

# KEY FACTORS FOR PEER-TO-PEER ACCOMMODATION ADOPTION AMONG TOURISTS IN IDANRE HILLS: A SUSTAINABLE APPROACH IN THE SHARING ECONOMY

<sup>1</sup>Adetola, B. O\*. and <sup>2</sup>Adekitan, K. G.

DOI10.51459/jostir.2025.1.2.018

<sup>1</sup>Department of  
Ecotourism and Wildlife  
Management, Federal  
University of Technology,  
PM.B 704, Akure, Ondo  
State, Nigeria

<sup>2</sup>National Institute of  
Hospitality and Tourism  
(NIHOTOUR), Osogbo,  
Nigeria

## Correspondence

boadetola@futa.edu.ng

## History

Received: 25/02/2025

Accepted: 17/05/2025

Published: 10/11/2025

## ABSTRACT

Peer-to-Peer (P2P) accommodation services offer transformative potential for the hospitality and tourism industry by creating new services with improved processes for the suppliers and additional values for the tourists. However, the potentials of P2P accommodation in Nigeria's tourism sector are yet to be realized. This study therefore investigated tourists' motives and willingness to use Peer-to-Peer accommodation in Idanre community, Ondo State, Nigeria. Data was collected by administration of a well-structured questionnaire to 100 tourists purposively sampled in the study location. The data obtained were analyzed with both descriptive (percentages, charts, means, standard deviation) and inferential statistics (correlation and T-test). Findings from the study revealed that majority of the respondents at Idanre Hills were male 60%, within ages between 18- 45 years, visited with their families on holidays and were all Nigerians. Highest percentage (51%) of the tourists were first time visitors to Idanre Hill. Although awareness about Peer-to-Peer accommodation was very low amongst the respondents (84%), majority (64%) of the tourists were willing to adopt and use peer-to-peer accommodation. Moreover, the tourists were driven and motivated to use peer-to-peer accommodation largely because of two factors grouped as social motive (mean=4.06) and economic motive (mean=4.02). Provision of adequate safety measures by the host community for tourists, availability of peer-to-peer accommodation facilities in the community and possibility for host and tourists to share lifestyle that promote friendliness had the highest mean amongst the social motives while economic appeal of peer-to-peer accommodation services offering lower cost compared to conventional hotels and enhancement of local economy through peer-to-peer accommodation platform as a more sustainable business model were highest amongst the economic motives. However, the economic and social motivation factors for using peer-to-peer accommodation were not significantly different ( $p>0.05$ ). The key factors identified in this study could be harnessed and used for effective management decisions and policy formulation for sustainable development of tourist destinations in Nigeria.

**Keywords:** Peer-to-Peer, Accommodation, Tourist, Willingness, Community



<https://www.futa.edu.ng>



JOSTIR  
JOURNAL OF SCIENCE, TECHNOLOGY  
AND INNOVATION RESEARCH  
<https://jostir.futa.edu.ng>

## 1 | Introduction

Tourism is recognized as one of the most important sectors of development in all countries, providing a significant source of income, jobs, and wealth creation.

Tourism is heavily reliant on the quality and quantity of available lodging facilities. Accommodation is the most significant component of total tourist spending (Guttentag, 2015). For example, according to Eurostat in 2018, lodging accounted

for 37% of tourism expenditure for Europeans, making it an essential part of travel expenditures (Martínez-García & Raya, 2008). The rapid development and diversity of lodging options has exacerbated tourist decision making and increased competitiveness in the accommodation sector (Tsai *et al.*, 2009). Traditionally, competition was limited to conventional forms of lodging, such as star-rated hotels. However, in addition to traditional accommodation options, competition is coming from other types of accommodation that emanated from the sharing economy.

Peer-to-peer accommodation (P2P) facilitated by sharing economy platforms is predicted to threaten traditional forms of accommodation and transform the hospitality and tourism sectors (Sigala, 2017; Fang *et al.*, 2016). In the year 2018, P2P accommodation accounted for approximately 7% of global accommodation, and the anticipated yearly global growth rate is estimated at 31% between 2013 and 2025, for global P2P accommodation, which is six times the growth rate of the traditional hostel and bed-and-breakfasts (Hall *et al.*, 2020; World Bank Group, 2018).

Collaborative consumption of accommodation is becoming prevalent in many developed countries. Peer-to-peer accommodation also referred to as the shared economy or collaborative consumption, is an activity that involves acquiring, offering or sharing access to goods and services. An economic system that works when assets or services are shared between individuals, either for free or at a cost. Peer-to-peer accommodation platforms are an extension of commercial, second homes, and homestays (Adamiak, 2022; Müller & Hall, 2018) that are distinguished by being a private lodging with permanent residents, providing guests accommodation and breakfast before they depart (Marques & Gondim, 2019). Tourists engage in collaborative activities by renting, lending,

trading, bartering, or exchanging goods, services, transit options, space, or money (Möhlmann, 2015). Emerging as one of the 65 pioneering tourism and hospitality industries for its growth, as it allows individuals to share their homes, automobiles, meals, and professional knowledge with tourists/guests visiting the destinations.

The sharing model focuses on the values created by consumers when sharing goods and services and considers tourist as providers and users through digital platform (Benoit, *et al.*, 2017; Heo, 2016). Although operating in multiple sectors, Peer-to-peer (P2P) platforms are strongly considered important in the hospitality industry (Liu *et al.* 2019). The tourism industry is currently improving through collaborative consumption, as more tourists use peer-to-peer (P2P) services like Airbnb and Uber. Understanding this trend, firms such as Airbnb, Vrbo, HomeAway, FlipKey, Couchsurfing, and Roomorama have developed online opportunities for people to rent out their entire house or bedrooms to travellers looking for alternatives to conventional lodging (Tussyadiah & Zach, 2017). This platform can create employment, provide low-cost lodging, and extend tourists' stays (Dolnicar, 2018). It is among the major global developments that is revolutionizing the tourism industry by introducing changes in almost every aspect, including the way people travel, stay, and live their experiences at the destination (Kuhzady *et al.*, 2020).

Sustainable tourism integrates competitive and socially responsible tourism enterprises, the ability for all residents to participate in tourism, decent employment possibilities in the industry, and the benefit of tourism-related activities for the local community. Peer-to Peer (P2P) accommodation is a catalyst for sustainable tourism and a quicker means of improving the local economy through a

close partnership between local citizens and tourists (Möhlmann, 2015). Tourism organizations, tourists, and residents are all working together to co-create tourism experiences, which is a departure from the old approach (Fang et al., 2016). The emergence of new vendors into the market, as well as tourists' desire for new experiences, have resulted in a situation in which both organizations and individuals provide a diverse range of services. P2P accommodation encourages local residents to share their accommodation enabling tourists to enjoy destination 'like a local' (London & Partner, 2017). This is a sharing economy accommodation with the potential for tourists to achieve self-actualization where personalized experiences are generated through empathy between the host community and the visitors.

Nevertheless, P2P accommodation as an aspect of tourism well researched in developed countries but quite new in Nigeria. Its potentials are yet to be understood and tapped into in the nation's tourism industry. Studies showed that tourists often times hire accommodation in the urban centers at exorbitant cost and also risk the cost of transportation from the cities to the local destination and this is not without some enormous security threats. Researches have also shown that tourists enjoy better rates, local experience, facilities and the chance to reside in a destination location. Despite the prospect of using the P2P accommodation facility for economic growth it is under researched. This study therefore investigated the opinions of tourists on peer-to-peer accommodation, their awareness, willingness to use and motivation behind their intention to use peer-to-peer accommodation in the host community of Idanre Hills Nigeria.

## 2. | METHODOLOGY

This study carried out in Idanre Hills, Idanre Local Government Area, Ondo State, Nigeria. Idanre is

located in latitude 9°8'N of the equator and longitude 5°5'E of the Greenwich meridian, with a terrain elevation ranging from 286 to 500m (Ogunbodede, 2012). The Idanre Hills are composed of high plains with beautiful valleys dotted with inselbergs about 3000 feet above sea level (UNESCO, 2007). Oke Idanre, also known as Idanre Hills, is located in the historic town of Idanre in Ondo State, Southwestern Nigeria. The National Commission for Museums and Monuments nominated it, and it was added to UNESCO's tentative list on October 8, 2007. Idanre Hills occupy a radius of roughly 50 kilometers.

"Idanre" is located at the foot of the magnificent Idanre Hill, which has distinctive cultural and natural significance and draws a large number of visitors. The town lies around 20 kilometers (12 miles) southeast of Akure, the state capital, and has an area of 1,914 kilometers (739 square miles) and a population of 129,024 as of the 2006 census, according to the National Population Commission, with a projected population of 183,093 in 2020. The town is dominated by the Yoruba-speaking tribe that specializes in agriculture and trade. Idanre is divided controversially under the three-leader rule into three localities: Atosin, Alade, and Odode (Ode-Idanre) (Ondo State Tourism Board 2010). It features strong bio-physical and landform qualities, which when combined with the physical traits created an enduring cultural landscape. According to UNESCO World Heritage (2007), the authenticity and/or dignity of Idanre Hills is demonstrated by its status as one of Ondo State's and Nigeria's most stunning and magnificent natural landscapes.

### 2.1 | Method of Data Collection

The population for the study comprises of the tourists visiting Idanre Hills. Instrument for data collection is a well-structured questionnaire to measure both independent and dependent

variables. A convenient sampling technique was used to obtain a sample size of 100 tourists who responded to the administered questionnaire for the study. Purposive sampling technique was adopted in the selection of respondents for questionnaire administration based on their willingness to participate in the study. The questionnaire was given to experts in hospitality and tourism for validation, observations and correction were incorporated into the final copy. A pilot test involving respondents who did not form part of the final research were used for pre-test to obtain the reliability of the instrument to be used. Based on the face validity and expert judgment rating, some items were restructured while some were removed. Cronbach Alpha was used to ascertain the consistency of the instrument and reliability coefficient of 0.79 indicated that the items were valid and reliable.

### 2.3 | Data Analysis

Both descriptive and inferential statistics were used to present the results, descriptive analysis in the form of tables, percentages, charts, means and standard deviation while correlation and T-test were used as inferential statistics for the stated hypotheses with SPSS Version 23 (Statistical Package for Social Sciences).

## 3 | RESULTS

### 3.1 | Demographic Characteristics of Tourists in Idanre Hills

The Demographic characteristics of the respondents in Table 1 show that 60% were male while 40% were female. Also 3.0% were less than 18 years, 27% were within the ages 18-23, 38% were 26-35, 14% were 36-45, 13% were 46-55 while 5% were 55 years and above. Highest percentage (43%) work in the public sector, 15% private, 14% were self-employed, 23% were students while 5% were unemployed. Monthly income of respondents had 8% with no income, 16% earned N31,000-50,000, 17% earned within

N 51,000-100,000, 23% were earning N 101,000-150,000, 7% had N151,000-200,000 and 5% earned above N200,000. All respondents (100%) were Nigerians.

### Tourists Visit Characteristics to Idanre Hills

Table 2 revealed that 51% were first time tourists, 23% were visitation for the Second time while 26% had visited for more than three times. Majority of the respondents (33%) visited as Group Tour, 31% were accompanied by their families, and 23% visited with friends, 10% were alone while 3% visited with their spouses. Their purpose of visits were pleasure/holiday (71%), business 4%, conference/meeting 11%, educational tour (12%) and 2% were on excursion.

### Tourist Knowledge, Awareness of Peer-to-Peer (P2P) Accommodation and Participation

Figure 3 present tourists' knowledge about P2P accommodation, 11% were very knowledgeable, 40% knowledgeable, 27% were somewhat knowledgeable, 22% were not knowledgeable. Majority (84%) were not aware and 16% were aware (Figure 4). Also in Figure 5, 93% have never participated or used peer-to-peer accommodation and 7% have participated.

### Adoption and Willingness of Tourist to Use Peer to Peer Accommodation

As presented in Figure 6, 64% of the respondents were willing to adopt and use P2P accommodation platform while 36% were unwilling. Moreover, 45% of the tourists prefer to use rented apartment, 30% wants houseowner apartment, community apartment (17%), family house apartment (7%) and 1% did not want any of the P2P accommodation platform (Figure 7).

### Key motivation factors for the use of P2P Accommodation within Idanre Community

Table 3 show tourists' motives for the use of peer-to-peer accommodation. The mean score ranged from

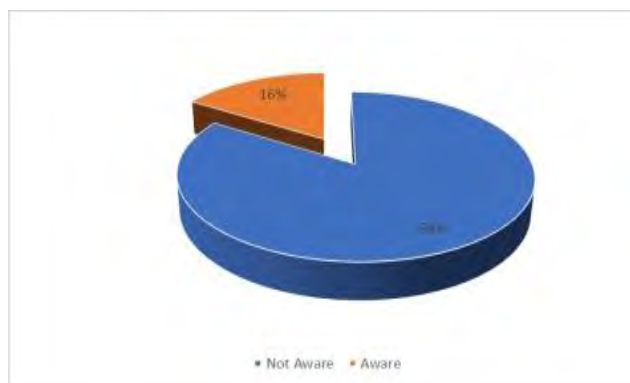




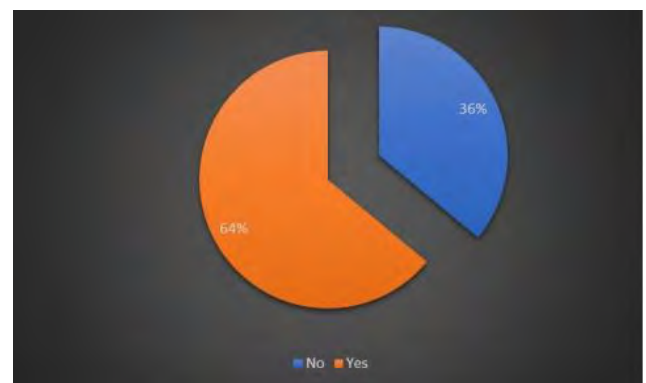
**Figure 3** | Tourist Knowledge about Peer-to-Peer Accommodation



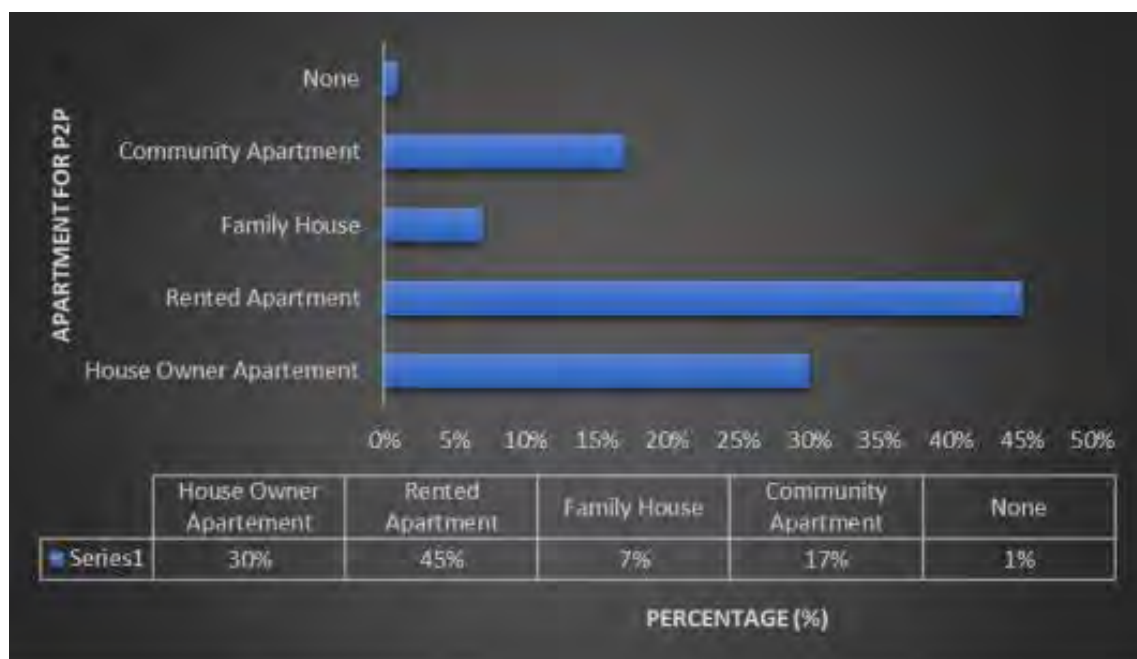
**Figure 5** | Tourists' Participation/engagement in Peer-to-Peer Accommodation



**Figure 4** | Tourist Awareness about Peer-to-Peer Accommodation



**Figure 6** | Tourists' willingness to adopt and use Peer-to-Peer Accommodation



**Figure 7** | Respondents Preference for P2P Accommodation in Idanre Community

**Table 1 | Demographic characteristics of respondents in Idanre Hills**

<b>Variables</b>	<b>Frequency (N=100)</b>	<b>Percentage %</b>
<b>Gender</b>		
Male	60.0	60.0
Female	40.0	40.0
<b>Age</b>		
Less than 18	3.0	3.0
18-25	27.0	27.0
26-35	38.0	38.0
36-45	14.0	14.0
46-55	13.0	13.0
55 and above	5.0	5.0
<b>Occupation</b>		
Student	23.0	23.0
Self Employed	14.0	14.0
Private Sector	15.0	15.0
Public Sector	43.0	43.0
Unemployed	5.0	5.0
<b>Monthly Income</b>		
No income	8.0	8.0
Less than 30,000	16.0	16.0
31,000-50,000	17.0	17.0
51,000-100,000	24.0	24.0
101,000-150,000	23.0	23.0
151,000-200,000	7.0	7.0
Above 200,000	5.0	5.0
<b>Nationality</b>		
Nigerian	100.0	100.0

**Source: Field Survey, 2022**

**Table 2 | Tourists Visit Characteristics to Idanre Hills**

<b>Variables</b>	<b>Frequency (N=100)</b>	<b>Percentage %</b>
<b>Frequency of Visit</b>		
First	51	51
Second	23	23
More than 3 times	26	26
<b>Visit Company</b>		
Alone	10	10
Spouse	3	3
Family	31	31
Friends	23	23
Group Tour	33	33
<b>Purpose of Visit</b>		
Pleasure/Holiday	71	71
Business	4	4
Conference/Meeting	11	11
Educational Tour	12	12
Excursion	2	2

4.16-3.94. The motivation factors were categorized into two: the Social and economic motives. The Social motive, adequate safety measures to be provided by the host and the community for tourist to sustain P2P accommodation platform had the highest mean (4.16) while interaction with community residents which augments the tourism experience had the lowest mean (3.95). Other social motivations for the use of P2P accommodation in the community as opined by the tourists include availability of peer- to-peer accommodation facilities at the destination (4.15), Peer to peer accommodation

can boost the tourism appeal of rural areas (4.04), Social interaction and exchange are possible as hosts and tourists share life styles that promote friendliness (3.99). The economic appeal had peer-to-peer accommodation services will be offering lower cost compared to conventional hotels as the highest mean (4.13) which was followed by enhancement of local economy through P2P accommodation platform as a more sustainable business model (3.99), tourists are provided with a higher quality and enabling environment for Peer-to-Peer accommodation experiences which maximizes revenue for the locals. (3.94).

**Table 3 | Motivation for use of Peer-to Peer Accommodation amongst Tourists**

<b>Motivation factors</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>Mean</b>	<b>Std. Dev.</b>
<b>Social Motives</b>							
Availability of Peer-to-Peer accommodation facilities in the community	43	38	12	5	2	4.15	0.96
Interaction with community residents which augments the tourism experience	21	56	20	3	0	3.95	0.73
Social interaction and exchange are possible as hosts and tourists share life styles that promote friendliness	24	51	25	0	0	3.99	0.70
Peer to peer accommodation can boost the tourism appeal of rural areas	29	46	25	0	0	4.04	0.74
Adequate safety measures to be provided by the host and the community for tourist to sustain P2P accommodation platform	39	41	18	1	1	4.16	0.83
<b>Mean</b>						<b>4.06</b>	<b>0.44</b>
<b>Economic Motives</b>							
Peer-to-Peer accommodation services will be offering lower cost compared to conventional hotels (Economic Savings)	36	41	23	0	0	4.13	0.76
Enhancement of local economy through P2P accommodation platform as a more sustainable business model	24	53	21	2	0	3.99	0.73
Tourists are provided with a higher quality and enabling environment for Peer-to-Peer accommodation experiences which maximize revenue for the locals.	17	61	21	1	0	3.94	0
<b>Mean</b>						<b>4.02</b>	<b>0.44</b>



**Table 4 | Relationship between awareness of peer-to-peer accommodation and willingness to use**

Variables	Correlation	Sig	Decision
Awareness	0.16	0.12	NS
p>0.05, NS - Not Significant			

**Table 5 | Test of significance in Tourist Motives for the use Peer-to-Peer Accommodation in Idanre Community**

Motivation Factors	Values
Social Motives	4.06 ± 0.44
Economic Motives	4.02 ± 0.44
T value	0.87
Sig	0.39
Not Significant at p>0.05	

The result of the tested hypothesis as presented in Table 4 shows that there is no significant association between awareness of peer-to-peer accommodation and willingness to use the platform ( $r = 0.16$ ,  $p > 0.05$ ). Also, Table 5 presents the difference between tourist social and economic motives for the use of P2P accommodation in Idanre community. Since the significant . value which is 0.39 is greater than 0.05, the null hypothesis is accepted that there is no significant difference between tourist social and economic motives ( $t = 0.87$ ,  $p > 0.05$ ) for the use of P2P accommodation in Idanre community.

#### 4 | DISCUSSION

Findings from this study revealed that majority of the tourists at Idanre Hills were male which agrees with the results obtained by Ogunjinmi *et al.*, (2019) on motivation and place attachment of tourists in Idanre Hills where male outnumbered

the females. They were more within ages between 18- 45 which is an indication that they are young, active with the strength to partake in tourism activities with older people less represented as observed in Idanre Hill by Ogunbodede (2012). Also, most of the respondents are employed in the public sector while 23% were students. There was a greater dispersion in terms of income, the highest percentage earn between 51,000 to 150,000. All the respondents were Nigerians.

Visit characteristics of respondents revealed that first time visitors were more and this might be due to the uniqueness of the site as a major tourist attraction site in Ondo State while the state ministry of culture and tourism and other NGO have helped with the publicity of the site as well as its enlistment as a tentative World Heritage site and a must-see attraction in the state (WHV, 2011).

Repeat visitors, patronizing for the second or more than three times do so for their satisfaction with the attractions in Idanre Hills. This further confirms the assertion that satisfaction is a vital element in the survival of any tourism attraction/facility or destination (Neal & Gursay, 2008), as it plays a significant role in the tourist deciding whether to recommend a place to others or to revisit the sites. Group tour was highest amongst the visit company of respondent, followed by families and friends and majority had their purpose as visit as for pleasure/holiday/recreation and educational tour. This corroborates the findings of Adetola *et al.* (2016) and Arowosafe, (2013) in Idanre Hills Ondo State, Nigeria.

Although awareness about Peer-to-Peer accommodation was very low amongst the respondents, their knowledge about the concept is considerably high and varied amongst the tourists. This could be attributed to it being an area that is quite new and as an emerging trend which primarily aimed at being a private lodging, with permanent residents, offering guests accommodation (Marques & Gondim). Only 7% of the tourist have participated and used P2P accommodation, however, 64% are willing to patronize and use the P2P accommodation platform and majority will prefer to lodge in rented apartment, house owner's apartment and community apartment respectively which aligns with the principle of Frenken (2017) that more benefit is derived through P2P platform from underutilized assets, because the owner can cede their use to someone else. This corroborate the ascertainment that consumer are willing to try out new brands and are more open to new ways of accessing what they need (Botsman & Rogers, 2011; Bardhi & Eckhardt, 2012)

The Social motive for the use of peer-to peer accommodation amongst the respondents in Idanre Hills was driven by adequate safety measures to be provided by the host and the community for tourist to sustain P2P accommodation, availability of peer- to-peer accommodation facilities at the destination, peer to peer accommodation boosting the tourism appeal of rural areas, possibility for social interaction and exchange as hosts and tourists share life styles that promote friendliness and interaction with community residents which agrees with Delgado *et al.*, (2023) motivation that most influences the use of these P2P platforms is a sense of belonging. In addition, economic appeal of peer-to-peer accommodation services offering lower cost compared to conventional hotels and provision of higher quality and enabling environment for Peer-to-Peer accommodation experiences which maximizes revenue for the locals agrees with Tussyadiah and Pesonen (2016) found that obtaining quality accommodation at a lower cost drove American travelers to opt for P2P accommodation, a finding consistent with the inexpensive appeal of collaborative consumption as established by (Guttentag, 2013; Lamberton & Rose, 2012; Owyang, 2013; Sacks, 2011). Contrary to what Hamari *et al.* (2016) imply, the decision to use collaborative consumption is not driven by rational financial considerations.

Airbnb (2015) also discovered that many hosts utilize the rental money to pay their mortgage (i.e., to remain in their present home) and other living expenditures. Consequently, peer-to-peer accommodation networks benefit the local economy and produce income that is essential for the local residents. The study further revealed that

the null hypothesis is valid for no significant association between awareness of peer-to-peer accommodation and willingness to use, as awareness of P2P accommodation does not predict intention/willingness to use which according to PricewaterhouseCooper (2015), 44% of American adults are familiar with the sharing economy. According to Travel Weekly (2014), only about 8% of people in North America (and 11% in Europe) rented peer-to-peer lodging in the first quarter of 2014. As a result, it is predicted that peer-to-peer accommodation users will have varied levels of use experience, including both new and experienced users.

Participating in collaborative consumption enables people to form and sustain social ties. Using peer-to-peer accommodation allows travelers to communicate directly with hosts (i.e., local inhabitants) and connect with local communities (Guttentag 2013). Peer-to-peer housing appeals to travelers socially since it allows them to enjoy unique local experiences. There is no significant difference between tourist social and economic motives for the use of P2P accommodation in Idanre community implies that P2P accommodations combine commercial value and functional, enjoyable or social experiences as posited by (Ikkala & Lampinen 2014).

#### **4 | Conclusion**

This study provided baseline information on the emerging peer-to-peer accommodation platform, adoption and willingness of tourist to use and the motive behind the use of peer-to-peer accommodation within Idanre community. Findings from this study show that awareness of peer-to-peer accommodation was very low amongst the tourists, their knowledge about the

concept is considerably high and varied while just few of them have participated and use P2P accommodation platforms. However, considerable number are willing to adopt, patronize and use P2P accommodation within Idanre community. Tourists were motivated to adopt the use of peer-to-peer accommodation largely because of two key factors grouped as social and economic motives. Adequate safety measures to be provided by the host and community for tourists, availability of Peer-to-Peer accommodation facilities in the community, P2P potential to boost the tourism appeal of rural areas, social interaction and exchange made possible as hosts and tourists share life styles that promote friendliness which augments their tourism experience were the social appeal. Cost savings, enhancement of local economy and P2P accommodation potentials to maximize revenue for the locals are the economic appeal. Verified by the tested hypothesis, P2P accommodations combined commercial value and functional, enjoyable social connection motives for tourist participation in collaborative consumption.

The study adds to the notion that participation in collaborative schemes is fully in the consumers' self-interest whilst offering positive social and economic impact in the host communities. The ability of Peer-to-Peer accommodation to enlist the host community's support in collaborative consumption, management and long-term development of tourist destinations was evidenced. Based on the explosive growth of tourism and hospitality businesses adopting the sharing economy model, assessing the motives behind the use of peer -to- peer accommodation among tourists in Idanre community, Ondo State

Nigeria in this study provided basis for the travel and hospitality sectors as well as tourism

destinations to respond to the growing trend with relevant management decisions and policies.

## References

- Adamiak, C. (2022). Current state and development of Airbnb accommodation offer in 167 countries. *Current Issues in Tourism*, 25(19), 3131-3149.
- Adetola B. O., Adewumi I. B., Olonimoyo, H. T. (2016). Tourist Satisfaction with Attractions of Idanre Hills, Ondo State, Nigeria. *American Journal of Tourism Management*, 5(1): 1-8
- Airbnb (2015). "Airbnb Economic Impact." <http://blog.airbnb.com/economic-impact-airbnb/> (accessed February 2, 2015).
- Arowosafe, F. C., Agbelusi, E. A., and Omole, F. K. (2013), Infrastructural development as a veritable tool for tourism development in Ondo state., *Journal of Tourism, Hospitality and Sports*, 1, 36-42.
- Bardhi F. & Eckhardt, G.M. (2012) G.M. Access-based consumption: The case of car sharing. *J. Consum. Res.* 2012, 39, 881–898
- Benoit, S., Baker, T. L., Bolton, R. N., Gruber, T. & Kandampully, J. (2017), "A triadic framework for collaborative consumption (CC): Motives, activities and resources and capabilities of actors", *Journal of Business Research*, Vol. 79 No. 10, pp. 219-227.
- Botsman R. & Rogers R. (2011). What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live. Revised Edition, HarperCollins Publishers, 304 pp.
- Ogunjinmi, A. A., Shaibu, A. H., Ojo, V. A., & Ajayi, F. C. (2019). Motivation and Place Attachment of Tourists in Idanre Hills, Nigeria. *Journal of Tourism and Heritage Studies*, 8(2), 151-165.
- Cohen, B., & Kietzmann, J. (2014). Ride On! mobility business models for the sharing economy. *Organization & Environment*, 27(3), 279–296
- Delgado, A. C., Soares, R. R., & Proença, J. F. (2023). Motivations for Peer-to-Peer Accommodation: Exploring Sustainable Choices in Collaborative Consumption. *Sustainability*, 15(13), 10276. <https://doi.org/10.3390/su151310276>
- Dolnicar, S. (2018). Unique features of peer-to-peer accommodation networks. In S. Dolnicar (Ed.), *Peer-to-peer accommodation networks: Pushing the boundaries*. Goodfellow Publishers, 1–14.
- Fang B, Ye Q, & Law R (2016). Effect of sharing economy on tourism industry employment. *Annals of Tourism Research*, 57:264-267.
- Frenken, K. (2017). Political economies and environmental futures for the sharing economy. *Philos. Trans. R. Soc. A Math. Phys. Eng. Sci.*, 375, 20160367.
- Guttentag D (2013) Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*. DOI: 10.1080/13683500.2013.827159
- Guttentag D. (2015): Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector, *Current Issues in Tourism*, 18(12), 1192-1217. Available at: <http://dx.doi.org/10.1080/13683500.2013.827159> [accessed 03 July 2016]
- Hall, C. M., & Williams, A. M. (2019). *Tourism and innovation*. Routledge.
- Hamari, J.; Sjöklint, M. & Ukkonen, A. (2016). The sharing economy: Why people



- participate in collaborative consumption. *J. Assoc. Inf. Sci. Technol.* 67, 2047–2059.
- Heo, Y. (2016), “Sharing economy and prospects in tourism research”, *Annals of Tourism Research*, 58(5), 166-170
- Ikkala, T., & Lampinen, A. (2014). Defining the price of hospitality: Networked hospitality exchange via Airbnb. In *Proceedings of the companion publication of the 17th ACM conference on computer supported cooperative work & social computing*. ACM, Baltimore, MD, 173–176
- Kuhzady, S.; Seyfi, S. & Béal, L. (2020). Peer-to-peer (P2P) accommodation in the sharing economy: A review. *Curr. Issues Tour*, 1–16
- Lamberton, C.P & Rose, R.L. (2012). When is ours better than mine? A framework for understanding and altering participation in commercial sharing systems. *J. Mark.* 2012, 76, 109–125.
- Liu, Y. L., Yuen, T. W. & Jiang, H. L. (2019), “An experimental study of consumption orientations, environmental sustainability advertising and home-sharing adoption intentions”, *International Journal of Contemporary Hospitality Management*, 31 (12), 4605-46
- London & Partners. (2017). A Tourism Vision for London. Available at [http://files.londonandpartners.com/l-and-p/assets/london\\_tourism\\_vision\\_aug\\_2017.pdf](http://files.londonandpartners.com/l-and-p/assets/london_tourism_vision_aug_2017.pdf).
- Marques, L., & Gondim M. B. (2019). Network relationality in the tourism experience: Staging sociality in homestays. *Current Issues in Tourism*, 23(9), 1153–1165
- Martínez-García, E., & Raya, J. M. (2008). Length of stay for low-cost tourism. *Tourism management*, 29(6), 1064-1075.
- Möhlmann, M. (2015). “Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again”, *Journal of Consumer Behaviour*, 14(3), 193-207
- Muller, D. K., & Hall C.M. (2018). From common ground to elite and commercial landscape. In C. M. Hall, & D. K. Muller (Eds.). *The Routledge handbook of second home tourism and mobility* (115-121). Routledge.
- Neal, J.D. and Gursoy, D. (2008). A multifaceted analysis of tourism satisfaction. *Journal of Travel Research*, 47: 53-62.
- Ogunbodede, E. F., (2012), Patronage pattern of tourists to Idanre hills and its implications for tourism development in Nigeria. *Journal of Environmental Research and Development*, 6 (3A), 908-915.
- Ondo State Tourism Board, (2010), Tourism in Ondo State, Ondo State Tourism Board, Ministry of Culture and Tourism, Ondo State
- Owyang, J. (2013). Sharing Is the New Buying, Winning in the Collaborative Economy. Available online: <http://www.webstrategist.com/blog/2014/03/03/report-sharing-is-the-new-buying-winning-in-the-collaborative-economy/> accessed on 5 March 2018.
- Price waterhouse Cooper. (2015). “The Sharing Economy. Consumer Intelligence Series.” <http://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligenceseries/assets/pwc-cis-sharing-economy.pdf> (accessed May 5, 2015).
- Sacks, D. (2011). The sharing economy. Fast Company. Available at: <http://www.fastcompany.com/1747551/sharing-economy> (accessed 08/08/2014).
- Sigala, M. (2017). Collaborative commerce in tourism: Implications for research and industry. *Current Issues in Tourism*, 20(4), 346–355
- Travel Weekly (2014), August. “Travel Weekly: Consumer Trends 2014.”



- <http://travelweekly.texterity.com/travelweekly/20140811>.
- Tsai, H., Song, H., & Wong, K. K. (2009). Tourism and hotel competitiveness research. *Journal of Travel & Tourism Marketing*, 26(5-6), 522–546
- Tussyadiah I P. (2016). Factors of satisfaction and intention to use peer-to-peer accommodation. *International Journal of Hospitality Management*, 55:70-80.
- Tussyadiah, I. P., & Zach, F. (2017). Identifying salient attributes of peer-to-peer accommodation experience. *Journal of Travel & Tourism Marketing*, 34(5), 636–652
- UNESCO (2007) Oke Idanre (Idanre Hill). [Online]. Available: <http://whc.unesco.org/en/tentativelists/5169/>
- WHV, 2011, Oke Idanre (Idanre Hills), Nigeria. World Heritage Volunteers. [Online]. Available: [whc.unesco.org/document/106789](http://whc.unesco.org/document/106789)
- World Bank Group (2018). 'Tourism and the Sharing Economy: Policy & Potential of Sustainable P2P Accommodation.' Washington, DC: World Bank.