the respondents had to state what percentage of the income from freelance accommodation provision is brought to them by each online platform showed that Airbnb brings on average 31.1%, Booking 53.1% TripAdvisor 2.0%, HomeAway 7.74% and other channels 27.5%.

The majority of respondents rent out one unit (57.1%), followed by those who rent out two units (17.1%), those who rent out three units (12.9%), those who rent out five units or more (7.1 %), and the fewest rent out four units (5.7%). Most respondents rent out a house (37.5%), followed by those who rent out an apartment (25.0%), ancillary building (25.0%), or Bed and Breakfast (10.0%), with the fewest renting and the least rent out a unique home (2.5%).

The analysis of expressed importance of motives for hosting (see Table 3) shows that monetary motives predominate among the respondents (Table 3). The arithmetic mean is 4.47 for this group of motives, and the arithmetic means are higher than 4 for all statements. The arithmetic mean is 3.75 for social motives. The lowest arithmetic mean is for moral motives (3.26). At the same time, the latter two also have a higher standard deviation (0.93 compared to 0.59). Those results lead us to confirm, in a moderate way, hypothesis H1 that the monetary motives predominate among Slovenian Airbnb hosts.

Table 2: Demographic characteristics of the sample

Variable	N	%
Age group		
Less than 20 years	0	0.0
20–29 years	8	8.6
30–39 years	16	17.2
40–49 years	20	21.5
50–59 years	23	24.7
60 years or more	26	28.0
Level of education		
Primary school	1	1.1
Secondary school	24	25.8
Vocational school	16	17.2
Higher education (university degree)	37	35.9
Masters or doctorate	15	14.6
Average monthly net income		
Less than 400 EUR	5	5.4
401–1000 EUR	19	20.4
1001–2000 EUR	49	52.7
More than 2000 EUR	14	15.1
Without answer	6	6.5
Type of settlement		
Detached house, hamlet or small village with up to 500 inhabitants	27	29.0
Village or town with over 500 to 2000 inhabitants	23	24.7
Town with over 2000 to 10.000 inhabitants	18	19.4
Town with more than 10.000 inhabitants	25	26.9
Gender		
Female	45	48.4
Male	48	51.6
Marital status		
Single	7	7.5
Single – divorced	9	9.7
Single – widowed	4	4.3
Marries	50	53.8
Non-marital partnership	19	20.4
Partnership without living together	1	1.1
Without answer	4	3.2
Amount of real estate capital		
Up to 100 m ²	11	11.8
100-300 m ²	46	49.5
More than 300 m ²	26	28.0
Without answer	10	10.8

Table 3: Motives for renting out on Airbnb

Expressed importance of motive for renting out on Airbnb	Arithmetic mean	Standard deviation
MONETARY MOTIVES	4.47	0.59
I rent the unit because it pays well.	4.44	0.69
Earning extra money is an important factor when renting.	4.48	0.80
Renting allows me to make money with my real estate.	4.43	0.81
Renting makes it easier for me to pay my expenses.	4.41	0.80
Renting is a good way to supplement my main income.	4.51	0.72
SOCIAL MOTIVES	3.75	0.93
Renting is a good way to meet new people.	3.97	1.03
Renting allows me to socialite with other people.	3.74	1.19
Renting is an opportunity to meet like-minded people.	3.73	1.13
Due to renting, I am a part of a wider community.	3.64	1.10
MORAL MOTIVES	3.26	0.93
Renting is a decent thing to do.	3.64	1.25
Renting allows me to do something meaningful.	4.03	1.06
I perceive renting as an act of generosity.	2.83	1.18
I rent because I want to help others.	2.65	1.18

The analysis of three independent variables: cultural openness, global prosociality and fear of loneliness (see Table 4) shows that global prosociality (3.74) and cultural openness (3.72) are relatively highly expressed among the Airbnb hosts. The arithmetic mean of the variable fear of loneliness is lower (2.44), and the standard deviation is higher (0.96).

A Pearson correlation test was performed to test the subsequent six hypotheses to understand the linear correlation of two numerical variables. The Pearson coefficient (r) tells us the strength of the connection between two variables, and r^2 tells us how much the change in the value of one variable is related to the change in the value of the other variable. A 0.05 significance level was employed to test the study hypotheses. Figure 1 displays the outcomes of the hypothesis checks.

Table 4: Arithmetic means of statements regarding cultural openness, global prosociality and fear of loneliness

Statements	Arithmetic mean	Standard deviation
CULTURAL OPENNESS	3.72	0.77
I am willing to study or work abroad in another culture.	3.57	1.03
I am open to living in a different culture.	3.08	1.01
I enjoy learning more about different cultures in the world.	4.07	0.88
I want to travel to experience many different cultures.	4.2	0.92
It is exciting to immerse in a foreign culture.	3.75	0.99
GLOBAL PROSOCIALITY	3.74	0.75
I would serve the world community by helping human beings.	3.47	0.96
I get upset when people do not want to offer help when those in need are foreigners.	3.49	1.17
I want to play my part to help make the world a better place for all.	3.95	0.89
When people from other countries are in need, I will help them to the best of my abilities.	4.11	0.88
I want to help the unfortunate ones even if they are from other countries.	3.74	0.97
FEAR OF LONELINESS	2.44	0.96
I'm afraid I would lack companionship	2.13	0.92
I'm afraid of not having friends.	2.41	1.16
I am afraid of becoming excluded from the environment.	2.36	1.13
I don't want to feel isolated from other people.	2.91	1.29
I don't want to be unhappy because of my distance from other people.	2.77	1.26
I'm afraid of not being able to connect with other people.	2.13	1.06

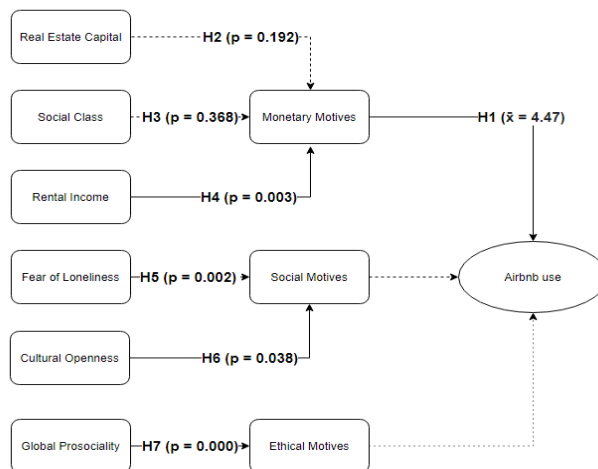


Figure 1: Hypothesis model results
Source: own.

In the case of the variable of real estate capital and arithmetic mean of monetary motives, the correlation is not significant ($p = 0.192$). Therefore, H2: The amount of a host's real estate capital positively affects the expression of monetary motives for using Airbnb, is rejected. Testing the variables, the social class of the hosts and the arithmetic mean of the monetary motives, the correlation is not significant ($p = 0.368$); accordingly, H3: The host's social class positively affects the expression of monetary motives for using Airbnb, is rejected.

The higher share of rental income in comparison to other income influenced the expression of monetary motives, as the correlation is significant ($p = 0.003$). The value of $r = 0.364$ and $r^2 = 0.132$ implies a weak correlation. These values indicate that H4 – The share of hosts' rental income in comparison to other income has a positive effect on the expression of monetary motives for using Airbnb, is supported. In the case of the variables fear of loneliness and the arithmetic mean of social motives, the correlation is significant ($p = 0.002$). The value of r is 0.380, which means a weak correlation, and the value of r^2 is 0.145. H5 is thus supported by the data – The host's fear of loneliness is positively correlated with the expressed importance of social motives for using Airbnb. The testing proved that the cultural openness of the Airbnb hosts and the arithmetic mean of social motives are correlated as the correlation is significant ($p = 0.038$). The value of $r = 0.260$ and $r^2 = 0.068$ imply a weak correlation. Accordingly, the data supports the H6 – Hosts' cultural openness is positively correlated with the expressed importance of social motives for using Airbnb. The relationship between the dimension of global prosociality and expression of the moral motives shows a significant correlation ($p = 0.000$) with the value of $r = 0.441$ and $r^2 = 0.195$, which indicate moderate correlation. Therefore, the data support the H7 – Hosts' global prosociality is positively correlated with the expressed importance of moral motives for using Airbnb.

4 Conclusions

The results of the study have shown that among the Slovene Airbnb hosts, monetary motives for use predominate (arithmetic average 4.47). However, social motives (arithmetic mean 3.75) and moral motives (arithmetic mean 3.26) are strongly expressed as well. The finding that monetary motives for use predominate among Slovenian hosts is consistent with research in other Airbnb markets such as Australia (Karlsson & Dolničar, 2016), Great Britain (Stephany, 2015) and Greece (Lemonis,

2015); therefore, we cannot claim that the Slovenian market is significantly different from others. Furthermore, the quantitative study findings are similar to the qualitative study by Kambič (2020), where the main motives of the Slovene hosts were additional income and exploiting the available empty space.

We found that monetary motives are not affected by the amount of real estate capital and social class. It should be noted here that the measurement of these two variables depended on only one question in the questionnaire. At the same time, many respondents did not want to answer these two points due to the nature of the questions, so measuring the variables on a larger sample might yield different results.

The finding that a higher share of revenues from renting out compared to other revenues is positively correlated with expressed importance of monetary motives for using Airbnb among Slovenian hosts is not surprising, as Airbnb already has many business hosts, e.g. houses with apartments, smaller hotels and the like, which are otherwise legal entities, most of which are engaged only in accommodation activities. Therefore, the surplus of income and the desire for monetary goods can be more significant among these users.

Fear of loneliness has a positive effect on the expression of social motives for using Airbnb, which is an expected finding that has been proven by other researchers (Ikkala & Lampinen, 2015). This result may be influenced by the fact that this variable is a negative emotion, usually present more in the human subconscious. Consequently, it makes more sense to analyse it with qualitative methods. Therefore, the low arithmetic mean (2.44) of this variable may be due to in-depth consideration by respondents while completing the questionnaire. However, it should be noted that quantitatively measuring this variable in the context of the platform economy is original in the sense that the present research is one of the first to highlight the importance of this variable.

The findings that a higher level of cultural openness has a positive effect on the expression of social motives and that a higher level of global prosociality has a positive effect on the expression of moral motives in Slovenian hosts are yet again in line with previous research. Given that the arithmetic mean of both variables is 3.8, we can conclude that these motives, stereotypically assumed to be the essence of hospitality (Aramberri, 2001), are strongly expressed in Slovenian hosts. The originality of the present research is again in this, to our knowledge, being the first

to create and test the quantitative scale for this variable. Other researchers have used qualitative methods such as interviews and focus groups (Hardy & Dolničar, 2017; Lampinen & Cheshire, 2016; Decrop et al., 2018).

When interpreting the results, it should be borne in mind that the sample of 103 hosts in Slovenia is not necessarily representative. Therefore, the findings cannot be generalised to the entire population of Slovenian hosts on Airbnb. To achieve more representative results, it would be good to increase the sample. Increasing the sample would also mean that the research results could be used to form a typology of hosts, which would also be a unique contribution to the understanding of the Slovenian Airbnb market. Another potential limitation of the study stems from the connection between national accommodation regulation and the sampling method. The sample consisted only of Airbnb hosts that are officially registered as accommodation providers, which may explain the predominance of monetary motives.

With regards to the practical value of the research results, understanding the motives for using Airbnb by both hosts and guests can serve to create algorithms on the Airbnb website that would connect like-minded users, resulting in a lower likelihood of a negative experience on both sides, as it would be a relationship between persons who have similar or compatible values and requirements. Also, the results of our research can help businesses that target Airbnb hosts, such as intermediaries between Airbnb and accommodation providers, or consulting companies, as they would understand the motives for Airbnb usage, especially the importance of motives beyond monetary rewards. They could also offer customised content according to the interests of individual hosts, which would have a long-term impact on the satisfaction of both hosts and providers of these services.

In the future, it would make sense to explore this area with qualitative methods, e.g. interviews or focus groups, to gain more detailed information to understand the motivations of the hosts. Another area of research would be to analyse how different expressed importance of motives of hosting reflect in the way the hosts present themselves on Airbnb and similar platforms. Trdina et al. (2021) namely point out that these platforms call for new kinds of capital, where not much is known about how motives influence and reflect hosts' online representation and positioning.

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