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Introduction

Shared lodging players like Airbnb have entered the short term vacation rental (STVR) market and have seen incredible growth (Smolka & Hienerth, 2014). While the competitive advantage of shared lodging presents a challenge to traditional accommodation options by its ability to often circumvent traditional tax and safety regulatory systems (Zervas, Proserpio, & Byers, 2013), the social impacts of shared lodging are also being increasingly recognized (Lee, 2016).

Gentrification and loss of affordable housing associated with shared lodging's growth have emerged in the media as examples of problems penetrating even the most insulated communities (Lee, 2016). In the summer of 2016, flyers posted around Chinatown in San Francisco displayed images of Airbnb's CEO, Brian Chesky, impaled on spikes with the title "Trickle Down Devastation" (Wong, 2016). Additional flyers were posted to shame hosts by accusing them of "Airbnb'ing" the community and subsequently "destroying affordable housing for immigrant, minority, & low income families" (Wong, 2016).

While these social impacts are being increasingly addressed through research, there is currently no insight from residents' perspectives on the impacts of shared lodging in their neighborhoods and overall community. This lack of research is surprising given the many stories within the popular press about shared lodging's impacts within communities (Board, 2014; McPhate, 2015 ; Nolin, 2015). With this gap in mind, this study aims to establish a theoretical framework and methodology to qualitatively and quantitatively assess the social impacts of shared lodging in Athens and Savannah, GA from three perspectives: Airbnb hosts; the general resident population; and tourism industry and regulatory leaders.

A brief literature review along with proposed methodologies and analyzes are presented for garnering each resident stakeholders' perspective.

Literature Review & Methods

Shared Lodging Hosts

In 2013, Guttentag (Guttentag, 2013) mentioned the paucity of tourism research on Airbnb. The academic literature has answered this call with a focus on the economic impacts of the shared lodging economy (Hamari, Sjöklint, & Ukkonen, 2015; Lambertson & Rose, 2012; McArthur, 2014) and host and guest motivations for participation in the sharing economy and/or collaborative consumption.

These studies investigating host motivations for entering the shared lodging economy often objectify hosts solely as entrepreneurs and often overlook their additional identities as residents of the community. The transference of hosting authority to non-tourism actors has transformed the supplier's role in this sector of lodging to that of a resident exercising individual property rights to become a freelance participant in the tourism economy. This additional layer of complexity warrants an expansion of research on motivations for participation in shared lodging, especially in the realm of intrinsic benefits potentially garnered such as feelings of psychological, social, political, and economic empowerment (Boley & McGehee, 2014).

Combining an expanded range of intrinsic benefits with currently understood extrinsic ones pays respect to the complicated identity of Airbnb hosts. Understanding the wide array of incentives hosts have for participation in the shared lodging economy might help stem some of the animosity of local governments towards shared lodging and help them realize the benefits of creating a more conducive climate for residents to open up their homes to guests (Hartl, Hofmann, & Kirchler, 2016). With these points in mind, the following research questions have been developed to better understand hosts motivations for entering the shared lodging economy and their perceptions of the impact they are having within the community.

RQ1: What are the range of motivations hosts have for participating in Airbnb?

RQ2: What are hosts' perceived positive and negative impacts that they have on their community from participating in Airbnb?

RQ3: Does participation in Airbnb psychologically, socially, politically, and economically empower or disempower hosts

Proposed Methods and Theoretical Perspective

Host participants will be recruited through Airbnb's platform (Ikkala & Lampinen, 2015). In-depth interviews will be guided by questions informed by documented motivations and deterrents for host participation in the sharing economy (Tussyadiah, 2015; Schor & Fitzmaurice, 2015; Lamberton & Rose, 2012; Belk, 2010). Using the software Atlas.ti7 for Mac (Davidson & Di Gregorio, 2011), we will conduct deductive qualitative analysis (DQA) (Gilgun, 2010) to code for feelings of empowerment from participation (Boley & McGehee, 2014) and motivations for participation provided by literature. Grounded theory will guide coding for perceived impacts of Airbnb, because there is scant research on this issue to guide the analysis (Corbin & Strauss, 2014).

Resident Attitudes towards STVRs

There has yet to be any inquiry into residents' perceptions and attitudes towards shared lodging's existence in their communities (Guttentag, 2013). This lack of inquiry is despite the perceived positive and negative impacts of tourism being continually shown to directly relate to support for various types of tourism (Latkova & Vogt, 2011; Nunkoo & Ramkissoon, 2009). Because non-hosting residents retain the same voting rights and tax paying responsibilities as resident hosts, it is important to understand factors influencing their attitudes and support for shared lodging in their community. Common antecedents to resident support for tourism that are believed to also influence resident support for STVRs are residents' level of place attachment (Brown & Raymond, 2007); gendered perceptions of tourism benefits (Nunkoo & Ramkissoon, 2010); ethnicity (Besculides, Lee, & McCormick, 2002; Um & Crompton, 1987); emotional solidarity between residents hosts and non-hosts (Kyle M Woosnam, Norman, & Ying, 2009); and how shared lodging psychologically, socially, politically, and economically empowers or disempowers residents (Boley & McGehee, 2014).

Relatedly, attitudes towards shared lodging development might be completely different between cities with diverse types of tourism industries (Long, Perdue, & Allen, 1990). Falling into similar categories of development (in this case urban areas) also does not guarantee similar feelings towards tourism development. For example, Andereck and Vogt (Andereck & Vogt, 2000) found that among seven rural communities, residents generally perceived tourism as potentially providing positive benefits for their community and little negative impacts. However, specific perceptions towards elements such as acceptable levels of tourism development were not the same across communities. Additionally, the complexities of residential historic preservation efforts that are woven into tourist centers might also influence the level of support for STVRs among residents. With this in mind, resident attitudes towards STVR are compared among residents in the city of Savannah, GA and the college town of Athens, GA (Snaith, Airey, & Butler, 1998). With the limited amount of research on resident attitudes towards shared lodging in mind, the following research questions were developed.

RQ4: Why do residents tend to support or oppose Airbnb's presence within their neighborhood?

RQ5: Does support for Airbnb significantly vary between Athens and Savannah residents?

Proposed Methods and Theoretical Perspective

Residents residing in census tracts with a high presence of STVRs will be sampled using census-guided systematic random sampling (Kyle Maurice Woosnam, 2008). Survey design and antecedents to resident support for STVRs will be informed by previous resident attitude research. These factors include residents' level of place attachment (Brown & Raymond, 2007); gendered perceptions of shared lodging benefits (Nunkoo & Ramkissoon, 2010); ethnicity (Besculides et al., 2002); emotional solidarity between residents and hosts (Kyle M Woosnam et al., 2009); and how shared lodging psychologically, socially, politically, and economically empowers or disempowers residents (Boley & McGehee, 2014).

Industry & Regulatory Perspectives

The major criticism of collaborative consumption activities such as shared lodging by regulators within the tourism industry is hosts' circumvention of traditional government regulations (Teubner, 2014). The co-orientation model suggests that communication styles and attitudes of communicators (industry) have with receivers (residents) is based on the perceived attitudes of the receiver (residents). A top-down approach towards regulating STVRs might be due to the perception of hosts only as suppliers. This perception might contribute to the lack of collaborative regulation.

Das Acevedo (Das Acevedo, 2015) offers three types of current regulator responses to the sharing economy: "regulate it out of existence, don't regulate it at all, and a variety of Goldilocks approaches that he collectively calls "wait-and-see"" (Das Acevedo, 2015, p.15). It is important to contextualize each site within its regulatory approach. For example, comparing the current legislation on STVRs such as that passed by the city of Savannah with the updated terms of service by Airbnb might provide clues as to the drivers for current and future regulations (Airbnb, 2016; City of Savannah, 2016).

With the lack of research on the alignment of industry attitudes towards shared lodging with those of users in mind, the following research question was developed.

RQ6: Do the regulations and perceptions of the impacts of shared lodging align with the perceptions of those of residents and hosts?

Proposed Methods and Theoretical Perspective

Guided by the co-orientation model (Connelly & Knuth, 2002), there will be an analysis of current codes and regulations as well as informal interviews with regulatory entities in Athens and Savannah, GA

Atlas.ti7 for Mac will be used here also (Davidson & Di Gregorio, 2011). The use of the co-orientation model makes DQA (Gilgun, 2010) an appropriate coding analysis to identify the congruency between resident perceptions and industry and governmental actions.

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