

Airbnb as a Socially Disturbing Innovative Phenomenon: The Non-Commercial Resident's and Provider's Perspective in Central Prague

Vipin Nadda*, Sumesh Dadwal**, Markéta Pospíšilová***

Abstract *Airbnb is a platform allowing peer-to-peer accommodation options for people sharing their own extra space. Though it sounds like a simple method of sharing and exchanging values in a sharing economy, however, there are many challenges behind its implementation. It is crucial to look at both sides of the coin to understand not only what it brings but what it causes as well. Airbnb is a comparatively new phenomenon in modern times and changes traditional tourist behaviour as well as the accommodation situation in the market. It is a big part of the sharing economy and brings a range of socioeconomic advantages and disadvantages to stakeholders. It is assumed as a sustainable, multi-stakeholder beneficial form of accommodation service provision and contributes to inclusive destination development. However, the uncontrollable utilisation of residents' spare spaces also leads to concerns related to social disturbance, and erosion of neighbourhood social capital. This qualitative research uses semi-structured interviews to collect the primary data from providers of Airbnb spaces and the local non-commercial residents of that geographical area in Central Prague. The findings compare the perspectives of providers and residents and provide useful insights related to opportunities and concerns for the stakeholders related to social disturbance due to this disruptive innovation.*

Keywords: *Airbnb, Accommodation, Space, Tourist Behaviour, Social Disturbance, Sharing Economy, Sustainable, Non-Commercial Residents, Destination*

INTRODUCTION

As tourism is considered as an individual activity, in the last decade tourism started to be seen in sociology and its social impacts. A new definition of tourism was developed as: "Tourism is a social interaction between the tourist as a "guest" and the residents of the destination as "hosts" (Smith, 1989). A new social model which admits the significant impact of tourists on their host destination and its residents was also developed. The three main roles in this model are the origin-destination of the tourist, the tourism itself and the destination of the tourist. This model deals with the relationship of the subjects in a social way.

The application of ICT the application of technology has led to the development of peer-to-peer and collaborative

economies, also known as social economies. A business model using an online platform the athletes share unutilised resources by connecting the users with the suppliers is known as a sharing economy-based business model (Dadwal et al., 2019; He et al., 2023; Nakamura et al., 2024). Airbnb uses a sharing economy-based business model, where providers off for their spare spaces to the potential visitors via an online platform (Nakamura et al., 2024).

The Airbnb is found to not only disrupt the hotel industry (Nakamura et al., 2024) but also disrupt the quality of life of residents in the neighbourhood (Mody et al., 2021). Some empirical evidence supports such concerns, particularly from providers' and local noncommercially residents' perspectives. To address this gap, the present study uses

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theories of sustainability and social exchange theory to develop a framework to analyse and compare the perspectives of non-commercial local residents and providers of Airbnb accommodations. The previous research indicates that the residents with higher expectations, and high levels of engagement in communities raise more concerns regarding the disruptive behaviour, “party houses”, ‘noise and unruly behaviour’ of tourists staying in Airbnb hotels (Mody et al., 2019, 2021; Richards et al., 2020). Such non-commercial residents have argued for better regulations of Airbnb hotels to minimise the negative impacts on the social capital of the towns.

The previous studies are mostly from the perspectives of hosts/ providers and guests/tourists or organised hotels, but there is a dearth of studies related to the perspectives of local communities who are not offering accommodation but might be impacted by the new social economy business mode based accommodations (Ding et al., 2023a; Hill et al., 2023; Lee & Kim, 2023; Makkar et al., 2024; Mody et al., 2019, 2021; Prinsloo & Fitchett, 2023; Richards et al., 2020; Verhaeghe et al., 2023). Thus previous studies have evidence that there are gaps in research on tourism as a social impactor, and how it is connected to the social sphere of communities (Lee & Kim, 2023, Mody et al., 2019; Richards et al., 2020; Yasumura, 2019).

Hence, it is important to understand the social and economic impacts and perceptions from the perspectives of non-commercial local residents and providers of AIRBN accommodations.

LITERATURE REVIEW

Tourism Development and Airbnb

The number of international traveller arrivals has increased from 25 million in 1950 to 1.29 billion in 2023 and is expected to be 1.8 billion in 2030 (UNWTO, 2015; Statistica, 2023; WTTC, 2022). More than half of the tourists (53%) were travelling for leisure and holidays (Glaesser et al., 2017).

The accommodations offered via Airbnb using a shared economy-based business model are online paid, peer-to-peer, heterogenous accommodations (wrt size, facilities, etc) (Aritenang & Iskandar, 2023; Ding et al., 2023b; Lee & Kim, 2023).

Peer-to-peer business model allowed many people to become small entrepreneurs and to be part of consumer decision making while choosing the right alternative for them. Sharing economy enabled new economic and social interactions (Sundararajan, 2016). Without any doubt, sharing economy is a sustainable option of business and has positive environmental impact as well as contributes to better interaction between individuals. Airbnb is one of

them – providing disruptive innovation in the hospitality industry (Guttentag, 2015). Airbnb offers three types of accommodation units – shared room, private room within house or apartment, and whole house or apartment. Up to 48% of people who are sharing the accommodation with somebody admit they have concerns about who they are going to share with and there is higher chance that they will not be happy about their stay (Smith, 2016). The consumer choosing sharing economy can be motivated by more factors. The previous research has shown that there can be social as well as economic motives behind it. There is the need to meet new people which is happening for both sides.

Airbnb provides wide selection of accommodation and the consumer has more options to choose from. The reasons why Airbnb grew fast and became favourite accommodation option is that the guest feels like home, and it give them feeling of belonging (Guttentag, 2015). The Airbnb provider is advised by Airbnb itself to provide their guest recommendations about local area, give them suggestions what to do and where to go because they know better than the local people. The social interaction is high value for consumers especially these days. Some people can feel alone when traveling and Airbnb allows them to feel less like that by sharing accommodation with the host or somebody else or to make a coffee in real kitchen rather than in hotel room or restaurant. The experience is different for a traveller being hosted by real, authentic, local person rather than employee in uniform. The guest can through the Airbnb accommodation understand how local people in the destination really live and understand their culture more into deep. The concept of Airbnb of “belongingness” is main factor for travellers to choose it. In case of Airbnb, the guests are looking at reviews not number of stars or rating that many times is not explaining the situation (Rimer, 2017). Going for Airbnb or other couch-surfing concept is as already mentioned based on the uniqueness of experience, feeling like home and getting special advice and interact with local people (McIntosh, Siggs, 2005). The price is another important factor that consumer is checking while deciding (Stringer, 1981). Sharing economy is about lower prices which is important for a lot of consumers. There are two opinions about increase of incomes. Levitt (1983) says that it leads to homogenisation of making decision and technology is what decided about quality at a little cost. On the other hand, de Mooij and Hofstede (2017) say that increase of incomes lead to the opposite – heterogeneity and the culture is what determines consumer behaviour.

Technology is what makes customisation possible even at lower costs. Consumer also chooses based on risks. Hotel is less risky choice, but Airbnb is less expensive, and the trust can be built. Even people with higher income choose Airbnb so that means that income is an important trigger (Guttentag, 2017).

Airbnb has hosted more than 800 million guests till 2022, as it offers a heterogeneous (entire places, private rooms, hotel rooms, and shared rooms) and a wide range of options to the guest (Aritenang & Iskandar, 2023). The sharing economy or collaborative economy survives on the pillars of sustainability, zero marginal cost structure, economic profits, enjoyment and co-creation (Ding et al., 2023b; Sánchez-Franco & Aramendia-Muneta, 2023).

Tourist Behaviours and Tourist Types

Tourist behaviour is the study of the various factors, tourist typologies and processes by which tourists need, choose, book and visit tourism destinations. The basic understanding of tourist behaviour is explained by consumer behaviour model through their decision-making process. The consumer behaviour has changed over the decades as people have more options to choose from, there are many alternatives and people decide on more factors.

Tourist's personnel characteristics, typologies external factors, nature of tourist destinations affect tourist behaviour and the decision-making process (Akarsu et al., 2020). The tourist expectations and perceived value influences intentions to visit a destination. However, the motives reasons may vary with the typology of tourists.

The typology of the tourists can be split into two views: "substantial" and "relational". These two perspectives bring new dimension to view the tourist and the typology of tourists. Cohen (1979) divided tourists into four categories based on how familiarity with the destination and their way of engaging and acting in the destination – drifter, explorer, individual mass tourist and organized mass tourist. Also, Smith (1989) suggests similar concept but goes more in the depth – explorer, elite tourist, off-beat tourist, unusual tourist, incipient mass tourist, mass tourist and charter tourist. Tussyadiah (2016) classified Airbnb tourists into five typologies; 'global citizen', 'local expert', 'personable', 'established', and 'creative tourists' (Guttentag, 2016). Lieux, Weaver and McCleary (1994) classified tourists into three types; Novelty seekers' Active enthusiasts and Reluctant travellers. Other studies have segments according to their Socio-Economic Classes (SEC) and classified them based on income and occupations as AB (Higher & intermediate managerial, professional), C1 (Supervisory, and junior managers), C2 (skilled workers), DE (semi-skilled and lower-skilled people) (Geographics, 2014; ONS, 2021).

Reasons for Choice of Airbnb

The tourist has a number of motivations such as economic low cost, facilities for kitchens, the possibility

to accommodate more people, convenient location, opportunities for authentic experience, social benefits, social interaction with local communities, and sense of psychological freedom and ownership, live like local etc that drive the choice of Airbnb accommodations (Ding et al., 2023b; Lee & Kim, 2023).

Airbnb is on the market since August 2008, and it was established by Brian Chesky, Joe Gebbia and Nate Blecharczyk in San Francisco in California. Airbnb is platform within the peer-to-peer market. With more than half a billion guest arrivals to date, and accessible in 62 languages across 220+ countries and regions, Airbnb promotes people-to-people connection, community and trust around the world (Airbnb, 2020). The point of Airbnb is to allow owners to share their extra space and for guests to rent cheaper accommodation.

The advantages of Airbnb comparing to traditional accommodation like hotels or hostels is especially big choice of selection. There are many types of accommodation provided through Airbnb, many options of sharing the room or having private room for the guest but also many options of listings for the host – basically it can be anything that can be provided as an accommodation. Hosts can set their own price and change the prices depending on the season. This allows the Airbnb to be more flexible and react fast to demand. Also, it is all about customization, which is trend in other industries, not only tourism. The guests can be looking for his host even based on which language they speak or use specific keywords. Also, both sides are protected in case of damage or cancellation. The Airbnb filters allow the consumer to choose based on specific address, number of the guests, price, amenities, pictures and reviews. Consumer sends request to the host and after the payment and confirmation is made through Airbnb (Airbnb, 2020). But Airbnb has a lot of disadvantages too. Especially the level of uncertainty regarding how accurate the apartment was. Many times, the pictures of apartment and even the reviews can be misleading. For the hosts the biggest worry is the damage of his property. One of the biggest problems with Airbnb is that the host can never be 100% sure which kind of tourists is coming to live in the apartment. There are many cases when the house is trashed by partygoers even though the host was expecting something else and would not allow them to stay in his apartment (Folger, 2019).

The research also shows the tourism prefer Airbnb as it allows them to stay special near to each other, feel home-like atmosphere, accommodation size, and type of amenities (washing machine, refrigerator etc), proper structure, views & layout, level of cleanliness, public facilities, noise complaints, walking distance from attractions, housekeeping services and previous experiences and online reviews and ratings etc (Ho et al., 2023; Sánchez-Franco & Aramendia-Muneta, 2023). Some studies have also found

a positive relation between, tourists' consciousness for zero carbon footprints, sustainability practices such as green service encounters (e.g., low-energy lighting, recycling bins) of Airbnb accommodation and customer satisfaction and loyalty (Garrod et al., 2023). The tourism choices are also moderated by the type of tourist and the purpose of the tourism.

Airbnb as Disruptive Innovation

The term "disruption" means destroying the current elements and for companies it means to lose dominance on the market and even be forced to leave the market. "Innovation" means something improved or new. The term itself is seen as positive attribute. However, "Disruptive Innovation" is an attribute reshaping, changing and disturbing the current environment (Marquardt et al., 2017). All disruptive innovations will always have impact on both the economy and the socio-cultural environment. The theory about disruptive innovation by Christensen from Harvard Business school says that disruptive innovation is: "process by which a product or service takes root initially in simple applications at the bottom of a market and then relentlessly moves up market, eventually displacing established competitors (Christensen, 2012). It is so because customer needs develop and change fast, the companies need to react by innovations. Some companies end up becoming too unreasonably priced and even too complicated for the final customers. This way the companies become "disruptive innovation". He says that the characteristics of disruptive innovation are: "lower gross margins, smaller target markets, and simpler products and services that may not appear as attractive as existing solutions when compared against traditional performance metrics". Another definition of disruptive innovation is that it is associated with applying new technologies which in some way affect the way market works and industry structure. Even Internet was in the beginning disruptive innovation for industries which had to cope with that and adapt to it (Twin, 2019). The latest developments in consumer behaviour change the whole patterns of tourism and accommodation sector. These patterns have impact on the market.

Airbnb is one such examples of peer-to-peer platform. The platform enables people to share their space and offer their properties and most importantly to provide the authentic experience (Guttentag, 2015). Airbnb has impact on the current market when becomes substitute for budget hotels and hostels and pushes hotels to change their pricing strategy (Zervas et al., 2014). For destinations it is bringing positive changes – enabling the host community to participate on the market, revealing and putting into awareness of the neighbourhoods and not very popular areas.

Residents Perception on Social-Economic Impacts of Airbnb

There are three main effects of tourism development on the destination – economic, environmental and socio-cultural. Undeniably, tourism is helping the countries to reduce poverty and increase the economic boost. In developed countries tourism can improve the conditions for the social aspect of the residents and can help to increase the social capital (Zhuang et al., 2019).

Most often, there is a connection between the rapid development of the Airbnb service and the rise in the price level of flats in many European cities. Airbnb platform has a negative impact on Prague's residential market and contributes significantly to the increase in prices and rental apartments. In 2017 more than 7.6 million tourists visited collective accommodation establishments (HUZ) in Prague and spent approximately 18 million nights (CZSO, 2018). However, these official statistics only affect the number of guests who stayed at the property providing more than 5 rooms or 10 beds. The very definition of HUZ implies that there are no guests staying in other types of official and unofficial accommodation (such as different types of individual accommodation, Airbnb or accommodation in unpaid accommodation such as staying with friends and relatives).

Although tourism brings many positive aspects, the destinations are experiencing the negative ones as well. Scholars speak especially about harming the values of the destination and local culture to an extent being quoted as "Tourism is like a plague - it destroys people, culture, heritage, environment" (Linton, 1987). The increase of tourism and current trends has led to resident's complaining and putting pressure on government to rethink the planning and processes of tourism management. Tourism development causes negative effects such as ruining the physical environment of the city as well as change in the social environment (Kantrowitz, 2017). The problem is that it is easier to address to physical environment but to understand the social problems and imbalance caused by tourism takes more time and research.

With reference to tourism development impacting the destinations, the model like "Irridex" confirmed that even though tourism brings many positives for the destination, it can also cause stress on the destination. The hosts are put under pressure and experienced more stress than benefits. The model explained the process as starting with euphoria, followed by apathy, irritation, antagonism and final level of disruption of the destination (Doxey, 1976).

Some of the negative aspects of tourism viewed by the residents are overcrowding, bad behaviour of the tourists, noise, pollution, price increase of real estate and putting pressure on the services (UNWTO, 2018). On the other hand, Butler's model focus upon social elements of the tourist such as how long he is staying in the destination and their social and economic background and how the host destination is able to cope with visitors and it is carrying capacity and demonstration effect (Butler, 1975). Now there is a concern about the residents and lack of "symbiosis" with the tourism (Milano et al., 2019).

The problem of overtourism and changes in tourism development is closely linked to the question of how to make tourism in the destination sustainable in long term. This is a concern, especially for the urban European areas (capitals, big cities, metropolises). Lately, the main goal of the destinations and their local authorities was to grow economically and develop to maintain their position on the "market" (Maxim, 2016). The social impacts are often forgotten, and not enough attention is being paid to the social issues (Klimek, 2013).

The social exchange theory argues that residents will support tourism based on the perceived benefits and costs (Akarsu et al., 2020) the perceived impacts can be social, economic, and environmental and can be categorized as positive or negative. More aware residents might see more perceived benefits of Airbnb as compared to less aware residents (Mody et al., 2019, 2021).

The growth of Airbnb is more unorganised, unstructured, unregulated and exponential as compared to the organised and planned development of hotels. Hence service facilities, amenities, local infrastructure and local social culture and economy find it difficult to move at the same exponential growth. Hence there are gaps between the supply and demand of such facilities for all (Mody et al., 2021). Thus, the local non-commercial residents may develop negative perceptions towards Airbnb accommodations and their providers and guests (Ho et al., 2023).

The researchers have found several social, economic, spatial, and temporal impacts of Airbnb. The economic effects on providers, competing hotels, entrepreneurial activities and tax collections have been well established. For instance, the economic impact of Airbnb accommodation has been seen more than its share in the housing market (Lee & Kim, 2023). Residents across the world and the media have raised concerns pertaining to increased activities in the neighbourhood. The locals may be priced out due to increased rental prices though the long-term rental demand comes from residents and short-term demand from tourists.

This increased rental will create gentrification of geographies (high-income local renting residents in Airbnb predominant geographies), Touristification and relocation of low-income local residents to new locations (Aritenang & Iskandar, 2023). The locals perceive that tourists are invasive in local communities, several local activists have vandalised Airbnb accommodations in Greece, Mexico, and Vancouver (Lee & Kim, 2023). The economic impact on stakeholders includes impacts on the competing hotel industry, local economy and increased tax revenue, hosts/providers' income. Excessive touristification can lead to other negative consequences vis, noise, overcrowded service facilities, social change in community behaviours, loss of local cultural identity, Health & safety, crime, zoning, and altered quality of life for locals (Aritenang & Iskandar, 2023; Ho et al., 2023).

The quality of life of residents can be significantly influenced by increased tourist activity, especially in the central parts of the city. The development of Airbnb is far more connected to the lives of residents than is the case with collective accommodation establishments. This is because Airbnb typically uses individual apartments (or parts of them) for accommodation, mostly in apartment buildings. This leads to a significant blend of tourist and residential functions in the areas of formerly residential areas, whereby it can violate the privacy of residents in locations with increased Airbnb development intensity. They are also associated with these relatively frequent problems associated with disturbing the night's rest, the disorder in the house, etc., while complaining residents about living with Airbnb guests is increasing. The effects of Airbnb development on the quality of life of local people are derived (as in the case of other tourism activities) from whether the resident is economically involved in tourism in the area or not. In this case, it is mainly the fact that whether the owner of the property is the lessor or host of Airbnb units or a resident who resides in the area. Unfortunately, the lack of reliable statistical data, both in terms of residency and rental of apartments via Airbnb, they do not allow a thorough analysis of this phenomenon and its effects. In general, however, one of the common arguments put forward to support the development of Airbnb is the possibility of earning residents through renting the apartment or house (whether it is renting part of it by "sharing" or the whole in the case of a resident's absence). Airbnb development acts on the emergence of new business entities in the form of multi-hosts or entire companies that either they mediate the rental of unit owners, or they themselves invest in the purchase of these apartments for the primary purpose of short-term rental via Airbnb.

Quality of life (QoL) has often emerged as the central theme in tourism studies. It is argued that the quality of life

of residents is altered due to over-tourification due to low-cost Airbnb (Mody et al., 2021). Some research studies have found that local residents are unhappy about changing the character of their neighbourhoods and city councils 'high noise, vibration, glare, odors, or other effects that unreasonably interfere with any person's enjoyment of his or her residence', increasing crimes viz. thefts, breaking local taboos and laws, property crimes, revelry, substance abuse sex crimes, Obscenity, exposing, drinking, loafing & antisocial behaviour, and suspicious individual activities and undue pressures on council, hospital and police services due to the growth of Airbnb (van Holm & Monaghan, 2021; Markoç, 2020).

Strategic Actions to Avoid Negative Socio-Economic Impacts of Airbnb

The research and media stories evidence that there is a need of better governance and control regulation to mitigate the negative social-economic impacts of increasing Airbnb accommodations (Mody et al., 2021). There is also a need to regulate the sector so that rental prices for residents have no adverse effects as well as that induced tourists are within the carrying capacity of the cities. Numerous destinations are taking actions to regulate, formalise, tax, requirement of hosts to register with the city, limit whole-home rental days per year and number of guests etc, and limit the number of guests as well as measure the impacts of the growth of Airbnb (Guttentag, 2016).

RESEARCH METHODOLOGY

As this research seeks to analyse complex data about individual perspectives and hence epistemological philosophy was adopted through interpretive approach which helped to explore social phenomena and understand non-commercial resident's and Airbnb provider's perspectives about the issue. Firstly, phenomenon was observed (Airbnb causing problems in central Prague), then the pattern of specific problem (pattern) was observed (Airbnb pushing out local people, tourist staying within Airbnb causing disruption within central Prague). This cross sectional study was carried out between June 2023 to July 2023.

The qualitative research design was adopted as it is connected to interpretivism (Denzin, Lincoln, 2018) and the focus was on the opinion of central Prague Airbnb hosts and

non-commercial residents. The case study was appropriate strategy to understand the phenomenon in real-life settings (Yin, 2018). The mono method semi-structured interviews allowed insight into the problem area. The interviews were done with 15 respondents. On-probability purposive sampling was applied in this research.

Prague has ten central prague districts – staré město, nové město, malá strana, hradčany, smíchov, vinohrady, vyšehrad, žižkov, karlín and holešovice. The interviews were done to cover each district. 8 interviews were done with non-commercial residents whereas 6 interviews were done with Airbnb providers.

The owners of the Airbnb apartments were purposely searched through word of mouth as well as through Airbnb platform itself. Respondents representing the local people were found mainly by snowball technique. When few respondents were chosen for this interview, they recommended other people who are experiencing the same problem. The people chosen for these interviews are Prague citizens, who are living in Prague their whole life or for a long period so they can objectively make judgments about what is happening now comparing to the earlier times. The access to the respondents was not challenging as one of the researchers is originally from the city and therefore knows many local people who contributed for this purpose. The data are then analysed through thematic coding to find all relationships and understand the themes.

The data were analysed through thematic analysis. The purpose of using thematic analysis was to find the themes and patterns from the semi-structured interviews. These themes helped in understanding the complexity of the patterns and relationships between them (Saunders et al., 2018). When using inductive approach, the themes and codes were derived from the data. Based on the research objectives, the relevant themes were explored.

Coding the Data

This research used inductive approach which means that the best way is to code all of the information and explore all of it. Coding in this case was split into two dimensions as the participant group were split to – Prague local people and Airbnb providers. Each question topic stands for theme. Some of the questions for both groups were the same but since the codes differed, it stays under the dimension.

Dimension 1 – Coding Local People Interviews

Code And Concepts C1 Noise C2 Inappropriate Behaviour C3 Drinking Of Alcohol In The Property C4 Freedom Of Guests C5 Increase Your Prices In Real Estate Properties C6 Uncertainty Of Living Next To Airbnb Flat	Theme Experience
Codes And Concepts C7 Low-Budget C8 Young People C9 Groups C 10 Couples C 11 Authenticity Seekers C12 Freedom Of Own Place C 13 Disturbance Of Other Residents In The Building	Theme Type Of Tourists
Codes And Concepts C-14 Lower Price C 15convenient Location C16 Authenticity C 17 Privacy And Freedom C 18 Own Equipment C 19 Digital Literacy	Theme Reason For Choosing Airbnb
Codes And Concepts C 20 Increase Of Rental Prices C 21 Hotels Under Pressure C22 Contribution To Gdp C 23 Local People Pushed From The City Centre And Disruption Of Residents Life	Theme Impacts Of Airbnb
Codes And Concepts C 24 Airbnb Is A Threat C 25 Airbnb Is Partially A Threat	Theme Airbnb As a Threat
Codes And Concepts C 26 Awareness C 27 No Awareness Awareness About Governmental Restrictions C 28 Stricter Regulations and More Control C29 Complete Ban C 30 Limited Number of Airbnb Flats	Theme Suggestions

Dimension 2 – Coding Airbnb Providers Interviews

<table border="1"> <tr><td>Code And Concepts</td></tr> <tr><td>C1 Low Budget</td></tr> <tr><td>C2 Young People</td></tr> <tr><td>C3 Groups</td></tr> <tr><td>C4 Individuals</td></tr> <tr><td>C5 Few Night Stayers</td></tr> <tr><td>C6 Authenticity Seekers</td></tr> </table>	Code And Concepts	C1 Low Budget	C2 Young People	C3 Groups	C4 Individuals	C5 Few Night Stayers	C6 Authenticity Seekers	<table border="1"> <tr><td>Theme</td></tr> <tr><td>Type Of Tourists</td></tr> </table>	Theme	Type Of Tourists
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Code And Concepts										
C25 Awareness										
C26 No Awareness										
Code And Concepts										
C27 No suggestions										
C28 More control										
Theme										
Suggestions										

Fig. 1

Data Interpretation

Thematic analysis of local people coding

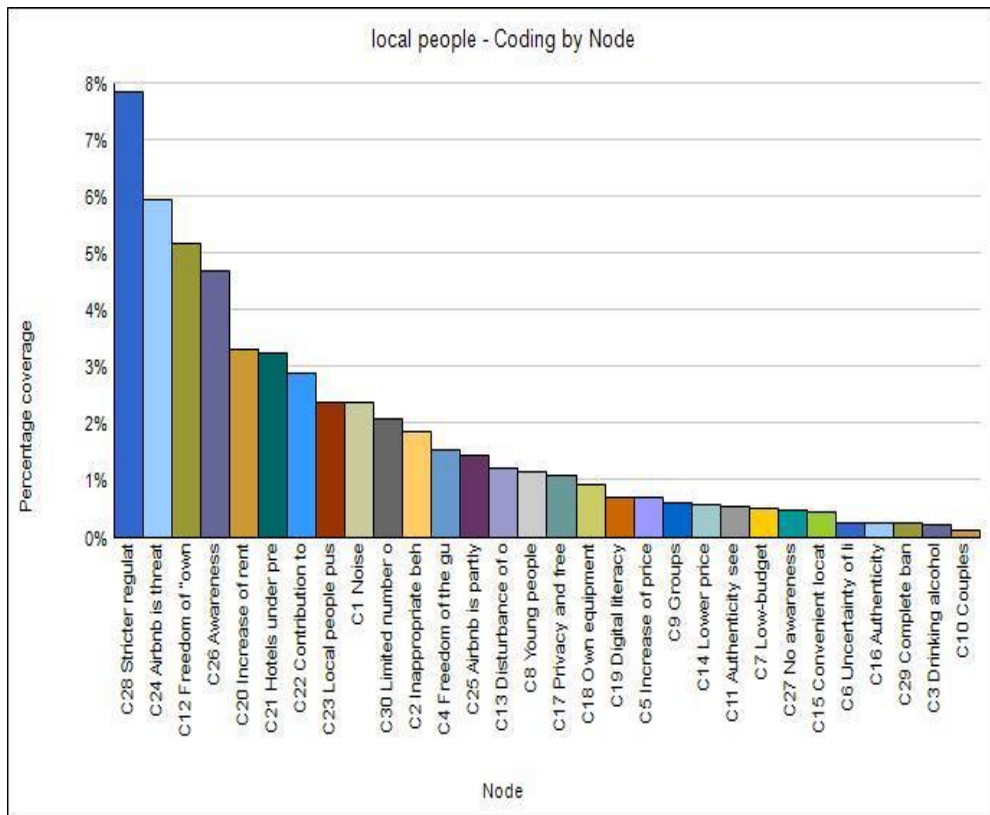


Fig. 2: Frequency of Codes in Local People Interview

Experience

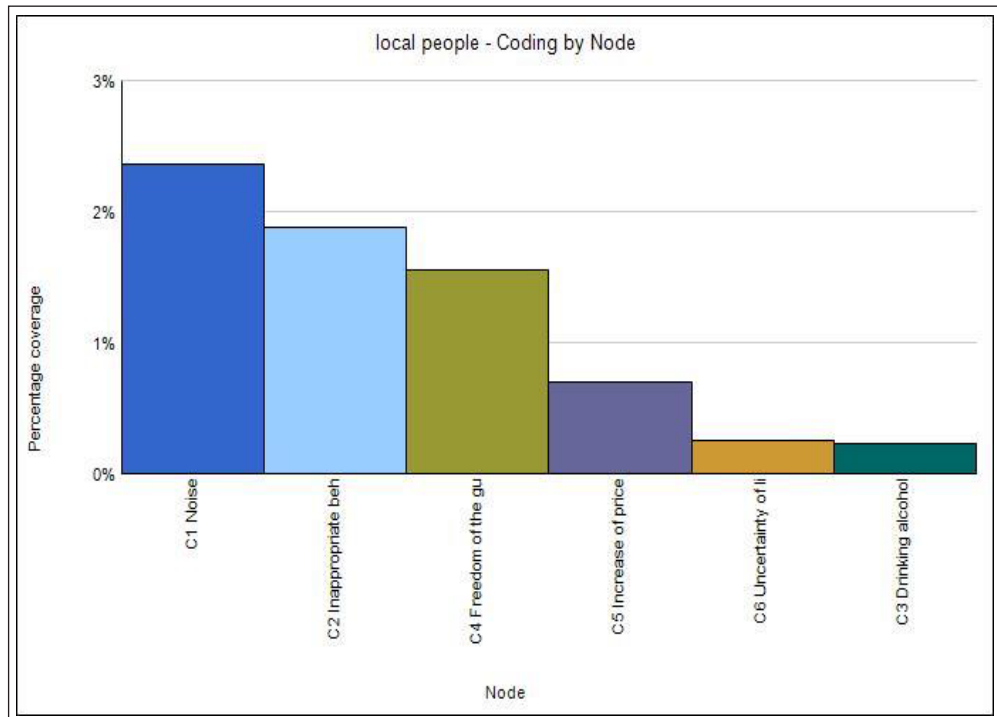


Fig. 3: Frequency of Codes in Experience

First theme of local people dimension is experience with Airbnb tourists which includes in total 6 codes. 6 participants out of 8 mentioned the noise that tourists make both in the streets and when living next to Airbnb apartment. For example: “Some of the guests are coming back home late and they can be noisy” (Nurse, female, 30-39 years old) or also “I’ve been living in my apartment for years but noise from streets is getting worse and worse” (Pensioner, male, 61-60 years old). They were also mentioning C2 Inappropriate behaviour and C4 Freedom of the guests which also leads to particular behaviour. There was mentioned that “tourists did not lock the entrance door” (Student, city representative, male, 18-29 years old) which can support the crime in the city or someone was mentioning: “The problem is that my street has a lot of bars and pubs and at the night young people are

crowding in the street when waiting to be admitted in the bar or just smoking outside” (Pensioner, male, 61-60 years old). It is explicitly clear that none of the respondents mentioned positive experience with Airbnb tourists.

Type of Tourist

This theme is about which type of tourists usually stay within Airbnb from local people perspective. The 7 out of 8 respondents mentioned C8 young people. It is clear from this that Airbnb is used mainly by young people. Another segment point mentioned by local people were C9 groups, C11 authenticity seekers, C7 low-budget and lastly, two times were mentioned couples as type of tourist group staying with Airbnb. From this theme, it is obvious that Airbnb is booked mainly by young travellers, in most of the cases in groups.

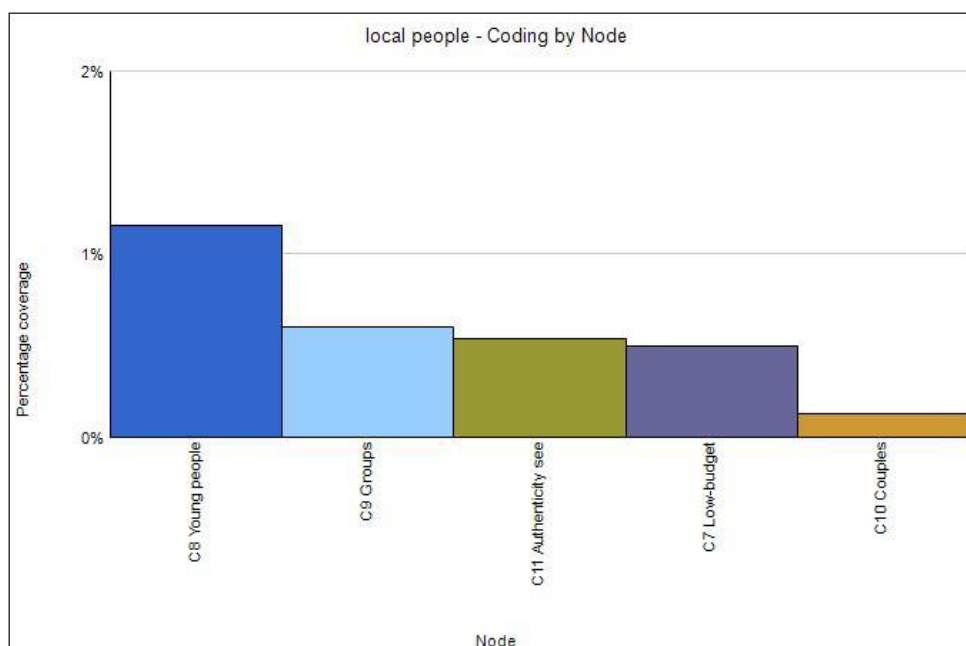


Fig. 4: Frequency of Codes in Type of Tourist Theme

Tourist Behaviour

In this question were only two codes represented. C12 Freedom of “own” space was in some way mentioned by 7 out of 8 respondents. They all admit that having your own space without other employees like in hotel changes the tourist behaviour. The answers were for example: “I think that they wouldn’t behave in the hotel this way because the employees of the hotel would probably kick them out. I believe that Airbnb allowed them to behave like this and give them this kind of freedom” (Student, male, 18-29 years

old) or “The feeling of being like home can cause their wild behaviour. I believe that they will do things in Airbnb that they wouldn’t do in hotel (loud music, parties in the flat, not taking out the garbage,..)” (Student, assistant sales director, female, 18-19 years old). The other code which was mentioned 5 times is C13 Disturbance of other residents in the building. This theme explains why tourist behaviour and how changes when staying in Airbnb and it is clearly the fact, that Airbnb allows them to feel like home and there are without any control.

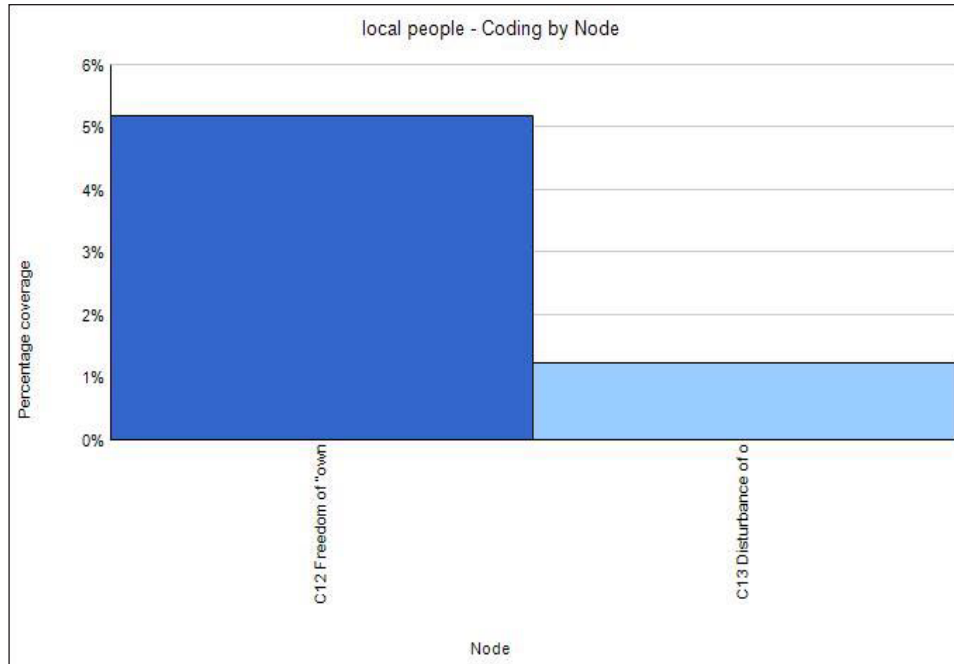


Fig. 5: Frequency of Codes in Tourist Behaviour

Reason of Choosing Airbnb

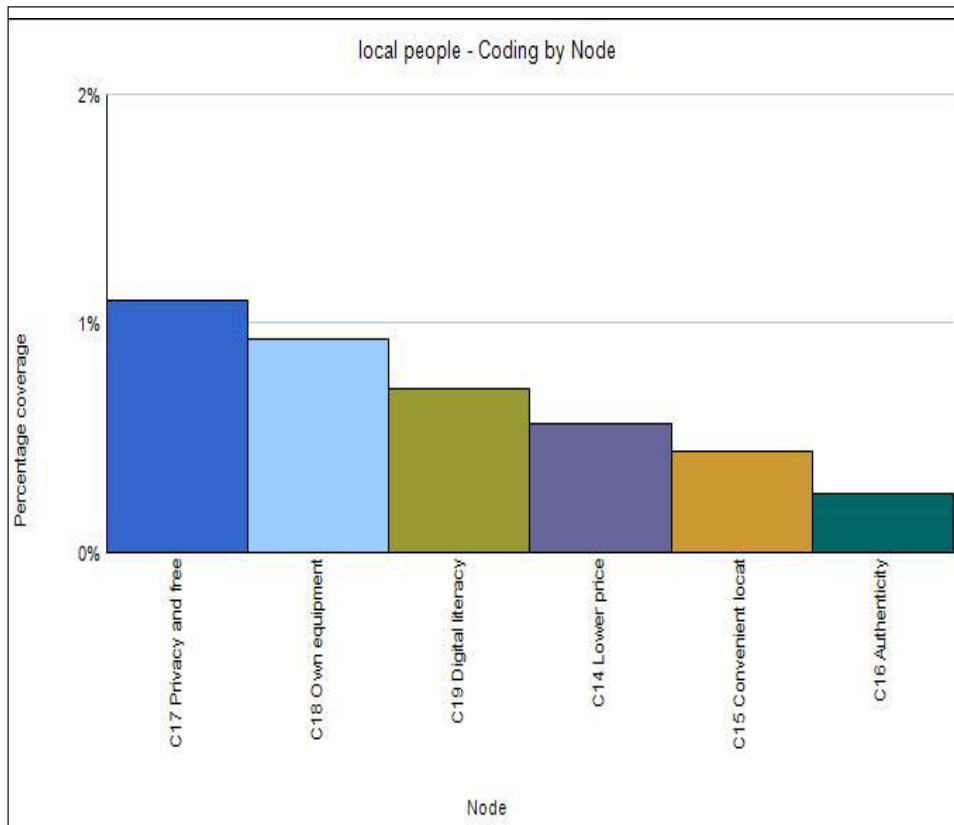


Fig. 6: Frequency of Codes in Reason of Choosing Airbnb

Local people mentioned in total 6 reasons why tourists prefer Airbnb over hotels and other typical accommodations. As in the previous theme, C17 Privacy and freedom was most of the times (5 out of 8) as a reason of staying in Airbnb. One of the respondents said: “absence of control by others (owners in most cases just gives you basic instructions

and don't care after)” (Self-employed, male, 18-29). They were also mentioning C18 Own equipment, C19 Digital literacy, C14 Lower price, C15 Convenient location and C18 Authenticity. The answers in this theme were varied and gives understanding to what makes Airbnb special over hotel.

Impact of Airbnb

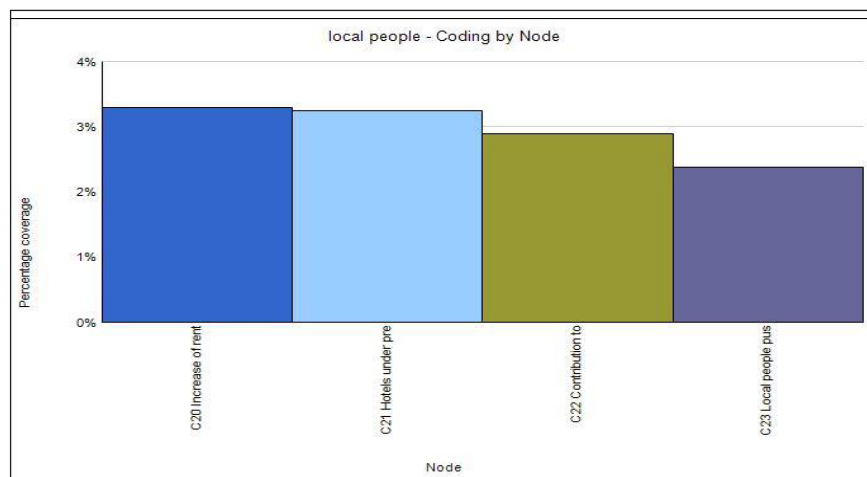


Fig. 7: Frequency of Codes in Impact of Airbnb

This theme explains what local people see as impact of Airbnb both negative and positive sides. From all the responses we can see that only 1 out of 4 codes admits that Airbnb is beneficial in a way and that is C22 Contribution to GDP. Even though there are negative impact of Airbnb, residents realize that Airbnb have positive economic impact in the same time. They mentioned “Even though the visitors spend money in the local pubs and restaurants, so they significantly contribute to our economy” (Student, male, 18-29 years old) or “better tourism (more accommodation options) – higher profits for the state as well as private companies and firms” (Student, assistant sales director, female, 18-19 years old) where is admitted that both private and state companies benefit from Airbnb.

However, the most common answer was C20 Increase of rental prices. “The huge blow out of Airbnb made lot of investors/other people interested of buying houses for renting reasons, which leads to lesser options for “domestic” people and higher prices for all of us” (Self-employed, male, 18-29) and also one of the respondents said that negative impact is: “increase of flat prices – most of them in Central Prague are bought just for Airbnb purposes and that leads to lack of flats for Prague residents” (Student, assistant sales

director, female, 18-19 years old). Another impact is seen in C21 Hotels under pressure and C23 Local people pushed from the city.

Airbnb as a Threat

7 out of 8 local people see C24 Airbnb as a threat. 1 person see C25 Airbnb partly as a threat. None of the local people think that Airbnb is not a threat whatsoever. The reason why Airbnb is a threat was mainly connected to the negative impacts of Airbnb. For example: “The highest threat I see are the prices of properties – the harder it will be for residents to find apartment in Central Prague, the more of them will go to live on the edge of Prague. That means that Central Prague will be only for tourists and local people will have to adapt to them. This can lead to losing local traditions and values” (Student, assistant sales director, female, 18-19 years old). The person stating Airbnb is only partly threat was explained this way: “For a small number of people, this can be a real threat if a unit like Airbnb is operated in their building. There is a risk that they will be more exposed to more noise, clutter, etc than would otherwise be usual in a given location. However, this problem can arise for every rental apartment if intolerant tenants move in” (Student, city representative, male, 18-29 years old).

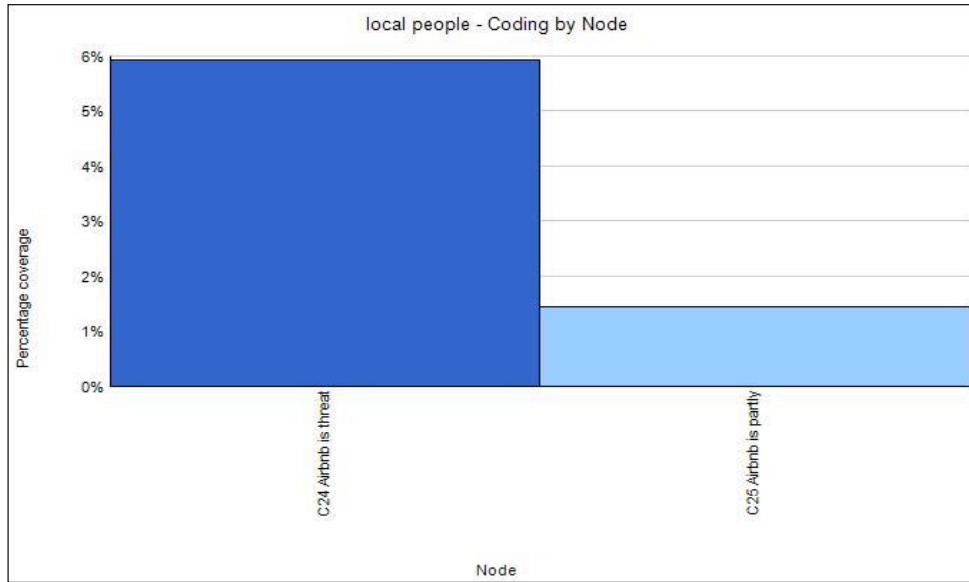


Fig. 8: Frequency of Codes in Impact of Airbnb

Awareness of Governmental Restrictions

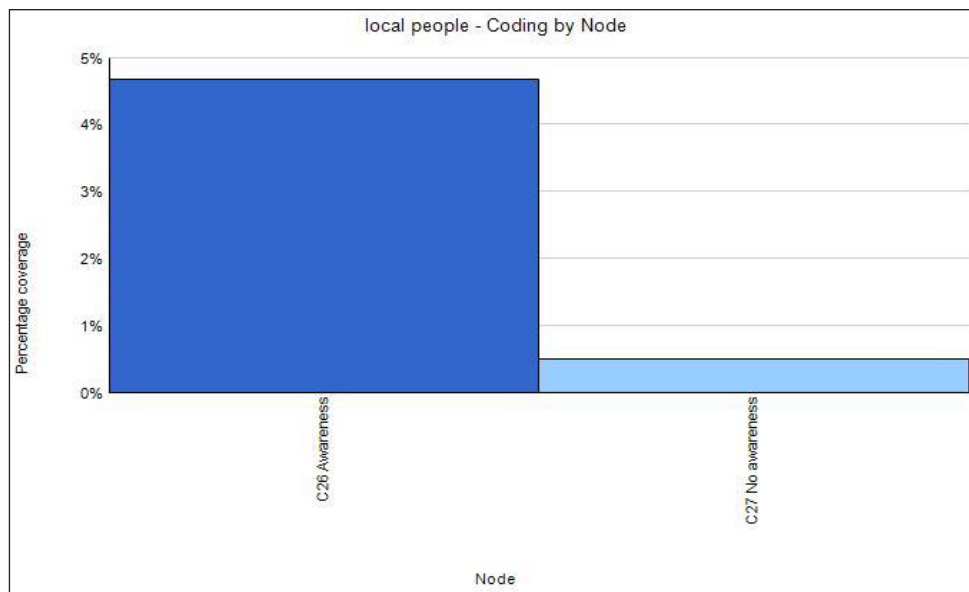


Fig. 9: Frequency of Codes in Awareness of Governmental Restrictions

6 out of 8 local people are C26 aware of some governmental steps towards Airbnb. 2 people admits they did not notice any. One of the answers was: “Yes, for example, the mentioned extension of the obligation to pay local taxes and more emphasis on the collection of income tax on the rental of apartments” (Student, city representative, male,

18-29 years old). Also, another person said: “Yes, I know it is being discussed and it is big topic. There were some suggestions which should limit Airbnb (they should pay fees for flats which are not long-term rented, tourists evidence, having approval of other people living in the building etc.)” (Student, assistant sales director, female, 18-19 years old).

Suggestions

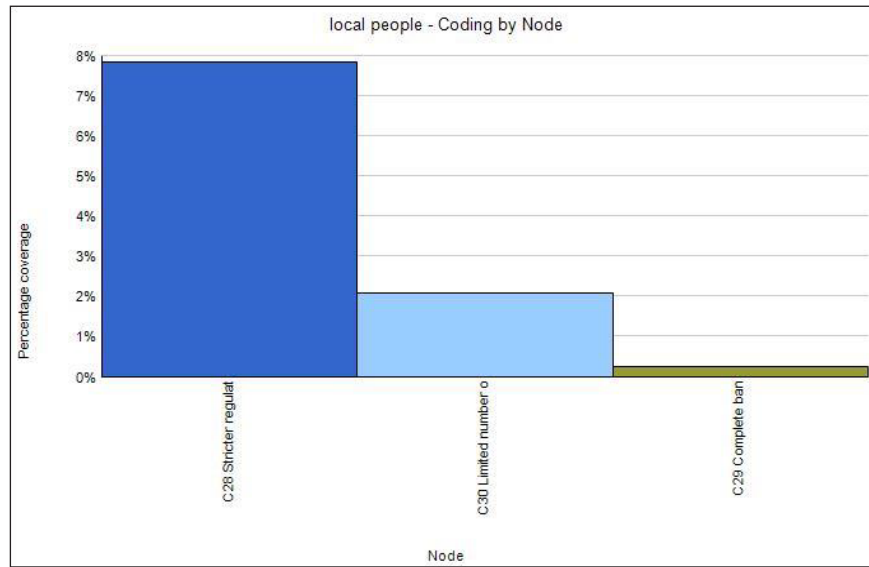


Fig. 10: Frequency of Codes in Personal Suggestions

Last theme is question about personal suggestions on how to handle the situation by local people. C28 Stricter regulations were mentioned by 5 out of 8 respondents. C30 Limited number of Airbnb flats was mentioned four times and C29 complete ban was mentioned two times. One of the most detailed answer was: “Personally, I am a big supporter of free enterprise and every property owner should have an absolute right to handle it at his own discretion. However, the rights of the other population concerned must also be taken into account. I would put in place a clearly established system whereby the offenses associated with the rented apartment unit are recorded, for example, when the city police exit the night quiescence or the damage done by the tourists. After

reaching a certain number of misdemeanours, the owner of the apartment would be prohibited from renting the flat for a short period of time. The owners would therefore put more emphasis on whether there is order in their apartments and, after extreme “disobedient” tourists, would, as a last resort, recover the damage they suffered as a result of their disqualification from their behaviour. This would also improve the behaviour of tourists under the threat of sanctions” (Student, city representative, male, 18-29 years old). It is obvious that all respondents have opinion about how to handle the situation and they all agree on the fact that Airbnb needs to be regulated.

Thematic Analysis of Airbnb Providers Coding

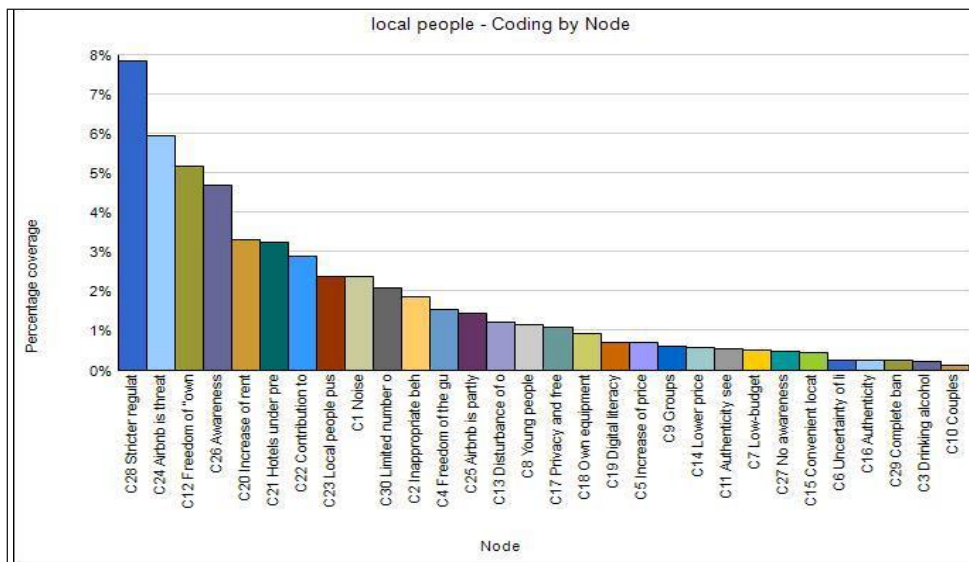


Fig. 11: Frequency of Codes in Airbnb Providers Interviews

Type of Tourist

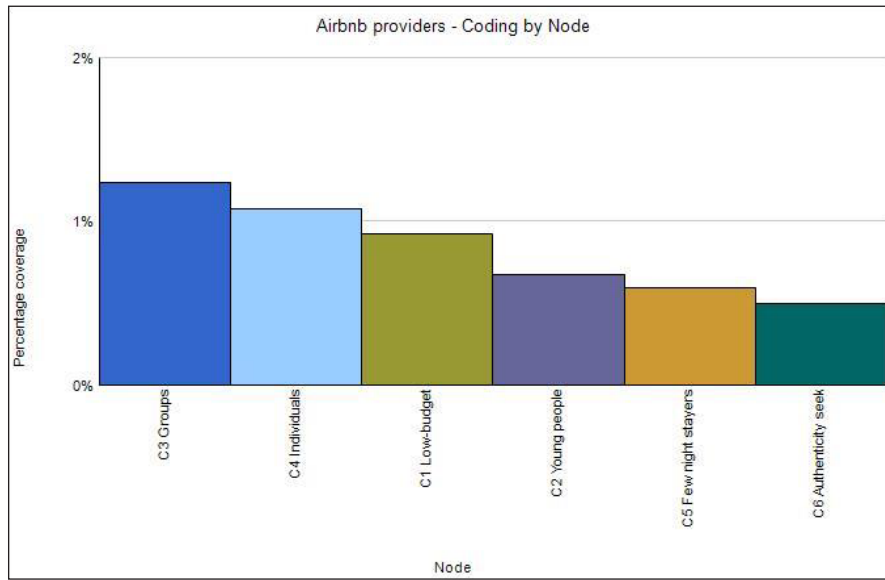


Fig. 12: Type of Tourist

The answers to this theme show what type of tourist is usually staying in respondent’s Airbnb flat or room. Most of them mentioned C3 groups. From this fact we can see that Airbnb is more suitable type of accommodation for bigger groups over hotels or hostels. Second often mentioned code was C4 individuals which was mentioned mostly by those

providers that have only one room that they share through Airbnb platform. Respondents were also mentioning C1 low-budget, C2 young people and C6 authenticity seekers. First time, in this dimension were mentioned C5 few night stayers.

Reason for Choosing Airbnb

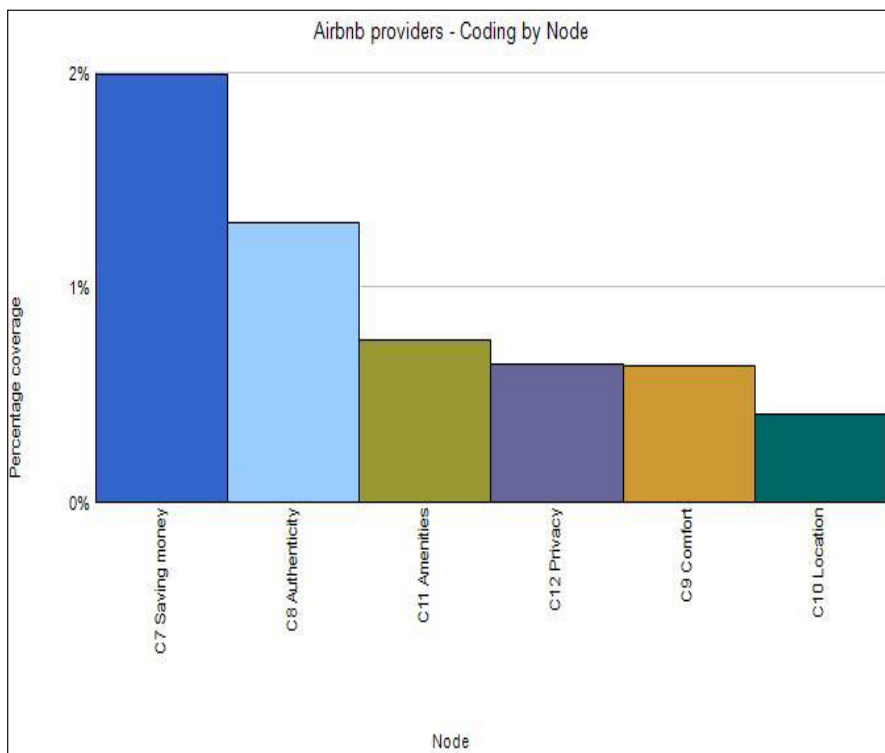


Fig. 13: Frequency of Codes in Reason for Choosing Airbnb

Second theme was reason why they think the tourists chose the Airbnb. 5 out of 6 participants said the reason is probably lower price – “Main reason is because they wanted to save money on cheaper alternative” (Entrepreneur, male, 41-50 years old). 2 out of 6 participants mentioned authenticity as one of the deciding factors but claim that that is not the main reason – “The additional reasons are for them to explore and

get to know Czech culture better” (Entrepreneur, male, 41-50 years old). Another reason when choosing Airbnb was claimed to be C11 Amenities, C12 Privacy, C9 Comfort and lastly C10 Location. All of these reasons lead to fact that Airbnb is chosen mainly because they provide space where guests can feel and behave like home.

Tourist Behaviour

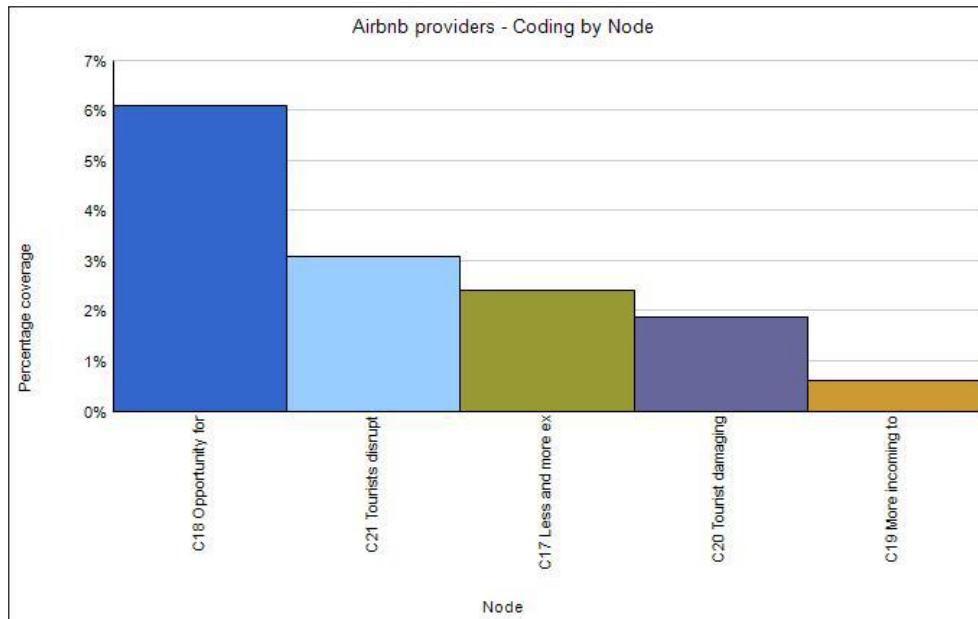


Fig. 14: Frequency of Codes in Tourist Behaviour

The way tourist behave differently in Airbnb accommodation was 4 times mentioned the fact that tourists can act their like home which they would not do in a hotel or hostel –“They can be like at home – smoke, accept visits, enjoy dinner with alcohol inside the flat, exercise, being without any interruption – nobody goes to the flat during their stay” (Student, self-employed, female, 18-29 years old). Airbnb providers also say that tourists C13 expect hotel services – “The visitors cannot understand the difference between the Airbnb and hotel. They require services which are available in the hotel, but not in the Airbnb. These misunderstanding frequently lead to inappropriate, rude or even aggressive behaviour of the visitors” (Entrepreneur, male, 41-50 years old). This is on the other hand confronting the information that the reason why tourists prefer Airbnb for its privacy and freedom. Mentioned was also C15 less respect for the destination while staying within Airbnb. They also admit that Airbnb changed their behaviour in a way that C16 people travel more.

Impacts of Airbnb

This question shows the difference how both groups took them. 4 out of 6 said that the positive impact of Airbnb is C18 Opportunity for residents. They said that: “It has many positives – sharing economy creates new opportunities for local people to rent their extra room or apartments they have in a new way that years ago was not possible. It is natural that the market changes dynamically. For me Airbnb is great opportunity for extra money or even business” (Entrepreneur, male, 41-50 years old). From this information is clear that most of the Airbnb providers see Airbnb as an opportunity. But in the same time, they also admit that Airbnb has negative sides such as C21 Tourist disrupting the destination – “There is more noise in the streets where it was quiet before and that leads to unsatisfied citizens” (Student, self-employed, female, 18-29 years old). Another impact mentioned is C17 less and more expensive flats for residents, C20 tourist damaging the property and lastly C19 more incoming tourists to Prague.

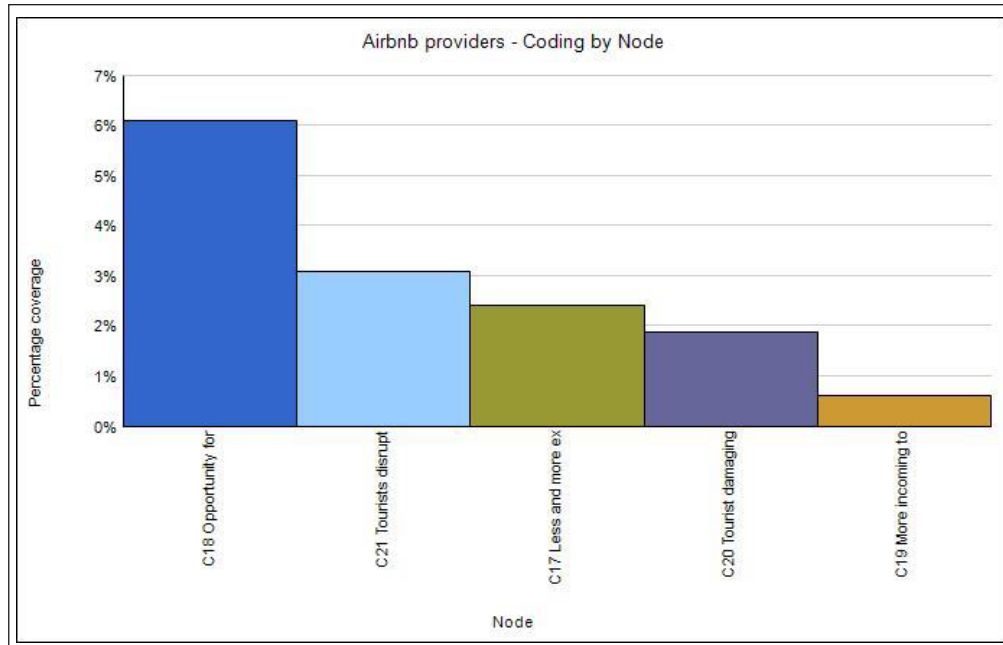


Fig. 15: Frequency of Codes in Impacts of Airbnb

Airbnb as a Threat

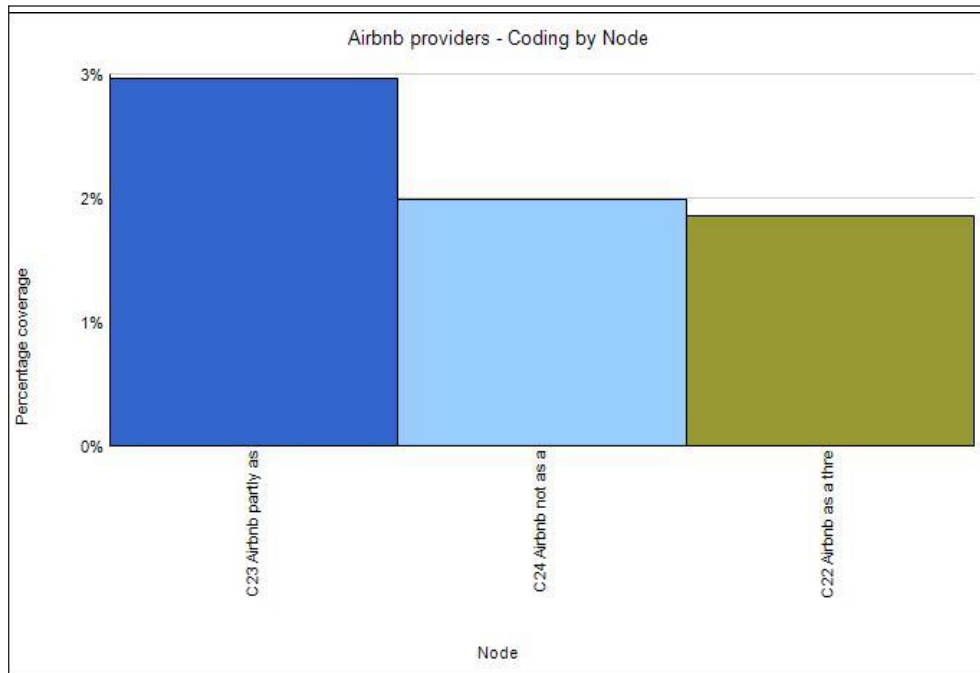


Fig. 16: Frequency of Codes in Airbnb as a Threat

Airbnb is seen mainly partly as a threat C23. 2 people C24 do not see it as a threat at all and only one person admits that Airbnb is threat. Usually they think of Airbnb as their flat and based on their experience as: “I don’t see it as a threat with my Airbnb flat because I live in the same building where I rent Airbnb and I’ve never had any complaints from

my neighbours so far” (Student, self-employed, female, 18-29 years old). Or they admit the reason why Airbnb could be threat but overall see it more beneficial than threatening the destination – “Only to some extent for already mentioned reasons such as noise or damaging the city, in general I don’t think it is threat” (Entrepreneur, male, 41-50 years old).

Awareness of Governmental Restrictions

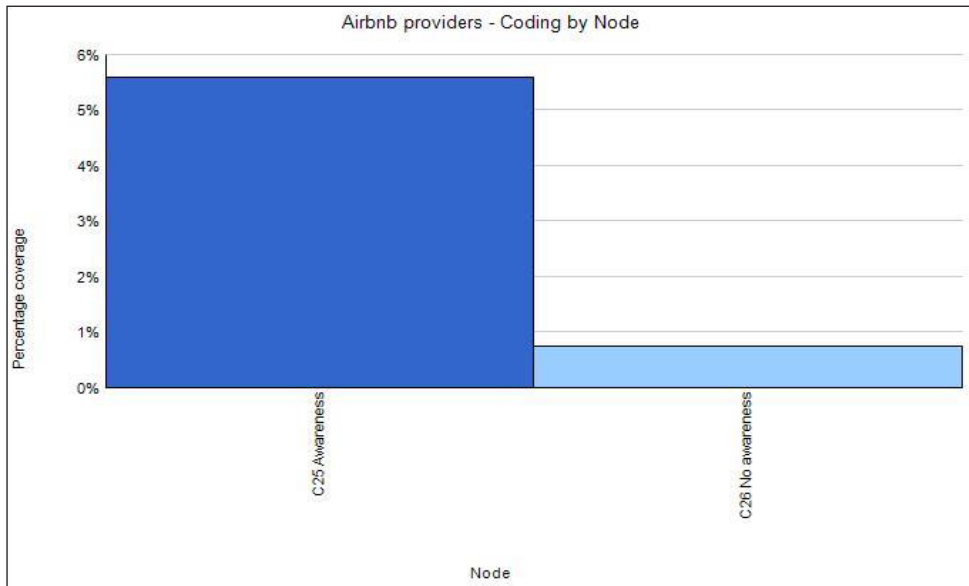


Fig. 17: Frequency of Codes in Awareness of Governmental Restrictions

5 out of 6 participants from Airbnb providers said they are aware of governmental restrictions. They are aware of those that concern them as a provider. For example: “Yes there are many of them. It starts with so called “spa fee” for each tourist ending with paying taxes for each guest as well as register of foreigners for citizen police“ (Student, self-employed, female, 18-29 years old) or “There were

many things that government is doing against Airbnb. They wanted to put limit on how many days we can rent which did not happen after all. The tax authorities implemented tax for every guest that needs to be paid and to register every guest as they do in hotels which is fair” (Entrepreneur, male, 41-50 years old).

Personal Suggestions

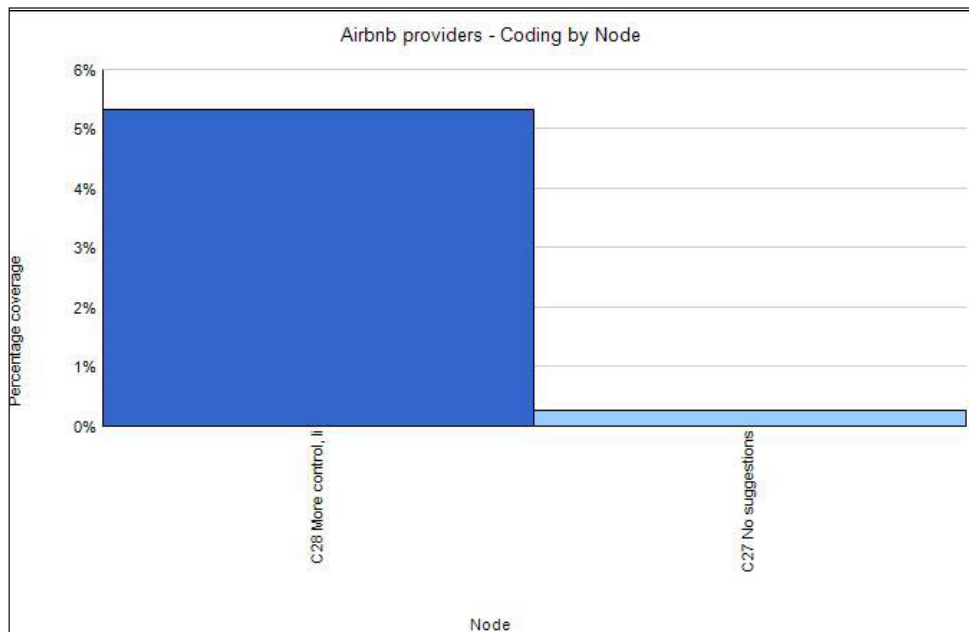


Fig. 18: Frequency of Codes in Personal Suggestions Theme

The last question asked was the same as for local people. 4 participants said that there should be C28 more control and limitations. They focus on their part and say for example: "From my point of view, not to be surprised at how people behave and possibly charge them in case they broke the rules, which Airbnb allows" (Student, self-employed, female, 18-29 years old).

Airbnb as a Socially Disturbing Innovation

The growth of sharing economy happened so fast that there was little time to adapt and adjust for the destinations and tourism and accommodation market. The lack of control and of sharing economy is what partly makes it disruptive. In last decade, tourism has been evolving in a fast pace which shows how big and important the industry is. But with all change are threat coming hand in hand. Sharing economy can be uncertain about its impact on the destination. The company sells millions of nights worldwide and brings new questions about its benefits and threats. Airbnb became so popular for various reasons. The price is lower than hotels and Airbnb owners can change the price according to demand, season etc. Hotels are usually dependant on online travel agents and their prices are more fixed than Airbnb's. As mentioned in previous paragraph, Airbnb allowed many groups of young people to stay in one apartment. This is appealing especially because hotels would split group into multiple rooms. Since Airbnb offers such a variety of different apartments, groups of people started to travel more to cities and destinations such as Prague. Disturbance increases with bigger groups and that lead to disruption of the destination.

The disruption of Airbnb also lies in the tourist behaviour that has been changed due to sharing economy and new tourism trends. This is the ethical side of Airbnb disruption in destinations – some of the cities are impacted largely, some of them less, depending on other attributes. As people feel like home they can also become less concerned about the property and people living around and destination as well. Ethical considerations are usually the lowest priority for the host and guests as well. Hosts get their customers and guests enjoy their stay fully without being respectful for their surroundings.

Airbnb disrupts the accommodation market and changes the market structure. Specific hotels and hostels lost their customer due to Airbnb platform. However, it is important to note that 4-5-star hotels will not most likely to lose their customer for Airbnb because they have completely different target group and market segment. Businessmen, families and people seeking services (breakfast, housekeeping, gym, concierge services etc.) will not go for Airbnb as it does not meet their needs. On the other hand, any other travellers might switch to Airbnb for its characteristics and advantages and even attract people who would not travel to the destination otherwise. Airbnb hosts can put their prices

very low because of low fixed costs and minimal labour. The price competitiveness is big threat for hotels and hostels especially comparing to what product they offer. Airbnb's rates for whole apartment are usually lower or the same than hotel's rates for rooms. This way Airbnb disrupts the accommodation market and hotels face new competition and substitute.

Airbnb as Socially Disturbing Innovation in Central Prague

The problem with Airbnb and lack of control lies in how people took this opportunity. Participants mentioned that Airbnb diverted throughout the time from its initial idea – to sell spare rooms to use Airbnb as new form of business. As tourism in Prague grows rapidly, Airbnb became new form of business, but which is not controlled as hotels or other traditional forms of accommodation not even as real estate. However, many Prague residents took this as a chance and bought flats or use already owned flats as Airbnb. This leads to lack of properties for other Prague residents and the prices of real estate are increasing. Reason why Airbnb is good idea for business to them is because of all its advantages for them. Comparing to opening hotel, Airbnb does not require high capital in the beginning. So instead of making extra money from one extra room, they buy and manage multiple empty flats and properties and start full-time business out of it. The problem started when all their properties are usually the city centre of Prague because that is the most wanted location of tourists and the most convenient one. This caused local people to be pushed from the city centre even though years ago, they were living there. This is a problem especially in cities such as Prague, which has high number of inhabitants comparing to size of the city. Another problem with Airbnb tourists is the disturbance of the people living in the same building. They tend to arrive or depart late in the night. Also, another problem arises with the security in the building as different travellers get access to the building where normal residents live. Airbnb guests are not too much worried about waste like water or electricity or even the trash. They realize they stay there for few nights and after never come back, so they are not mindful about treating the property as theirs as other residents do. They disrupt the harmony and normal life of people living in the building who has low power to do anything about it.

CONCLUSION

This research's aim was to comparatively analyse the perspectives of non-commercial residents and providers of Airbnb as socially disturbing innovation for neighbourhood in Central Prague. There are three ways and effects how tourism develops – economic, environmental and socio-cultural. This research's aim was to focus mainly on the socio-cultural disruption. The main socio-cultural effect

of Airbnb on Prague is the change in tourist behaviour pattern. The tourist behaviour is determined by options on the market and tourism development. Airbnb gives tourists feeling like home and ownership which led to disruptive behaviour towards the destination such as noise in the property and the city, less security in the buildings of Airbnb apartments and lack of concern about Prague city centre and its non-commercial residents. Problem of over tourism in Prague is encouraged by sharing economies – Airbnb which is new option for new market segment – young people and especially groups of young people seeking authenticity and local people lifestyle experience.

Doxey's Irridex of "irritation" index was used to understand the process of destination losing their identity caused by disruption by tourists and irritation by residents. Young people are usually seen as internet users and technology enthusiasts, and they prefer new platforms to choose their accommodation. There are two main factors that changed the consumer behaviour in accommodation sector – technology and social aspect. Tourists choose Airbnb to get the local experience for even lower price. To sum up, tourist behaviour pattern changed in two ways – the behaviour as a consumer and behaviour in the destination. Sharing economy is opportunity but also threat. For each actor in the destination, Airbnb and sharing economy in general means something else. It is opportunity for those local people who rent through Airbnb, opportunity for tourists as a new attractive accommodation but threat for the destination and Prague residents due to real estate prices going up, lack of apartments in the city centre for local people and disruption in the destination such as noise and overtourism.

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APPENDIX

Samples of the Interview Questions

Local people

Student, city representative, male, 18-29 years old

A: Which part of Prague do you live in?

B: Smíchov

A: What is your experience with tourists staying at Airbnb apartments?

B: Only indirectly. Mostly these are complaints about noise (disturbance in the night, etc.) and the problem with large turnover of people in the house and thus reduced security (for example, tourists did not lock the entrance door).

A: What type of tourists do you think are staying with Airbnb?

B: Low-budget or tourists that prefer more privacy or want to experience authenticity comparing to hotel.

A: Do you think Airbnb changed or somehow allowed the tourist to behave differently than for example staying in hotel?

B: Tourists have a greater opportunity to get to know local shops / restaurants or in the case of foreign tourists, to get to know the more Czech style of living.

A: Why do you think these tourists choose Airbnb over hotel chains?

B: Lower price, more privacy or more interesting type of accommodation.

A: What do you think are the impacts of Airbnb on Central Prague and Prague in general?

B: The most discussed impact attributed to Airbnb is the increase in rental prices in the center, which I endorse as well. This in turn reduces the availability of housing in the capital for Prague residents. There is also a significant impact on hoteliers who lose part of their clientele. Another problem until recently was the absence of local fees that tourists had to pay at the hotel. What I do not consider a problem is the increase in tourists. In my opinion, Airbnb cannot be attributed to it, the tourists would most likely come to Prague anyway (even if they stayed in a cheaper

hotel far from the center) and most of their trips would be heading to the center.

A: Do you see Airbnb as a threat for local people and destination of Prague?

B: For a small number of people, this can be a real threat if a unit like Airbnb is operated in their building. There is a risk that they will be more exposed to more noise, clutter, etc than would otherwise be usual in a given location. However, this problem can arise for every rental apartment if intolerant tenants move in.

A: Have you noticed any restrictions from government about Airbnb? (Are you aware about any government law or steps regarding Airbnb?)

B: Yes, for example, the mentioned extension of the obligation to pay local taxes and more emphasis on the collection of income tax on the rental of apartments.

A: Do you have any personal suggestion how to handle the situation?

B: Personally, I am a big supporter of free enterprise and every property owner should have an absolute right to handle it at his own discretion. However, the rights of the other population concerned must also be taken into account. I would put in place a clearly established system whereby the offenses associated with the rented apartment unit are recorded, for example, when the city police exit the night quiescence or the damage done by the tourists. After reaching a certain number of misdemeanors, the owner of the apartment would be prohibited from renting the flat for a short period of time. The owners would therefore put more emphasis on whether there is order in their apartments and, after extreme “disobedient” tourists, would, as a last resort, recover the damage they suffered as a result of their disqualification from their behaviour. This would also improve the behaviour of tourists under the threat of sanctions.

Providers

Entrepreneur, male, 41-50 years old

A: How long have you been putting your property to rent and where?

B: 1,5 year, however not very frequently, we just wanted to give it a try and make use of our empty rooms at home. I am renting Airbnb in Karlín.

A: What type of tourists are staying in your Airbnb?

B: 60% foreign tourists 2-4 nights, 40% Czech citizens who came to Prague and needed accommodation for 1 night

A: Why do you think these tourists choose Airbnb over hotel chains?

B: Main reason is because they wanted to save money on cheaper alternative. The additional reasons is for them to explore and get to know Czech culture better.

A: Do you think Airbnb changed or somehow allowed the tourist to behave differently than for example staying in hotel.

B: I am not sure about this. It allows them to feel more like at home.

A: What do you think are the impacts of Airbnb on Central Prague and Prague in general? (negative / positive)

B: Lower availability of long-term rents due to flat owners who are using AirBnB as a business for short-term

accommodation. Personally, I feel that AirBnB is a good service which makes travelling more affordable and for people with empty properties to fill their empty flats/houses.

A: Do you see Airbnb as a threat for local people and destination of Prague?

B: No, not really.

A: Have there been any restrictions from government about Airbnb? (Are you aware about any government law or steps regarding Airbnb)

B: I haven't observed any. It would be good to find out if I will have any trouble with Tax Authorities.

A: Do you have any suggestion how to handle the situation?

B: No, not at the moment.