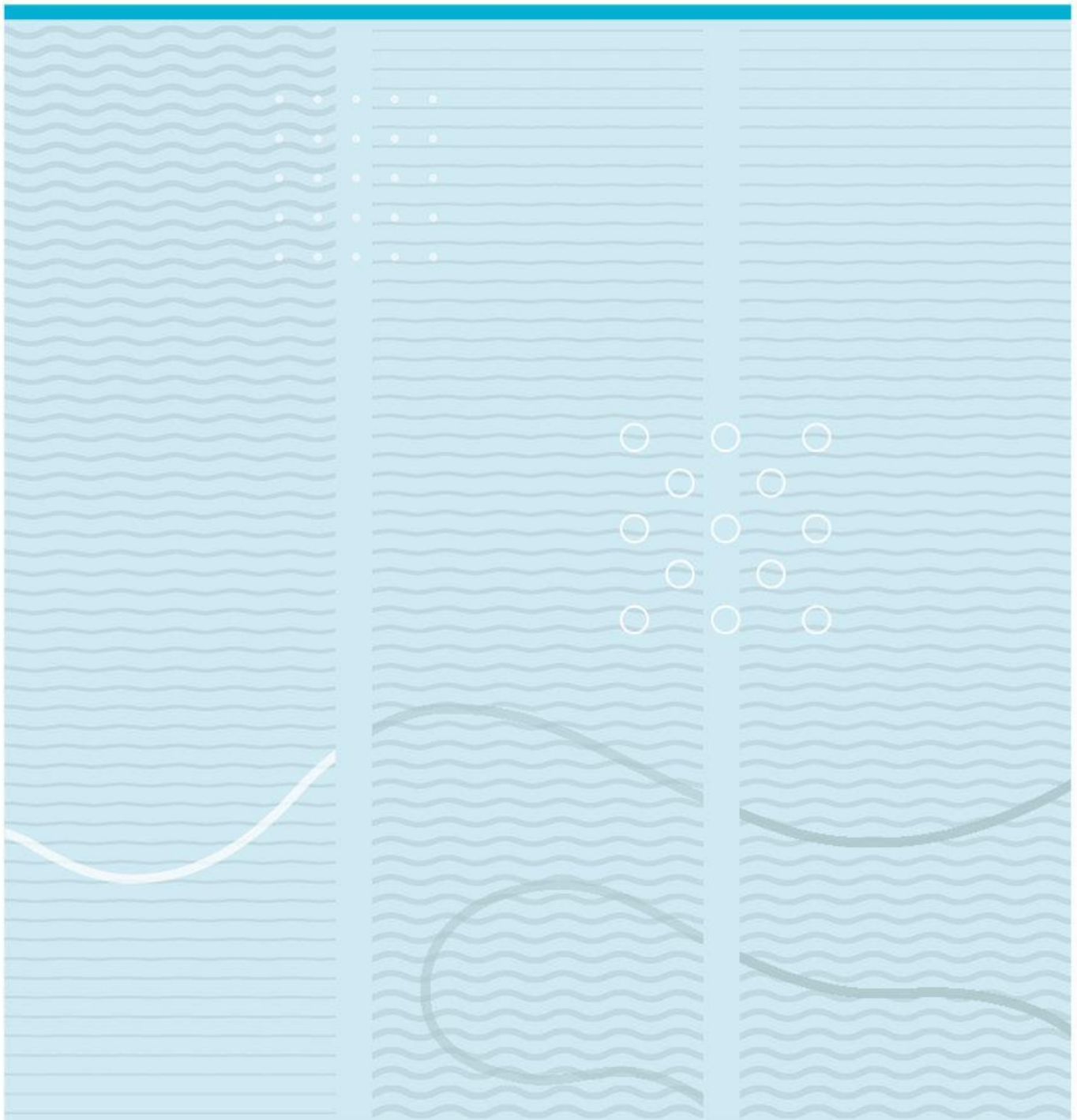


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Uncovering the micro-entrepreneurial motivation of Airbnb hosts in rural Arctic sustainable tourism: An exploratory case study



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This thesis is worth 30 study points.

Executive Summary

The digital age has brought about a significant change in the way we conduct business, and micro-entrepreneurship on digital platforms has emerged as a powerful force driving economic growth. With the advent of technology, individuals can now utilize digital platforms like Airbnb, Etsy, and Uber to turn their skills, hobbies, and spare time into a source of income. Micro-entrepreneurship on these platforms has opened new opportunities for people to become self-employed and take control of their financial futures.

Digital platforms have provided a unique opportunity for micro-entrepreneurs to reach a broader audience, increase their income, and improve their livelihoods. These platforms have also been instrumental in promoting rural tourism and creating a sustainable income stream for people in remote areas.

However, like any other business model, micro-entrepreneurship on digital platforms comes with its own set of challenges. The lack of regulation, the risk of financial instability, and the need for constant innovation and adaptation are just a few examples of the challenges micro-entrepreneurs face.

As we continue to navigate the ever-changing landscape of digital platforms, it is essential to understand the motivations and consumption patterns of micro-entrepreneurs. This understanding can help us identify the challenges and opportunities in this field and develop strategies to promote sustainable and inclusive growth.

This study aims to contribute to this understanding by exploring the motivations and consumption patterns of micro-entrepreneurs on Airbnb in the Arctic region. The findings of this study can serve as a valuable resource for policymakers, businesses, and individuals looking to enter the world of micro-entrepreneurship on digital platforms, like Airbnb.

Keywords: Airbnb, Arctic, micro-entrepreneurship, post-income consumption patterns, sustainable rural tourism, motivation.

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Foreword

I am deeply humbled and grateful to have completed this master's thesis, which was part of a funded NORDREGIO/NAPA Arctic Cooperation Programme Project 'The impact of Airbnb hosts on Arctic local economies: Consumption patterns, entrepreneurship and sustainability' (Airbnbværters effekter på de arktiske lokale økonomier: Forbrug, iværksætteri og bæredygtighed). This project has been an incredible learning experience, allowing me to gain insights into micro-entrepreneurship, digital platforms, sustainable rural tourism, and Airbnb.

I want to express my heartfelt thanks to my supervisor Birgit Leick, Professor of University of South-eastern Norway (USN), for giving me the opportunity to work with Icelandic and Danish researchers and for guiding me throughout this project. I want to mention Vera Vilhjálmisdóttir, Researcher, Icelandic Tourism Research Centre, Bára Elísabet Dagsdóttir, Researcher, University of Akureyri, and Karol Jan Borowiecki, Professor, University of Southern Denmark, for their invaluable guidance and support, which have made this thesis a hub of international networking and knowledge sharing.

I would also like to express my sincere gratitude to the Business and IT school of USN, our Program Director Gudrun Helgadóttir, and all my fellow colleagues for their help and valuable feedback throughout this study.

I hope that this thesis will serve as a useful addition to the scientific community, Arctic rural areas, Airbnb, and all the entrepreneurial-minded people. It has been an honor to work on this project, and I am excited to see its potential impact on the field of micro-entrepreneurship and sustainable rural tourism.

<Campus BØ/12.05.2023>

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1.Introduction

Over the past few decades, there have been significant changes in the tourism industry in Europe. Eurostat reports that the number of nights spent in tourist accommodation in the European Union more than doubled from 1.4 billion in 2000 to 3.1 billion in 2019. This growth is attributed to increased air connectivity, visa liberalization, and growing tourism interest ([Eurostate, 2021](#)). This growth has had such a remarkable impact on the tourist accommodation market that the 27 countries of the European Union generated 321 million euros in short-stay accommodation in 2021 alone ([Eurostate, 2023](#)). [Tornos news, \(2023\)](#) reports that sharing accommodation bookings through online platforms increased by 24% in the third quarter of 2022 compared to the previous year. The increased rate indicates a significant rebound in the tourism industry following the pandemic as more people are comfortable booking travel and accommodation online.

One of the most notable trends in European tourism is the rise of the sharing economy, with companies such as Airbnb and HomeAway disrupting traditional accommodation markets and providing travelers with alternative and often cheaper options. This trend has been particularly popular with younger generations, leading to the growth of alternative destinations and neighborhoods. However, hotels have raised concerns about the lack of regulation for short-term rentals on platforms such as Airbnb. They argue that hotels are subject to strict regulations and taxes, while Airbnb hosts often operate in a regulatory gray area. Additionally, hotels are concerned that Airbnb hosts are not held to the same health and safety standards, which could potentially jeopardize the safety of guests ([CBRE Hotels, 2018](#)).

Airbnb is an online peer-to-peer platform that allows hosts to list their properties, such as houses or rooms, for short-term rental ([Ma et al., 2017](#)). This novel concept of offering short-term rentals through digital platforms has enabled individuals to earn money from underutilized real estate assets, increasing the number of multi-unit hosts becoming professional and commercial high-end businesses ([H. Zhang et al., 2023](#)). The fundamental idea behind the creation of the Airbnb online service is an example of the sharing economy ([Belk, 2014](#)), which helps manage internet-based businesses by

providing access to services and products through advanced technology while also considering socioeconomic impacts ([Hamari et al., 2016](#); [Ma et al., 2017](#)). Moreover, this sharing economy business is viewed as highly ecologically sustainable while being an effective and skilled means of achieving sustainability ([Li et al., 2022](#); [Ma et al., 2017](#); [Prothero et al., 2011](#)). Our study relates Airbnb's activities with SDG 1 (no poverty), SDG 8 (decent work and economic growth), and SDG 9 (industry, innovation, and infrastructure). However, we will discuss this in more detail later.

1.1 Research problem

Current studies on Airbnb and the sharing economy have provided significant insights, yet there still needs to be knowledge gaps in three key areas that warrant further investigation. Firstly, sustainable tourism development in Arctic rural areas requires more attention, which could offer valuable insights into promoting sustainable tourism. Secondly, the micro-entrepreneurial motivation of Arctic hosts on Airbnb and its impact on sustainable tourism in Arctic rural areas deserves further exploration, which could help better to understand the drivers of participation in digital platform businesses. Lastly, there is a need for more specific research into how Arctic hosts utilize their Airbnb income, particularly regarding the relationship between micro-entrepreneurial motivation and post-earning consumption patterns.

Do the identified research gaps present two primary research questions: (1) What vital motivational factors drive Arctic hosts to become micro-entrepreneurs on Airbnb? (2) Are there any correlations between these motivational factors and the post-earning consumption patterns of Airbnb hosts?

Addressing these gaps and research questions can provide essential insights that can ultimately contribute to promoting sustainable tourism development in Arctic rural areas and digital platform businesses more broadly.

1.2 Purpose of the thesis

In this thesis, we aim to explore how Airbnb hosts in Arctic regions contribute to sustainable tourism development. We will examine their motivation to become hosts and how it aligns with social, economic, and environmental factors. We focus on three rural Arctic regions: Northern Jutland in Denmark, North Iceland in Iceland, and Nordland in Norway. Additionally, we will test whether there is a connection between entrepreneurial motivation and post-earning consumption patterns using a proposed model.

1.3 Research methodology

Our empirical case study utilizes a systematic literature review of 40 previous studies on Airbnb to expand knowledge within and outside the discipline. We incorporate literature on micro-entrepreneurship to gather motivational factors, such as self-employment, income security, extra income, lifestyle preferences, and opportunities for more social networks. These factors help us report significant support for Airbnb's business growth and multi-dimensional economic improvement.

This inductive study employs a grounded theory approach. During the interview process, we collected socioeconomic/demographic details from 70 hosts, including information related to motivational factors and post-earning consumption patterns. We developed a model that shows the relationship between motivational factors and post-earning consumption patterns. We then tested the model through cross-tabulation and chi-square analysis to define the role and strength of each factor's relationship in a typical local becoming a micro-entrepreneur. We follow [Yin's \(2014\)](#) framework to complete the case development process.

1.4 Contribution of the thesis

The study advances scholarly knowledge by better understanding the rural Airbnb market and micro-business opportunities. The primary objective is to assist formal and informal micro-entrepreneurs in comprehending the economic impact of sustainable tourism businesses in rural areas before becoming digital platform users such as Airbnb hosts. Additionally, this study can guide Airbnb to comprehend micro-entrepreneurial motivation and maintain a long-term partnership with hosts.

1.5 Structure of the thesis

The thesis comprises seven chapters. The first chapter provides an overview of the project concept. In contrast, the second chapter presents a comprehensive theoretical framework based on previous research relevant to the research topic and its related fields. In this chapter, we elaborate on the theoretical concepts and proposed model.

The third chapter describes the research strategy, design, data collection, and analysis methods. We also discuss research evaluation and ethics before summarizing the research process. The fourth chapter contains the empirical interviews and presents their quantitatively analyzed findings. The fifth chapter is dedicated to the analysis and results obtained from the research. The sixth chapter includes an overall discussion of the research problem, empirical results, and solutions. Finally, we conclude with a conclusion, managerial implications, and a road map for future research.

2. Theoretical framework

The second chapter presents a theoretical discussion about Airbnb hosts' entrepreneurial experience and their sustainable tourism activities. This theoretical work aims to explain the research gap which leads to the motivation of the present study.

2.1 Theoretical approach

The systematic literature review (SLR) utilized in this master's thesis was employed to analyze and synthesize relevant studies to identify gaps and highlight synergies with existing research on the topic ([Paul & Criado, 2020](#); [Xiao & Watson, 2019](#)). Compared to traditional literature reviews, a SLR offers a more extensive and structured insight ([Pati & Lorusso, 2018](#)). Furthermore, a SLR can be developed as domain-based, theory-based, or method-based ([Billore & Anisimova, 2021](#); [Paul & Criado, 2020](#)). The primary objective of conducting an SLR in this thesis was to identify the research gap.

2.1.1 The search strategy

Following the thesis topic, we specified search terms to trace relevant studies. Despite having a wide range of discussions on *Airbnb* and *Host*, 16 studies are identified as potential matches. The search terms are constructed as "Airbnb host," "(Arctic or Nordic), and (local or rural) economies)," related to "Sustainable*" and "Entrepreneur*." We searched multiple databases, namely the Web of Science (WOB), Scopus, and the Eurostat website, for additional information to collect desired studies. We customized our search from 2000-2023 because the collected studies cover the preceding works of the 2000 years. As per the requirement of the thesis, we determined that this timeline is enough to fulfill our purpose.

The topic of Airbnb hosts' "Micro entrepreneurial" and "Sustainability" research is in the development phase. Covering the aspect, we are interested in alleviating this challenge; we broaden the keywords. The extended keywords are "tourism" related to "sustainable tourism," "sustainable local or rural tourism," "Sustainable goals," "sharing economy," and "tourism economics." VOS viewer software allowed us to perform keyword co-occurrence analysis, which is a method for identifying emerging research themes in a

specific domain and discovering additional areas to search for keywords ([Kevork & Vrechopoulos, 2008](#)). Figure 1 displays the results of our analysis, with the bolded keywords representing the main topics and related keywords frequently used in prior studies. By examining Figure 1, we can gain insights into the most significant concepts and their relationships within a research field. We can also identify the most influential articles or authors and the emerging trends and themes. Additionally, this figure allows us to identify potential research gaps or opportunities, such as those related to Arctic/Nordic, rural areas, and sustainable tourism development.

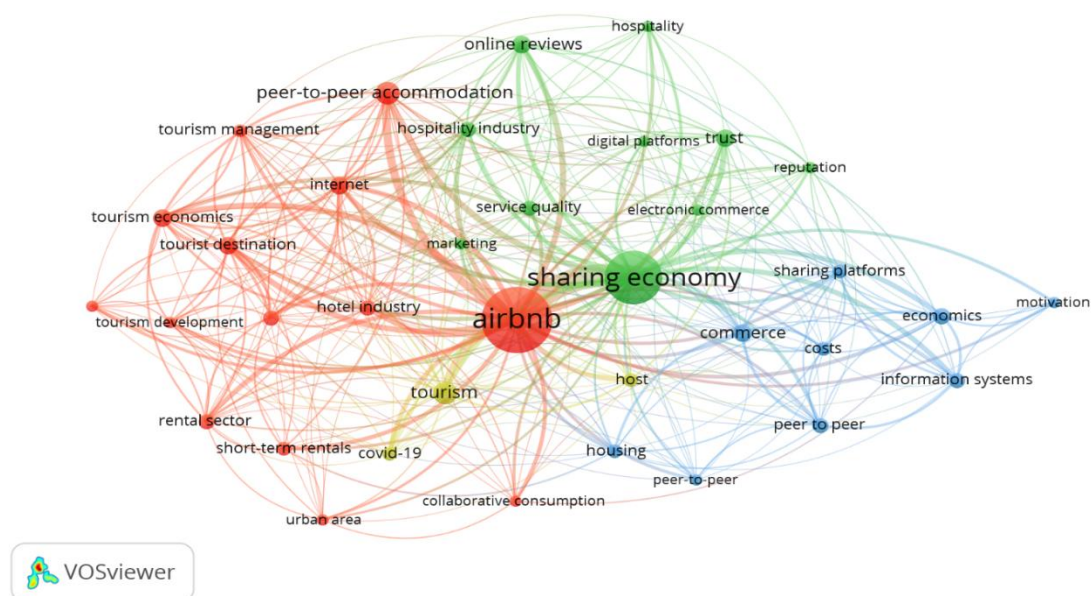


Figure 2-1, keyword co-occurrence, from the retrieve studies of 2000-2023

2.1.2 The study selection

Throughout this process, we organize 1114 studies systematically to perform our research. Once the starter set is decided, including only the papers that will be included in the final analysis, it is time to begin the first iteration of conducting backward and forward snowballing following the guidelines proposed by ([Wohlin, 2014](#)). After duplicate removal and assessing titles and abstracts, we finally have 40 studies to gain knowledge. As noted earlier, these discussions are in the developmental stages, making excluding studies based on quality assessment (such as journal ranking or high citation) challenging.

2.1.3 The inclusion of studies

To achieve a literature review that is both dependable and easy-to-manage literature review, it is essential to have inclusion criteria that can effectively classify studies and be readily understandable ([Xiao & Watson, 2019](#)). Therefore, in this study, the following inclusion criteria were applied to further the process:

1. All types of peer-reviewed scholarly studies relevant to the topic were accepted in the final pool.
2. Studies on micro-entrepreneurial activities of Airbnb hosts and other contexts, such as loyalty or influence, were also included.
3. Airbnb business activities in different countries were also considered.
4. Studies with sufficient information regarding entrepreneurship and sustainability were included.
5. Studies with sufficient information regarding local/rural sustainable tourism were given priority.

After assessing the studies against these criteria, a final dataset of 40 relevant studies was obtained. The pool of studies examined Airbnb and its hosts from various perspectives, including performance management, social, environmental, and economic contributions, sharing and collaborative consumption issues, discourses with challenges, and their participation in local/rural tourism development.

2.1.4 Data retrieval and PRISMA Framework

In this section, we will show the whole data retrieval process through PRISMA frameworks. PRISMA is an evidence-based minimum set of items for reporting in systematic reviews focused primarily on reporting the effects of interventions but can also be used as a basis for reporting systematic reviews with objectives other than intervention evaluation ([“Prisma-Statement.Org,” 2023](#)). To simplify the data retrieval and collection process, we evolved the Prisma framework for a quick overview. This diagram not only shows the mechanism of the process but also approves its validity.

The following section will systematically report all relevant information to the study we collected from preceding studies. Notably, we rely on the Airbnb website, financial reports, and newsletters from 2022 onwards for study requirements and up-to-date information.

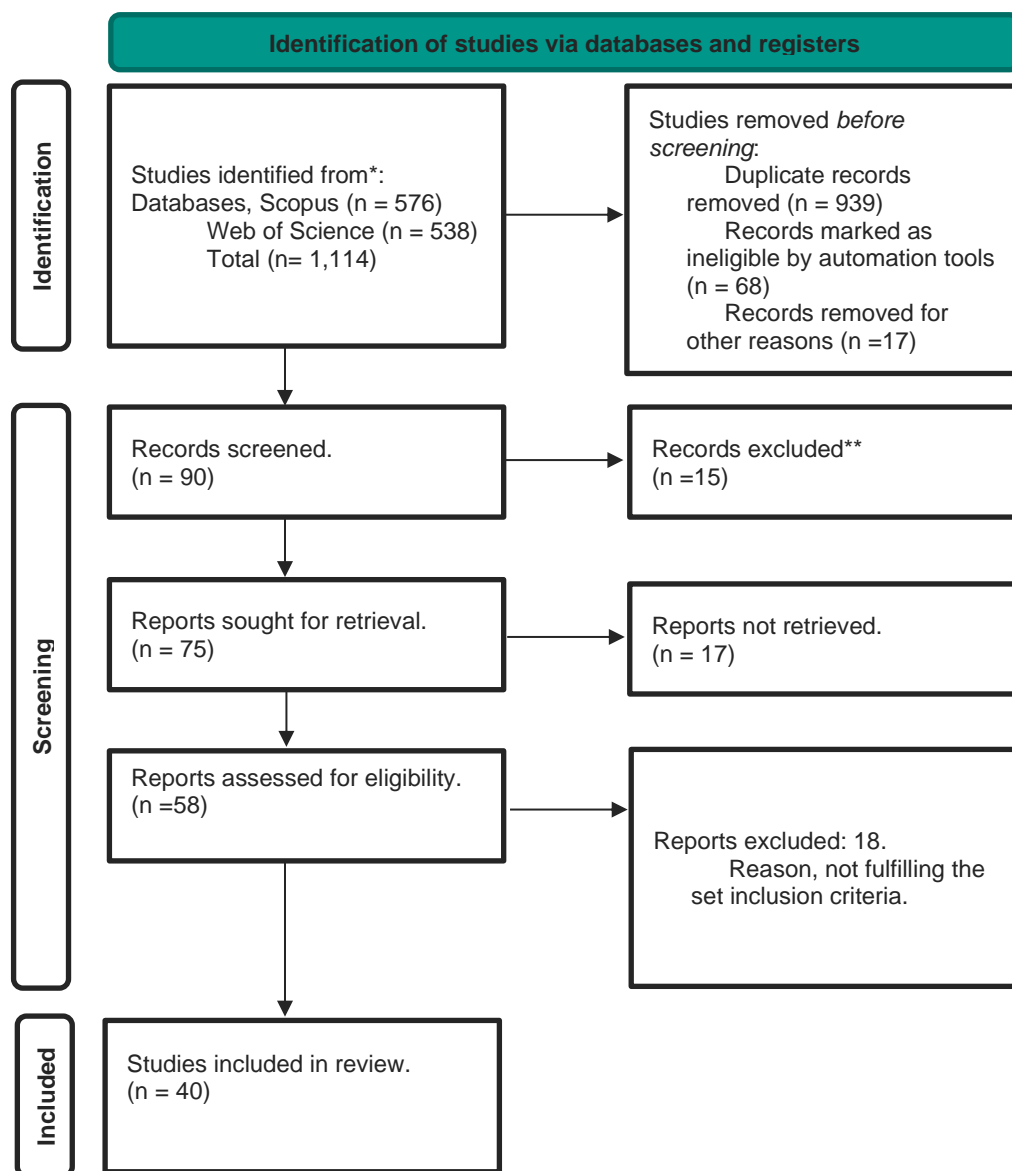


Figure 2-2, Data retrieval process through PRISMA framework

2.2 A brief introduction of Airbnb

In recent years, the rapid rise of online platforms such as Airbnb has dramatically expanded peer-to-peer accommodation compared to traditional practices ([Gurran et al., 2018](#)). In the first quarter of 2022 alone, Airbnb reported more than 100 million bookings, driving revenue of USD 1.5 billion, an 80% increase from the same quarter in 2019 ([CNN Business, 2022](#)). Airbnb's official website reports that with 6 million active listings worldwide, hosts have earned \$180B all-time with 1 million confirmed guest arrivals ([Airbnb Inc, 2023](#)). In the third quarter of 2022, *nights and experiences* booked increased by 25%, cross-border gross nights booked increased by 58%, and high-density urban night bookings increased by 27% compared to the same period in 2021 ([Airbnb Q3 report, 2023](#)).

When it comes to the motivations of users to choose the online platform for shared accommodation, they may prioritize Airbnb. The reason may come to mind is the low price. Interestingly, an Airbnb host may offer higher prices than a hotel ([Busbud, 2023](#)). Still, the motives that drive travelers to stay in Airbnb accommodations may be to value their hosts' sociability, trustworthiness, friendliness, and experience, even though Airbnb guests want to benefit at least somewhat economically ([Dogru & Pekin, 2017](#)). The prices determined are ruled by property characteristics, facilities, services, rental norms, and customer reviews ([Wang & Nicolau, 2017](#)). Europe, a hub for Airbnb, managed to keep average price rates lower than hotel costs in eight of the region's nine cities ([Busbud, 2023](#)).

Since its inception in 2008, Airbnb's business model has attracted venture investors, evidenced by Airbnb's first \$20,000 in funding from Y Combinator in 2009 ([HostSorter, 2020](#)). In addition, TPG Capital invested \$450 million in 2014, respectively; in 2016, Google Capital and Technology Crossover Ventures invested \$555.5 million ([Deane, 2022a](#)).

Despite record-breaking growth in listings and guest numbers, Airbnb faced challenges, starting with criticism as "disruptive" to the lodging industry ([Guttentag & Smith, 2017, p. 2](#)). For example, it is estimated that a one percent increase in Airbnb listings in Texas led to a 0.5% drop in hotel room revenue ([Zervas et al., 2017](#)). In addition, cities like Paris,

Barcelona, Berlin, Santa Monica, and New York have banned Airbnb operations considering the socioeconomic and legal implications ([Deane, 2022b](#)). However, even after that, [Davidson & John J \(2016\)](#) argues that Airbnb short-term rentals have a significant impact on the local economy of urban areas, although it happens for the availability of other urban facilities.

During the pandemic, Airbnb faced the biggest challenge, with an 80% drop in business ([Airbnb Inc, 2023](#)). However, Airbnb has experienced some positive developments. One such example is the rise in demand for more extended stays in rural or suburban areas, as people have looked for alternatives to conventional hotels ([Airbnb, 2021](#)). Moreover, Airbnb's emphasis on implementing safety measures, including contactless check-ins and improved cleaning protocols, has helped foster a sense of trust and reassurance among guests and hosts, ultimately benefiting the platform ([Airbnb, 2021](#)). However, the above statistics show a positive return for Airbnb in 2022.

2.3 The Airbnb host as an entrepreneur

Entrepreneurship refers to initiating or developing a new business or venture to make a profit. On the other hand, micro-entrepreneurship refers to small-scale entrepreneurial activities usually conducted by individuals in their own homes or communities ([Levie & Autio, 2008](#)). The notion of entrepreneurship has been widely researched and has been found to have significant economic and social implications ([Shane, 2003](#); [H. Zhang et al., 2023](#)). Micro-entrepreneurs typically need more resource access, a lack of business knowledge and skills, and regulatory hurdles ([Brush et al., 2009](#)). However, they also possess certain advantages, such as flexibility, innovation, and creativity ([Anh et al., 2021](#)).

As a startup in 2007, Airbnb was founded by Joe, Brian, and Nate, who offered shared accommodation to three guests, marking their micro-entrepreneurial debut. Over the years, the company has become what it is today, as one of the leading online platforms for sharing accommodation services ([Airbnb Inc, 2023](#); [Gurran et al., 2018](#)). As a result, researchers have taken an interest in studying the business portfolio of Airbnb and the motivation of global hosts to participate in this online platform ([Suess et al., 2021](#)).

Brian Chesky, chairman and co-founder of Airbnb, Inc announced that Airbnb hosts had generated more than \$180 billion from 2008 to the third quarter of 2022, with the tagline "Over 4 million hosts share their world on Airbnb" ([Airbnb Inc, 2023](#)). Additionally, in the second quarter of 2022, exciting reports by Airbnb revealed that 35% of hosts began their journey as guests ([Airbnb Inc, earning call, 2022](#); [News.Airbnb.com, 2022](#)).

In a previous study by ([Fischer et al., 2019](#)) the four key factors influencing individuals to become Airbnb hosts were pain, people, psychology, and profit, commonly known as the 4Ps. However, our research aims to investigate the micro-entrepreneurial motivational factors that align with the three sustainable pillars of social, economic, and environmental factors. We have reviewed previous literature and specifically focused on social, economic, and environmental factors that have been discussed. Our emphasis is mainly on economic factors supporting SDG 1 and SDG 8.

2.3.1 Self-independence or self-employment governs individuals' self-realization, economic independence, and economic mobility in the labor market by working without hierarchy accepting transition ([Bogenhold & Klinglmair, 2015](#); [Paoloni & Dumay, 2015](#); [H. Zhang et al., 2023](#)). This scholarly opinion expresses one's urge to work independently and ensure financial solvency. Self-direction and Universalism are combined driving forces to develop motivational factors. Self-direction helps to be an innovative, independent thinker and action-taker, while Universalism supports understanding, contribution to society, work-life balance, and stakeholder satisfaction ([Gorgievski et al., 2011](#)). These two characteristics create a psychological attachment to Airbnb hosts as they prioritize their thoughts, emotions, and interpersonal relationships ([Lee et al., 2019](#); [H. Zhang et al., 2023](#)). As proof, Airbnb hosts have actively built an extensive network through their friends, near and dear ones, with noticeable guest satisfaction ([Airbnb Inc, earning call, 2022](#)).

2.3.2 Income security rewards entrepreneurial activities, which motivates individuals to become entrepreneurs and start their businesses ([Nhemachena & Murimbika, 2018](#)). Airbnb offers a comprehensive system of monetized network hospitality, which guarantees hosts reduce risks and uncertainties through online/offline monetary exchange using platforms like Couchsurfing ([Lampinen & Cheshire, 2016](#)). Additionally, Aircover promises hosts to make their business more

secure with guest identity verification, reservation screening, and loss protection of up to USD 3 million for damages caused by Airbnb guests, along with USD 1 million liability insurance and a 24-hour security line ([Airbnb Inc, 2023](#)). Security can be defined in various ways, and in terms of income, the structured financial guaranteed system of Airbnb is an excellent incentive for hosts to join its community.

2.3.3 Supplemental/extra income has become essential for everyone alongside regular earnings in today's uncertain and rapidly changing global market ([Bogenhold & Klinglmair, 2015](#)). Airbnb has gained the trust of its hosts as a digital platform for supplemental income, generating over \$180 billion since 2008 ([Airbnb Q3 report, 2023](#)). This income statement supports micro-enterprise's purpose, which aims to supplement income and consumption, reduce vulnerability, alleviate poverty, and reflect various dimensions of economic well-being, as stated by [Hamilton \(2000\)](#) and [H. Zhang et al. \(2023\)](#).

Airbnb emerged during the recession of 2008 when many people were unemployed and homeless. As a silver lining, many chose Airbnb as an alternative source of income, and today, hosting on Airbnb has become an economically attractive option worldwide ([Airbnb Inc, earnings call, 2022](#)). Financial motivation often coexists with intrinsic motivation, such as self-realization, which is highly rewarding ([Bogenhold & Klinglmair, 2015](#); [Fischer et al., 2019](#)). Engaging in Airbnb hosting to earn extra income is a motivational activity individuals undertake to avoid future financial uncertainty.

2.3.4 Lifestyle preferences play a significant role in shaping the entrepreneurial identity of individuals who prioritize a comfortable and culturally rich lifestyle over economic gain and high growth ([Bredvold & Skålen, 2016](#); [Marcketti, 2006](#); [Morrison, 2006](#); [Saturino & Sousa, 2019](#)). Lifestyle entrepreneurship prioritizes the management of businesses while addressing a range of issues, such as environmental sustainability, in contrast to the traditional economic view of entrepreneurship that solely focuses on maximizing profits ([Cunha et al., 2020](#); [Griggio & Oxenswärdh, 2021](#)) and social and cultural sustainability ([Bosworth & Farrell, 2011](#); [Laschewski et al., 2002](#); [Marcketti, 2006](#)). In the rapidly growing sharing economy of the tourism and hospitality industry, lifestyle entrepreneurship has emerged as a highly innovative and creative industry ([Dias et al., 2020](#); [Kibler et al., 2015](#); [Schaltegger et al., 2016](#)).

Digital platforms like Airbnb allow hosts to create unique, authentic, and welcoming experiences for travelers that promote local culture ([TorontoMet Today, 2016](#)). Local community involvement and extra care extended by hosts contribute to the value network that promotes sustainable tourism, particularly in local areas ([de la Barre, 2013](#); [Shrivastava & Kennelly, 2013](#); [Stubbs, 2017](#)). Lifestyle tourism entrepreneurs are more visible in rural areas, as indicated by [Getz & Carlsen \(2000\)](#). Some hosts participate in Airbnb not for economic benefits but for social and environmental responsibility, as reflected in the experiences of the lifestyle hosts mentioned in the [Griggio & Oxenswärdh \(2021, p. 298\)](#)' study.

To conclude, lifestyle preferences can act as a significant motivating factor for individuals to become entrepreneurs, especially in the context of sustainable and responsible tourism.

2.4 Sharing economy, sustainable local tourism, and Airbnb

The discussion of the sharing economy began in the early 2000s ([Leung et al., 2019](#)), whereas the United Nations introduced sustainable development goals in 1990 ([United Nations, 2023](#)). As early as the 1960s, B&B was discussed, but it was not taken seriously since people were unaware of this concept ([Griggio & Oxenswärdh, 2021](#)). Therefore, one might wonder how these three concepts came together in one discussion.

The scholarly opinion suggests that the sharing economy fulfills all sustainable areas, ensuring a positive environmental impact, economic well-being, and social benefits such as enhancing interactions among people ([Belk, 2014b](#); [Gonzalez-Padron, 2017](#)). Airbnb is socially attractive to travelers, creating solid networks ([Airbnb Inc, earnings call, 2022](#)), and is environmentally friendly ([Griggio & Oxenswärdh, 2021](#)). Airbnb, a highly economically profitable sharing economy business, reported a free cash flow of USD 960 million in the third quarter of 2022 ([Airbnb Q3 report, 2023](#)). It is economically beneficial since it offers unique local experiences at affordable prices while providing additional income to hosts ([Bogenhold & Klinglmair, 2015](#); [Dogru & Pekin, 2017](#); [Fischer et al., 2019](#);

[O' Regan & Choe, 2017](#); [T. Zhang et al., 2019](#)). This prior literary work confirms that Airbnb helps alleviate poverty among hosts and supports SDG 1 (no poverty) while providing an option for decent work and promoting economic growth, which supports SDG 8 (decent work and economic growth).

Airbnb's response to Covid-19 restrictions includes providing guests with short-haul travel options, often to small towns and local communities. This type of travel accounted for 52% of gross night bookings in non-urban areas during the third quarter of 2022 ([Airbnb Inc, 2023](#); [Airbnb Q3 report, 2023](#)). Local tourism, which relies on non-urban settings and local authenticity, is distinct from urban tourism ([Gartner, 2004](#)). In non-urban areas, Airbnb has implemented various measures to promote tourism, including the ability to pay in local currency, expand local connectivity and reduce Airbnb's costs ([Airbnb Inc, earnings call, 2022](#)). This initiative by Airbnb aligns with SDG 9 (Industry, innovation, and infrastructure).

Based on Airbnb's activities and a literature review, we have identified a connection between the company and SDGs 1, 8, and 9. We are curious to learn more about how hosts perceive SDG 12 (responsible consumption and production) on the platform.

According to ([Benoit et al., 2017](#)), the sharing economy is a three-sided market that involves buyers, sellers, and intermediaries, creating an incentive for collaborative consumption and making it an attractive option due to its affordability. ([Belk, 2014b](#)) mentions that Airbnb hosts can be classified as pseudo-sharing micro-entrepreneurs, who earn income by utilizing their assets, such as their homes or spare rooms, to generate revenue ([Hamari et al., 2016](#)). This type of entrepreneurship is characterized by low barriers to entry, flexible work arrangements, and the ability to leverage existing assets.

Previous research has indicated that the post-earnings consumption habits of micro-entrepreneurs are influenced by their personal preferences, such as their preferred livelihood and lifestyle ([Ferreira et al., 2018](#); [Peters & Schuckert, 2014](#)), as well as their economic needs, including payments for loans, household expenses, and additional travel or leisure expenses ([Fischer et al., 2019](#); [Meged & Christensen, 2017](#)). Saving and further investment are also common consumption goals for micro-entrepreneurs ([Carsrud &](#)

[Brännback, 2011](#); [Honig, 1998](#)). However, there is a lack of direct information available regarding the post-earnings consumption patterns of Airbnb hosts.

2.5 Gaps in literatures

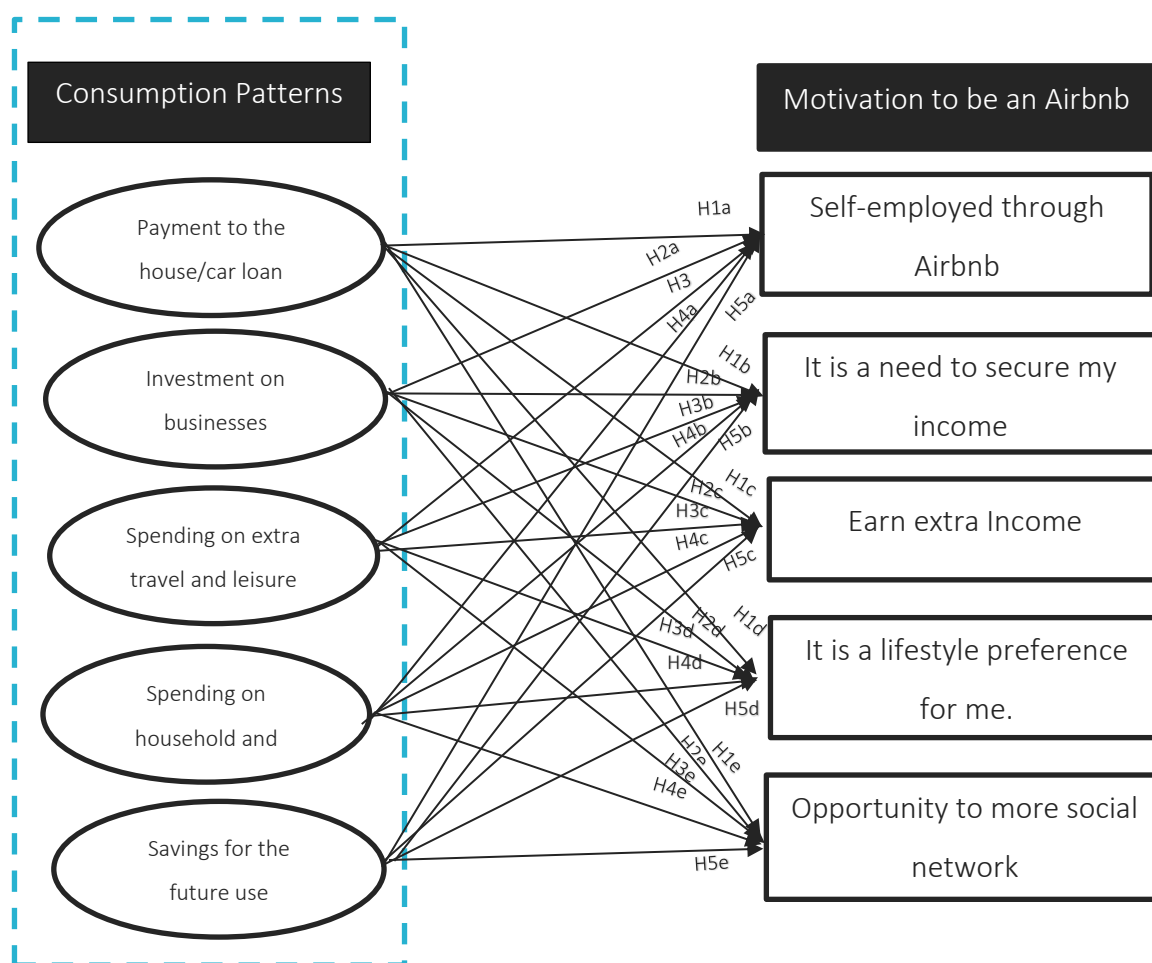
This thesis chapter highlights the significant gaps in the literature that we have identified throughout our research process. Despite the numerous contributions that Airbnb has made to local tourism, ([Adamiak, 2020](#)) argues that research on Airbnb hosts in smaller towns and rural areas still needs to be done. Furthermore, our systematic literature review has revealed a need for more literature on Airbnb hosts' motivational factors and consumption patterns. We have yet to determine whether consumption patterns motivate us to become Airbnb hosts. Table 1 (see Appendix I) overviews the empirical studies and discussion areas we identified through the literature review. Out of the 40 studies we retrieved, 85% discuss entrepreneurship, micro-entrepreneurs, and their motivations, 37.5% address regional or local tourism issues, 27.5% focus on sustainability, 35% discuss Airbnb and related areas in general, and only 7% specifically discuss Airbnb hosts. Most of the case studies are based in the United States. At the same time ([Adamiak, 2020](#)) conducted research in four Nordic countries, namely Denmark, Finland, Iceland, and Norway, but with a different focus on peer-to-peer accommodation quantity compared to our study.

In summary, there needs to be more discussion on the motivational factors of Airbnb micro-entrepreneurs in rural sustainable tourism. We aim to address this gap by exploring the post-earning consumption patterns of Airbnb hosts, another cutting-edge topic. Therefore, investigating the relationship between post-earning consumption patterns and Airbnb host motivation will open a new area of research.

2.6 Theoretical proposed model

Based on the literature review, we propose a model (Model 1) to investigate the factors that motivate hosts to join Airbnb. The framework includes five motivational factors: self-

independence or self-employment, income security, supplementary or extra income, lifestyle preferences, and social network opportunities. The first three factors are derived from an economic perspective, while the last two focus on the environment and society. The first four variables were adopted from previous research. In contrast, the final variable was inspired by Brian Chesky, the Chairman of Airbnb, who highlighted the hosts' contributions to expanding social networks ([Airbnb Inc, earning call, 2022](#)).



Model 2-1, showing the possible relationships within variables

3. The research methodology

In this chapter, we will outline the research methodology that we will use for our study. We will first discuss the research strategy, research design, and data collection methods that we have chosen. We will also address research standards and ethical issues. Previous studies have helped us identify research gaps, and we will use research methods and methodology planning to address these gaps and generate new knowledge. This chapter will also provide a deeper understanding of our existing knowledge and how we acquire new knowledge. According to [Adams et al. \(2014\)](#), the research method is the process of performing and applying research, while research methodology refers to the science and philosophy behind all research works.

3.1 Approaches of a research strategy

The exploratory study aims to investigate Airbnb hosts' micro-entrepreneurial motivations in rural Arctic tourism through digital platforms and determine whether post-earnings consumption patterns encourage them to become hosts. In Model 2.1, we separate motivational variables considering economic, social, and environmental factors, while the independent variables represent the nature of host expenditures. Indeed, we follow a mixed methods approach that consists of a qualitative and quantitative approach to examine the relationship of consumption patterns to motivated hosts. The purpose of mixed methods is that qualitative research is suited to answer the "what" question, while quantitative work answers the "how" question ([Lune & Berg, 2017](#)). Qualitative research involves data collection and analysis followed by a non-quantitative approach to explore social relationships with respondents' actual experiences ([Adams et al., 2014](#)).

In contrast, quantitative research deals with statistics or numbers that give the researcher a quantitative view of the world ([Stockemer, 2019a](#)). Mixed methods research integrates qualitative and quantitative research into one study, which may be qualitative or quantitative data collection, followed by analysis and synthesis to reveal a closely related series of studies ([Creswell, 2014](#)). The popularity of mixed methods is evidenced by its global application in research studies ([McKim, 2017](#)), simultaneously confirming the

influence of philosophy and theory ([Creswell, 2014](#)). We introduce Airbnb as a case in this research. Contemporary scholars are increasingly using a combination of case studies and mixed methods to gain a better understanding of research. This approach can provide a more comprehensive understanding of the topic if carried out systematically and thoughtfully ([Guetterman & Fetters, 2018](#)). Therefore, applying case studies and mixed methods research methods is the best fit for our research.

In the next step, we will use the inductive process as a method of experimental verification, which has been popular since the 19th century ([Adams et al., 2014](#)). Induction is a process that moves from specific observations to general ideas and theories, as confirmed by ([Locke, 2007](#)). Furthermore, grounded theory supports theory building by transforming static data structures into dynamic inductive models, as asserted by ([Gioia et al., 2013](#)). For this thesis, we have developed hypotheses based on existing knowledge and tested their relationship and validity through in-depth analysis. Both theory building and theory testing are necessary for research to be valid, applicable, and accepted in research ([Corley & Gioia, 2011](#)).

3.1.1 Research Philosophy

The philosophy of science serves two purposes: explaining the general properties of sciences and how phenomena differ ([Elster, 1983](#)). Previous literature aimed to generate knowledge about micro-entrepreneurship and the sharing economy. However, reflecting on the core assumptions underlying such knowledge claims and the motivational relationship between Airbnb and its hosts in the Arctic region is essential. The vital philosophical assumptions include ontology, epistemology, and etiology, summarized in Figure 3.1. The research philosophy section of the thesis was inspired by Pehrsson's (2020) dissertation.

3.1.2 Ontology

Aristotle referred to ontology as the "first philosophy," a branch of philosophy that studies the types, structures, and relationships of objects, properties, phenomena, and processes

in every aspect of reality ([Hurtado & Nudler, 2012](#)). Chapter 2 examines micro-entrepreneurs' motivation, specifically their desire for self-employment, income security, additional earnings, lifestyle preferences, and opportunities for social networks. We explored these factors about Airbnb hosts, as there is limited literature on this topic.

The literature on Airbnb has expanded to include the sharing economy, rural sustainable tourism, and digital platform businesses. Prior research primarily used a positivist approach to identify motivational factors. In contrast, this study combines economic, social, and environmental perspectives to advance scholarly understanding of the stimulation of micro-entrepreneurial behavior among Airbnb hosts. In addition, the study highlights the external, deterministic factors that incentivize micro-entrepreneurial actions.

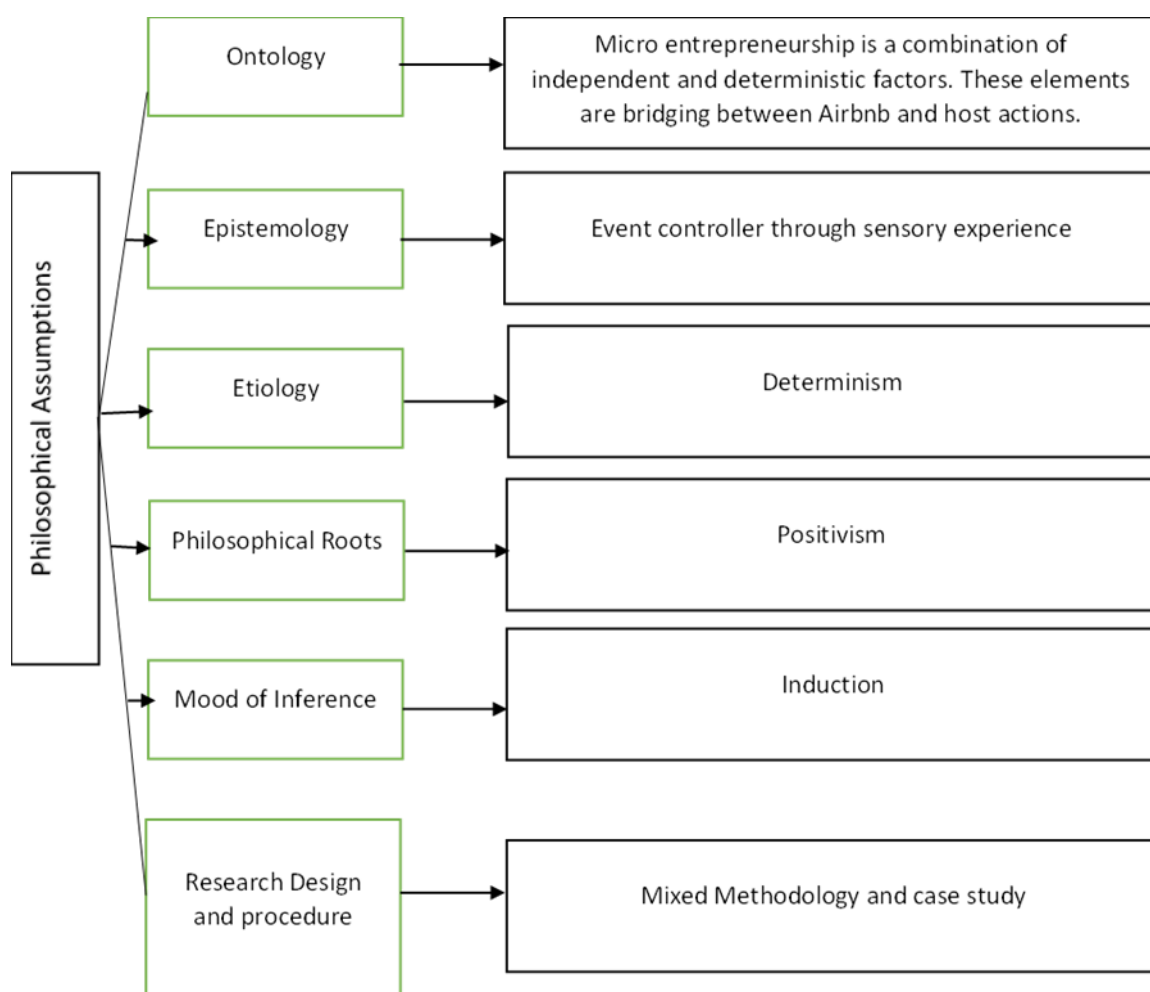


Figure 3-1, the philosophical assumptions

3.1.3 Epistemology

To support our argument, we have focused on epistemology in our research, which includes concepts such as knowledge, evidence, justification, and probability. Previous studies have shown that knowledge of micro-entrepreneurial motivations is obtained through sensory experience, and scientific knowledge is associated with micro-entrepreneurial actions. To gain insights into micro-entrepreneurial motivations, we use a high level of the dependent variable Y in the equation, where Y is explained by independent variables X (predicting influencers of Y), and α is the constant effect on Y, and β is the coefficient of X. To test the causal relationship between Y and X, empirical evidence from the actual domain is crucial. Relying on imaginary or sensory premises can harm the research flow ([Kim, 1988](#)). Based on our earlier discussion, the generic equation would be:

$$Y = \alpha + \beta X + \varepsilon$$

3.1.4 Etiology

Another philosophical aspect to consider is etiology or causality. According to [Elster \(1983\)](#), a causal relationship exists between regularly occurring events. In our study, we approach etiology to identify the cause of micro-entrepreneurial motivation among Airbnb hosts based on prior literature. When Y represents a particular level of micro-entrepreneurial motivation, X1, X2, ... Xn is responsible for "causing" that event, provided that the relationship between Y and X follows a general law that predicts such an event ([Hempel, 1965](#)). The event occurs due to the determinism of causality, which assumes that there is a cause behind every event and a set of causal antecedents that are sufficiently jointly and individually responsible for its occurrence ([Elster, 1983](#)). This view of causation is called determinism and is illustrated in Figure 3-2 ([Hempel, 1965, pp. 231–232](#)),



Figure 3-2, the relationship between events

In this research, we examine the etiology of micro-entrepreneurial motivation and its actions within the context of Airbnb, which are influenced by economic, social, and environmental factors. Our Model 2.1 contributes to understanding the correlation between micro-entrepreneurial motivations of Airbnb hosts and events that support the significance of the relationships between factors.

3.2 Selection of research design

Describing the overall strategy for conducting a study begins with the research design ([Bloomfield & Fisher, 2019](#)). The purpose of a research design is to detect the position of a researcher and his/her study in the world of research ([Harris, 2019](#)). A researcher needs three distinct elements to reach the purpose of designing research – a plan, a framework, and a strategy ([Burns et al., 2011](#)). Consequently, the research design enables the management of theoretical complexities in the study area ([Harris, 2019](#)). Furthermore, it helps the researcher make the best decisions to collect meaningful and insightful data ([Bechhofer & Paterson, 2000](#)).

Our study considers the case study method appropriate as a research design to explain the reader about the phenomenon. Arguably, we claim that the case study is a research technique focusing on understanding the dynamics within single settings ([Eisenhardt, 1989](#)). The role of the case study is to act as a customized to this effort – as an intermediary step in the search for generalizations, which will lead to solutions ([Piekkari & Welch, 2018](#)). According to [Wolcott \(2002\)](#), case studies are ubiquitous, so case studies are a form of reporting. Here, researchers play the role of "glorified reporters" who adequately interpret informants' experiences ([Corley & Gioia, 2011](#)).

From our perspective, the development of case studies helps us arrive at research findings, and the findings are presented in the form of reports. Therefore, facts and figures can be considered in a report on Airbnb and current and future hosts.

We support the view of [Gioia et al. \(2013\)](#) that case studies are a systematic and transparent way that increases the opportunity to generate grounded theory. Therefore, instead of following traditional establishment theories, for example, social exchange theory ([Emerson, 1976](#)), value co-creation theory ([Ramaswamy, 2011](#)), transaction cost theory ([Akbar & Tracogna, 2018](#)), social cognitive theory ([Zhu et al., 2017](#)), S-O-R theory ([Sherman et al., 1997](#)), and informal credit market theory ([McKinnon, 1973](#)), we seek to develop grounded theory through the proposed model.

3.2.1 Case development

3.2.1.1 Procedure

Case studies have gained popularity because they are effective in answering questions related to "how" and "why" ([Yin, 2014](#)). [Farquhar \(2013\)](#) has extended this view by stating that case studies can also answer questions related to "who." To develop knowledge and conduct a case study, we follow [Yin's \(2014\)](#) framework, which includes planning, designing, preparing, collecting, analyzing, and sharing.

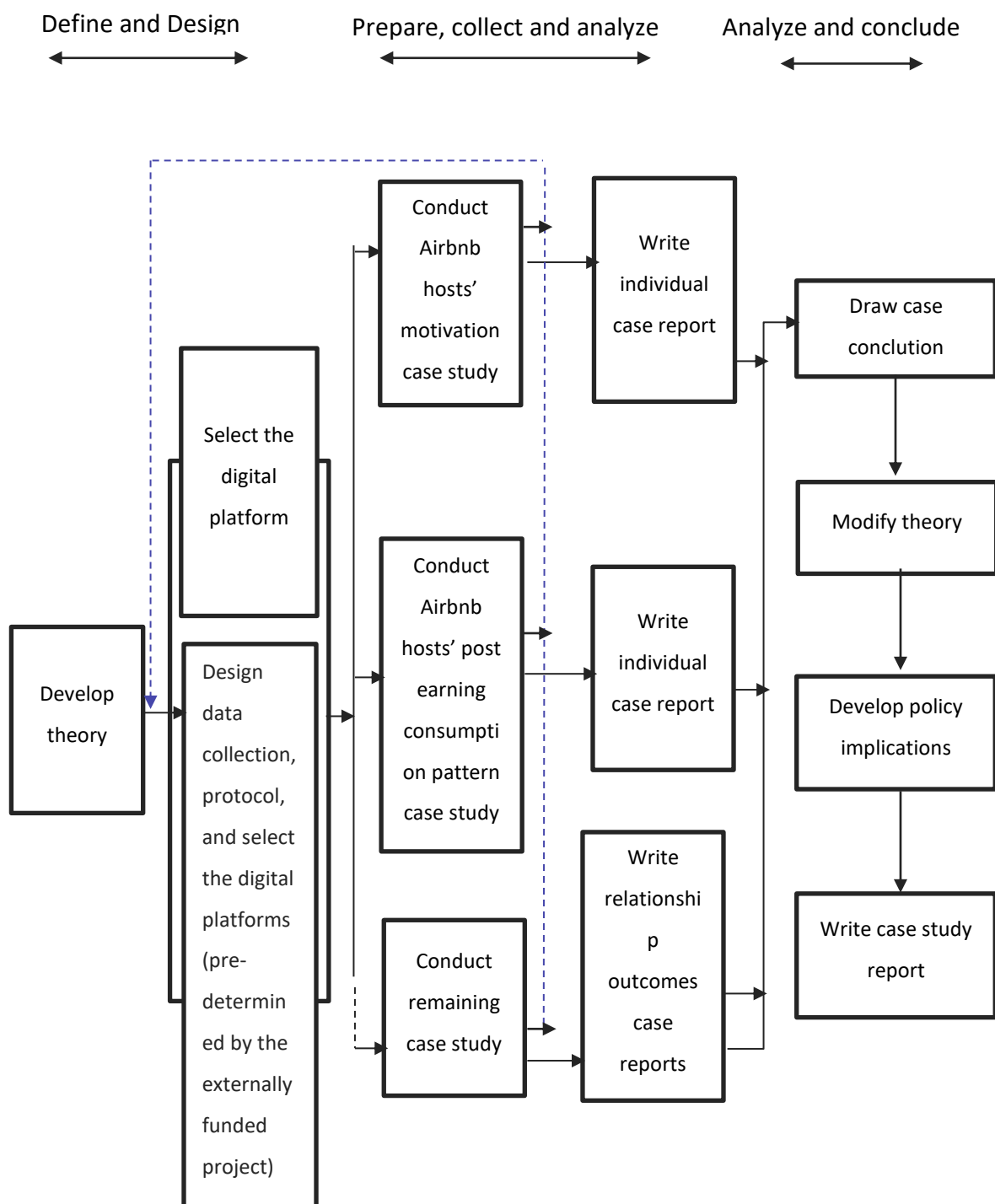


Figure 3-3, the case development process (Yin, 2014, p. 49)

3.2.2 Context selection

3.2.2.1 Procedure

According to Yin (1989), a case study investigates a contemporary phenomenon in depth within its real-life context. The researcher must control the events, which can only be achieved if the boundary between the phenomenon and the context is clearly defined. Case studies are instrumental in business and management studies when research queries closely relate to the context or situation ([Farquhar, 2013](#)). Researchers can closely examine data by focusing on specific contexts, often selecting small geographic areas or a limited number of individuals as study subjects ([Ebneyamini & Sadeghi Moghadam, 2018](#)). To understand why outcomes can vary, we must consider the relevant contexts. The same combination of contexts can lead to similar outcomes (equivalence), while different outcomes can result from similar contexts (multipleness) ([Piekkari & Welch, 2018](#)).

In our study, the Arctic region serves as a single set of three Nordic countries: Denmark, Norway, and Iceland. To analyze the relationship between X and Y, we must examine the combination of conditions in each context. For instance, considering the three Nordic countries as A, B, and C, the researcher may conclude that X causes Y only if contexts A, B, or C are present ([Piekkari & Welch, 2018, p. 353](#)).

3.2.3 Description of the case regions

According to [Eurostat \(2021\)](#), tourists spent 1.58 million Euros in Denmark, 0.013 million Euros in Iceland, and 0.052 million Euros in Norway on short-stay accommodation provided through sharing economy online platforms. These three Nordic countries earned 1.645 million Euros, incentivizing a researcher to delve deeper into this Arctic area. We focus on the three rural case regions within the Arctic area: Northern Jutland in Denmark, North Iceland in Iceland, and Nordland in Norway.

Northern Jutland

The historic partnership between the Danish government and Airbnb for tax collection became a reality in 2019 when the Danish government recognized that Airbnb offers unique economic opportunities for hosts, Airbnb, and the social economy, benefiting in a triangular way ([Skatteministeriet, 2019](#)). The selected Danish case region in Northern Jutland, which is in the northern part of the country, stretches over nearly 8000 square kilometers, contains 11 municipalities, and is home to almost 600,000 citizens ([Region Nordjylland, 2023](#)). Although Airbnb has hosted throughout Denmark, more data is needed to make understanding the role of Airbnb tourism in North Jutland easier. ([J. Zhang & Javakhishvili-Larsen, 2021](#)) share some information about this area. They mention that there were 159,000 Airbnb overnight stays in North Jutland in 2017, of which 102,000 were recorded in rural parts of the region outside the main town of Aalborg. The number of overnight stays in rural North Jutland was 243,294 in 2019 (Leick et al., 2023). If we compare the data from 2019 to Airbnb overnight stays from 2017, the result shows that overnight stays in the rural part of North Jutland increased by around 65% in 2019.

Renting a summer cottage is famous for an overnight stay in the countryside of North Jutland (outside of Aalborg). 48% of tourists stayed overnight in summer cottages, while 2.9% booked summer cottages through Airbnb in 2019 (Leick et al., 2023).

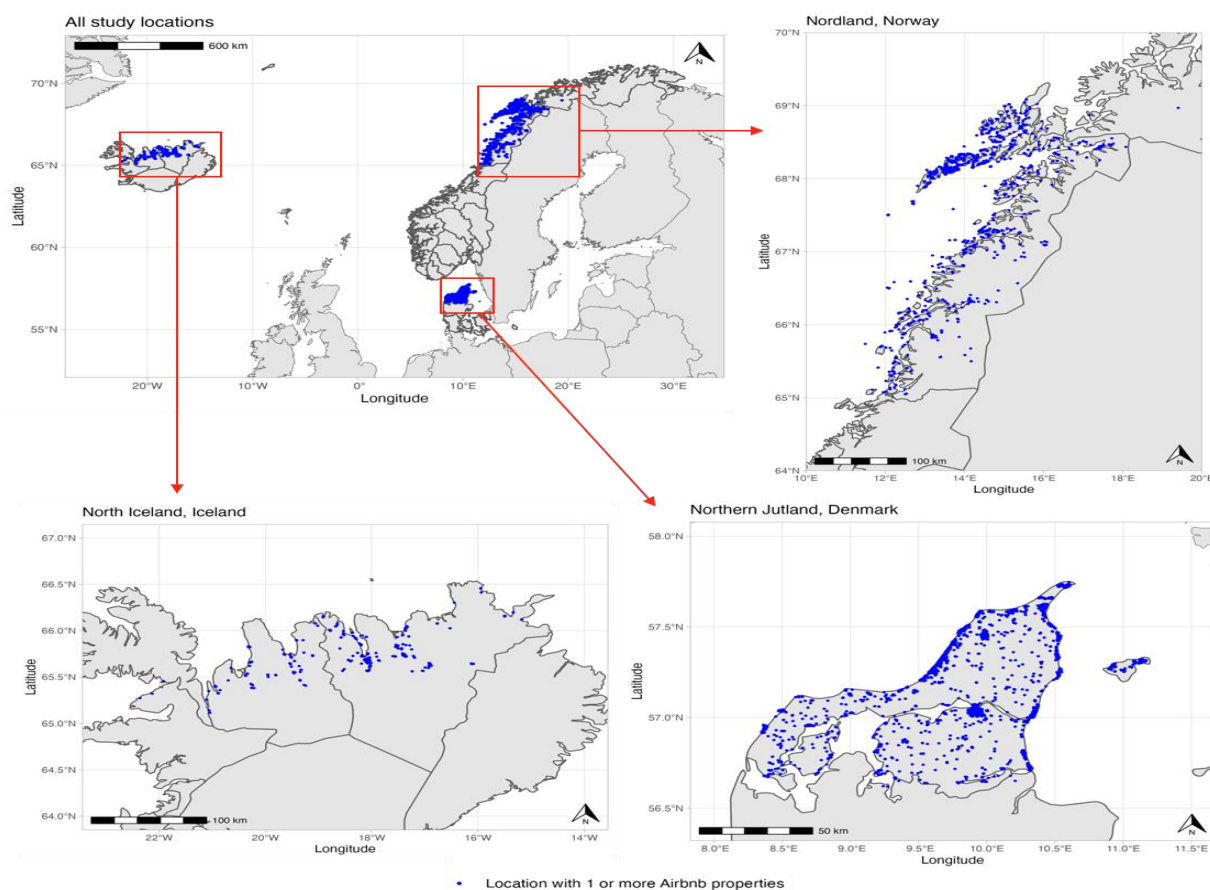
North Iceland

Iceland, established during the Viking Age of Exploration, is now a popular tourist destination as an Arctic country ([IcelandontheWeb.com, 2023](#)). Especially after the financial crisis of 2008, tourism in Iceland has experienced a significant boost. In 2021, this attractive tourist destination recorded 44% of international tourist arrivals ([Bishop et al., 2022](#)). Tourists mainly populate the northern part of Iceland due to its unique features of volcanic activity and geothermal heat ([Porkelsdóttir, 2018](#)). This area has a population of less than 40,000, and the busiest town is Akureyri ([adventure.com, 2023](#)). However, we have limited information on Airbnb activities in North Iceland; not all have been recently tracked. In 2018, the number of overnight stays in North Iceland was 1,000,000, with

around 341,000 overnight stays booked through Airbnb (Leick et al., 2023). According to Icelandic law, hosts can rent their property for a maximum of 90 days a year or earn a maximum of two million ISK from that property ([Island. is, 2022a](#)). If the hosts plan to expand their rental business, they can obtain an operating license from the tax authority after registration ([Island. is, 2022b](#)).

The Nordland

The research conducted by Airbnb in Norwegian rural and peripheral destinations has confirmed that the platform is already active in such areas of Norway ([Strømmen-Bakhtiar & Vinogradov, 2019](#)). This study focuses solely on Nordland, one of the two counties comprising Northern Norway, with a population of 243,335 residents and a land area of 36,088 km² ([World Data Atlas, 2023](#)). In the summer of 2019, approximately 170,000 tourists booked in Nordland exclusively through Airbnb ([KBNN, 2022](#)), while hotels and other camping sites confirmed 965,000 bookings during the same period (Leick et al., 2023). Furthermore, we have observed that local tourism in Nordland, particularly in the Lofoten Islands, is proliferating, further fueling Airbnb's popularity. Norwegian law is also relatively lenient towards hosts as they can rent out their properties without restrictions (Leick et al., 2023). However, the housing cooperative board holds the power to regulate this right.



Map 1, is showing the case location with Airbnb hosts' properties (Leick et al., 2023)

3.4 The process of data collection

The data collection process was conducted in the spring and summer of 2022. The original dataset, from which the present 70 data set was retrieved, consisted of 5875 Airbnb properties in the three case regions. Refer to (Leick et al., 2023) for further details. The interviews were conducted via short telephone calls using a standardized questionnaire (refer to Appendix V for details).

Within the funded project on Airbnb hosts, telephone interviews were conducted in 2022. However, we needed help in obtaining contact information for Arctic hosts. To overcome this, we focused on existing contacts and tried to extract knowledge from them on micro-entrepreneurship and related topics.

Before conducting these interviews, we obtained permission from NSD: Norsk senter for forskningsdata, now known as Sikt.no. We submitted a standardized questionnaire, which was developed according to the interview guidelines of [Bloomfield and Fisher \(2019\)](#).

The importance of following research rules and regulations for research ethics cannot be overstated, as it helps avoid potential future controversies. Following the General Data Protection Rights (GDPR), the study underwent evaluation and approval, adhering to the research ethics guidelines. As Norway follows a top-down ethical regulation approach ([Israel, 2014](#)), all relevant stakeholders in the master's thesis know this process. The NSD permission form and the questionnaire used as instruments in this study are attached to Appendix VI.

During the interviews, we collected personal information from the hosts, including confidential data regarding their income and assets. To protect privacy, we followed Sikt.no's data management plan. It is important to note that this data was collected before starting the master's thesis.

The following is the question related to our dependent variables: "On a scale of 1 to 5, please specify your motive(s) to use Airbnb for letting property: 1= *fully disagree*, 2= *somewhat agree*, 3= *neither agree nor disagree*, 4= *somewhat disagree*, 5= *fully agree*."

	1	2	3	4	5
I want to be self-employed through Airbnb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a need to secure my income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to earn extra income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a lifestyle preference for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is an opportunity for me to have (more) social contact and get to know more people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other motives? Please indicate:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Here is the next question related to the hosts' consumption patterns after earning from Airbnb: “How do you typically use the money you earn from letting your property on Airbnb?”

- | | |
|---|--------------------------|
| Payments of the loans (e.g., house and car) | <input type="checkbox"/> |
| Payments of household expenses (e.g., groceries, cloths, internet access) | <input type="checkbox"/> |
| Payments of extra travel and leisure expenses | <input type="checkbox"/> |
| Savings | <input type="checkbox"/> |
| Investment in a business activity | <input type="checkbox"/> |

Before conducting interviews, we pre-tested the questionnaire with acquaintances to ensure the questions were open-ended and easy to understand. Building trust with the informant is essential to encourage open and honest responses. Given the linguistic diversity of the three Scandinavian countries, the questionnaire was prepared in three different languages: Danish, Icelandic, and Norwegian.

In line with the research objectives, we maintained consistency with the response options while incorporating host opinions. A total of 70 respondents' data were coded in an Excel file. Questions left unanswered were treated as missing values, and we should have attempted to gather the information on any other occasion to respect participants' privacy. Following the interview guidelines, each phone interview lasted between 20 to 30 minutes. As the data was collected before the master's thesis, we coded it in the traditional manner using an Excel file and saved the data immediately to prevent data loss.

3.5 Quality evaluation of research

Despite the numerous challenges faced during data collection, we have applied high standards for quality assessment. To evaluate research quality, we follow the approach outlined by [Wortman \(1994\)](#), which involves two steps: the validity framework and quality assurance. The validity framework consists of internal and external validity. Internal validity refers to the manipulation or measurement of variables that establish a causal relationship between one variable and another ([Cook & Campbell, 1979](#)), while external

validity is the degree to which hypothesized causal relationships generalize across different individuals, settings, and time ([Cook & Campbell, 1979](#)).

Despite the small sample size, we attempted to generalize the relationship between motivation to become micro-entrepreneurs and post-earning consumption patterns in this study. To test the study's validity, we constructed a tentative model to examine the direction of the relationships. All our variables were taken from previous literature, and we directly engaged Airbnb hosts throughout the data collection process to ensure the validity of the variables.

The quality assurance step consists of two parts: relevance and acceptability. Relevance involves criteria or protocols for excluding or including studies and construct and external validity, which describes the cause, effect(s), participants, time, and location. Acceptability also includes appropriate statistical method selection (Wortman, 1994). Accordingly, statistical significance is achieved if $P < .01$ (Wortman & Bryant, 1985). The mathematical equation for quality assurance would be exactly,

Quality= Relevance + Acceptability ([Wortman, 1994, p. 100](#))

We employed a systematic approach to collecting studies and justified the inclusion of prior studies in Chapter 2. Next, we measured validity using SPSS and conducted Cronbach's analysis to select the appropriate statistical analysis. Unfortunately, our results did not fulfill the recommendation of Hair Jr. et al. (1979) with a coefficient alpha of .32 to .67, below the threshold of .70 ([Nunnally & Bernstein, 1994](#)), due to the small and missing dataset. Therefore, we examined each level of the proposed model separately and decided to interpret each relationship. The justifications for cross-tabulation and chi-square selection are discussed in Chapter 4. Finally, the last element in judging the quality of a study is the estimation of bias introduced by reasonable validity threats. We were aware of this bias at the outset, but we could mitigate it by ensuring that our respondents and variables were independent, providing evidence of fairness.

Quality= Relevance + Acceptability- Bias ([Wortman, 1994, p. 101](#))

At the outset, we were aware of the bias. All our respondents and variables are independent, which provides evidence of fairness.

3.6 Research process

Throughout Chapter 3, we discussed our process for performing this study. The following flowchart (figure 3-4) will provide a quick roadmap overview.

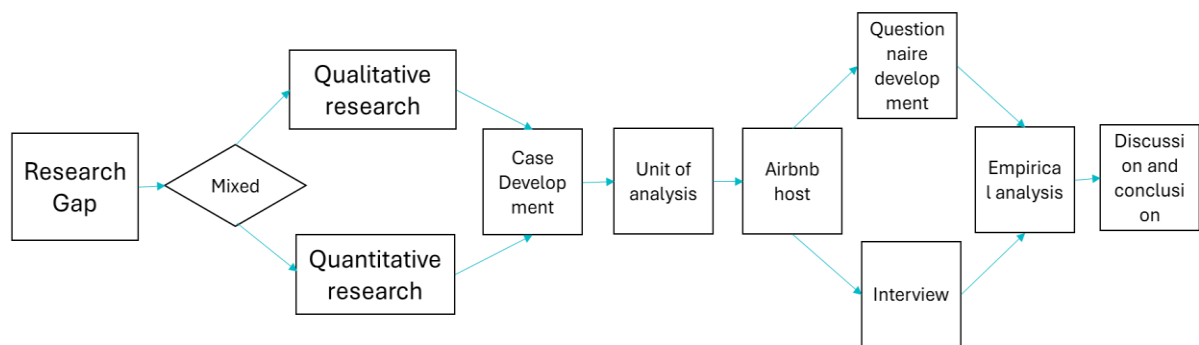


Figure 3-4, the flowchart of methodology process

4. Empirical Analysis

Chapter 4 presents the empirical results of the in-depth interviews. We analyzed the relationship between Airbnb hosts' motivational factors and post-earnings consumption patterns. We will proceed with the statistical analysis after the sample profile analysis. This entire process is based on model 2.1, shown in Chapter 2. The analysis is described as follows,

4.1 Respondents' profile analysis

The respondent profile corresponds to the three local Arctic regions of North Jutland/Denmark, North Iceland/Iceland, and Nordland County/North Norway. We gain quantitative knowledge about the general hosts and their livelihood by capturing sample patterns. In terms of geographic distribution, 70 respondents of all rural hosts across the Arctic local region commented on their participation in Airbnb hosting and local tourism. Out of the 70 reachable respondents who agreed to answer all the questions, 2 refused (2.85% value missing) to answer. However, it ensures that all of them are aware of the process.

Table 4-1, is showing sample profile and its analysis of respondents

Air hosts in three local arctic regions (N=70)		
	Frequency	Percentage
Nationality		
Denmark	19	27.14%
Iceland	30	42.86%
Norway	21	30.00%
Gender		
Female	44	62.86%
Male	26	37.14%
Age		
	4	5.71%
28-35	7	10.00%
36- 43	24	34.29%
44-51	19	27.14%
52-60		
61 or older		

	16	22.86%
Education		
Primary school/High school	6	9%
Professional education	17	27%
Bachelor's degree	25	39%
Master's degree or Higher	12	19%
Other	3	5%
Employment status		
Self-employed	28	44%
Employed	23	36%
Unemployed	2	3%
Retired	10	16%
Disabled	1	2%
Income		
Denmark		
Country average income < Income	16	22.86%
Country average income > Income	1	1.43%
Country average income = Income	2	2.86%
Iceland		
Country average income < Income	5	7.14%
Country average income > Income	7	10.00%
Country average income = Income	11	15.72%
Preferred not to answer	7	10.00%
Norway		
Country average income < Income	7	10.00%
Country average income > Income	6	8.57%
Country average income = Income	8	11.43%
Letting time (Three countries are included)		
0-3 years	30	42.86%
3.1- 6 years	28	40.00%
6.1 years - onwards	12	17.14%

Note: Hosts who did not prefer to give information are not in total count

Table 4-1 presents the findings of the Airbnb hosts' sample set, where female hosts lead with a 25.72% participation rate compared to male hosts. The age group of 44-51 years has the lowest participation rate, with only 34.29%. The results also suggest that educated individuals are more likely to participate in Airbnb, with 39% of graduate hosts seeing it

as a source of income. Professionals and individuals with a master's degree or higher follow closely with 27% and 19% participation rates, respectively. Regarding employment status, 44% of hosts prefer to work for themselves, while 36% view Airbnb hosting as a supplementary source of income to their regular employment. Although only 2 unemployed hosts participated in the study, 10 retired and 1 disabled host were included. Most Icelandic hosts (42.86%) participated in the interview, but 7 did not disclose their monthly income. Hosts in Northern Jutland, Denmark, earn more through Airbnb than other regions in Norway and Iceland.

Moreover, 42.86% of the hosts registered with Airbnb in the last three years, indicating the platform's growing popularity. Furthermore, 40% of the hosts who have been with Airbnb for 3.1 to 6 years expressed high business satisfaction. Notably, hosts associated with Airbnb for more than 6 years (12%) can be considered the most motivated and experienced hosts.

4.2 Reporting descriptive/summary statistics

4.2.1 Procedure

Descriptive statistics are commonly used to summarize and depict patterns within quantitative samples ([Conner & Johnson, 2017](#)). In this study, we collected binary data (consumption patterns) and ordinal data (motivating factors) to analyze the relationships within model 2.1. Table 4.2 and Table 4.3 (see Appendix III & III) present the results for each item separately, including the mean value and standard deviation.

The mean, or average, is calculated by adding the sum of the values in the data and dividing them by the total number of observations ([Conner & Johnson, 2017](#)).

The standard deviation measures how spread out the data is; the smaller the standard deviation, the closer the data points are to the mean and the less variance there is (Altman & Bland, 2005). A slight standard deviation indicates that the data points are close to the mean ([Conner & Johnson, 2017](#)).

4.2.2 Motivation to be an Airbnb hosts (Descriptive statistics results)

The descriptive statistics of the motivations of Airbnb hosts are presented as an overall average score of 2.839 (SD = 0.698). Respondents often leaned towards selecting the option 'disagree' (as the options were strongly agreed = 1, agreed = 2, disagree = 3, strongly disagree = 4, and neither agree nor disagree = 5). The motivational variable 'I want to earn extra income' had the lowest average value (2.5631), indicating that this economic variable had the highest positive response. 'Social Networking Opportunities' came in the following position with an average value of 2.677, showing that socially driven variables were the next choice for hosts. Another economically driven motivational variable, 'Income Security,' had the same average value as 'lifestyle preference for me.' Interestingly, the adverse reactions to economic variables differed significantly from prior studies. Figure 4.1 displays the results of the preferred motivational factors for becoming an Airbnb host.

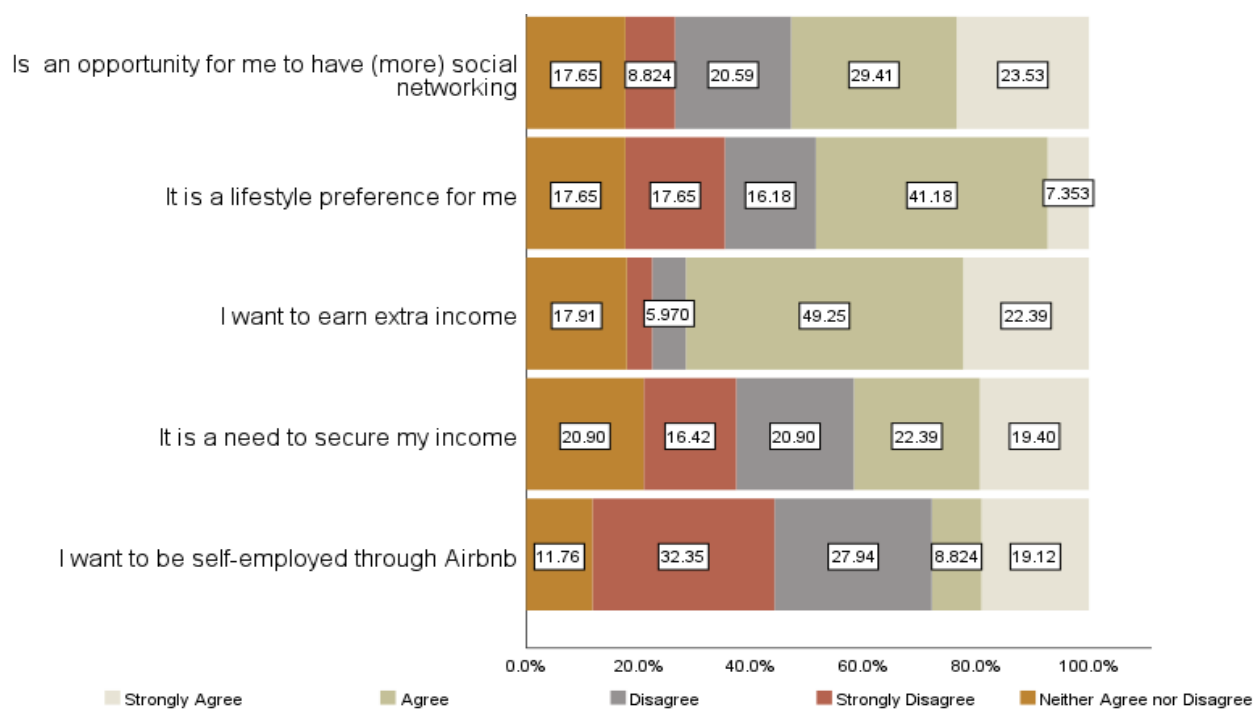


Figure 4-1, the percentage of the hosts preferred motive to be a part of Airbnb.

4.2.3 Post earning consumption pattern (Descriptive statistics results)

The sample of Airbnb hosts consisted of 70 respondents categorized based on their choice of spending income earned through Airbnb. If added, they could choose multiple options

during the interview, which is more than 100% response percentage. Of the 5 options, we want the respondents to be classified as 'yes' and 'no.' 48.6% prefer to spend their money after earning from Airbnb to invest in business activities. 31.4% prefer to spend money on household and daily expenses. However, hosts who want to spend more on travel and leisure are 4.4% ahead of them. 21 hosts show agreement for loan payment with 30%. Only 11 hosts want to save money from the future holding 15.7%. With the multiple responses, we received 235 responses in total. Examine the data distribution (Table 4.3, see Appendix III) and shows the mean and standard deviation results. Overall, the dataset of 70 observations is usually distributed, and the data are close to the mean. Although the sample is moderately skewed toward savings for future use, the responses are generally consistent and ready for subsequent statistical application.

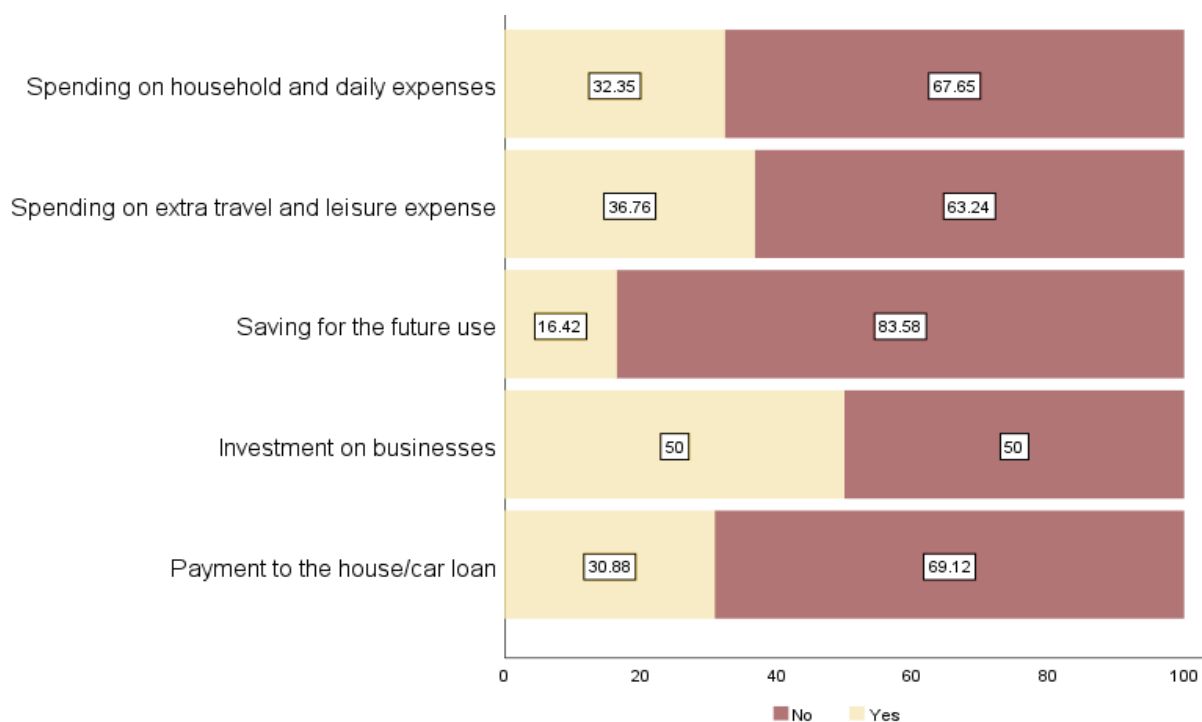


Figure 4-2, is showing percentage of the post earning consumption pattern

4.3 Cross tabulation table and Chi-square test

4.3.1 Procedure

The findings of the proposed model 2.1 are displayed in Table 4.4 (see Appendix IV), which exhibits the correlation between Airbnb hosts' motivation and post-earning consumption patterns. We have analyzed each of the two categorical data individually using cross-

tabulation to determine the percentage of Airbnb hosts with similar motives and post-earning consumption patterns, thereby identifying the intersection point of these variables to track positive or negative associations. To interpret these results and test our hypothesis, we have conducted a Chi-square test to determine if these factors have any associations.

Cross tabulation is an analysis method that examines the relationship between a class and a table, with each table cell representing the frequency of observations that fit into the categories ([Kamakura & Wedel, 1997](#); [Momeni et al., 2018](#)). The cells also contain the "margins" or "edges," which typically show the total number of observations for each section ([libguides, 2023](#)).

The Chi-Square test, also known as the test of independence, assesses the association between categorical variables, determining whether the variables are independent or related ([libguides, 2023](#)). According to [Momeni et al. \(2018\)](#), the Chi-Square statistic compares the distribution of two categorical variables from a single population.

$$\chi^2 = \frac{(\text{Observed} - \text{Expected})^2}{\text{Expected}} \quad (\text{Stockemer, 2019, p. 126})$$

The statistical analysis in this study follows the instructions and procedures outlined by [libguides \(2023\)](#) and [Stockemer \(2019b\)](#). However, we have observed that some cells do not meet the expected count criteria, which violates the underlying assumptions. To address this, we have followed the recommendation of [Field \(2013\)](#) and [Pallant \(2020\)](#) by considering the likelihood ratio significance (p-value) to determine the relationship status.

To clarify the concept of the p-value, it represents the likelihood that the observed statistic occurred due to chance based on the sample distribution. If the p-value is less than or equal to the significance level ($p\text{-value} < \alpha$), then the null hypothesis is rejected, and the test result is statistically significant ([Momeni et al., 2018, p. 99](#)). In this study, we have set α at a 5% level.

The two groups of variables - motivational factors and post-earning consumption patterns - help explain the intentions of Airbnb hosts. However, their spending nature also plays a role in describing the economic impact concerning their motivation for being a part of Airbnb. Our significant model explores the impact within these two diverse variable groups.

5. Results of relationships

To begin with, the results of relationship testing using model 2.1 are only partially consistent with our expectations. The evidence shows that hosts who intend to consume their Airbnb earnings on debt repayment do not exhibit statistically significant associations ($p\text{-value} > .05$) with self-employment or income security motivational factors. Similarly, hosts participating in Airbnb for additional earnings do not prioritize loan repayment. In contrast, hosts with lifestyle preferences are equally motivated by loan repayment. However, this relationship is not significant ($p\text{-value} > .05$). Moreover, hosts who aim to secure their income and social network do not prioritize leveraged lending for their purposes. The results do not fit the payment of house/car loans with the model ($p\text{-value} > .05$). Therefore, all motivational variables work independently of the loan payment (consumption pattern).

On the other hand, hosts with an independent mindset (self-employed) and lifestyle preferences show a positive relationship with further business investment (supportive of H2a and H2c, $p\text{-value} < .05$). In contrast, other motivational factors are not significant in terms of further investment. Additionally, hypothesis testing suggests that the consumption pattern of saving for the future positively influences self-employment and income security motivational factors at a 5% significance level (H3a and H3b, $p\text{-value} < .05$). This implies that hosts' interest in savings motivates participation in Airbnb to ensure self-independence and income security. In contrast, other economic factors, such as earning extra income, lifestyle preferences, and social networking, are unrelated to future savings.

Finally, our exploratory study on hosts whose motivation is driven by post-earning consumption for additional travel/leisure expenses and household expenditure suggests

a relationship between hosts' self-employment motive and spending their earnings on extra travel and leisure expenses (H4a, p -value < .05). However, other motives are not related to these two consumption patterns.

In conclusion, model 2.1's relationship testing results mainly indicate different paths from host motivation to consumption patterns, which are different from our predictions. The relationship between post-earnings spending experiences and economically driven motivational factors is more supportive of causal relationships than lifestyle preferences and social networking opportunities.

Based on the statistical findings, we have simplified the proposed model (2.1) to illustrate the associations among factors in Figure 5.1. Below, we separately present the relationship of each independent factor with motivational factors.

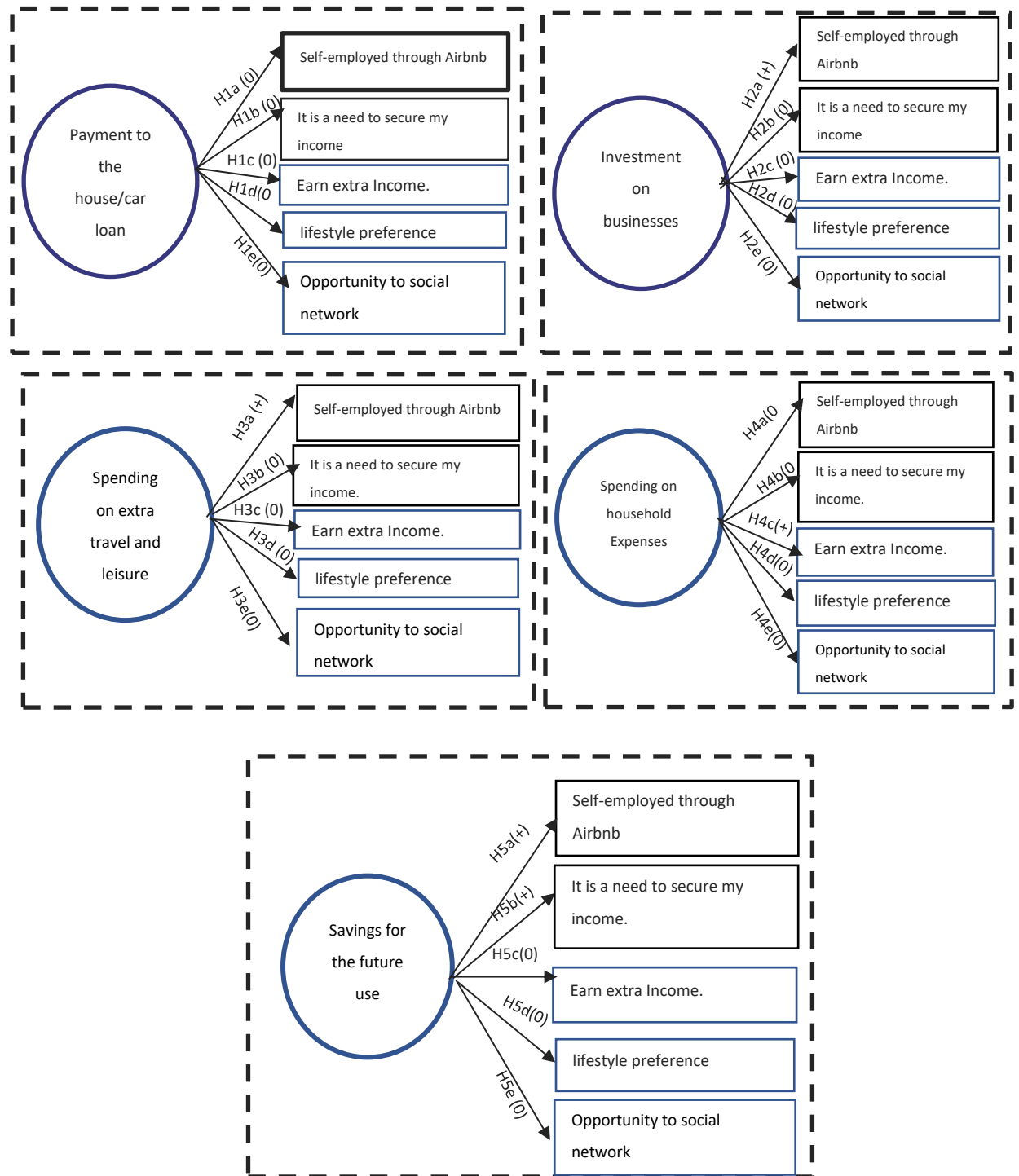


Figure 5-1, Overview of the results of Model 2-1

6. Discussion

This study focuses on a research problem that identifies a significant gap in the previous literature, namely the lack of attention to three areas: the Arctic hosts of Airbnb, their motivation to become micro-entrepreneurs in digital platforms like Airbnb, and whether their post-earning consumption pattern influences their motivation. Based on this research problem, we intend to explore the answer of What vital motivational factors drive Arctic hosts to become micro-entrepreneurs on Airbnb?

We conducted a systematic literature review to address this question, including 40 studies. From these studies, we identified five motivational factors that are generally applicable to micro-entrepreneurs. The first three factors are connected to economic areas, starting with self-independence or self-employment. [Bogenhold & Klinglmair \(2015\)](#) explored the relationship between self-employment and self-determination and argued that self-employment could provide individuals with greater personal autonomy and self-determination, particularly for those who feel constrained or unfulfilled in traditional employment settings. [Paoloni & Dumay \(2015\)](#) defined self-independence as the ability to create opportunities and exercise control over one's work life, which they argued is an essential component of successful self-employment. Finally, [Nhemachena & Murimbika \(2018\)](#) highlighted the importance of income security for sustainable livelihoods, suggesting that policies and programs to promote income security must consider the unique circumstances and challenges facing individuals in different contexts. [Bogenhold & Klinglmair \(2015\)](#) also suggest that supplemental or extra income generated through self-employment can improve individuals' financial stability and quality of life.

The fourth factor relates to environmental and social factors, specifically lifestyle preferences. [Bredvold & Skålén \(2016\)](#) argue that lifestyle preference entrepreneurship can particularly appeal to individuals prioritizing personal fulfillment and well-being over financial success. [Marcketti \(2006\)](#) and [Morrison \(2006\)](#) similarly emphasize the importance of personal values and lifestyle preferences in shaping entrepreneurial behavior. [Saturino & Sousa \(2019\)](#) highlight the importance of contextual factors, such as local culture, social norms, and community values, in shaping the motivations and

behaviors of lifestyle preference entrepreneurs. Finally, the opportunity for socialization is the fifth motivational factor, inspired by Airbnb's 2022 yearly report earnings call where CEO Brian Chesky credited hosts who work for financial benefit and spread their network to meet new people.

We have gathered information from a range of literature sources that discuss the typical post-earning consumption habits of micro-entrepreneurs. By examining both the motivational factors that drive micro-entrepreneurs and their patterns of post-earning consumption, we have developed a model to investigate our second research question: Are there any correlation between these motivational factors and the post-earning consumption habits of Airbnb hosts? To answer this question, we will conduct an empirical analysis.

Our analysis revealed that micro-entrepreneurs typically spend their earnings on loan payments, household expenses, additional travel or leisure expenses, savings, and further investment. To investigate this further, we created a questionnaire based on these findings and administered it to 70 respondents from North Jutland in Denmark, North Iceland in Iceland, and Nordland in Norway. Using statistical analysis, we aimed to identify any significant relationship between motivational factors and consumption patterns based on the responses we received.

Our analysis showed that the variables collected from previous studies received 67.529% negative responses from the Arctic hosts, with the remaining 32.471% agreeing to spend their money on the given options. We also discovered that the motivation of the Arctic hosts was highly independent and not necessarily linked to their spending habits on digital platforms like Airbnb. However, 71.64% of the respondents agreed that using Airbnb as a source of supplementary income was their motivation, and they appreciated the lifestyle preferences and opportunities for socialization that it provided.

During the data collection, we observed that the Arctic hosts needed a more robust understanding of the digital platform business engagement. Their inconsistent responses highlighted the need for Airbnb to clarify the motives of sustainable business to the Arctic hosts better. It would be helpful for them to realize that investing in Airbnb is not just a

source of earning extra money but also an economic, social, and environmental contribution to the world.

While our study emphasized economic development, we also recognized the significance of social and environmental welfare. We engaged in discussions with Airbnb hosts regarding these factors, and the insights we gained could aid decision-makers in enhancing participation among new hosts and retaining existing ones. Despite time constraints and the unavailability of data on Arctic hosts, our study's findings could serve as a valuable guide for the respective tourist areas.

7. Conclusion

The primary goal of this study is to identify the motivational factors that compel Arctic hosts to participate in the Airbnb business. Prior research on Airbnb has revealed a gap in understanding the micro-entrepreneurial drivers of Arctic hosts. This study is the first to examine three rural Arctic areas, namely North Jutland in Denmark, North Iceland in Iceland, and Nordland in Norway, with the potential to enhance sustainable rural tourism development. To address this research gap, we employed an exploratory case study and answered two research questions. The first question we aimed to answer was, "What are the key motivational factors that drive Arctic hosts to become micro-entrepreneurs on Airbnb?"

Drawing motivational factors from existing literature on micro-entrepreneurship, including, Self-independence or self-employment ([Bogenhold & Klinglmair, 2015](#); [Paoloni & Dumay, 2015](#); [H. Zhang et al., 2023](#)), Income security ([Nhemachena & Murimbika, 2018](#)), Supplemental/extra income ([Bogenhold & Klinglmair, 2015](#)), Lifestyle preferences ([Bredvold & Skålen, 2016](#); [Marcketti, 2006](#); [Morrison, 2006](#); [Saturino & Sousa, 2019](#)), the opportunity for more social network ([Airbnb Inc, earning call, 2022](#)).

Furthermore, the second research question was, are there any correlations between these motivational factors and the post-earning consumption patterns of Airbnb hosts?

The study identifies micro-entrepreneurs post-earning consumption patterns, including payments for loans, household expenses, and additional travel or leisure expenses ([Fischer et al., 2019](#); [Meged & Christensen, 2017](#)). Saving and further investment are also common consumption goals for micro-entrepreneurs ([Carsrud & Brännback, 2011](#); [Honig, 1998](#)). We developed a model to examine whether there is a relationship between micro-entrepreneurs' motivational factors and their post-earning consumption patterns. Chi-square and cross-tabulation analyses were conducted on data from 70 Arctic hosts. The study confirms that Arctic hosts' motivational factors are largely independent of their post-earning consumption patterns, with only a few significant relationships emerging. We found that Arctic hosts' self-employment motives are highly influenced by their intention to invest in their next business venture.

Additionally, self-employed entrepreneurs tend to spend money on leisure and travel and like to save for the future. Hosts participating in the Airbnb platform for extra income tend to spend their earnings on household expenditures. Those who seek income security are also motivated to save for future use.

Despite the Arctic hosts' minimal influence on their spending choices, our analysis revealed they have significantly contributed to the economy. In 2018/2019, Airbnb hosts in the three Arctic regions accommodated 0.754 million guests. Considering social and environmental factors, we received positive feedback from respondents, with 48.533% indicating that their lifestyle preferences motivated them to become micro-entrepreneurs. In comparison, 52.940% considered the opportunity to socialize as their motivation for joining Airbnb.

Regarding limitations, the study had a relatively small sample size of only 70 hosts across three rural areas. While this provided valuable insights into Arctic hosts' motivations and post-earnings consumption patterns, a larger sample size could provide a more comprehensive understanding of these factors. Additionally, the study focused solely on the Arctic regions, and further research could examine other rural areas to determine if the findings are consistent across different regions.

In terms of implications, the study highlights the need for policymakers to consider the motivations and needs of micro-entrepreneurs in the sharing economy, particularly in rural tourism enterprises. By understanding these factors, policymakers can work to improve and encourage host participation, leading to increased economic development in these areas. Additionally, the findings suggest a need for greater clarity around sustainable rural tourism and how Airbnb hosts can contribute to this goal.

For future research directions, the study suggests several avenues for exploration. For example, further research could examine the role of socioeconomic and sociodemographic factors in host participation in rural tourism enterprises. Additionally, the research could explore the impact of external factors, such as the COVID-19 pandemic, on Airbnb hosts in rural areas. Finally, future studies could expand on this research by examining the interactions between different factors and how they influence host participation in the sharing economy. By exploring these avenues, researchers can gain a more nuanced understanding of the motivations and needs of micro-entrepreneurs in the sharing economy, ultimately leading to more effective policy and advocacy efforts.

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Appendix I

Table 2-1, Prior literatures focused area from our dataset (40 retrieve studies)

Entrepreneurship and Motive	Area of studies			
	Regional Tourism	Sustainability	Context	Directly discussed about Airbnb
(Belk, 2014), (Benoit et al., 2017), (Bogenhold & Klinglmair, 2015), (Bögenhold & Klinglmair, 2016), (Bosworth & Farrell, 2011), (Bredvold & Skåln, 2016), (Carsrud & Brännback, 2011), (Cunha et al., 2020), (de la Barre, 2013), (Dias et al., 2020), (Fauchart & Gruber, 2011), (Ferreira et al., 2018), (Fischer et al., 2019), (Getz & Carlsen, 2000), (Gorgievski et al., 2011), (Griggio & Oxenswärdh, 2021), (Hamilton, 2000), (Kibler et al., 2015), (Lampinen & Cheshire, 2016), (Laschewski et al., 2002), (Lee et al., 2019), (Marcketti, 2006), (Morrison, 2006), (Nhemachena & Murimbika, 2018), (O' Regan & Choe, 2017), (Paoloni & Dumay, 2015), (Peters & Schuckert, 2014), (Saturino & Sousa, 2019), (Schaltegger et al., 2016), (Shrivastava & Kennelly, 2013), (Stubbs, 2017), (Vial & Hanoteau, 2015), (Zhang et al., 2019)	(Bosworth & Farrell, 2011), (Cunha et al., 2020), (de la Barre, 2013), (Dias et al., 2020), (Ferreira et al., 2018), (Gartner, 2004), (Getz & Carlsen, 2000), (Griggio & Oxenswärdh, 2021), (Kibler et al., 2015), (Lampinen & Cheshire, 2016), (Laschewski et al., 2002), (Nhemachena & Murimbika, 2018), (Saturino & Sousa, 2019), (Shrivastava & Kennelly, 2013), (Zhang et al., 2019)	(de la Barre, 2013), (Dias et al., 2020), (Fischer et al., 2019), (Griggio & Oxenswärdh, 2021), (Kibler et al., 2015), (Leung et al., 2019), (Nhemachena & Murimbika, 2018), (Schaltegger et al., 2016), (Shrivastava & Kennelly, 2013), (Stubbs, 2017), (Zhang et al., 2019)	Denmark, Finland(*), Iceland, Norway (**), Austria, UK (**), Portugal (***), Canada, Spain, USA (*****), Australia (***), Netherlands, Sweden, Germany, South Korea, Indonesia	(Adamiak, 2020), (Dogru & Pekin, 2017), (Ferreira et al., 2018), (Fischer et al., 2019), (Griggio & Oxenswärdh, 2021), (Gurran et al., 2018), (Lampinen & Cheshire, 2016), (Lee et al., 2019), (Leung et al., 2019), (O' Regan & Choe, 2017), (Saturino & Sousa, 2019), (Suess et al., 2021), (Zhang et al., 2019)

Appendix II

Table 4-2: Descriptive/ summery statistics for Airbnb host's motivations (those who did not response were removed before calculating the proportions)

Items	N	Minimum	Maximum	Mean	Std. Deviation
I want to be self-employed through Airbnb	68	1.00	5.00	3.0882	1.28986
It is a need to secure my income	67	1.00	5.00	2.9701	1.42457
I want to earn extra income	67	1.00	5.00	2.4627	1.37431
It is a lifestyle preference for me	68	1.00	5.00	2.9706	1.26928
Is an opportunity for social networking	68	1.00	5.00	2.6765	1.39767

Appendix III

Table 4-3: Descriptive/ summary statistics for Airbnb host's post earning consumption patterns (those who did not response were removed before calculating the proportions)

	N	Minimum	Maximum	Mean	Std. Deviation
Payment to the house/car loan	68	.00	1.00	.3088	.46544
Investment on businesses	68	.00	1.00	.5000	.50372
Saving for the future use	67	.00	1.00	.1642	.37323
Spending on extra travel and leisure expense	68	.00	1.00	.3676	.48575
Spending on household and daily expenses	68	.00	1.00	.3235	.47130

Appendix IV

Table 4-4: Cross-tabulation and Chi-square results within Dependent and independent variables

Motivation	I want to be self-employed through Airbnb					p Value (likelihood ratio)
Consumption Pattern	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	46.2%	50.0%	72.2%	86.4%	0.094
	Yes	53.80%	50.00%	27.80%	13.60%	
	It is a need to secure my income					0.187
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither agree nor Disagree	
	No	53.8%	53.3%	71.4%	90.9%	0.187
	Yes	46.2%	46.7%	28.6%	9.1%	
	I want to earn extra income					0.108
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
Payment to the house and car loan	No	42.9%	81.8%	50.0%	66.7%	0.108
	Yes	57.1%	18.2%	50.0%	33.3%	
	It is a lifestyle preference for me					0.748
	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
	No	50.0%	71.4%	80.0%	66.7%	0.748
	Yes	50.0%	28.6%	20.0%	33.3%	
	It is an opportunity for me to have (more) social networking					0.459
	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
Motivation	No	68.8%	70.0%	75.0%	33.3%	0.459
	Yes	31.3%	30.0%	25.0%	66.7%	

Consumption Pattern		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	30.8%	50.0%	44.4%	77.3%	28.6%	0.034
Yes	69.2%	50.0%	55.6%	22.7%	71.4%		
It is a need to secure my income							
		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
No	38.5%	46.7%	42.9%	72.7%	66.7%	0.327	
Yes	61.5%	53.3%	57.1%	27.3%	33.3%		
I want to earn extra income							
Investment on businesses		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	71.4%	54.5%	50.0%	33.3%	27.3%	0.241
Yes	28.6%	45.5%	50.0%	66.7%	72.7%		
It is a lifestyle preference for me							
		Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
No	75.0%	50.0%	50.0%	66.7%	33.3%	0.448	
Yes	25.0%	50.0%	50.0%	33.3%	66.7%		
It is an opportunity for me to have (more) social networking							
		Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
No	56.3%	50.0%	58.3%	50.0%	41.7%	0.93	
Yes	43.8%	50.0%	41.7%	50.0%	58.3%		
I want to be self-employed through Airbnb							
Motivation Consumption Pattern		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	92.3%	100.0%	61.1%	95.2%	71.4%	0.021
Yes	7.7%	0.0%	38.9%	4.8%	28.6%		
It is a need to secure my income							
		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
No	92.3%	100.0%	71.4%	90.9%	54.5%	0.011	
Yes	7.7%	0.0%	28.6%	9.1%	45.5%		
I want to earn extra income							
Saving for the future use		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	64.3%	84.4%	100.0%	100.0%	90.9%	0.196
Yes	35.7%	15.6%	0.0%	0.0%	9.1%		
It is a lifestyle preference for me							
		Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
No	100.0%	74.1%	90.0%	83.3%	91.7%	0.405	
Yes	0.0%	25.9%	10.0%	16.7%	8.3%		
It is an opportunity for me to have (more) social networking							
		Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	
No	75.0%	89.5%	75.0%	100.0%	83.3%	0.404	
Yes	25.0%	10.5%	25.0%	0.0%	16.7%		
I want to be self-employed through Airbnb							
Motivation Consumption Pattern		Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
	No	61.5%	83.3%	61.1%	45.5%	100.0%	0.033
Yes	38.5%	16.7%	38.9%	54.5%	0.0%		
It is a need to secure my income							

and leisure expense	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	0.123
	No	61.5%	66.7%	85.7%	45.5%	
Yes	38.5%	33.3%	14.3%	54.5%	58.3%	
I want to earn extra income						
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	0.059
	No	28.6%	66.7%	75.0%	66.7%	
Yes	71.4%	33.3%	25.0%	33.3%	18.2%	
It is a lifestyle preference for me						
	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	0.949
	No	50.0%	60.7%	70.0%	66.7%	
Yes	50.0%	39.3%	30.0%	33.3%	41.7%	
It is an opportunity for me to have (more) social networking						
	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	0.616
	No	62.5%	75.0%	50.0%	50.0%	
Yes	37.5%	25.0%	50.0%	50.0%	41.7%	
Motivation Consumption Pattern	I want to be self-employed through Airbnb					0.149
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither Agree nor Disagree	
No	69.2%	66.7%	55.6%	63.6%	100.0%	
Yes	30.8%	33.3%	44.4%	36.4%	0.0%	
It is a need to secure my income						
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither agree nor Disagree	0.904
	No	61.5%	73.3%	64.3%	72.7%	
Yes	38.5%	26.7%	35.7%	27.3%	41.7%	
I want to earn extra income						
	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither agree nor Disagree	0.01
	No	21.4%	75.8%	100.0%	66.7%	
Yes	78.6%	24.2%	0.0%	33.3%	18.2%	
It is a lifestyle preference for me						
Spending on household and daily expenses	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	0.385
	No	75.0%	57.1%	80.0%	58.3%	
Yes	25.0%	42.9%	20.0%	41.7%	16.7%	
It is an opportunity for me to have (more) social networking						
	Strongly agree	Agree	Disagree	Strongly Disagree	Neither agree nor disagree	0.937
	No	68.8%	60.0%	66.7%	66.7%	
Yes	31.3%	40.0%	33.3%	33.3%	25.0%	

Appendix V

Questionnaire for Airbnb hosts

1. Please enter your gender: Female Male Other

2. Please enter your age:

3. Which is the highest level of your education?

Primary school

High school

Professional education

Bachelor's degree

Master's degree or higher

4. What is your current employment status?

Employed

Unemployed

Studying/further education/training

Retired

5. What is your current profession (e.g., carpenter, teacher, accountant, farmer, etc.)?

6. What is the level of your income (before taxes), based on the average income of your country (in EUR: Norway, 2020: 40,241 EUR; Denmark, 2020: 30,621 EUR; Iceland, 2018: 39,918 EUR)?

Lower income

On average

Higher income

7. How long have you been letting housing space on Airbnb?

A total of _____ months

(OR) A total of _____ years

(open-ended question, two options only for the interviewers)

8. Which months of the year are you letting housing space on Airbnb?

January

February

March

April

May

- June
- July
- August
- September
- October
- November
- December

9. How many hours per week (on average) do you spend managing all your properties that you let through Airbnb?
A total of _____ hours / week.

10. How many people do you employ for the management of your property/properties on Airbnb?
_____ people

11. How stressful do you find the management of your property/properties on Airbnb?
Please specify as: 1= *very stressful*, 2= *stressful*, 3= *neutral*, 4= *not stressful*, 5= *not very stressful*

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

12. Do you offer your services on other platforms than Airbnb? (e.g., TripAdvisor, Booking.com, etc.)

Yes No

If yes, please describe:

13. Which type of property do you let?

A whole house

A whole apartment

A shared apartment

Other type

If yes, please indicate the type(s):

14. How many properties do you let through Airbnb?

1 property

2-10 properties

More than 10 properties

15. Which is the best description of the location of your property/properties?

City/town centre

City/town outskirts

Rural but accessible area

Rural but peripheral-remote area

16. What kind of guests are booking with you: business versus private guests?

Mainly business tourists

Mainly private tourists

A mix of business/private tourists

17. What kinds of guests are booking with you: international versus domestic guests?

Mainly Norwegian tourists

Mainly foreign tourists

A mix of business/private tourists

18. Do you provide your guests with any extra services?

Yes No

If yes, please indicate the service(s):

19. Do you follow Airbnb's pricing suggestions?

Yes No

20. What do you think of the price of your listing(s) on Airbnb as compared with your area?

Relatively lower price

Average price

- Relatively higher price
- I do not know

21. Please specify your motive(s) to use Airbnb for letting property: 1= *fully disagree*, 2= *somewhat agree*, 3= *neither agree nor disagree*, 4= *somewhat agree*, 5= *fully agree*.

	1	2	3	4	5
I want to be self-employed through Airbnb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a need to secure my income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to earn extra income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is a lifestyle preference for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is an opportunity for me to have (more) social contact and get to know more people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other motives? Please indicate:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. How do you use your earned money from Airbnb letting of property?
- Payments of the loans (e.g., house and car)
- Payments of household expenses (e.g., groceries, cloths, internet access)
- Payments of extra travel and leisure expenses
- Savings
- Investment in a business activity

23. Do you as an Airbnb host identify as a tourism service provider? Please specify as: 1= *fully disagree*, 2= *somewhat agree*, 3= *neither agree nor disagree*, 4= *somewhat agree*, 5= *fully agree*.

- 1 2 3 4 5
-

I do not know:

24. How do you think that tourism through Airbnb impacts your region? Please specify as: 1= very negative impact, 2= negative impact, 3= neutral, 4= positive impact, 5= very positive impact.

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I do not know:

25. Is there anything else you want to add regarding your experience as host on Airbnb?

Appendix VI

NSD Assessment

Reference number 936238

Assessment type Standard

Date 22.12.2022

Project title the impact of Airbnb hosts on Arctic local economies Data controller (institution responsible for the project) Universitetet i Sørøst-Norge / Handelshøyskolen / Institutt for økonomi og IT

Project leader Birgit Leick

Project period 01.02.2022 - 31.05.2023