



Determinants Of Peer-To-Peer Accommodation Development: The Case Of Airbnb In China

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Citation: Zhang Ayuan et al. (2024), Determinants Of Peer-To-Peer Accommodation Development: The Case Of Airbnb In China, *Educational Administration: Theory and Practice*, 30(3), 766-780, Doi: 10.53555/kuey.v30i3.1366

ARTICLE INFO

ABSTRACT

The peer-to-peer platform is a type of housing arrangement in which people or property owners privately rent out their houses or accessible spaces to visitors, generally via internet platforms or marketplaces. The Chinese Airbnb sector has grown significantly in the last decade, with Airbnb joining the Chinese market in 2015. However, significant obstacles for Airbnb have surfaced in China. There is currently a noteworthy absence of study addressing the variables impacting Airbnb's expansion in the Chinese setting. This study attempts to fill that gap by performing a systematic review of prior studies using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) technique. The goal is to identify the major drivers that have shaped the direction of Airbnb's growth and development, particularly in the Chinese market. The review's results emphasise six drivers that contribute to Airbnb's growth in China, including cultural and historical aspects, accessibility and convenience, pricing tactics, safety and security, tourism attractions and entertainment, and beliefs and attitudes. The study digs into the implications and limits of these determinants as well.

Keywords: Peer-to-peer accommodation, Airbnb, determinants, China

1.0 INTRODUCTION

Peer-to-peer accommodation is a housing arrangement in which people or property owners directly renting their homes or spare rooms to guests, generally through websites or marketplaces (Paes, 2020). Individuals who act as hosts give their houses to travellers looking for short-term lodging. Peer-to-peer accommodation services, such as "Air Bed and Breakfast" (Airbnb), build an infrastructure for interaction, reservation processing, and payment handling (Latif et al., 2019). Unlike traditional hotels or holiday rentals, this sort of housing allows individuals to monetize their accessible spaces, providing guests with an alternative and sometimes more cost-effective choice. Furthermore, it promotes a more personalized and genuine experience since visitors typically interact with local hosts and choose residential districts over commercial or tourist-centric regions (Jang et al., 2021; Wilson et al., 2022).

According to Chua et al. (2020) and Putriya et al. (2019), Airbnb, a well-known peer-to-peer lodging platform, operates in various Asian nations. Notably, Bangkok, Thailand is a regional leader in Airbnb rentals, with a wide range of housing choices including flats, villas, and homestays (Khotcharee & Fukushima, 2022; Quattrone et al., 2022). Singapore will follow the example, according to Li and Canelles (2021). However, it is important to note that Singapore has certain limits on short-term rentals, requiring hosts to follow standardized standards established by the government (Wee & Liow, 2022). Indonesia also appears notably in the field of peer-to-peer accommodation, with evaluations highlighting Bali, Jakarta, and Yogyakarta (Undhan, 2019; Wahyuni & Noviasristanti, 2022). According to the OECD (2019), Bali, in particular, has a large concentration of Airbnb units due to its appeal among vacationers. Similarly, Airbnb operates in Malaysia, with numerous facilities located in Kuala Lumpur, Penang, and Langkawi (Al Sadat Syed et al., 2020; Yee et al., 2020; Zou & Shou, 2022). Furthermore, as Tran et al. (2022) point out, the Philippines, Vietnam, Cambodia, Laos, and Myanmar are aggressively building own Airbnb systems in the hotel business.

Additionally, as Sun et al. (2022) point out, China's Airbnb industry has grown significantly over the last decade. Airbnb first entered the Chinese market in 2015, heralding a watershed point in the industry's future (Dolnicar, 2021). This innovation introduced a novel method to lodging for travelers, allowing them to stay in unique and individualized lodgings provided by local hosts (Amaro et al., 2019). The fast increase in the number of hosts and guests has resulted in the establishment of a variety of platforms in the industry, including not just Airbnb but also Tujia.com, Xiaozhu.com, and Hazel.com (Sun et al., 2022). Airbnb quickly grew to prominence as the leading short-term housing platform, not only increasing the revenue of residents and operators but also increasing the diversity and competitiveness of the hospitality sector (Qiu et al., 2020). Several reasons influenced Airbnb's introduction into the Chinese market. Airbnb saw a significant market opportunity in its early stages, driven by an increasing middle class and increased foreign travel from China (Xu, 2022). Airbnb matched the needs of Chinese visitors wanting unique and genuine travel experiences by providing an alternative to traditional hotel rooms (Lin, 2020).

Nevertheless, as stated by Qiu et al. (2020), Airbnb confronts hurdles in China, with the regulatory environment proving complex due to differing rules and restrictions on short-term rentals in different areas (Li et al., 2019; Reddick et al., 2020). These regulation complexities have necessitated changes to Airbnb's business in order to comply with local regulations, raising a number of issues. Likewise, these obstacles impede Airbnb's development into other Chinese regions, notably suburban areas (Sun et al., 2021). The current research has primarily focused on Airbnb's influence on digital advertising (Stankovi et al., 2023; Tsourgiannis & Valsamidis, 2019), geographical distribution (Eugenio-Martin et al., 2019; Hong & Yoo, 2020; La et al., 2022), and consumer satisfaction (Janssens et al., 2021; Ju et al., 2019; Pires & Rafael, 2020). However, there is a study shortfall in China that especially addresses the factors of Airbnb development (Xiang et al., 2021). According to Chin et al. (2020), the Airbnb system may not be compatible with Chinese culture. Recognizing these factors is crucial in China, considering their complex beneficial effects, encompassed by political (Wilson et al., 2022), economic (Chang & Sokol, 2020), social (Caldicott et al., 2020), technological advancement (Bahmanteymouri & Farzaneh, 2020; Cao et al., 2021), environmental and housing impacts (Todd et al., 2021), as well as legal considerations (Uzunca & Borlenghi, 2019). As a result, the purpose of this research is to convey a review of what is influencing Airbnb expansion throughout China by conducting an in-depth examination of prior studies in order to identify the essential elements critical to comprehend the key elements of Airbnb growth and development, particularly in the Chinese context.

2.0 METHODOLOGY

Following the guidelines of Caldicott et al. (2020) and Moher et al. (2009), this study uses the Systematic Literature Review (SLR) technique using a systematic review procedure. According to Moher et al. (2009), systematic literature review (SLR) is a complete method to literature review that strives to create articles through a systematic review process. It aims to be straightforward, testable, and comprehensive in its evaluation. Key steps of the systematic literature review process include planning, conducting, and reporting. Pickering and Byrne (2014) created the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol for this investigation. This method entails (i) creating an evaluation procedure through determining keywords, records, and literature selection requirements; (ii) executing a literature search through reviewing databases, evaluation search results against criteria, and improving exclusion and inclusion criteria; and (iii) acquiring literature via tables with summary information, evaluating literature quality, and stepping into bibliographic information. The PRISMA process chart for Airbnb in China is depicted in Figure 1.

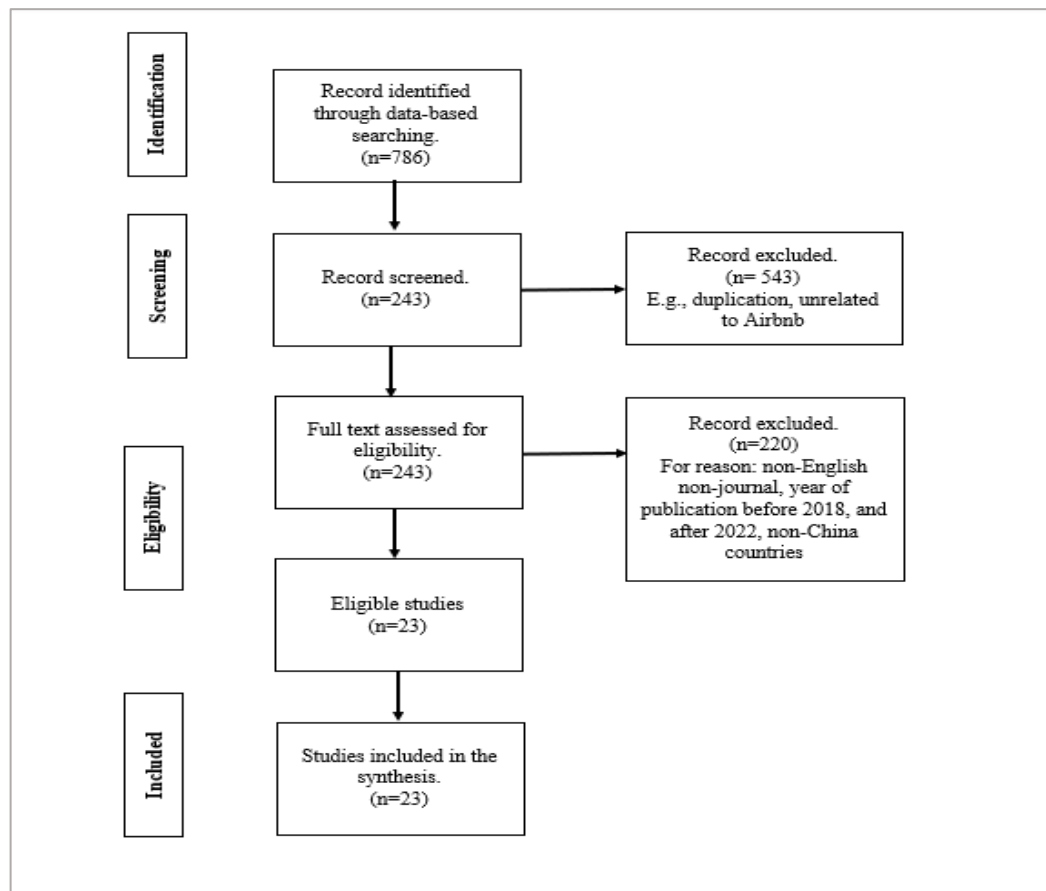


Figure 1. PRISMA Process Chart for the Airbnb in China

This study provides observations resulting from a thorough review of existing research on Airbnb in China, which will serve as a foundation for guiding future research approaches. This study digs into the idea and advancement of peer-to-peer accommodation, especially Airbnb in the Chinese environment, utilizing the SLR technique. In addition, data from prior research is analyzed to identify the critical factors contributing to the observed issue.

2.1 Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Process

i) Research Objective

The purpose of this research is to undertake a complete assessment of peer-to-peer accommodation, with a particular focus on Airbnb in China, and to investigate the variables impacting the development of Airbnb in the Chinese setting. This study's conceptual framework is built by a careful evaluation of previous research, with the purpose of finding the important factors that contribute to the research issue.

ii) Inclusion and Exclusion Requirement

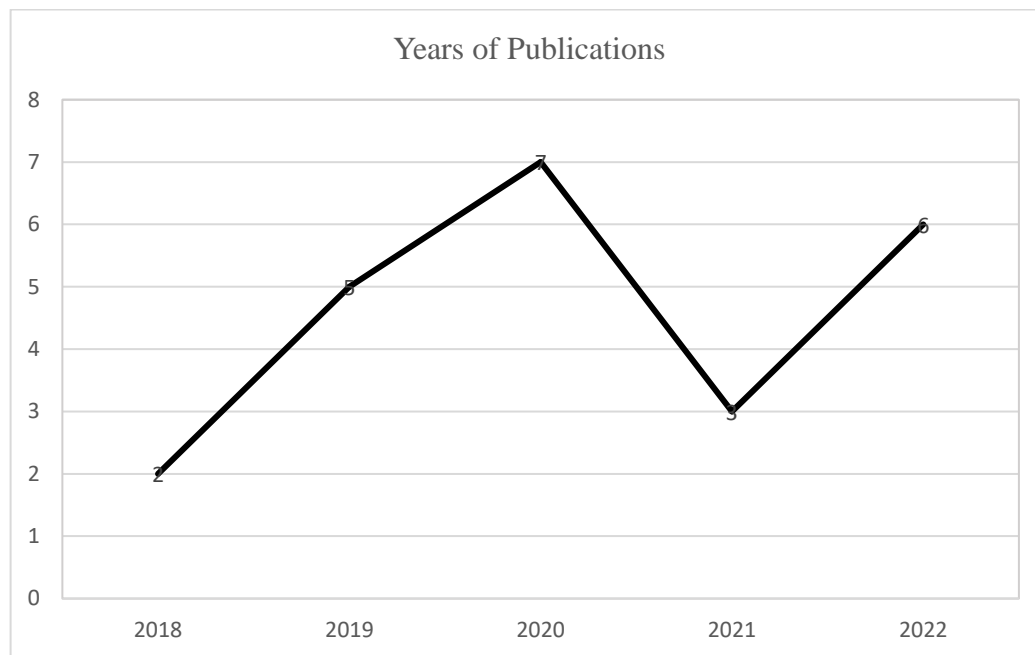
This study examined academic articles pertaining to Airbnb from 2018 to 2022. The following keywords were used: "Peer-to-peer accommodation," "p2p," "Airbnb," "Airbnb in China," "Factors," and "Airbnb Development." Papers from Google Scholar were used to compile the data, which included journals from Science Direct, Emeralds, Springer, and Taylor & Francis. The justification for choosing the timeframe of 2018 to 2022 stems from Airbnb's significant growth in the Chinese market, where the platform's numbers quadrupled in 2018 (China Travel News, 2018). Only research articles in English and from journals were evaluated to ensure the review's legitimacy and importance. The research criteria were reflected in the paper names, abstracts, and content. It is worth noting that the research parts were subjected to two phases of evaluation in order to increase the study's credibility. Figure 1 depicts the results of the first stage, which showed a total of 786 items. Nevertheless, 543 items were rejected due to redundancy and lack of significance to the keyword searches. These omitted articles included terms like "elder care," "homestay," "house rental," "traditional accommodation homestead," and "budget hotels," which did not correspond to the targeted keyword "Airbnb." Only 23 of the initial 243 papers were considered appropriate for consideration in this research after being screened. Table 1 summarizes the inclusion and exclusion criteria.

Table 1 Inclusion and Exclusion Criterion

Criterion	Inclusion	Exclusion
Keywords	"Peer-to-peer accommodation" or "p2p" or "Airbnb" or "Airbnb in China" or "Factors" or "Airbnb Development"	Unrelated to the keywords such as "elder care", "homestay" "house rental", tradition accommodation homestead" and "budget hotels"
Year/Timeline	2018- 2022	A year before 2015 or, a year after 2022
Literature Type	Journal, English	Book, non-journal, non-English language, dissertation, proceedings

2.2 Bibliometric Analysis

A bibliometric study was also performed to notice trends in research connected to keyword search. Figure 1 depicts the trend of research carried out between 2018 and 2022.

**Figure 1.** Publication from 2015-2022

As seen in Figure 1, the year 2020 had the most publications given that compared to previous years. This increase can be due to the global pandemic in 2020, which piqued academics' interest in investigating Airbnb within the unique conditions. Table 2 has more extensive information on journal articles for the specified years.

Table 2 Number of Journal Publications (2018-2022)

Journal	Number of Publications Per Journal
Sustainability	3
International Journal of Contemporary Hospitality Management	2
International Journal of Hospitality Management	4
E-reviews of Tourism Research	1
Tourism Review	1
Revista Argentina De Clinica Psicologica	1
Applied Economics Letters	1
Innovation in Education and Teaching International	1
Management Science Informatization and Economic Innovation Development	1
Current Issues in Tourism	1
Tourism Management Perspective	1
Economic Engineering in Agriculture and Rural Development	1
PLOS One	1
Journal of China Tourism Research	1
Journal of Vacation of Marketing	1
International of Hospitality and Tourism Management	1
Applied Geography	1
TOTAL	23

Map of China showing the geographical distribution of research on COVID-19. The map is color-coded by region: Southwestern (green), Northwestern (orange), Northeastern (light green), Southern (blue), Eastern (purple), and Northern (pink). Arrows point from specific regions to boxes containing author names and years. A legend on the left lists the regions. A north arrow is in the top left.

Legend:

- Southwestern
- Northwestern
- Northeastern
- Southern
- Eastern
- Northern

Regions and associated research:

- Xinjiang (Northwestern)
- Gansu (Northwestern)
- Inner Mongolia (Northern)
- Qinghai (Northwestern)
- Tibet (Southwestern)
- Sichuan (Southwestern)
- Yunnan (Southwestern)
- Guizhou (Southwestern)
- Shaanxi (Northwestern)
- Shanxi (Northern)
- Henan (Eastern)
- Hubei (Southern)
- Hunan (Southern)
- Guangxi (Southern)
- Guangdong (Southern)
- Hainan (Southern)
- Heilongjiang (Northeastern)
- Jilin (Northeastern)
- Liaoning (Northeastern)
- Beijing (Northern)
- Tianjin (Northern)
- Shanghai (Eastern)
- Zhejiang (Eastern)
- Anhui (Eastern)
- Jiangsu (Eastern)
- Shandong (Eastern)
- Hebei (Northern)
- Shaanxi (Northwestern)
- Shanxi (Northern)
- Henan (Eastern)
- Hubei (Southern)
- Hunan (Southern)
- Guangxi (Southern)
- Guangdong (Southern)
- Hainan (Southern)
- Heilongjiang (Northeastern)
- Jilin (Northeastern)
- Liaoning (Northeastern)
- Beijing (Northern)
- Tianjin (Northern)
- Shanghai (Eastern)
- Zhejiang (Eastern)
- Anhui (Eastern)
- Jiangsu (Eastern)
- Shandong (Eastern)
- Hebei (Northern)

Research associated with regions:

- Sun et al. (2021)
- Xie et al. (2019), Xie et al. (2020)
- Bao et al. (2022)
- Sun et al. (2022)
- Wu & Shen (2018),
- Qiu et al. (2019)
- Lyu & Fang (2022)
- Lyu et al. (2019)
- Qiu et al. (2020)
- Ilieva (2021)
- Tian et al. (2022)

Figure 2 shows that the majority of earlier research were centered on China's Eastern and Southern regions, with significantly less coverage in the Southwestern and Northern regions. The graph also shows that past academics have placed a strong emphasis on high-density Airbnb construction in densely populated locations like as Shanghai, Beijing, and Shenzhen. However, there is a notable omission in recognizing the relevance of Airbnb expansion in China's Southwestern, Northwestern, Northeastern, and Northern regions, despite the fact that these locations are popular for tourism activities. In a separate note, Figure 3 depicts the methodology utilized in past research focusing on Airbnb in China.



Figure 3 depicts the prevalence of the conceptual technique in past research, exceeding quantitative and qualitative methods with 31 percent and 30%, to be precise, from 2018 to 2022. Following this, VOSviewer was used to evaluate the strength of keyword associations using presence correlations. VOSviewer is a tool for visualizing existing link structures among some of the most commonly referenced bibliometric attributes. The mapping results from the VOSviewer tool (shown in Figure 4) showed six keywords that were most frequently mentioned in the entire sample of chosen articles.

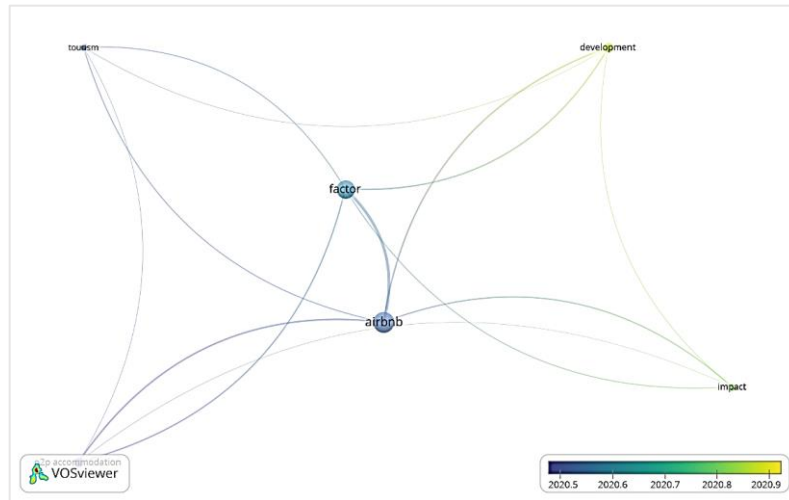


Figure 4. VOS viewer Titles and Abstract

Airbnb, development, tourism, aspects, P2P accommodation, and influence are among the terms highlighted. A significant linked network of keywords and their classes works jointly. A deeper look at this network reveals the existence of two clusters, each with 13 links, as shown in Figure 4.

1. The keyword Airbnb is linked to the keywords tourism, development, factor, P2P accommodation, and impact.
2. The keyword Development is connected to keywords tourism, factors, Airbnb, and impact.
3. The keyword Tourism is associated with keywords Airbnb, development, factor, and P2P accommodation.
4. The keyword Factor has connections with keywords Airbnb, tourism, development, P2P accommodation, and impact.
5. The keyword P2P accommodation is linked to keywords Airbnb, tourism, impact, and factor.
6. The keyword Impact is connected to keywords Airbnb, factor, P2P accommodation, and development.

On another note, **Figure 5** illustrates the density of keywords which shows the most popular studies developed.

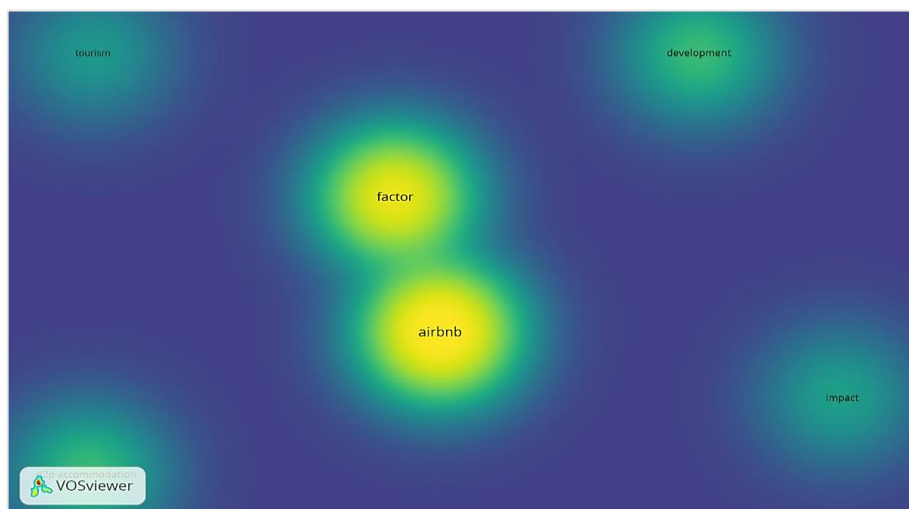


Figure 5. Density Network of Keywords

Figure 5 highlights the high density of Airbnb and Factor keywords in earlier research. In the present study, however, there is a notable lack of coverage of ideas such as development, tourist, P2P accommodation, and effect. As a result, this density network highlights the existing vacuum in the investigation of factors influencing Airbnb development. Furthermore, as seen in Figure 4, keyword development appears to be very new and unexplored. As a result, there is an urgent need for scholars to focus on this topic in order to obtain a better understanding of the

factors that influence Airbnb growth, particularly in China. In summary, the outcomes of the VOSviewer research match the preliminary predictions that were frequently noted throughout the thorough evaluation of the publications.

3. FINDINGS

3.1 Overview of Airbnb in China

Peer-to-peer accommodation has grown in prominence in the Chinese marketplace, with platforms like as Tujia, Xiaozhu, Hazel, and Airbnb (Abe Ying) playing important roles (Bao et al., 2022; Qiu et al., 2020). Although Airbnb officially entered the Chinese market on August 19, 2015, it did not instantly become popular (Ma et al., 2019; Sun et al., 2022). According to Xie et al. (2018), China's Airbnb is still in its early phases of growth but has achieved significant headway in Western nations. Despite the fact that it is a relatively new idea in China's tourist development scene, Airbnb has emerged as a profitable peer-to-peer platform that is still evolving (Qiu et al., 2020; Tian et al., 2022). Airbnb in China is considered as a promising market and is one of the most rapidly expanding industries (Qiu et al., 2020). However, the density of Airbnb listings is especially high in China's eastern region, including Beijing, Shanghai, Shandong, and Suzhou, while other provinces are mostly ignored (Ma et al., 2019). Tourism attractions, convenience, business amenities, closeness to metropolitan centers, and residential neighborhood features all contribute to this concentration (Sun et al., 2022). For example, Shandong province, which is rich in tourism resources, has capitalized on this advantage, resulting in the rise of Airbnb in tourist-heavy areas (Tian et al., 2022). In a comparable manner Suzhou, famed for its tourism resources, has had constant Airbnb growth from 2017 to 2019, with the exception of the pandemic (Sun et al., 2022).

The Chinese government indicated significant support for the expansion of the sharing economy, notably in the field of peer-to-peer lodging, in 2016 (Wu & Shen, 2018). This approval is based on the conviction that the existence of Airbnb in China would not only benefit the national and local economies (Ilivera, 2021), but will also promote universal prosperity (Tian et al., 2022), creation of employment, and an increase in housing usage rates (Zhang et al., 2020). Tian et al. (2022) emphasize Airbnb's critical significance in China in preserving human history and cultures while also improving tourist chain networks connecting rural and urban locations. According to the Annual Report of China's Sharing Economy Development in 2019 (Qiu et al., 2020), the proportion of earnings earned through peer-to-peer accommodation in the hospitality industry increased significantly from 2.3 percent to 6.1 percent between 2015 and 2018. In March 2018, the government formally authorized people to use their houses for engaging with visitors in accordance with the law, in response to the exponential expansion of Airbnb services in China (Wu & Shen, 2018). In addition, in response to the widespread adoption of Airbnb in densely populated places, China's Ministry of Culture and Tourism issued the Basic Requirements and Evaluation of Tourism B&B (LB/To65-2019) in July 2019 to standardize B&B development in the country. Surprisingly, even before the epidemic, the expansion of Airbnb services in China was noticeable. According to Hsieh et al. (2022), the State Information Center of China claimed in 2020 that there were more than three million peer-to-peer accommodations in 500 Chinese cities, resulting in a USD 2.7 billion trade volume, with Airbnb playing a key role. Nonetheless, the amount of Airbnb development in China is uneven, with a significant gap between urban and rural locations (Tian et al., 2022). According to Jiang and Yin (2020), the greatest amount of Airbnb activity in China is centered in metropolitan areas, ignoring demand in non-urban areas. On the demand side, Millennials are increasingly preferring house-sharing to commercial or traditional hotels (Zhang et al., 2020). According to the China State Information Centre, the majority of Airbnb users are between the ages of 18 and 30, with young visitors accounting for 83 percent of Airbnb users compared to traditional hotels, motivated by a demand for originality and authenticity (Bao et al., 2022). The silver hair market's aversion to Airbnb has impeded its expansion in certain Chinese areas (Lyu & Yang, 2022). According to Bao et al. (2022), Chinese people are culturally resistant to the notion of shared lodging because they are singularly devoted to the enormous value (Guanxi) of networks and acquaintances. According to reports, Airbnb lacks control over its users, resulting in a lack of confidence between hosts and visitors (Tang et al., 2020; Zhang et al., 2020). Instances like the discovery of a pinhole camera in a student's Airbnb apartment in China, which went viral on social media, highlight the platform's vulnerabilities. According to Xie et al. (2020), Airbnb in China faces significant criticism due to issues such as inadequate confidence between individuals who are unfamiliar, informal services delivering unreliable accommodation conditions, obstacles to communication, and disagreements between traditional Chinese values related to family and contemporary ideas. These obstacles have contributed to the stalling of Airbnb expansion, with awareness of its significance remaining low and various domestication concerns persisting (Ma et al., 2019). Furthermore, since the outbreak of the pandemic in China, Airbnb and similar services have seen a 72 percent drop in bookings compared to 2019, as travelers choose to stay close to home to minimize physical contact (Ilivera, 2021). As a result, there is an urgent need to investigate aspects that might boost Airbnb development in China, promoting awareness among the Chinese public, particularly the silver hair market, given that these services are still in their early stages (Qiu et al., 2020). According to Ma et al. (2019), prior research mostly focused on the adaptability and problems of the Airbnb brand, ignoring the factors of Airbnb development in China. This highlights the tremendous potential of Chinese market needs, which merits more investigation and might lead to an increase in Airbnb numbers in future.

3.2 Previous Studies of Airbnb in China

Using the SLR PRISMA approach, this study discovered 23 prior papers relevant to Airbnb in China. Wu and Shen (2018) conducted one such study to develop a model for trust-building mechanisms inside sharing economy platforms, which included institutional trust, product trust, and interpersonal trust. Their findings, based on data obtained from 210 Chinese Airbnb users, demonstrated that institutional trust had a beneficial effect on both product trust and interpersonal trust. Furthermore, product trust had a beneficial effect on interpersonal trust. Notably, power distance (PDI), individualism (IDV), uncertainty avoidance (UAI), and long-term orientation (LTO) mitigated these impacts significantly. Wu and Shen (2018) stressed the need of addressing these three trust-building components in order to improve the sharing economy's worldwide status by ensuring that local considerations are respected in commercial interactions. Cui et al. (2020) used a mixed-method approach to investigate the relationships of e-service quality, trust, and risk perception in response to a lack of research on Chinese customer expectations surrounding Airbnb. Their research found that digital trust and perceived risks were critical in resolving e-service quality concerns by identifying expectations and potential hazards throughout stays. The research offered a unique methodology for analyzing the drivers and effects of the quality of e-services in peer-to-peer accommodation platforms. Zhang et al. (2021) investigated the interpersonal and institutional trusting connections of Airbnb hosts in a sociological study of trust. The study defined several host types through interviews with hosts and investigated how they affected their behavior toward guests and peer-to-peer networks. The findings offer light on viewpoints on trust-building and trust-maintenance in the setting of Airbnb hosting.

Xie et al. (2018) investigated the influence of host qualities and trip frequency on the likelihood of future purchases in a study on customer loyalty to home-sharing services. According to the findings, host factors such as acceptance rate and capacity listing had a beneficial impact on passengers' willingness to make repeat purchases. Lyu et al. (2019), on the other hand, investigated the major characteristics and aspects of Chinese consumer experiences with peer-to-peer lodgings, with a special focus on Airbnb in China. During their interviews with 34 Airbnb guests, they discovered seven elements that influence customer experiences: the availability of facilities, sensory experiences, satisfying basic service requirements, pleasant host-guest connections, security, social engagement, and local experiences. This is a significant departure from standard hotel experiences, which frequently fall short in these seven areas. In a separate direction, Bao et al. (2022) investigated Airbnb experiences in Hangzhou from the clients' perspective. Their research found that eight elements affected users' experiences: learning, aesthetics, escapism, engagement, home-feeling, tactile sensory characteristics, and localness. Lyu and Fang (2022) also investigated critical aspects of client experiences with peer-to-peer lodging, notably Airbnb in China. Their research highlighted five user experience factors: tactile and sensory encounters, host interactions, cultural components, guest communication, and location. Furthermore, Sun et al. (2022) studied the distribution of Airbnb in Suzhou, China, noting that it includes local ethnic activities, restaurants, retail alternatives, tourist locations, and regions with both old and modern city elements. These several research add to a full knowledge of the multidimensional nature of consumer encounters with Airbnb in China.

Ma et al. (2019) executed a study to investigate the elements impacting China's Airbnb consumers' decision-making process. They discovered that behavioral control, subjective standards, and attitudes were the key predictors of customers' intents to book Airbnb stays in China after analyzing 451 WeChat answers. According to Qiu et al. (2019), a considerable part of Airbnb clients seek local cultural encounters and originality. In contrast, Xie et al. (2019) published data highlighting consumers' desire for considering sales history information to guide their accommodation selections. This strategy was similar to one of the trust-building strategies presented by Wu and Shen (2018). Xie and Chen (2019) investigated the influence of several incentives on hosts' behaviors of numerous listings, including cash rewards, online social engagement, and seniority membership. Based on data gathered from 3199 observations involving 252 hosts in Beijing, the findings suggested that these reasons did indeed induce hosts to engage in numerous listing behaviors in accommodation sharing. Xie et al. (2020) discovered a propensity for visitors to choose comparable lodgings to their prior experiences in a study stressing travelers' choice of peer-to-peer accommodation types. Their longitudinal study found that when lodging was shared with a host, the frequency of visits to a place decreased. Zhang et al. (2020) examined the experiences of the Chinese market from a cultural standpoint, concentrating on Airbnb and Xiaozhu services. Their findings underlined the importance of Renqing (personal relationship) on Chinese users' loyalty, while Yuan (cultural exchange), Guanxi (social network), and Mianzi (social position) helped to comprehending the experiences of Chinese Airbnb customers. Furthermore, Tian et al. (2022) claimed that pricing management might influence Airbnb distribution in China, influencing choosing a location and geographic planning. These studies give a sophisticated view of the various aspects impacting users' decisions and experiences with Airbnb in China.

Jiang and Yin (2020) investigated the variables driving Airbnb demand in China, concentrating on economic concerns, Airbnb features, and geography. Their findings indicated that rental costs had a little influence on demand in developed areas of China but had a greater impact in undeveloped areas. Qiu et al. (2020) looked into the interaction between the sharing economy, such as Airbnb, and traditional Chinese hospitality. Seasonality, urbanization, target market, location, and hotel type were found as factors impacting this connection and creating inconsistency. Tang et al. (2020) also did a SWOT analysis to assess Airbnb's strengths, weaknesses, opportunities, and threats in China. Inconsistencies were noted as a result of bad management, quality concerns, competitiveness, and host-related credit problems. The report did, however, highlight critical components such

as brand value, price strategy, and IT development that might strengthen Airbnb's position and potential in China. In her research, Ilieva (2021) investigated the influence of peer-to-peer accommodation, notably Airbnb, on the Chinese market. According to the findings, Airbnb had a role in increasing local economies, lowering poverty rates, and reviving rural regions in China. As Airbnb grew in China's metropolitan regions, Sun et al. (2021) investigated the distinctive qualities and drivers that set Airbnb apart from other nations. Cultural attractions, colleges, transportation accessibility, commercial malls, and business flats have been recognized as important Airbnb drivers in China. The survey also discovered an increase in the number of business flats in cities that attract a large number of visitors. These studies give insight on the diverse dynamics and influence of Airbnb on the Chinese market by taking economic, cultural, and geographical variables into account.

Additionally, Hsieh et al. (2022) investigated the variations in perceived risks of peer-to-peer accommodation between China and the United States. In comparison to the Chinese market, Americans were more concerned about privacy, legal difficulties, and liability threats, according to the data. Their emphasis on personal wealth protection led them to aggressively avoid potential legal penalties. In a same vein, Huang et al. (2022) investigated consumer innovation resistance to Airbnb from a process-based standpoint. They found three separate processes: passive resistance before persuasion, passive resistance after persuasion, and aggressive resistance. According to the study, passive resistance might rise as customers consider embracing new products and services based on their previous experiences. Table 2 summarizes prior research on Airbnb in China, providing a complete overview of various views and conclusions.

Table 2 Summary of current findings and literature reviews

Authors	Elements of Airbnb Expansion in China
Wu & Shen (2018)	<i>Institutional trust, product trust and interpersonal trust</i>
Xie et al. (2018)	<i>Past experiences lead to repeat purchase and facilities</i>
Lyu et al. (2019)	<i>Physical utility, sensorial experience, core service, guest-host relationship, sense of security, social interaction, and local touch</i>
Ma et al. (2019)	<i>Behavioural control, subjective norms, and attitudes</i>
Qiu et al. (2019)	<i>Local culture and authenticity, price</i>
Xie et al. (2019)	<i>Sales history disclosure</i>
Xie & Chen (2019)	<i>Financial incentive, social incentive, experience incentive</i>
Cui et al. (2020)	<i>Service quality, e-trust, perceived risk, and behavioural intention</i>
Jiang & Yin (2020)	<i>Facilities and prices</i>
Ma et al. (2020)	<i>Trust, perceived risk</i>
Tang et al. (2020)	<i>Brand value, prices, IT development, broad influence, rural areas development and personalised services</i>
Qiu et al. (2020)	<i>Assessing to knowledge of positive and negative factors towards Airbnb development</i>
Xie et al. (2020)	<i>Travellers' choice on types of accommodation-sharing services</i>
Zhang et al. (2020)	<i>Cultural perspective</i>
Ilieva (2021)	<i>Economic assumption</i>
Sun et al. (2021)	<i>Tourists' attraction, commercial and amenities, transportation accessibility and business apartments</i>
Zhang et al. (2021)	<i>Interpersonal and institutional trusts relationship</i>
Bao et al. (2022)	<i>Entertainment, education, aesthetics, escapism, interaction, home-feeling, tangible sensorial and localness</i>
Hsieh et al. (2022)	<i>Perceived risk</i>
Huang et al. (2022)	<i>Passive resistance</i>
Lyu & Fang (2022)	<i>Tangible and sensory experiences, host, cultural activities, interaction with peer guests and location</i>
Sun et al. (2022)	<i>Traditional folks' dwellings, restaurant, shopping malls, tourist attractions and development of old and new cities</i>
Tian et al. (2022)	<i>Prices</i>

3.3 Determinant of Airbnb Development in China

Based on the authors findings, there were six groups dictate the determinants of Airbnb development and growth in China. This includes, cultural and historical, accessibilities and conveniences, price strategies, safety and security, tourism attractions and entertainment as well as beliefs and attitudes.

3.3.1 Cultural and History

As travelers gain more expertise, they are more likely to seek out unique activities and authentic experiences. During their trips, tourists increasingly seek hedonism, beauty, escapism, and social connections. As locations grow more homogeneous, tourists are more interested in experiencing customs, history, and local roots—elements that foster a sense of home, according to Lyu et al. (2019). Authentic regional food and handicrafts entrenched in native history and culture may provide travelers with a more authentic flavor of the place. Aside from cultural

authenticity, historical buildings of local dwellings and the interior design of an Airbnb rental indicate authentic cultural features (Lyu et al., 2019). Vintage buildings or other distinctive elements of accommodations are regarded as the cornerstone of the experience supplied by hosts, and they play an important part in molding tourists' experiences. By choosing Airbnb lodgings, tourists may stay in residential areas, increasing their chances of engaging with people and experiencing real local customs (Zhang et al., 2020). Travelers can participate in meaningful social connections with the local community by staying with inhabitants (Sun et al., 2022). Young travelers, in particular, value authenticity and cultural encounters in creating their overall travel experiences (Qiu et al., 2019). Conversely, each Airbnb home provides a one-of-a-kind experience that typical hotel services cannot match. The discovery that tourists choose experience above money is significant.

3.3.2 Accessibilities and Conveniences

According to the findings of Lyu et al. (2019) and Sun et al. (2021), the distribution of Airbnb homes has a favorable relationship with the existence of retail malls, highlighting the importance of urban business hubs in affecting Airbnb dispersion. Furthermore, rail transport connectivity to key high-speed rail stations appeared as a significant and beneficial factor influencing the concentration of Airbnb homes (Jiang & Yin, 2020). As reported by Lyu et al. (2019) and Sun et al. (2021), the spread of Airbnb houses has a positive association with the presence of retail malls, emphasizing the relevance of urban business centers in influencing Airbnb dispersion. Furthermore, access to important high-speed rail stations revealed to be a significant and positive factor impacting the concentration of Airbnb houses (Jiang & Yin, 2020). Sun et al. (2021) have identified a trend in which recently developed business accommodations are being converted into Airbnb rentals, acting as a growing source of revenue for certain professional hosts. Business apartments in commercial districts, rail transit hubs, and scenic places are especially appealing prospects for Airbnb listings (Tang et al., 2020; Xie et al., 2020). Guests regularly favor nearby facilities, such as a varied selection of restaurants, local food shops, and supermarkets (Qiu et al., 2019). Aside from the unique aspects of room layout, variables such as the quality of living conditions—cleanliness, room size, room type, home utilities, and offered washing supplies—all contribute greatly to the overall convenience of Airbnb stays (Lyu et al., 2019). The surroundings of an Airbnb home influence the customer's experience (Sun et al., 2020).

3.3.3 Pricing Strategies

Tian et al. (2020) observed that the proximity of Airbnb units near retail malls, train stations, and tourist attractions correlates with higher room pricing. Furthermore, it is possible that Airbnb properties located near major roads seek to attain economies of scale, attract more guests, and rely on transportation accessibility in order to increase their competitiveness (Tian et al., 2020). Overall, greater lodging capacity leads to increased real property area, which leads to higher Airbnb house values. This is due to the provision of a high-quality experience for tourists, which adds to increased Airbnb lodging cost (Jiang & Yin, 2020). In contrast, Qiu et al. (2019) underlined that competitive price is very important to Airbnb consumers, ranking third in significance. The majority of users agree that affordability is an important factor in enticing customers to use Airbnb as an alternative housing choice. The cost-effectiveness of Airbnb is a major element that lures people away from traditional hotels (Xie & Chen, 2019). Furthermore, although not only for business visits, Airbnb is particularly popular with visitors staying for extended periods of time. This study adds to the evidence that a prolonged business trip may motivate business travelers to pick a familiar setting if the price is reasonable and cost-effective (Xie & Chen et al., 2019; Tang et al., 2020).

3.3.4 Safety and Security

Wu and Shen (2018) identified a lack of trust-building processes in the sharing economy ecosystem. Their findings highlighted the critical issue of consumers' perceptions of Airbnb's trust mechanisms, particularly given that Airbnb in China offers unique experiences that differ from those in the West, adding to a heightened emphasis on emotions of safety and security. As Lyu et al. (2019) note, trust is critical in building a sense of security between hosts and guests, consequently impacting consumption intentions. Several concerns have appeared, however, about the apparent lack of control that Airbnb services have over their customers, resulting in a decreased degree of trust between hosts and users (Tang et al., 2020; Zhang et al., 2020). China's poor personal credit system is a significant contributor to this problem. In contrast to Western countries that have mature personal credit reporting systems, China has yet to build a trustworthy personal credit reporting system that encourages confidence in marketplaces where strangers interact. This lack of trust and safety is especially difficult for the Chinese Airbnb industry, which is aggravated by the country's lack of a solid personal credit information system (Lyu et al., 2019).

In this scenario, internet-based platforms such as Airbnb must lead the development of strong transaction systems that build trust between hosts and guests (Cui et al., 2020). One way might be increased monitoring of Airbnb lodging hosts to guarantee the veracity of information offered online, therefore increasing certainty and protecting the rights of both hosts and visitors (Hsieh et al., 2022). Based on Zucker's trust production model, Wu and Shen (2018) and Zhang et al. (2021) argued that interpersonal trust, institutional trust, and product trust all play important roles in increasing the overall trustworthiness of these platforms. Users consistently regarded physical safety and security hazards as the most important dangers, regardless of cultural background or acquaintance

with Airbnb standards (Hsieh et al., 2022). Notably, there are differences in the concerns of the American and Chinese markets, with Americans emphasizing privacy and legal responsibilities and Chinese markets emphasizing interpersonal dynamics, equipment dependability, and operational efficiency. To address these issues, Airbnb should avoid unduly exaggerating visuals and provide clear access to general costs (Huang et al., 2022). Moreover, a majority of Airbnb consumers expressed ethical concerns, such as safety hazards, value hurdles, and usage constraints (Huang et al., 2022; Zhang et al., 2022). Local sharing economy platforms must boost their legitimacy by using local responses to trust, safety, and security concerns. As a result, trust-building in the sharing economy is becoming increasingly important for the sector's long-term stability and sustainable expansion.

3.3.5 Tourism Attractions and Entertainment

The growing popularity of Airbnb not only increases the revenue of residents and operators, but it also broadens the possibilities and long-term viability of the tourism accommodation industry (Sun et al., 2022). Self-education has frequently been identified as a key travel incentive in tourism research (Bao et al., 2022; Lyu & Fang, 2022; Tang et al., 2018). Guests who seek help and suggestions from hosts on Airbnb have more possibilities to discover local attractions (Bao et al., 2022). Notably, Airbnb has launched novel initiatives such as Live There to enhance educational experiences and build a feeling of belonging (Bao et al., 2022). The host-guest relationship has a substantial impact on individuals' tourist experiences, impacting long-term travel memories (Lyu & Fang et al., 2022). This research adds to the tourism and hospitality literature by identifying the experiential features of Airbnb properties and determining their relative value in customer experiences. As a result, Airbnb platform providers may explore cooperating with local tourism groups and homeowners to boost promotional efforts in major tourist areas (Sun et al., 2022). However, Sun et al. (2022) argue that, despite Airbnb's rapid rise in tourism as China's industrial growth accelerates, there is a lack of study on Airbnb in China. The rise of Airbnb highlights the significance of the shared economy in the age globalization and digital technology. Existing study focuses mostly on developed international metropolises, ignoring disadvantaged places. As a result, prioritizing the assessment of tourism resources is critical before beginning on the development and promotion of Airbnb lodgings with the goal of improving the entire visitor experience (Bao et al., 2022; Lyu & Fang, 2022; Sun et al., 2022; Tang et al., 2020).

3.3.6 Beliefs and Attitudes

When faced with ambiguity, people frequently depend on previous encounters and the experiences of others to influence their purchase decisions. Customers are impacted by the direct words or actions of other customers when provided with information, affecting their decision-making process (Cui et al., 2020). According to Xie et al. (2018), Airbnb customers favor hosts that disclose their sales history, which fosters positive perceptions and confidence in the hosts. This discovery has important implications for future conversations about improving communication and openness on peer-to-peer short-term rental platforms. In the world of house-sharing platforms, host attributes are critical in molding tourists' experiences, as well as their subsequent thoughts and attitudes. Communication that is prompt and efficient, attention to queries, and the quality of help, including friendliness and accommodation, are critical characteristics that have a major impact on passengers' opinions (Xie et al., 2019). Furthermore, Xie and Chen (2019) propose that hosts with more platform expertise can exert an educational influence, lowering communication barriers and improving their capacity to effectively exploit platform capabilities. In addition, hosts who have strong social mechanisms, such as engagement in online host groups for knowledge sharing, have a more positive attitude toward Airbnb development (Xie & Chen, 2019; Lyu & Fang, 2022). Table 3 summarizes the factors impacting Airbnb development in China.

Table 3 Summary of determinant of Airbnb development in China

Determinants	Authors
Cultural and Historical	Lyu et al. (2019), Qiu et al. (2019), Zhang et al. (2020), Sun et al. (2022).
Accessibilities and Conveniences	Lyu et al. (2019), Qiu et al., 2019, Jiang & Yin (2020), Tang et al. (2020), Xie et al. (2020), Sun et al. (2021), Sun et al. (2020).
Pricing Strategies	Xie & Chen (2019), Qiu et al. (2019), Jian & Yin (2020), Tang et al. (2020), Ilieva (2021), Tian et al. (2022)
Safety and Security	Wu & Shen (2018), Lyu et al. (2019), Cui et al. (2020), Ma et al. (2020), Zhang et al. (2021), Hsieh et al. (2022), Huang et al. (2022)
Tourism Attractions and Entertainment	Tang et al. (2020), Sun et al. (2021), Bao et al. (2022). Lyu et al. (2022), Sun et al. (2022)
Beliefs and Attitudes	Xie et al. (2018), Qiu et al. (2019), Lyu et al. (2019), Ma et al. (2019), Xie et al. (2019), Xie & Chen (2019), Cui et al. (2020), Qiu et al. (2020), Xie et al. (2020), Lyu & Fang (2022)

4. Implications

This research is important for theoretical progress, knowledge improvement, and practical ramifications. It adds to the growth of knowledge on the factors influencing Airbnb development in China. The VOSviewer investigation

found a scarcity of research devoted to Airbnb's overall development. Cultural and historical issues, accessibility and conveniences, pricing tactics, safety and security measures, tourism attractions and entertainment alternatives, and beliefs and attitudes are all addressed in the research findings. According to an examination of prior research done using the SLR PRISMA approach, these components emerge as significant determinants for Airbnb in China. This study contributes to the advancement of operational and regulatory standardization by Chinese legal authorities, focusing on the six proposed variables to support the improvement and expansion of Airbnb. To steer beneficial decision-making behaviors among Airbnb customers, regulatory approaches for managing user experience, safety standards, facilities, and pricing strategies are proposed. Furthermore, hosts are urged to understand and respond to guests' wants and preferences in accordance with the established determinants, which are thought to be crucial in guests' decisions to pick a certain lodging.

5. Conclusion

The major goal of this research is to perform a complete evaluation of peer-to-peer accommodation, with a particular focus on Airbnb, as well as to investigate the variables impacting Airbnb's development in China. Despite its early stages, Airbnb has gained substantial acceptability in China, offering an innovative concept that contributes to tourism growth. Previous researchers have acknowledged that the hotel business is critical to the growth of tourism and the national economy. Airbnb's growth in China is noticeably quicker, around double that of regular hotels. As a result, a focus on the six factors (cultural and historical features, accessibility and conveniences, pricing methods, safety and security measures, tourism attractions and entertainment, and beliefs and attitudes) is essential. This approach assists local governments and hosts in developing efficient Airbnb development initiatives. Yet it is critical to recognize the research's limitations. The data extraction technique was mostly based on Google Scholar, with sources from Science Direct, Emeralds, Springer, and Taylor & Francis also included. To guarantee a more comprehensive dataset, future study should integrate data from Scopus and Web of Science (WoS). Furthermore, the dependence on secondary data is a drawback, leading a recommendation for future study to use qualitative or quantitative approaches to collect viewpoints on the six drivers. Insights from law enforcement, Airbnb business interests, and Airbnb consumers are included. Finally, it is noted that earlier research in China have mostly concentrated on well-developed places with considerable tourism attractions and entertainment. Future research might give significant insights by focusing on industrial views in China's undeveloped areas.

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