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Sharing Business Models in Tourism: A Cultural Sustainability View

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Abstract

The sharing business model (SBM) has introduced a new type of business model that combines collaborative technologies with idle resources to improve product and service utilization efficiency. However, in recent years, the sharing economy has had a tremendous impact on the tourism business. While some initially suggest that the sharing economy (SE) is beneficial to sustainability, we believe that extensive adoption may have unwanted consequences due to negative cultural effects in tourism. This study uses a thematic analysis to classify SBM's cultural dark side. Using a systematic literature review approach and the PRISMA protocol on 117 eligible papers, we identify ten negative cultural effects: nuisance for local residents, unethical practices, perceived risk, social inequality, customer misbehavior, safety concerns, employee rights violations, lobbying, consumerism, and overcrowding. These negative effects are impacting tourism's cultural sustainability. We also help to develop a framework for SBM's cultural sustainability in tourism. The framework suggests some cultural sustainability strategies, such as affordable and accessible products, the development of a niche market, local empowerment, simple production, and ease of use. We address the theoretical and practical implications, as well as the limitations. Finally, we discussed future research in three major directions.

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Introduction

The SE, or collaborative consumption, is a new business model that integrates collaboration, technology, and the desire to make products and services more efficient (Belk, 2014; Faraji et al., 2023; Octavia et al., 2022). The sharing economy has firmly established itself in the tourism industry, becoming a fundamental aspect of how individuals find and utilize temporary accommodations when away from their own homes (Coffay et al., 2024; Coles, 2022). Currently, it is evident that the sharing economy has a significant impact on the tourism industry (Ferjanić Hodak & Krajinović, 2020; Sutarya et al., 2024).

It is claimed that the SE contributes to more sustainable consumption (Heinrichs, 2013; Martin, 2016). It is believed that by promoting access to commodities rather than ownership, net consumption is decreased (Belk, 2014; Curtis & Mont, 2020; Palgan & Mont, 2023), minimizing net production, enhancing material efficiency, and bringing other social and economic advantages. This could decrease resource consumption and greenhouse gas emissions (Acquier et al., 2017; Hamari et al., 2016; Melander & Wallström, 2023).

In contrast, the SE may negatively affect sustainability consequences due to negative effects; net consumption may rise; and existing sharing practices may have negative effects in tourism. (Curtis & Mont, 2020; Mosaad et al., 2023; Plepys & Singh, 2019; Schor, 2016). Notable are the unanticipated negative consequences of SE in tourism (Babakhani et al., 2023; Govindan et al., 2020; Nozari et al., 2021). The issue is that the SE does not guarantee sustainability in tourism; it can promote sustainable activities while also bolstering the presence of unsustainable systems (Babakhani & Imani Khoshkhou, 2024; Dabbous & Tarhini, 2021; Fakhimi et al., 2024; Martin, 2016).

Few studies have studied the negative effects that may emerge in the SE, although there is a growing interest in this field among practitioners, and academics, especially in tourism (Chatterjee et al., 2022; Chatterjee et al., 2023; Griffiths et al., 2019; Nieuwland & Van Melik, 2020). There is a need for additional studies on the relationship between the SE and sustainability in tourism (Nadalipour et al., 2022), and there is currently a paucity of research on the SBM (Cheng, 2016; Gerwe et al., 2022; Govindan et al., 2020; Laukkanen & Tura, 2020; Mosaad et al., 2023). This research aims to shed light on SE and its negative cultural impacts on tourism by addressing the following questions:

RQ1. What are the negative cultural effects of the SBM on tourism? And how to classify them?

RQ2. How can SBM tackle the negative cultural effects of the SE and be transformed into a sustainable practice?

RQ3. What is the future research agenda for SE and SBM in tourism?

We conducted a systematic literature review to address the aforementioned questions. The PRISMA protocol supported the review procedure. This research contributes in three ways to a better understanding of SBM in tourism. First, this study provides a thematic analysis of the negative cultural

effects of SBM. Consequently, the most prevalent negative cultural effects are discovered and discussed. Second, we contribute by developing an integrative framework for SBM's cultural sustainability in tourism. In addition, it describes the cultural sustainability strategies of the SBM. Third, we highlight potential directions for further research.

Thus, the aim of this study is to investigate and classify the negative cultural effects that can arise from SE in tourism. In addition, an integrative framework was developed in order to obtain deeper knowledge by defining sustainable SBM strategies. This study concludes with a discussion of potential topics for further research. The remaining sections of the study are organized as follows: Section 2 describes the research methodology. Section 3 discusses the results of a thematic analysis and proposes an integrative framework for SBM in tourism. Section 4 concludes the study, and Section 5 discusses the implications, limitations, and future directions for researchers.

1. Methodology.

We opted to utilize the systematic literature review methodology due to its capability to systematically identify, choose, strategically assess, and synthesize existing literature in a meticulous, clear, and reproducible manner. This approach allows us to draw robust insights about the knowledge and gaps in the research area under review (Tranfield et al., 2003; Vrontis & Christofi, 2021). In this paper, we provide a detailed explanation of the development of three main research questions. Snyder (2019) stated that a systematic literature review is a highly effective tool for addressing a wide range of research inquiries. Systematic reviews are necessary, especially in interdisciplinary research areas like business and tourism studies (Kolotylo-Kulkarni et al., 2021; Moher et al., 2009; Snyder, 2019). We performed a systematic literature search using certain criteria for article selection to assure the review's accuracy and dependability. To characterize the information flow, we utilized a PRISMA protocol (Moher et al., 2009). As depicted in Figure 1, this protocol consists of four distinct steps: identification, screening, eligibility, and inclusion. These phases provide a comprehensive framework for conducting the review method (Lim et al., 2021).

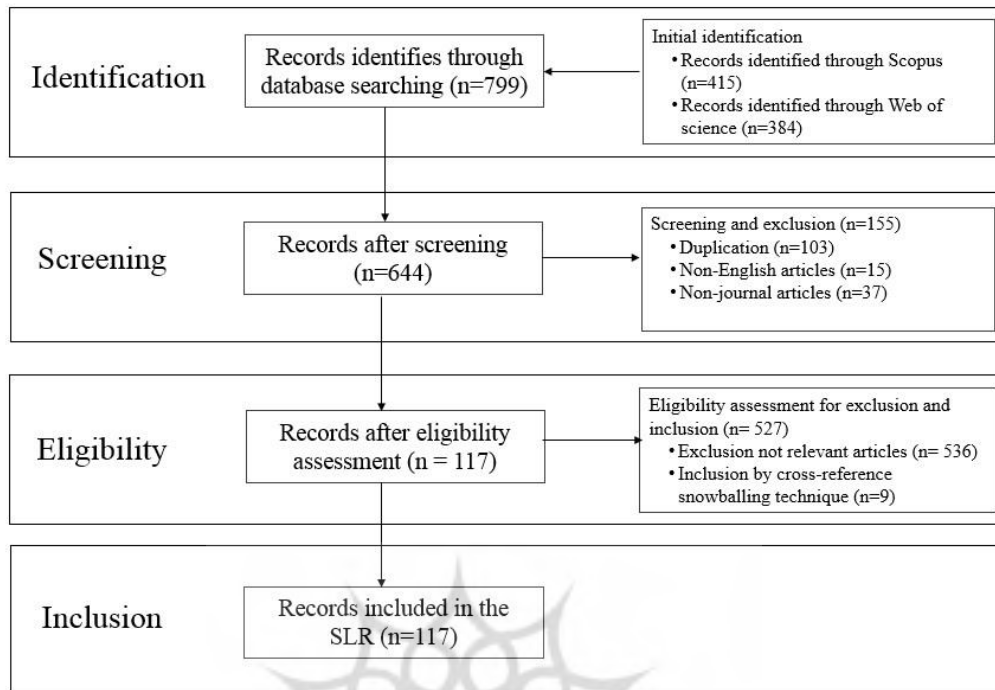


Figure 1. The PRISMA protocol

1.1. Identification

As an identification stage, Scopus and Web of Science were the primary databases searched to provide the broadest possible coverage of the relevant literature. Despite the Web of Science's reputation as a reliable source, we selected Scopus for triangulation due to its breadth and capacity. No time limitation was applied. Prior to July 2024, all publications were evaluated for search. We performed a search of the scientific literature employing keywords from titles, abstracts, and keywords. We conducted a literature search using the keywords "sharing econom*" OR "collaborative consumpt*" OR "platform econom*" OR "peer-to-peer econom*" AND "business model" AND "sustainab" AND "tourism" from the titles, abstracts, and keywords. Consequently, the initial Scopus and Web of Science searches generated 799 records.

1.2. Screening

We designated duplicate copies, non-English, and non-journal articles as exclusion criteria during the screening stage. To improve the analysis process and enhance the quality of the included papers, we ignore non-English and non-journal papers. Thus, the three criteria for exclusion resulted in the removal of 155 articles. Finally, 644 articles were retained after screening.

1.3. Eligibility

The eligibility stage was carried out based on relevancy. A cursory examination uncovered 536 irrelevant articles for exclusion. A cross-reference snowballing technique was utilized to extend the final selection of articles, ensuring that relevant articles were included. Therefore, 9 additional articles were found appropriate for inclusion. This procedure was repeated to reduce human error and increase reliability. Finally, there were 527 articles excluded during the eligibility check.

1.4. Inclusion

The inclusion phase of a review entails checking and analyzing the content of all included articles. We had 117 articles to include in the review's content analysis. We manually arranged and categorized papers in an Excel spreadsheet based on the following criteria: article title, citation, publication year, journal name, ABS journal ranking, methodology, region/sector context, and the paper's remarkable highlights.

2. Finding

All four authors conducted the coding procedure. Initially, we independently coded each article to guarantee interpretive validity and reliability (Gioia et al., 2013). Subsequently, we conducted a cross-check of the results and engaged in a pair discussion. We addressed any discrepancies with the entire team. The researchers subsequently conducted an exhaustive analysis of the results and aggregated them to enhance the reliability of the intercoder.

2.1. Thematic analysis

The primary objective of this study is to explore and categorize the negative cultural effects that can be generated by SE in tourism. To address RQ1, a thematic analysis provides an informative taxonomy of the dark sides of the SE. We organized the thematic analysis based on the type of negative cultural effects. We classified 10 subthemes for negative cultural effects of SBM in tourism. These subthemes include nuisance for local residents, unethical practices, perceived risk, social inequality, customer misbehavior, safety concerns, employee rights violation, lobbying, consumerism, and overcrowding. Figure 2 outlines a thematic map that indicates the negative cultural effects of SBM.



Figure 2. Thematic map for negative cultural effects

2. 1.1. Negative cultural effects of SBM in tourism

Negative cultural effects are a source of concern for SBMs in tourism. Native residents all across the world have started to warn about Airbnb's negative impacts on their communities (Hang et al., 2019). Complaints about nuisance range from disturbances created by visitors, such as noisy parties and intoxicated behavior to problems with traffic, etc. (Frenken & Schor, 2019; Gurran & Phibbs, 2017; Nieuwland & Van Melik, 2020).

Additionally, concerns have been raised about unethical practices by main competitors (Etter et al., 2019; Sutarya, 2023), which could be caused by the misuse of data, human resources, intellectual property, etc. Some businesses that participate in the SE have been proven to have misappropriated the human resources, data, and intellectual property of other businesses. These activities are deemed unethical as they are unfair and immoral (Chatterjee et al., 2022; Lim, 2020).

Due to the limited availability of direct remedies for trust violations, trust plays a more important role in the SE (Acquier et al., 2017; Köbis et al., 2021). The SBM carries with it its own perceived risks (Barari et al., 2022; Govindan et al., 2020; Octavia et al., 2022; Schaefers et al., 2021). In this instance, it signifies a customer's subjective view that there is a possibility of incurring a loss in the pursuit of the desired result. Sharing underutilized resources in the SE poses risks and has a negative impact on service

providers. For example, with Uber and Airbnb, service providers must supply services to a stranger in their own home or vehicle, which may cause damage or financial loss (Kannisto, 2017; Sainaghi et al., 2021). Therefore, risk is inherent to the economic model of the SE for both customers and service providers in tourism (Barari et al., 2022; Schaefers et al., 2021).

The SE in tourism has given rise to social inequality. Individuals with lower socioeconomic status who lack access to cellphones may encounter difficulties in participating in the SE and taking advantage of its discounted rates on goods and services. Racial inequality, stemming from prejudice, is an example of social inequality (Bhatt et al., 2022; Hwang, 2019). Ameri et al. (2020) investigated the degree of availability of SE services for people with disabilities who are on a journey. The study demonstrated that individuals with blindness, intellectual disability, dwarfing, or injuries to the spine have a reduced likelihood of finding appropriate lodging on Airbnb with respect to individuals without disabilities.

Customer misbehavior may hinder SBMs by creating a negative effect on other customers, and a contagious effect on the behavior of many other customers in tourism (Schaefers et al., 2016). Initially, misbehavior damages the service provider if business property is wrecked and recovery expenses are incurred or if employee pleasure, motivation, and performance are greatly affected. Furthermore, the misbehavior of one customer may decrease the pleasure of other customers. In addition, rebellious customers may tacitly inspire others to participate in disobedience (Ma et al., 2018; Schaefers et al., 2016).

Incidents illustrating the risks and lack of safeguards, and other concerns experienced by customers have prompted critics to question the legitimacy of SBM services in tourism (Gao & Li, 2020; Li et al., 2019). Hwang (2019) mentioned some troubling and criminal instances of ride and home sharing. Thus, safety concerns include sporadic instances of risk and a lack of customer safety, e.g., allegations of rape and murder, noncompliance with health and safety rules. Additionally, during the recent COVID-19 pandemic, customers decided not to use SE services out of health and hygiene concerns (Hossain, 2021a).

SBM's job situation is unfavorable because they are classified as contractors instead of employees (Mosaad et al., 2023). The categorization of employees in sharing economy companies is a significant labor concern. Categorizing these people as contractors rather than employees raises a multitude of concerns: these workers lack a minimum wage, are unable to negotiate, are not covered by unemployment insurance, and do not receive overtime compensation. Regrettably, labor issues are widespread among SBMs that assert to emancipate workers, notably Uber. Uber designates its drivers as independent contractors, absolving itself of any obligation to provide them with insurance coverage and perks. Drivers do not receive any employer payment for Medicare or Social Security, nor do they receive any unemployment insurance. Additionally, drivers are responsible for covering their own

expenses (Hwang, 2019). So, certain SBMs do not offer consistent and conducive working environments for their employees. Employee rights violations are caused by factors such as inadequate working permits, ambiguous employee accountability, a lack of transparency, and low salaries (Ciulli & Kolk, 2019; Dreyer et al., 2017; Hwang, 2019; Šiuškaitė et al., 2019).

Major platforms have hijacked the original story of sharing actions in order to advance their own economic agendas through typical lobbying methods (Codagnone, 2017). Hwang (2019) provided evidence that Airbnb actively participates in lobbying and other political activities within the travel sector. Additionally, Slee (2016) announced that Uber typically evades regulatory frameworks by amassing substantial funds for legal representation and lobbying.

Seemingly, the SE can combat overconsumption while boosting social interactions within communities (Cocquyt et al., 2020). However, the SE is challenged because some point to its negative effects, such as fostering excessive consumption in tourism (Akbari et al., 2021; Parguel et al., 2017). Low pricing and ever-changing fashion trends stimulate a great deal of consumerism (Cocquyt et al., 2020; Habibi et al., 2017).

The SE is one of the primary causes of overcrowding in tourism destinations. As a result, it has had a substantial effect on the quality of life of local communities in destinations. Recent researches in this topic have shifted its emphasis to local communities due to a growing awareness of the negative effects of the SE (Ferjanić Hodak & Krajinović, 2020; Laukkanen & Tura, 2020; Plante, 2019; Sutarya et al., 2024). For instance, the negative side of the SE in tourism is an increase in the number of service providers in tourist destinations, which results in cheaper pricing for products and services, thereby allowing a greater number of tourists to travel to various areas (Ferjanić Hodak & Krajinović, 2020). This can result in overcrowding and, as a result, contribute to overtourism in tourism destinations.

2.2. Integrated framework

To address RQ2, the systematic literature review proposes an integrative framework that not only reflects previous studies but also contributes to the development of theory and the identification of future research prospects (Paul et al., 2021; Rauch, 2020). We build on sustainable transition theory to provide an integrative framework. This framework provides a foundation for future research agendas. We elaborate on various SBM aspects from the viewpoint of cultural sustainability. The integrative framework is represented in Figure. 3 and discussed in the sections that follow.



Figure 3. Integrative framework for cultural sustainability sharing business model in tourism

2.2.1. Sharing business model (SBM)

According to Richardson (2008), BM dimensions include value creation and delivery, value proposition, and value capture. In the SE, where customers, businesses, and the government can all be on the demand or supply side interchangeably, the act of creating and delivering value takes on a new meaning (Coffay et al., 2024; Grieco, 2021). Implemented resources are also involved in the value creation and delivery process in tourism. The value proposition of the SE is largely based on the access-over-ownership principle, with platforms facilitating the higher efficiency of underutilized products. In terms of value capture, the SBM enables new revenue-generating activities, such as charging a commission fee for the mediation between actors, requesting a periodic submission fee, or even providing end users to join for free while charging the business side. Furthermore, functioning in a multisided market allows SE platforms to generate other supplementary revenue streams through value capture in tourism.

2.2.2. Negative cultural effects of SBM

SBMs may be adversely affected by negative effects, and sharing practices may have undesirable consequences (Akbari et al., 2021; Curtis & Mont, 2020; Henry et al., 2021).. All of SBM's negative cultural effects in tourism are outlined in the thematic map (Figure 2) and thoroughly discussed in the sector "3.1 Thematic analysis".

2.2.3. Cultural sustainability strategy

Cultural sustainability strategies can help SBM transition to sustainability in tourism. The main strategies include affordable and accessible products, the development of a niche market, local empowerment, simple production, and ease of adoption. One of the most important cultural sustainability products is that they are affordable and accessible. Furthermore, new product development through affordability and accessibility might reach niche markets to improve the quality of life for underserved customers and generate local employment (Dabić et al., 2022). The creation of new segments, including new customers, new market sectors, and new ways for sustainable development, is the result of cultural sustainability strategies. Cultural sustainability strategies empower local people while also generating local jobs, which might be cheap local labor to produce low-cost goods. In addition to generating new sorts of jobs and customer segments, cultural sustainable strategies empower locals and serve specialized markets. Another crucial strategy is to make it simple for people to use, so that they can spread it throughout their communities at the bottom of pyramid (BOP). The simple production techniques do not entail complex procedures or advanced technologies (Hossain, 2021b). The term "ease of adoption" describes how easy it is for consumers to start using cost-saving products (Dabić et al., 2022; David-West et al., 2019). Therefore, there are various ways in which cultural sustainability strategies assist SBMs in their sustainability transition in the tourism industry.

2.2.4. Cultural sustainability sharing business model (CSSBM)

We define the connotation of " CSSBM " as a cultural sustainability sharing business model. We characterize CSSBM as a SBM that prioritizes cultural sustainability. This version of SBM aims to minimize the negative effects of SE and avoid them. CSSBM engenders a motivation to form social interactions with local communities. However, it has the capacity to foster a sense of community among participants in tourism. So, CSSBM aims to increase social interaction as a result of SBM and benefit from other cultural sustainability strategies in tourism.

4. Implications, limitations and Avenues for future research

4.1. implication

4.1.1. Theoretical implication

The findings of this research contribute significantly to the growth of existing knowledge for scholars. There are three basic theoretical implications that are distinct. First, this study aimed to investigate and categorize the negative cultural effects that SE can have in tourism. Therefore, a thematic analysis provides an informative classification of the negative aspects of the SE. Second, we provide an

integrated framework for SBM based on sustainable transition theory. This framework serves as the basis for future research agendas. We define "CSSBM" as a sustainable business model for the SE. A CSSBM is characterized as a SBM that prioritizes cultural sustainability in tourism.

Thirdly, SE is an emergent phenomenon that transforms a variety of business model-related characteristics. There is a need to investigate all aspects of SE, including the SBM and its negative effects (Curtis & Mont, 2020; Mosaad et al., 2023; Plepys & Singh, 2019). This research highlights the future research directions for the dark side of SE, SBM, and the cultural sustainability perspective in tourism.

4.1.2. Practical implication

The systematic literature review conducted in this study has significant implications for practitioners and other stakeholders, including policymakers, tourism businesses, and local communities. Communities are able to consume in a manner that is more sustainable with the assistance of the CSSBM (Claudelin et al., 2022; Heinrichs, 2013; Martin, 2016). For example, we assume that increasing access to products rather than increasing ownership leads to a reduction in net consumption. On the other hand, the negative effects of SBM can have undesirable repercussions for sustainability (Curtis & Mont, 2020; Palgan & Mont, 2023; Plepys & Singh, 2019). This study investigates the negative cultural consequences that SBM has on the tourism industry. It is possible to avoid having unfavorable effects from a sustainability perspective. According to Habibi et al. (2017), managers that actively engage in SBM are required to place an emphasis on the environmental and social advantages of the sector as well as the sustainable implications of the SE. Because the SE is not intrinsically sustainable (Carlborg et al., 2023; Curtis & Mont, 2020; Faraji et al., 2023; Palgan & Mont, 2023), we need to choose the solutions that are the most appropriate and employ SBMs with caution in order to facilitate a transition to sustainability that is as seamless as possible. It may be necessary for policymakers and managers to reconsider their evaluation of cultural sustainability measures in order to facilitate the integration of socioeconomically disadvantaged individuals into mainstream society. For this reason, businesses in the tourism industry should be proactive in their efforts to innovate their business models, ensuring the sustainability of their SBMs. This is essential for the achievement of CSSBM across the tourism industry.

The authors of this paper present cultural sustainability ideas that can assist SBM in making the transition to a more sustainable manner. The primary strategies consist of affordable and accessible products, niche market development, local empowerment, simple production, and ease of adoption. The affordability and accessibility of cultural sustainability items is one of the most crucial aspects of these products. For example, in the case of BOP and poor individuals who cannot afford the necessary

products and services, SBMs provide goods that are both affordable and easily accessible. These SBMs have the potential to provide social benefit in the communities in which they operate. In addition to this, it gives locals more influence and creates new jobs.

4.2. limitation

This study recognizes some significant limitations that necessitate consideration. This study is subject to two limitations: the first constraint is inherent to the concept of SE, and the second limitation is related to the methodology used. The concept of SE is still a subject of debate and disagreement among scholars (Barari et al., 2022; Ciulli & Kolk, 2019; Gerwe et al., 2022). We anticipate comprehensive research to address the deficiencies in all facets of this field of inquiry, specifically concerning the emerging negative effects of several unknown factors (Buhalis et al., 2020; Griffiths et al., 2019; Nieuwland & Van Melik, 2020). The second limitation of this study is primarily due to the methods used to conduct a thorough literature review. Our research string may have failed to consider pertinent studies from the first sample. However, the snowballing of cross-references significantly mitigates this (Foroozanfar et al., 2022). Another constraint is the cross-reference snowballing, which could be hindered by a deficiency of randomized representativeness, thereby mimicking the selection bias identified in the literature under study. Another methodological limitation was that the criteria for article inclusion somewhat restricted our findings.

4.3. Avenues for future research

This research highlights potential research avenues for addressing RQ3. However, the review revealed significant gaps in the literature for future researchers interested in publishing on additional facets of SE in tourism. We recommend three key directions for future agendas.

4.3.1. Future research methodology

This study was conducted using a systematic literature review with a time limit. Future researchers should undertake a longitudinal investigation to identify more negative effects. SE and SBM are relatively recent academic fields (Curtis, 2021; Grieco, 2021; Laukkanen & Tura, 2020). More empirical research on the dark side of SE is needed to fully understand all the aspects of negative effects in tourism. We recommend conducting research that quantifies SE.

4.3.2. Future research theory, perspective, and stakeholder

We recommend future studies employ other essential theories employed in SE, such as institutional, transaction cost, hedonic demand, stakeholder, agency, and social capital theory (Hossain, 2020), in order to gain a deeper knowledge of how negative effects impact SE and SBM practices. This study

provides a thematic analysis of the negative cultural effects of SBM. Future studies may utilize alternative criteria. Aside from sustainability and the type of negative effect, they can utilize various perspectives to classify negative externalities in tourism. We propose to focus more on social effects in order to investigate their negative impacts. Emerging as a form of business model, SE has both positive and negative effects (Griffiths et al., 2019; Nieuwland & Van Melik, 2020). We hope that sustainability and the necessity for more sustainable consumption will inspire further study of the SE. However, it provides academics the opportunity to study sustainability options for other SE ecosystem stakeholders (e.g., regulatory bodies). Researchers may explore the negative effects of SBMs on traditional and local businesses to identify positive or negative consequences. Customers, service providers, and platform providers are the three primary SE actors (Benoit et al., 2017; Xu et al., 2021). Researchers should look into the effects of each actor in SE on their own.

4.3.3. Future research context, and strategy

Few studies have been conducted on the globalization of SE businesses. The majority of SBM research focuses on niche industries such as tourism (e.g., Airbnb) and transportation (e.g., Uber) (Akbari et al., 2021; Grieco, 2021). It is suggested to evaluate other SBM industries such as finance, food, fashion, etc. In addition, we urge that future researchers conduct additional comparison studies, not only between sectors but also within the same sector, in order to clarify SE negative effects in greater depth. These approaches will aid in the understanding of SE's darker side. The majority of research focuses on successful cases (Hossain, 2020), but unsuccessful SBMs may reveal new insights that enhance our understanding of SE. On the other hand, the majority of research studies data from Airbnb and Uber in developed countries (Lüdeke Freund, 2020); therefore, exploring other SBMs, particularly in the context of developing countries, may provide a more balanced understanding of SE in tourism. This study proposes cultural sustainability strategies. It is a chance to investigate alternative strategies for SBM's transition to sustainability in tourism.

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