

Attributes influencing peer-to-peer accommodation performance: Classification and the future pathways

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ABSTRACT

This study identifies attributes influencing Peer-to-Peer (P2P) accommodation performance before and after COVID-19. It systematically reviewed the literature on factors determining P2P profitability and competitiveness. The review involved 117 papers published before and 126 papers after the COVID-19 pandemic, from 2009 to 2023. Customer satisfaction was among the most studied themes across the pre- and post-pandemic literature. Specifically, 10 pre-pandemic key attributes from a value co-creation perspective, and 14 post-pandemic key attributes falling within a social systems framework were identified. Hosts' focus on creating positive, hygienic, memorable experiences and guest trust in the platforms has become paramount since COVID-19. This research is the first to aggregate and compare the performance-related attributes from pre- and post-pandemic research. It contributes to theory by providing guidelines for further studies and offers implications to help practitioners analyze business performance, facilitating the sustainable development of this sector.

1. Introduction

Peer-to-peer (P2P) accommodation involves the redistribution and utilization of idle assets on a sharing basis (Dolnicar, 2021; La, et al., 2021; Zervas et al., 2017). Platform providers facilitate individual-to-individual, short-term rental transactions. The P2P accommodation market is rapidly expanding, with a global market demand expected to reach USD 6.11 billion by 2030, at a compound annual growth rate of 7.59 % (ReportLinker, 2023). These growth figures were greatly affected by the COVID-19 pandemic and its impact on global tourism and hospitality (Johnson and Buhalis, 2023).

Hosts play an important role in the P2P accommodation sector, renting out rooms or entire properties via P2P online accommodation platforms to travellers for short-term stays (Ioannides et al., 2022). Hosts have faced challenges with crisis, weak performance, and the sustainable operation of businesses, creating certain research gaps that the present study aimed to address. Research on the development of P2P accommodation has unveiled two distinct phases. The first is characterized by the rapid growth and widespread acceptance of P2P

accommodation; naturally rendering it imperative to delve into subjects encompassing drivers and barriers of lodging sharing (Alraeeini et al., 2019), online customer reviews, customer contentment, and intent to utilize P2P accommodation (e.g., Lyu et al., 2019; Tussyadiah, 2016; Xu, 2020). The second stage is characterized by the onset of COVID-19 and its effects on this sector. Scholars have explored associated themes, including hosts' intent to persist (Chen et al., 2023); hosts' stress management and coping strategies (Huang and Chen., 2021); corporate social responsibility (Farmaki et al., 2023); and the socio-cultural ramifications of P2P accommodation (Petruzzi et al., 2023). Despite the significant effect of attribute diversity on P2P accommodation hosts' business performance over time, research to systematically take stock of the available knowledge on performance-related attributes before and after COVID-19 within the P2P accommodation context has been lacking. This is reflected in Prayag and Ozanne's (2018) call for a systematic literature review comparing various facets of the sharing economy, as well as Utkarsh and Sigala's (2021) future directions on the impacts of COVID-19 on stakeholders in hospitality using new theoretical underpinnings.

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Growing concerns about P2P accommodation have sparked attention among academics and practitioners. However, there is a lack of systematic reviews in the area of P2P accommodation and their attributes influencing hosts' business success and sustainable development. This study aims to address this gap by systematically investigating and synthesizing the extant literature concerning performance-related attributes. The review investigates the extant literature regarding the keywords and theoretical frameworks. It identifies the attributes that contribute to hosts' business profitability on P2P platforms before and after the pandemic based on the perspectives of value co-creation and social systems theory. The study aims to categorize P2P accommodation success attributes before and after the pandemic towards the theoretical enhancement of P2P accommodation performance-related attributes and their contribution to sustainable development.

2. Theoretical background

P2P accommodation creates value mainly through networks. Various attributes influence the performance of P2P accommodation within a collaborative tourism network. Investigating and classifying these attributes allows scholars to identify the under-explored areas that demand further attention. This study employs the frameworks of value co-creation and social systems to understand networked collaboration and categorize attributes for the pre-and post-pandemic period. The value co-creation perspective highlights how attributes from different roles within the value co-creation network influence performance. The social systems perspective examines how attributes across various social systems, from micro to macro levels, affect performance. Based on this theoretical exploration, the P2P accommodation sector can benefit from leveraging a network-oriented approach.

2.1. Understanding the influencing factors of performance

“Performance” has a variety of meanings in the hospitality domain, including financial (Yeon et al., 2020); operating (Lee et al., 2020); organizational (Wang et al., 2020; Al-Romeedy and Khairy, 2024; Dutta et al., 2024); and guest-perceived performance (Li and Qi, 2022). The multifaceted nature of performance is contingent on a variety of influencing factors. “Performance” in this study relates to profitability, which

weighs the related revenues and investments (Wang et al., 2023). The business performance of P2P accommodation hosts is influenced by the price-quality nexus, social interactions, home feelings, and local authenticity (Guizzardi et al., 2017; Pappas, 2017, 2019).

However, the COVID-19 pandemic presented the hospitality industry with a multitude of challenges. The imposition of travel restrictions, widespread lockdowns, and the enforcement of social distancing measures had a severe impact on hospitality and tourism, causing a marked reduction in both tourist arrivals and revenue (Rahayu and Muharam, 2021). These measures, while essential in curbing the virus's spread, proved disastrous for destinations. A considerable number of retail shops, hotels, conference and culture venues, spas and casinos ceased operations, eliciting pessimism about tourism growth among residents and underscoring the pivotal role of government in shaping a positive outlook on tourism recovery (Fong et al., 2021, Mahajan, et al., 2025). In the post-COVID-19 landscape, focus shifts in P2P accommodation, manifesting in alterations to facets such as functional attributes, perceived emotional and social values, host-guest interactions, and on-line communication dynamics (Zhong et al., 2023). This shift generated novel consumer preferences and category transitions of service attributes (Yılmaz Kaya, 2022). Fig. 1 depicts the difference in the number of research papers about performance-related attributes published before (February 2009 to December 2021) and after (May 2020 to November 2023) the pandemic.

2.2. Value co-creation theory

Co-creation challenges the traditional roles of companies and customers. Value co-creation theory is applied as the theoretical foundation to investigate the attributes influencing P2P accommodation performance. The value co-creation concept has proliferated across disciplines. In service marketing research, it has been used to clarify the value co-creation between providers and customers in a consumption experience. Echeverri and Skålén (2011) suggested the five practices that are important for interactive value formation, namely: informing, greeting, delivering, charging, and helping. Prahalad and Ramaswamy (2004) suggested a model for value co-creation, incorporating the key building blocks of dialogue, access, risk assessment, and transparency. From a service-dominant logic perspective, scholars have also proposed

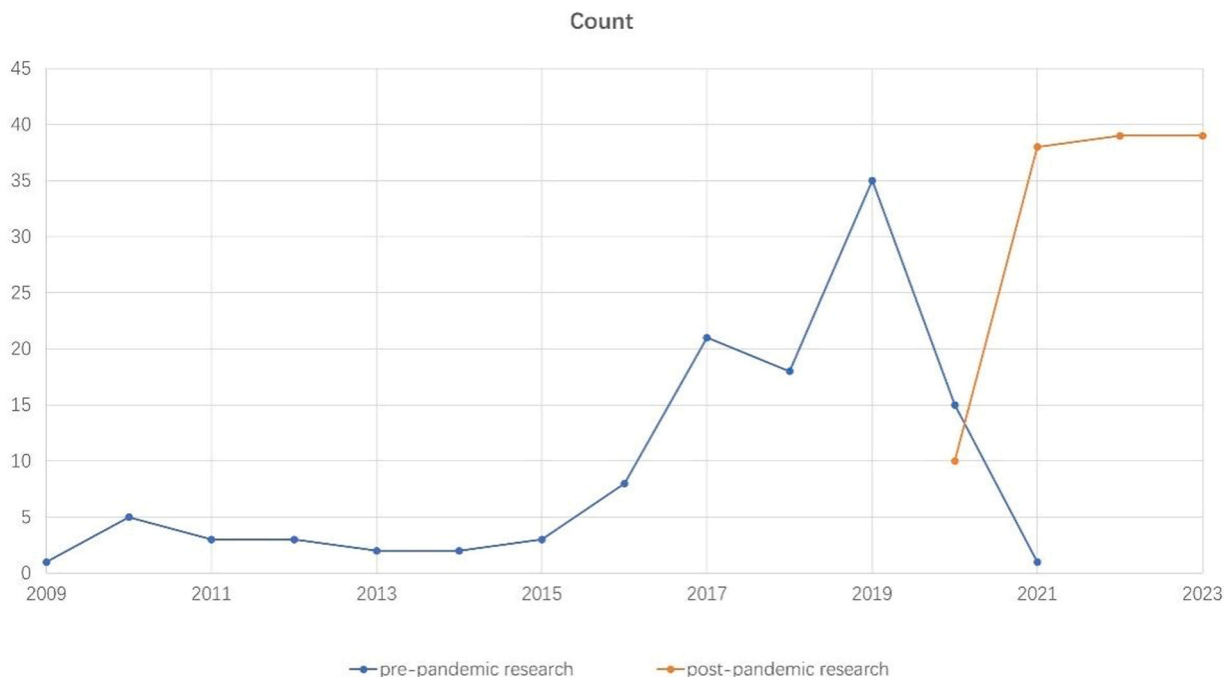


Fig. 1. Count by year (from 2009 to 2023).

that value creation is an outcome of collaboration between heterogeneous stakeholders within the tourism ecosystem (Font et al., 2021). Johnson and Buhalis (2022) defined “value co-creation” as actively and collaboratively creating and producing experiences in a solidarity tourism context.

“Value co-creation” refers to a holistic management strategy or initiative that binds distinct agents or parties together to produce valued outcomes (Pralhad and Ramaswamy, 2004). Value co-creation in service occurs through direct interactions between service providers and customers on a platform (Grönroos, 2012). In the P2P accommodation context, value is primarily created through reciprocal and mutually beneficial networks (Nadeem et al., 2020; Vargo et al., 2008). The P2P accommodation model works within a triadic business model that involves the service provider (host), service enabler (platform), and customer (guest) as presented in Fig. 2 (Moon et al., 2019a, 2019b; Kumar et al., 2018). Applying the theoretical framework of value co-creation, it is plausible to expect that the performance-related attributes can be categorized under different roles in the value co-creation process.

2.3. Social systems theory

The social systems theory (SST) was adopted as the theoretical framework to examine the attributes affecting P2P accommodation performance after the pandemic. SST explains how systems can mobilize complexity to adapt to environmental changes (Luhmann, 1995). The theory posits that society is a complex arrangement of elements, including individuals and human groups, that relate to a whole, such as an organization, community, industry, country, or the world (Dossa, 1990). In the context of the COVID-19 pandemic, Esposito (2020) also perceived society as a global interconnectedness that drives the spread of crisis from one geographical area to another and between diverse fields of society. SST is based on the theory of functional differentiation, allowing for complex relations between subsystems (Morales, 2022). The components of the system are interconnected as what happens in one component affects the others and the whole system (Shapoval et al., 2021). The COVID-19 pandemic, for example, was first observed in one subsystem, followed by a domino effect that overwhelmed society (Esposito, 2020).

The investigation of SST at the post-pandemic stage offers interesting insights. Morales (2022) applied SST to assess the moral semantics of the pandemic. Wissuwa et al. (2022) introduced SST as a competing theoretical perspective to investigate supplier complexity during the

pandemic. In tourism and hospitality, Shapoval et al. (2021) examined the handling of the COVID-19 crisis through the lens of SST and Hofstede’s (1980) cultural dimensions. Given the benefits of SST for analyzing modern society under chaotic and uncertain scenarios (Morales, 2022), this study investigated the attributes of various social systems that contributed to handling the COVID-19 crisis in the P2P accommodation context. Fig. 3 presents the social systems framework in P2P accommodation.

3. Methodology

This study adopted a systematic review with clearly defined search criteria as well as explicit and reproducible methods of selecting relevant articles, to critically examine the relevant literature (Petticrew and Roberts, 2008). Following Okoli and Schabram’s (2010) and Kitchenham and Charters’s (2007) recommendations, this paper uses the term “systematic” in “systematic literature review” as a qualitative and classifying adjective, to qualitatively examine the nature of things and categorize them. Following Yang et al. (2017), a five-step review process was conducted, consisting of (1) defining research questions, (2)

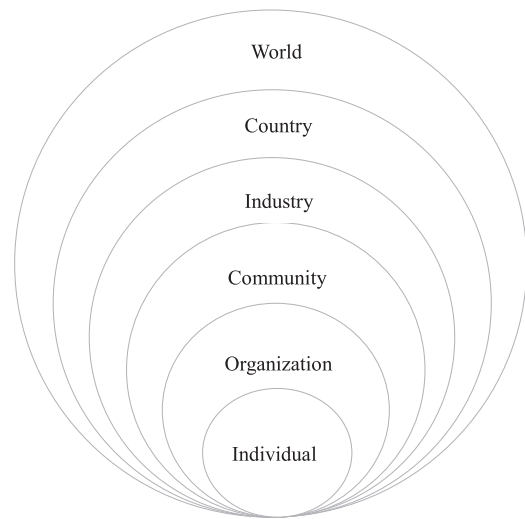


Fig. 3. Social systems framework representation (source: Shapoval et al., 2021).

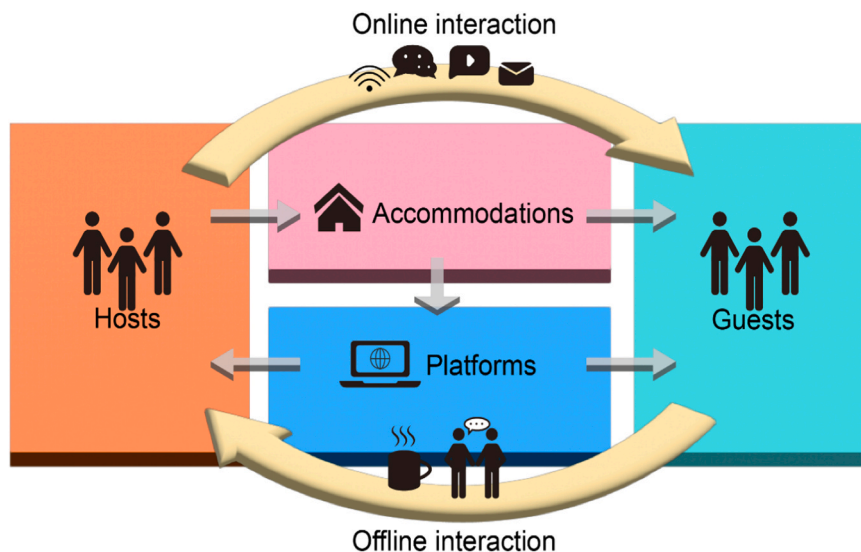


Fig. 2. The conceptual framework of value co-creation in P2P accommodation (Adapted from Kumar et al. 2018).

identifying keywords, (3) searching the literature in databases, (4) appraising and extracting the literature, and (5) synthesizing findings. The study focused on articles regarding performance-related attributes of P2P accommodation. Papers relating to such attributes that may affect hosts' business performance were considered. Then, the terms "Sharing Economy," "Peer to peer + Business Model," "P2P accommodation," "Shared Accommodation," "Sharing Accommodation," or "Airbnb" were applied to the title, keywords, or abstract of articles. The attributes shared by P2P lodgings and traditional hotels were examined, as more hotels, such as boutique hotels and apartment hotels, rent out their rooms on P2P platforms to boost sales. The terms "Factors + Hotel + performance," and "Hotels VS. Shared Accommodation" were also searched.

Various keyword combinations were initially searched in Google Scholar (<https://scholar.google.com/>), then the procedure was repeated in Science Direct (<https://www.sciencedirect.com/>), Scopus (<https://www.scopus.com/search/form.uri>), Emerald (<https://www.emerald.com/insight/>), Sage (<https://journals.sagepub.com/>), a university library database (<https://www.lib.polyu.edu.hk/>), and Sci-Hub (<https://sci-hub.hkvisa.net/>). Google Scholar was the most inclusive of these sources, thus yielding the most attribute-related publications, while the other platforms served as supporting sources. As of December 2019, the literature search resulted in 1759 studies.

The next step was to review the literature on the effects of COVID-19 on the performance of P2P accommodation. The selected studies were published from 2020 to 2023 when the World Health Organization (World Health Organization, 2023) declared that COVID-19 was no longer a global health emergency of international concern. To capture all relevant performance-related attributes in the P2P accommodation sector literature, the aforementioned list of keywords was used to search for articles in the largest scholarly database, Scopus, through titles, keywords, and abstracts. As of May 2024, the literature search resulted in 1734 studies. Some newly published studies were also added later).

Screening the articles kept only articles published in international, peer-reviewed journals (e.g., *International Journal of Hospitality*

Management, International Journal of Contemporary Hospitality Management, Tourism Management) in English and in the related area of study. Duplicate records, book chapters, research notes, theses, dissertations, conference proceedings, and articles for which the full text was not available were eliminated. The study relied on publications from journals included in SCI-Expanded, SSCI, and ESCI. After carefully examining the titles, keywords, and abstracts, the study identified and delimited pre- and post-pandemic research based on the topics rather than just publication time. For example, literature published in 2023 that does not highlight COVID-19 or the crisis in the abstract or title was excluded. At this stage, 363 studies before the pandemic and 362 after COVID-19 were kept. After generating the initial list of studies, the research team examined all of the articles and retained only those that discussed the performance-related attributes of P2P accommodation. From a total of 725 articles, 482 articles (246 before the pandemic and 236 after it) were further excluded as they did not analyze performance, despite including the aforementioned keywords. Ultimately, 243 publications (11 conceptual and 232 empirical) were retained for the full review, as shown in Fig. 4.

4. Findings

Research on performance-related attributes in the P2P accommodation sector displays an increasing trend. Of the 232 articles reviewed, 214 were published in tourism and hospitality journals and 18 in non-tourism and hospitality journals. *The International Journal of Contemporary Hospitality Management* has published the most articles about P2P accommodation to date (37), followed by *Current Issues in Tourism* (10), *International Journal of Hospitality Management* (6), and *Annals of Tourism Research* (4). The findings include the keyword analysis and overarching theories in the extant literature identifying the paramount factors that influence P2P accommodation performance. The analysis includes the different themes of the reviewed studies in greater detail to correspond to the research objectives.

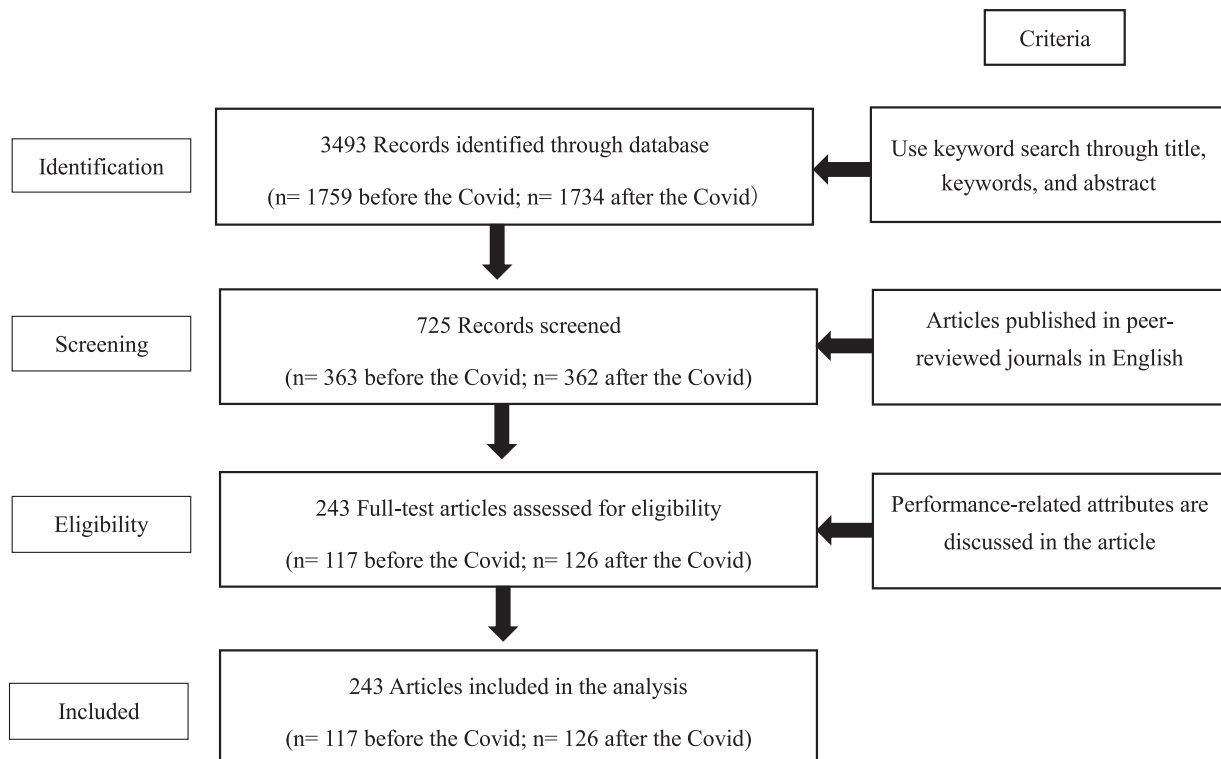


Fig. 4. A PRISMA flowchart of performance-related attributes research.

4.1. Keyword analysis

4.1.1. Pre-Covid-19 keyword analysis map

In the 117 pre-pandemic articles, a VOSviewer co-occurrence network analysis was conducted. The output showed the major themes studied, yielding valuable insights into the trends and linkages among diverse themes, as illustrated in Fig. 5, in which the size of the nodes represents the frequency of occurrence of a keyword, while the lines show the relationships among keywords (Zopiatis et al., 2021). The keywords “sharing economy,” “Airbnb,” “hotels,” “peer-to-peer accommodation,” “collaborative consumption,” and “online reviews” were the most common or prominent, with the greatest link strength, underlining the importance of research on the rapidly expanding phenomenon of P2P accommodation in the hospitality industry (Hesse and Raya Vilchez, 2021). The colour indicates the distinctive clusters (Van Nunen et al., 2018). Six clusters of research topics were identified: sharing economy, Airbnb, customer satisfaction, price determinants analysis, perceived value, and hospitality.

4.1.2. Post-Covid-19 keyword analysis map

The keyword co-occurrence analysis was conducted on 115 post-COVID-19 publications to identify major themes. As shown in Fig. 6, the keywords “Covid-19,” “crisis management,” “hospitality,” “Airbnb,” “tourism,” “pandemic,” “hotels,” “peer-to-peer accommodation,” and “resilience” were the most common, highlighting the effects of Covid-19 and the pandemic response on the tourism and hospitality industry. The five clusters of research topics were post-pandemic crisis management in the hospitality industry, corporate social responsibility, pandemic impacts and strategies, peer-to-peer accommodation, and customer satisfaction.

Overall, this study found that customer satisfaction was among the most studied themes across the reviewed pre- and post-pandemic literature. Customer satisfaction is evidently an important and topical issue in the P2P accommodation sector. However, comparing outcomes

between the two periods also revealed diversity in the most studied areas. Before the pandemic, researchers actively investigated price determinants and perceived value. After the pandemic, they studied pandemic impacts, crisis management, and hospitality firms’ CSR. This finding is consistent with the mega-disruptions in service caused by the unprecedented COVID-19 pandemic (Assiouras et al., 2023). It indicates that the pandemic disrupted the research process in 2020 and opened up further debate about the role of response strategies, crisis management, and CSR in the recovery of the hospitality industry.

4.2. Overarching theories

4.2.1. Overarching pre-pandemic theories

Scholars have used various theoretical frameworks to investigate the drivers and mechanisms behind P2P accommodation performance. Fig. 7 presents the frequency of the 20 major overarching theories in the pre-pandemic publications reviewed and illustrates the wide range of issues covered. For example, Tussyadiah (2016) and Priporas et al. (2017) applied social exchange theory, positing that human interactions are based on the exchange of social and material resources and that guests form behavioural intentions when they perceive the benefits of using P2P accommodation. Hamari et al. (2016) used self-determination theory, proposing that motivations can be categorized as intrinsic (e.g., value or enjoyment) or extrinsic (e.g., reputation or monetary gain), while Guttentag et al. (2018) used a push-pull motivation framework, recognizing the internal desire (“push factors”) and external aspects (“pull factors”) that convince guests to use P2P accommodation. Furthermore, Yi et al. (2020) applied the theory of reasoned action, assuming that guests’ decision-making is a function of attitude and subjective norms. These findings reflect an increasing academic interest coinciding with the success of P2P accommodation.

4.2.2. Overarching post-pandemic theories

Fig. 8 shows the 20 overarching theories in the post-pandemic

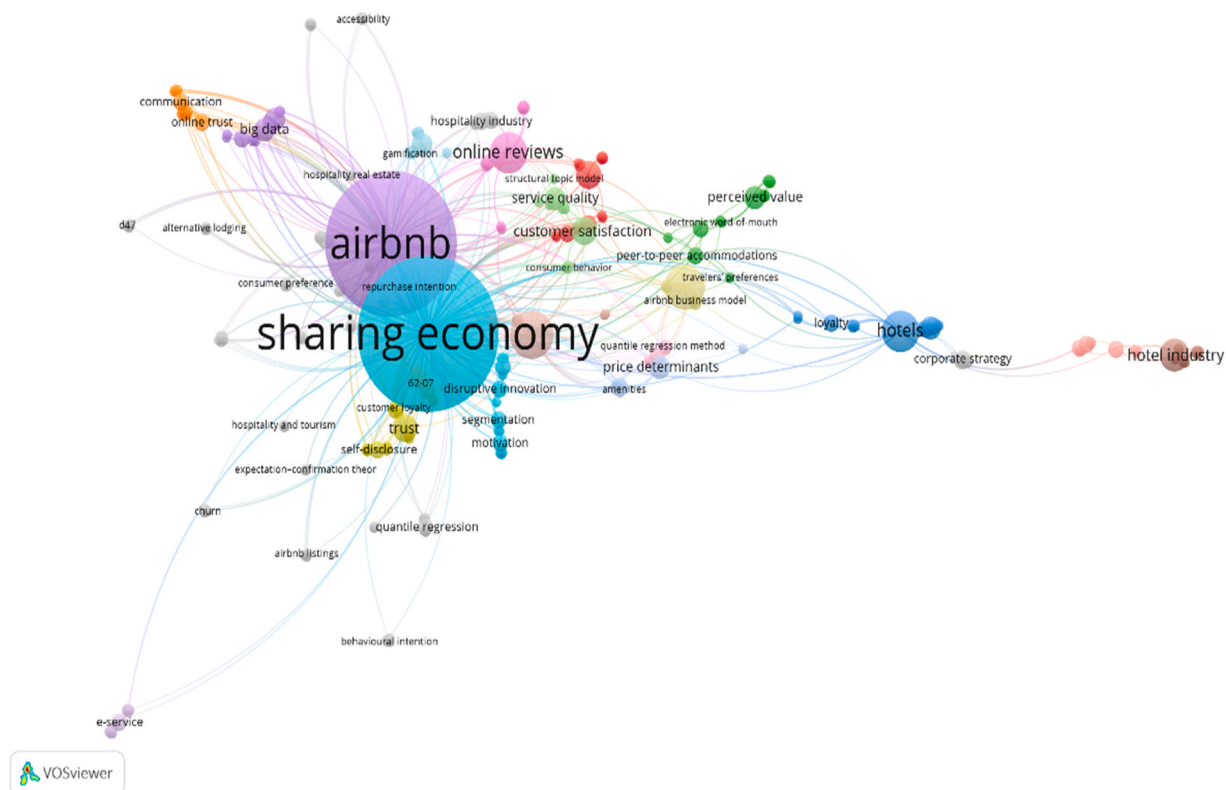


Fig. 5. Keyword co-occurrence map before the pandemic (all items).

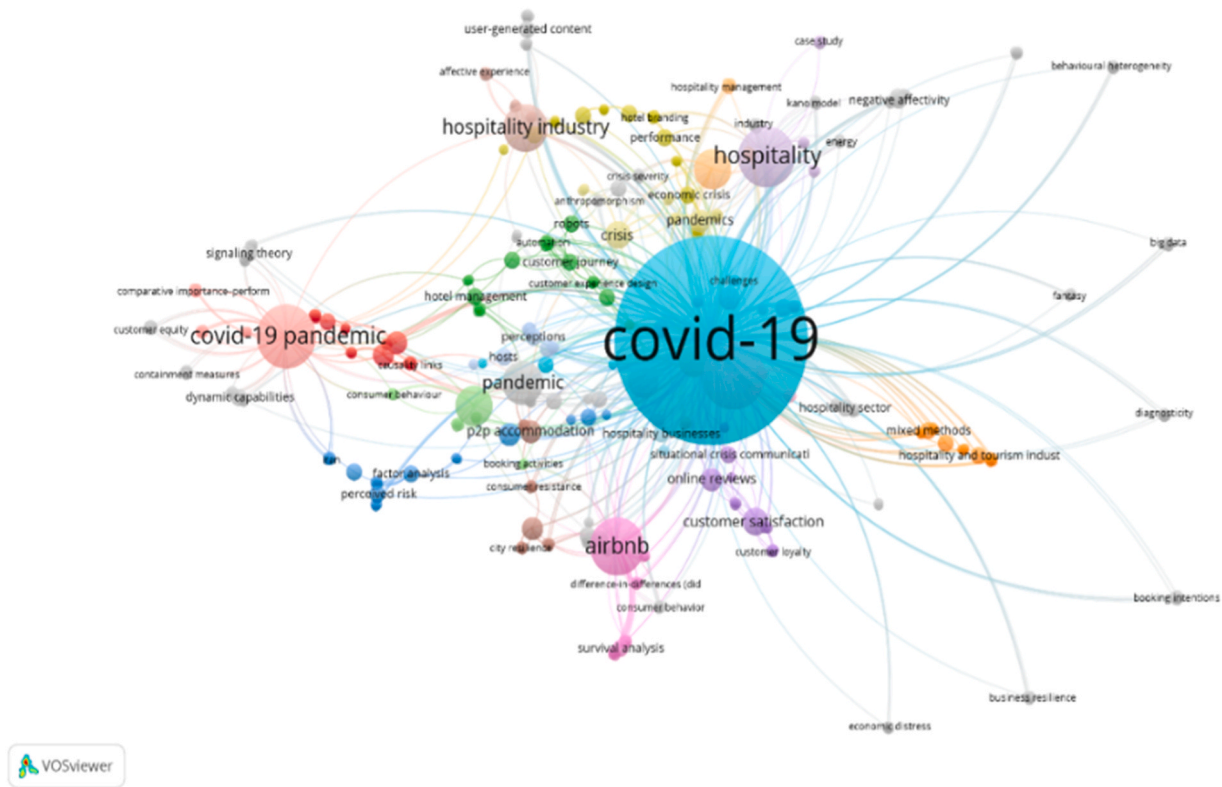


Fig. 6. Keyword co-occurrence map after the pandemic (all items).

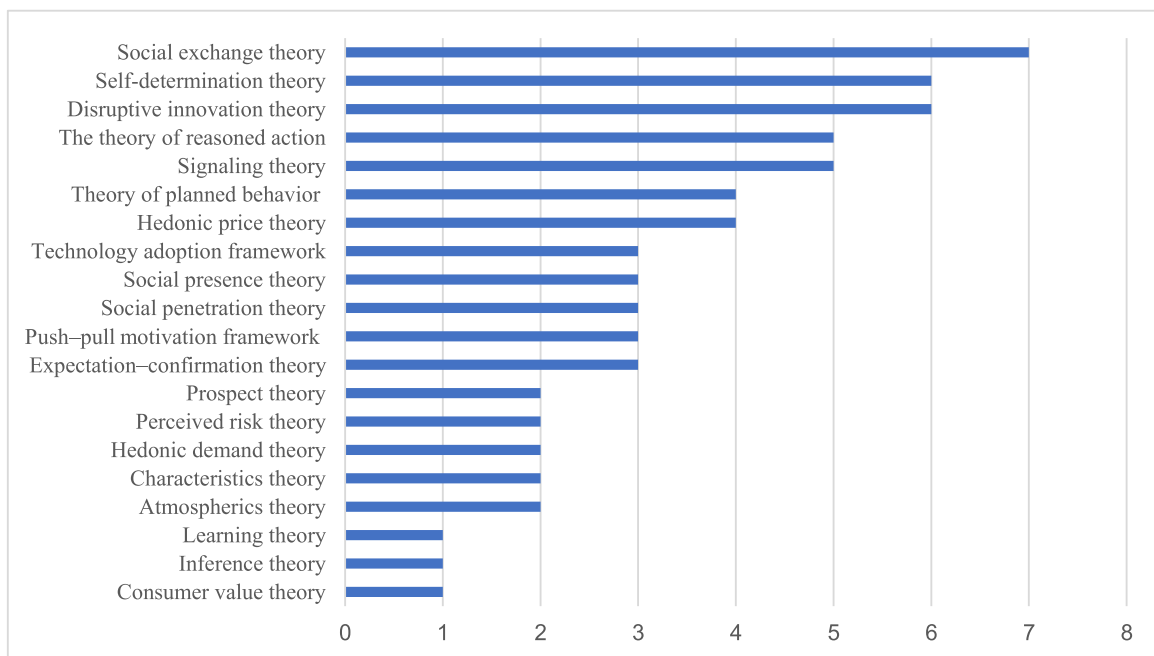


Fig. 7. Frequency of main pre-pandemic overarching theories.

literature. Hospitality research, especially on P2P accommodation, has investigated issues under conditions of risk and uncertainty, applying relevant theories. For example, [Chuah et al. \(2022\)](#) used stakeholder theory to clarify the nature, processes, and outcomes of Airbnb-stakeholder relations in the COVID-19 era. [Ghaderi et al. \(2022\)](#) adopted the protection motivation theory, proposing two cognitive processes, namely threat appraisal and coping appraisal, behind the

decision to engage in protective behaviour against a threat. [Fu et al. \(2023\)](#) applied prospect theory, explaining the decision-making process under conditions of risk and uncertainty and finding behaviour to be determined by potential outcomes (gains or losses) and risk attitudes.

Researchers widely discussed theories concerning guests' decision-making processes, motivations, behavioural intentions, and satisfaction in pre-pandemic studies. They were also concerned about the

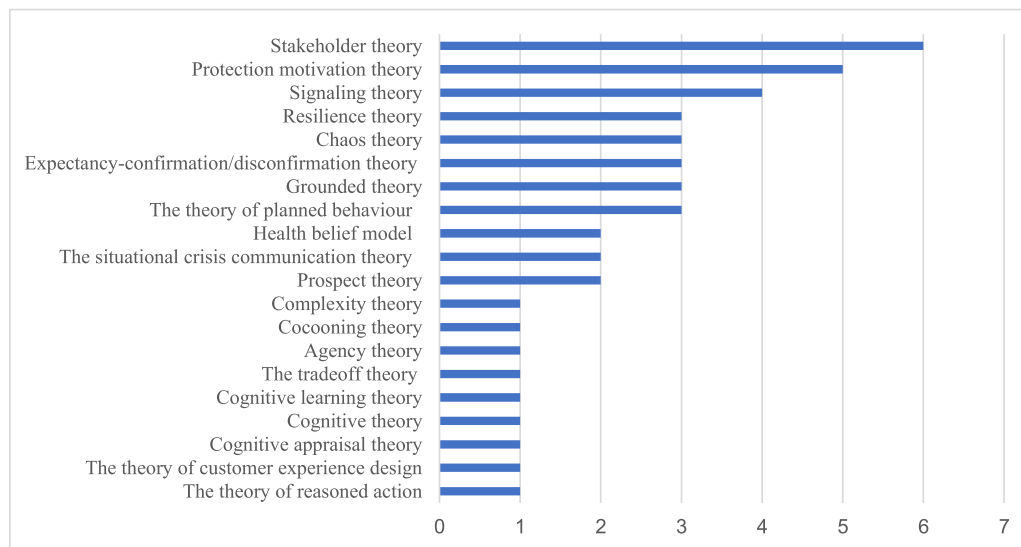


Fig. 8. Frequency of main post-pandemic overarching theories.

interaction between hosts and guests, listing prices, and disruptive innovation in the P2P accommodation context. This finding is consistent with the prevalent role of guests as contributors to the profit margins and determinants of service quality evaluation in this sector. However, there was a paucity of theories explaining the hosts' role or well-being. Theories present in the post-pandemic research were dominated by protective behaviours against a threat, guest decision-making under conditions of uncertainty, and public perceptions during a disease outbreak, followed by firms' relationships with stakeholders, companies' adaptive capacities, and businesses' approaches to communicating details in crisis. These results are consistent with the notion of recovery collaboration of individuals and firms in this industry. Thus, the research focus shifted due to COVID-19 towards building a more resilient tourism ecosystem (Zhang et al., 2023). Still, the aforementioned theories neglect the role of community and government in crisis management.

4.3. Thematic classification

4.3.1. Pre-pandemic thematic classification of P2P accommodation attributes

Despite the many classifications of ontological perspectives on performance-related attributes of P2P accommodation, the articles were divided in line with value co-creation theory, into five strands based on the participants in the associated P2P business model—namely: host, guest, accommodation, interaction, and platform attributes. Using an inductive approach, Table 1 synthesises the trends in the literature on P2P accommodation attributes in the hospitality industry.

The category of host-attribute research applied to 33 (28 %) of the pre-pandemic articles, demonstrating significant scholarly attention. Host attributes were frequently included as a quality signal to predict P2P accommodation prices (Wang and Nicolau, 2017; Yao et al., 2019). Studies have also related host attributes to reservations (Wu et al., 2017; Xie and Mao, 2017). Host attributes posted online may be an important credibility signal for guests to reference when unsure about a listing's quality. When tourists make a purchasing decision based on the limited information displayed on a platform, they are inclined to use information about the property host as a clue (Xie et al., 2019a, 2019b), rendering host attributes an important factor in their purchasing decisions. This is unlike branded hotels that have recognized attributes (Claycomb and Martin, 2001),

The category of guest-attribute research applied to 22 (19 %) of the pre-pandemic articles. The retention of clients is crucial for P2P

accommodation businesses, and guest attributes play a significant role in achieving this goal (Lako, 2008). Many attributes related to customers have been extensively studied, such as customer satisfaction (Jang et al., 2019), loyalty (Zhu et al., 2019), desirability (Kakar et al., 2018), relationship management (Mhlanga, 2019), engagement with accommodation (Tran and Filimonau, 2020), experience (Cheng and Jin, 2019), and behaviour (Lee et al., 2019). Some of these attributes are not antecedents to the hosts' business performance but rather consequences thereof (e.g., customer satisfaction, customer loyalty). Some are rarely discussed in the P2P accommodation context (e.g., customer relationship management).

The category of accommodation-attributes research applied to 57 (49 %) of the pre-pandemic articles. The concept of accommodation attributes was wide-ranging. For example, Xiao (2020) conceptualized accommodation attributes as characteristics of products or services that tourists desire. To raise profitability, hosts must regularly identify the attributes that tourists seek in choosing accommodations. Li et al. (2019) suggested that in addition to providing personalized services and access to unique local cultures, hosts and marketers should create comfortable, clean, and charming accommodation attributes to enhance customer experience and encourage future behavioural intentions. Teubner et al. (2017) suggested that accommodation attributes include all physical aspects directly linked to a dwelling, including its maximum occupancy, type of accommodation, and distance to the city centre. Various studies on accommodation attributes have focused on investigating their influence on listing rates (e.g., Dudás et al., 2020; Magno et al., 2018). Researchers have also leveraged accommodation attributes to analyze behavioural intention (e.g., Line et al., 2016; Olya et al., 2018).

Host-guest interaction research was involved in 24 (20 %) of the pre-pandemic articles due to its important role in collaborative consumption. Although trust plays a vital role in the sharing economy, trust formation can be difficult, given the limited interaction between guests and hosts and information asymmetry (Zamani et al., 2019). As a result, researchers have paid increasing attention to such attributes. Moon et al. (2019) discussed reciprocal interactions regarding P2P accommodation from the perspective of online interaction and face-to-face interaction. They categorized interactions as online self-disclosure and reciprocity of social exchange on the site, respectively. Six constructs were used to measure online and offline interactions, including P2P rapport, communication reciprocity, and face-to-face interaction reciprocity. Farmaki and Stergiou (2019) explored the relationship between loneliness and the adoption of P2P accommodation from the perspective of host-guest interaction. Through semi-structured interviews with P2P

Table 1
Five thematic areas influencing P2P performance before the Covid-19.

	Attributes	Number of studies	Exemplary studies
Host-related attributes	<ul style="list-style-type: none"> Hosts' professionalism: -Super host, host listings, and host membership months -host profile details -host experience -verified identity -hosts' attitudes -hosts' behavior -visual-based trustworthiness and attractiveness -host quality attributes 	33	Gibbs et al. (2018), Xie and Mao (2017), Wu et al. (2017), Ert et al. (2016)
Guest-related attributes	<ul style="list-style-type: none"> Guest electronic word-of-mouth: -customers' positive or negative review comments -review length, review number, and photo number -customer experience feedback -customer ratings 	22	Belarmino et al. (2019), Zhu et al. (2019); Cheng and Jin (2019), Ye et al. (2019)
Accommodation-related attributes	<ul style="list-style-type: none"> Price value: -rental price Authenticity and individualism: -providing personalized services -access to unique local cultures -decoration styles -local authenticity of the experience -uniqueness of the experience -feel welcome -the comfort of a home Amenities: -tangible (physical) attributes -intangible service components -access to air conditioning, free Internet, and free parking -service -facility -cleanliness Location convenience: -distance to the city center -accommodation location -surrounding urban environment -security 	57	Yao et al. (2019), Guttentag and Smith (2017), Liang et al. (2017), Tussyadiah and Zach (2017), Qiu et al. (2020)
Interaction-related attributes	<ul style="list-style-type: none"> Interaction intensity: -hosts' responses to customers' requests -intensive interactions during customers' stays -host's promptness in responding to requests -hosts' online responsiveness -offline interaction intensity -a high interaction intensity level Interaction reciprocity: -Mutual trust from positive interaction -online self-disclosure -reciprocity of social exchange on the site -a desire for socialization -interaction content 	24	Scerri and Presbury (2020), Moon et al. (2019a, 2019b), Lin et al. (2019)
Platform-related attributes	<ul style="list-style-type: none"> Web efficiency: -technical architecture -synthesized relevant design themes -alterations in a website -the quality of task-relevant and mood-relevant cues -user interface design -security and privacy Web brand: -brand association 	12	Akhmedova et al. (2020), Song and Yoo (2016)

hosts and guests, they found that loneliness was a key driver and an important element of P2P accommodation. A desire for socialization, rooted in loneliness, was found to be a critical motive for potential guests.

The category of platform-attributes research applied to 12 (10 %) of the pre-pandemic articles. Short-term rental platforms are the primary facilitators of the online tourist accommodation trade (Kathan et al., 2016). Therefore, identifying the most notable platform attributes is important. Akhmedova et al. (2020) considered the platform attributes of platform responsiveness and reliability as customer loyalty antecedents. Platform responsiveness relates to responsiveness in resolving questions, problems, and mistakes. A platform's perceived reliability relates to data privacy, transaction security, and the accuracy of information posted by other customers online. However, these attributes only partially address dimensions that may affect guests' perception of performance. For example, web efficiency is critical for a platform, but it may not cover only data privacy and transaction security. User-friendly booking systems and aesthetic website design are also increasingly important.

4.3.2. Post-pandemic thematic classification of P2P accommodation attributes

The reviewed post-pandemic literature was divided into six levels, based on SST, namely: individuals, hospitality organizations, communities, the hospitality industry, the government, and the world, as they relate to the COVID-19 pandemic. Using an inductive approach, the study synthesized the trends in the reviewed literature, as presented in Table 2.

At the individual level, the main factors that influence performance following the pandemic are customers' risk perceptions, trust in hosts and platforms, preference for certain accommodation categories, as well as service quality. These factors significantly affect customers' behavioural intentions and consumption. At the organizational level, such influencing factors mainly concern hygiene, protection, and crisis management during turbulent times. P2P accommodation firms must consider such issues as cutting costs, training staff, reorganizing servicescapes, and using innovative marketing to enhance the firms' resilience.

Community support and shared vision positively affect resilience and recovery from the crisis. Multiple dimensions of corporate social responsibility (CSR) were highlighted in the literature (e.g., Wu et al., 2023; Chuah et al., 2022; Tong et al., 2021), indicating its importance for the hospitality industry. For example, strategies for financial sustainability, CSR, and environmental protection are necessary for resilience but long-term sustainability. At the government level, given the vulnerability of the sharing economy during the crisis, financial aid to firms and sustainable tourism planning were necessary. The government's lockdown policy was directed at protecting citizens' health and safety in one of the most challenging times in modern history. Lack of such contingency plans, including prompt economic relief, could have painful consequences for the long-term recovery of the hospitality industry (Alonso et al., 2020). Finally, as the COVID-19 impact was global, the adoption of Hospitality 5.0 technologies, such as artificial intelligence (AI), robotics, mobile technology, and contactless automation technology, provided hygiene and safety measures to customers (Pillai et al., 2021). Smart Hospitality was one of the positive impacts of COVID-19 (Buhalis et al., 2023). Globally, policymakers must also communicate and cooperate to define international mitigation strategies.

5. Discussion

This systematic review aimed to investigate and synthesize the extant literature on performance-related attributes before and after the pandemic. As indicated by the keyword analysis across the reviewed literature, customer satisfaction is an important topic among researchers

in this field. Most pre-pandemic studies adopted theories that focused on guests' decision-making processes, motivations, behavioural intentions, and satisfaction. Post-pandemic research shifted to theories that emphasize protective behaviour against a threat, guest decision-making under uncertainty, and public perceptions during health crises. Many theories have not been sufficiently used, including psychological distance theory and self-congruity theory. Researchers can continue to expand the scope of theoretical frameworks to understand hosts' roles, hosts' well-being, or how to build a more resilient tourism ecosystem in the new normal.

Table 1 provides an overview of the 10 attributes within the five thematic areas in the pre-pandemic period. Table 2 shows 14 attributes within the six thematic areas studied during the recovery from the pandemic. Before the pandemic, hosts' professionalism; guests' electronic word-of-mouth (eWOM); accommodations' price value, authenticity, individualized amenities, location convenience; interaction intensity and reciprocity; web efficiency and brand were the most examined themes. These findings align with earlier studies that argued for the paramount roles of host, platform, customer, accommodation, and interaction-related factors (Assiouras et al., 2023; Camilleri and Neuhofer, 2017) in value co-creation. After the pandemic, while all of the relevant levels were affected by the COVID-19 pandemic, the attributes of different layers differed. At the individual (micro) level, in addition to service quality and customer trust, risk perceptions associated with P2P accommodation, the balance between perceived benefits and the barriers to lodging, and accommodation preferences in the context of the pandemic significantly influenced customer behaviour intentions and decision-making processes. At the organizational (meso) level, updated service standards, formal planning, innovative marketing practices, new branding strategies, active adoption of technology, and collaboration were required. From the communal, national, or international (macro) level, financial aid, governmental policies, sustainable tourism planning, shared vision, and collaboration in a wider scope were more significant than before the pandemic. These findings extend the discussion of pandemic recovery strategies in the literature (e.g., Alonso et al., 2020; Assiouras et al., 2022), which has focused on only one or two roles. Fig. 9 presents a comparison of attributes influencing pre- and post-pandemic P2P accommodation performance.

Hosts' professionalism was required in managing and operating the properties online before the pandemic. They were required to focus more on creating positive, hygienic, and memorable experiences for tourists after the Covid-19 outbreak. The findings indicate that hosts, particularly professional ones, must be aware of necessary crisis-response strategies, such as problem-coping and emotion-coping strategies, and become more adaptable to the changing environment, through vigilance and flexibility, to remain competitive in the market.

Before the pandemic, guests' experience feedback or ratings were important for P2P accommodation. However, in the post-pandemic era, customer trust in the platforms, hosts, and accommodation brands has become paramount. This could be because customers perceive higher physical, psychological, time, performance, financial, and social risks after the COVID-19 outbreak (Alonso et al., 2022). This raises questions about the credibility of the platforms or hosts in managing refunds, compensation, and other conflicts arising from the pandemic. These findings align with Farmaki et al.'s (2020) finding that P2P accommodation platforms were heavily criticized for lacking a strategic response to tourists' needs after the COVID-19 outbreak. Prior to the pandemic, customers purchasing P2P accommodation would consider a listing's price, personalized services, unique local cultures, home-like amenities, and convenient location. Post-pandemic customers not only prefer P2P accommodation with a price premium but also are more likely to prefer accommodations in rural areas and listings with hygienic standards. They place greater emphasis on the service standard and prefer accommodations with a green or healthy physical environment.

Due to the pandemic, contactless interaction has become more accepted (Zhong et al., 2023). The post-pandemic reviewed literature

Table 2
Six thematic areas influencing P2P performance after the Covid-19.

Social systems	Attributes	Number of studies	Exemplary studies
Private hosts and their accommodations, customers	Perceived risks (or barriers): -physical, psychological, time, performance, financial and social risks -perceived cognitive threat and fear of Covid–19 -potential loss risk, psychological risk, health risk, social risk, and financial risk -the new travel risk scenario -travel risk perception -fear and uncertainty of Covid–19 -perceived benefits outweighing perceived barriers -the challenges they face (disillusion of traveling) and from their fantasy (illusion of traveling) - health-oriented self-gratification value, financial value, quality value, emotional value, social value, epistemic value, information value, and health security value - Covid-anxiety - The negative health consequences of the disease - customers’ behavioral heterogeneity Service quality: - host service quality - the hospitality of staff - perceived severity, self-efficacy, response efficacy, and response efficacy - utilitarian value option - demand-driven scarcity cues - the senses of touch, smell, hearing, sight, and taste - robots’ Covid–19 prevention efficacy Customer trust: -trust in the platform and the host -green hotel brand trust Accommodation preference: -P2P accommodations with price premiums -located in rural (versus urban) areas -listings with kitchen amenities, size-related characteristics, hygienic requirements -functional motivators (amenities, neighborhood, convenience)	29	Hao and Chon (2022) , Li et al. (2021a, 2021b) , Mody et al. (2023) , Hu et al. (2024) , Lan et al. (2022)
Hospitality organizations (commercial hosts/hotels/platforms)	Hygiene and protection: - the use of smart tech during the crisis -measures of disinfection and hygiene, temperature measurement, social distance, and mask usage - the updated service standard during the Covid–19 - the green/healthy physical environment, well-being perception -experiential quality -artificial intelligence (AI) and robotics, hygiene and	36	Alonso et al. (2022) , Cai et al. (2021) , Miguel et al. (2022) , Zhong et al. (2022)

(continued on next page)

Table 2 (continued)

Social systems	Attributes	Number of studies	Exemplary studies
	cleanliness, and health and healthcare -hotel employees wearing facemasks Crisis response strategies: - internal work reorganization, service scape reorganization, customer wait time reorganization, staff training, and updated communication - price reduction - cordial relationships with stakeholders - increased promotion through social media - innovative marketing practices, operational cost-cutting, and employee training - ways of coping dimensions (self-reliant, vigilant, inoperative) -changing-adjusting dimensions (work-based adjustment, adjustment to compliance, fringe-detachment) - cancellation management and flexibility - contingency planning and crisis management, resilience - sustainable philosophy, use information technologies, and develop new branding strategies - problem-focused coping and emotion-focused coping strategies - "rebuild strategies", affective evaluation, and cognitive effort -knowledge management -the platform collaboration capability -a series of campaigns on P2P platforms		
The community	Community support: -community support in the form of providing free accommodation to homeless people and medical professionals Shared vision: -the local community's inability to form a shared vision around the pandemic	3	Chen and Hang (2021)
The hospitality industry	Corporate social responsibility (CSR): - the CSR dimensions of product quality, CSR communication, and environmental protection - responsible leadership and CSR initiatives - natural environmental orientation, market orientation, resource orientation, and brand orientation - green motives and green business strategies -financial sustainability, innovativeness, and technology adoption -the net asset turnover, liquidity, foreign earnings intensity, and age -solvency and size	16	Breier et al. (2021) , Wieczorek-Kosmala (2021) , Yang and Han (2020)

(continued on next page)

Table 2 (continued)

Social systems	Attributes	Number of studies	Exemplary studies
The government	- financial-slack-driven risk preparedness, the abilities of hospitality businesses to sustain the liquidity tensions, necessary design of system interventions that could prevent bankruptcy in the hospitality industry Strategic management: -human intellectual capital -business model innovation (BMI) -customer relations-related and service provision-related strategies, cost-saving, and revenue management strategies -completeness of information, online hygiene rating, and hygiene recommendation tag - knowledge of implementing a strategy during an economic crisis - novel technologies and new business strategies	6	Chen et al. (2022), Cheng et al. (2023)
	Financial aid: - the financial aid offered by the Government - government measures that contribute to the improvement of the financial situation of firms - government support Planning and policies: - the Government's stringency of lockdown policies - state-level variations in policy that made travel and hospitality services relatively more (or less) difficult for consumers to obtain - sustainable tourism planning - urban zoning		
The world	International collaboration: -policy-makers of different countries working together with scientists and academics to define global mitigation strategies -the international industry's proactivity in anticipating, coping, and adapting to the pandemic Technology adoption: -mobile app for room service, physical distancing in dining areas, air purifiers in rooms -hygiene and cleanliness, and the role of hospitality 5.0 technologies in ensuring hygiene and cleanliness	4	Pillai et al. (2021)

rarely discussed interaction intensity or reciprocity. Web efficiency and web brands were also discussed rarely. Instead, there has been a call for hospitality firms' CSR to enhance innovativeness, technology adoption, and financial sustainability to improve resilience (Pizam et al., 2022; Wieczorek-Kosmala, 2021). The findings indicate that the community must have a shared vision to collaborate in confronting the challenges of the pandemic. Governmental contributions to improving the financial situation of hospitality firms and the adoption of hospitality 5.0 technologies worldwide are also necessary.

6. Contributions and limitations

6.1. Theoretical implications

As the first systematic review of performance-related attributes in the P2P accommodation, this research has several theoretical implications for the literature. It provides an exhaustive review of P2P accommodation performance attributes. Previous studies have explored various performance indication factors, such as customer recommendations, overall attitude, guest preferences, and guest satisfaction. They have also tried to find the corresponding antecedents, such as rental

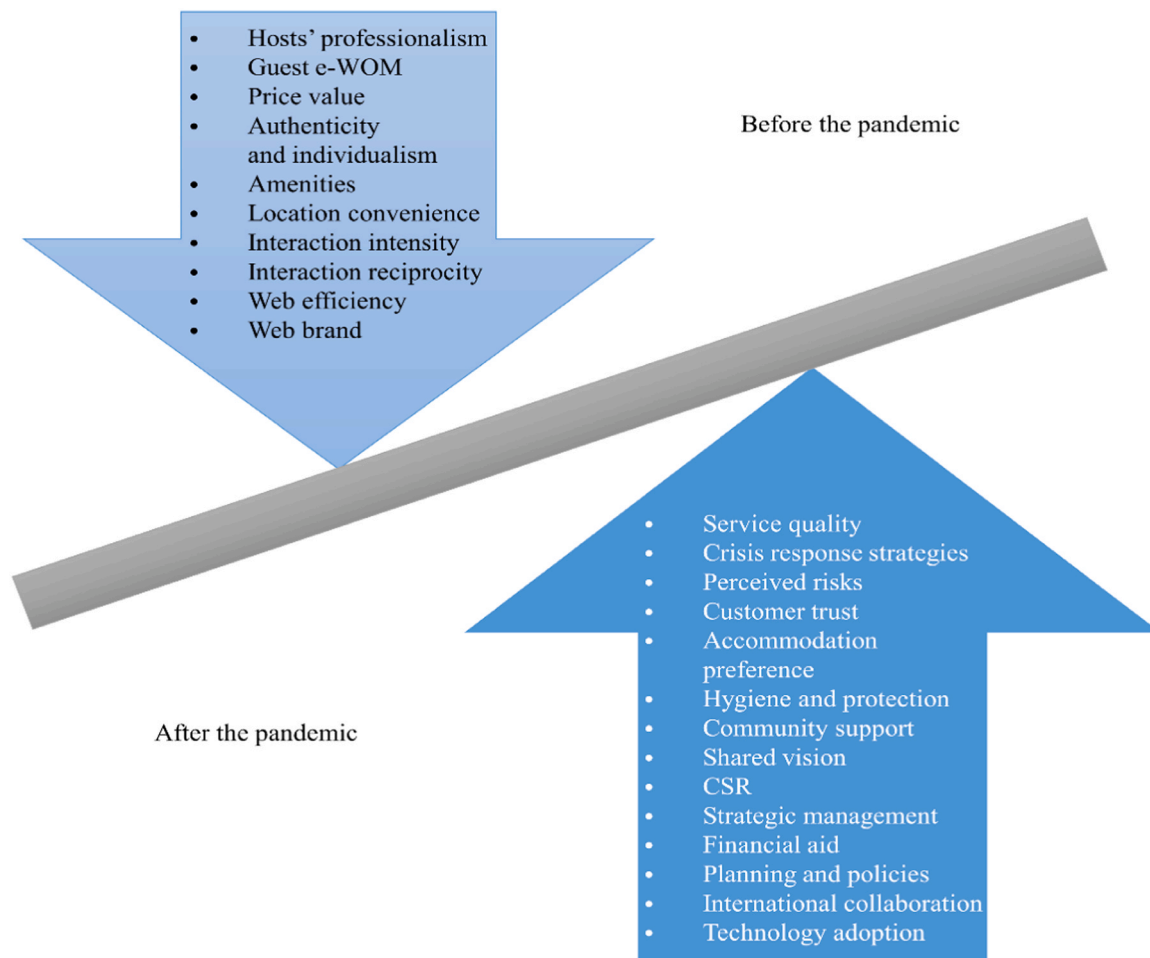


Fig. 9. A comparison of performance attributes before and after the pandemic.

prices, high online ratings, location, or the provision of certain amenities (e.g., Wi-Fi, free parking, bathrooms). Some research has been conducted on the variable of performance and its influencing factors. This study targets the P2P accommodation performance, considering both the revenues and investments of P2P accommodation hosts, instead of only estimating the amount of income earned (e.g., financial performance, revenue per available room, etc.), or the number of guests staying in the room (e.g., sales performance, occupancy rates, etc.). Therefore, this research takes a step forward by systematically examining the attributes of P2P accommodation hosts' performance.

This study also enhances the value co-creation and social systems theories as the two main theoretical foundations for investigating and classifying the determinant factors of performance. In the hospitality context, the pre-pandemic literature mainly applied the theories of social exchange, self-determination, and signalling. Through those lenses, the majority of the research focused on guest experiences, satisfaction, service quality, customer purchases, or intention to use P2P accommodation (e.g., Tussyadiah, 2016; Wu et al., 2017; Xu et al., 2019). In the post-pandemic hospitality context, researchers have been more likely to apply stakeholder theory, protection motivation theory, and resilience theory. Most of the reviewed research studied crisis management, recovery from public health emergencies, or the sustainability of the hospitality industry using those theories (e.g., Jones and Comfort, 2020; Miguel et al., 2022; Wu et al., 2023). Limited studies have used value co-creation theory or SST to classify the attributes affecting hosts' business performance. This research integrated both theories and identified five thematic areas in the literature before the pandemic and six after it, that can be studied as valuable factors in future research.

Therefore, the research not only extends the nomological framework of the theories in P2P accommodation studies but also represents a significant advancement in framework-based systematic reviews.

There has been a dearth of research systematically presenting the attributes and making comparisons between the pre-and post-pandemic eras. Most of the research reviews have focused on either the pre-pandemic (e.g., Belarmino and Koh, 2020) or post-pandemic (e.g., Utkarsh and Sigala, 2021) themes in hospitality and tourism research. With the easing of travel restrictions (Prayag, 2023), domestic tourism has boomed (Arbulú et al., 2021), and a preference for flexible and small-group travel has surged (Villacé-Molinero et al., 2021). Even though the WHO (2023) declared that COVID-19 no longer represents a global health emergency, it is essential to continue monitoring the situation and following public health guidelines. Going forward, the highlighted aspects in the current study, such as hospitality firms' CSR, strategic management, and customer trust, would be critical in preparing the industry and stakeholders.

6.2. Practical implications

The findings suggest practical implications for P2P accommodation sector stakeholders. Attributes affecting performance before the pandemic and strategies for recovery and sustainable development after the pandemic were summarized and presented. Although the observed pre- and post-COVID-19 attributes differed, service quality remained significantly important in both periods, which P2P owners should focus on. P2P owners must deliver services according to guests' perceptions and their promised standards. For instance, owners should continue

maintaining hygiene conditions even in the post-pandemic era to ensure a healthy environment. P2P owners should also provide reliability, responsive reactions, a sense of empathy, assurance, and tangible communication materials to their guests, which are essential in establishing quality service.

Active participation is one of the key elements in building the value of P2P accommodation (Camilleri and Neuhofer, 2017). To stimulate guests' active participation, P2P accommodation owners must consider their professionalism and competence in addition to eWOM, as well as the price value offered. For example, P2P owners may serve as local guides by offering insider sharing of the accommodation for their guests. Such an approach may generate interest among guests to be more involved in the unit, which may foster affective attachment that would influence guests' experience as well as repeat visitation. Besides that, P2P accommodation should be aware of guests' characteristics to offer a favourable servicescape and experience (Line and Hanks, 2020). For example, guests are shifting from types of room amenities to the atmosphere, experience and construction of the building when they evaluate their stays (Craig and Karabas, 2021; Jang et al., 2019). As such, the findings suggest P2P practitioners need to allocate their resources in diverse areas of their accommodation to suit various guests' demands.

The findings offer implications for hospitality policymakers in regulating the prevalence of P2P accommodation. As a new type of accommodation and its unique nature, existing laws, legislation, policies and rules may require adjustments. For instance, zoning laws may not necessarily apply to P2P accommodation as it is blurred between residential and commercial users, whereby revised regulation is needed to avoid conflicts and confusion. Furthermore, similar to the traditional hotel industry, the local government should grant financial aid and innovative regulatory policies for P2P accommodation as per their market expansion. Additionally, P2P accommodation should comply with Corporate Social Responsibility (CSR) and strategic management as their duty for sustainable development within the hospitality industry.

6.3. Limitations and future research agenda

Despite its significant contribution to the emerging literature on P2P accommodation, this study has certain limitations. First, the researchers manually coded and categorized the articles, which may have introduced personal bias and subjectivity. Although the researchers reached a consensus before the final coding, the element of subjectivity is still present. Only academic journals were considered scientific sources. Articles in peer-reviewed journals on P2P accommodation attributes were identified and reviewed but other research outputs, such as conference proceedings, research notes, and reports, were excluded.

While the review of P2P accommodation research generated valuable insights into performance-related attributes, future research is needed to explore additional attributes. The less-studied attributes and related questions for future performance research in P2P accommodation are summarized in Table 3.

First, market-related attributes have been a critical part of the P2P accommodation sector, and a small section of literature has attempted to predict their impact. Market-related attributes have been studied in terms of platform competition (Huang and Huang, 2024), competition from traditional accommodation providers (Rahimi et al., 2022), and conflicts among individual stakeholders in the sharing economy ecosystem (Buhalis et al., 2020). Limited studies have investigated the competition dynamics and the influence of different tiers of hotels on P2P accommodations based on various stakeholders' perceptions. While local regulatory policies or taxation are influential factors in P2P accommodation hosts' performance (Li et al., 2021a, 2021b), few studies have examined how local policies affect the P2P accommodation market supply and demand.

As P2P accommodations grow, their influence on neighbourhoods has attracted increasing academic interest, and research on neighbourhood-related attributes is limited, especially regarding

Table 3
Less studied attributes and related questions for future performance research in P2P accommodation.

Suggested attributes	Guidelines	Related questions for the future performance research
Market-related attributes	Market-related issues, such as severe competition from different tiers of hotels, a turbulent macroeconomic environment, and local regulatory policies or taxation, could significantly impact the performance of P2P accommodation. However, more empirical research was needed to predict their impact.	<ul style="list-style-type: none"> • Comparative study between P2P accommodation and budget hotels, mid-range hotels, and upscale hotels. • How do the local regulatory policies affect the P2P accommodation market supply and demand?
Customers attitudes toward the platform/website	The P2P accommodation website has become a crucial platform for users to search for information and complete transactions. Previous studies mainly focused on customers' attitudes to P2P accommodation and the staying experience.	<ul style="list-style-type: none"> • What factors influence customers' attitudes toward the P2P accommodation platform/website?
Neighborhood-related attributes	A nicer neighborhood would be more valuable to the guest. However, there have been limited empirical investigations of neighborhood-related attributes (e.g., neighborhood real estate values and regional reviews).	<ul style="list-style-type: none"> • How do the positive or negative regional reviews impact the hosts' revenue or reservations? • How do the neighborhood real estate values affect the performance of P2P accommodation?
Social media impact	Social media, as an important information channel, significantly affects P2P accommodation development comparing traditional marketing tools. Previous studies mainly focused on the impact of social media on tourists' accommodation choices and decision-making processes in hospitality.	<ul style="list-style-type: none"> • How does social media (e.g., Internet marketing) affect the performance of P2P accommodation?
Demographic	Demographic factors, including guests' individual and trip characteristics, are significant variables in empirical research. Previous studies mainly focused on the impacts of those factors on guests' choices and intention to use P2P accommodation.	<ul style="list-style-type: none"> • How do demographic factors (e.g., gender, party size, dwelling size, trip length, and user typologies) could impact the performance of P2P accommodation?
Sustainability	While P2P accommodation is increasingly identified as a part of sustainable tourism behavior, however, its sustainability is questionable.	<ul style="list-style-type: none"> • How ecological sustainability (e.g., less environmental impact, environmentally friendly activities) could affect customers' attitudes towards P2P accommodation. • To what extent is P2P accommodation sustainable in the hospitality domain?

relations with local residents, real estate values and regional reviews. Faye (2024) investigated urban tourists' preferences for neighbourhoods concerning their P2P accommodation location decision. It highlights guests' neighbourhood preferences shape the touristification process. Some other neighbourhood-related attributes are explored, including host community residents' perceptions of P2P accommodation growth (Stergiou and Farmaki, 2020), the economic impact on locals (Lee and Kim, 2023), and the relationship with neighborhood environments (Xu et al., 2020). Although these latest articles mention the impact of P2P accommodations on neighborhoods, research on the impact of neighborhood-related attributes on P2P accommodation performance remains scarce.

While eWOM is a significant factor in the growth of the P2P accommodation sector, the effect of eWOM regarding the neighbourhood (or locality) of accommodations on P2P accommodation performance has not been well researched. Also, P2P accommodations increase the potential economic returns to residential properties, but whether the neighbourhood real estate has any effect on the P2P accommodation performance remains underexplored. With the expansion of P2P accommodations, social media has become increasingly important, and the effect of social media on P2P accommodation performance remains underexplored. Platforms such as Facebook, X, TicToc, WeChat, and QQ provide a wealth of customer information hosts can personalize messages to improve click-through rates and online purchases. Research on the relationship between social media and P2P accommodations has focused on social media's influence on tourists' accommodation choices, online advertising appeal, the processes and risks of information diffusion on Twitter, and the treatment of the Airbnb controversy in the press (Liu and Mattila, 2017; Li et al., 2024; Huertas et al., 2021). However, empirical work addressing the influence of social media on performance is scarce. Future research on the influence of social media based on customer segmentation information can provide valuable guidance for effective marketing strategies and enhancing performance.

Finally, P2P accommodations can promote more effective use of resources and environmentally sustainable ways to travel (Chuah et al., 2022). Sustainability also emerged as a widely researched topic in the hospitality industry as Tourism can contribute to the Sustainable Development Goals (Buhalis et al., 2023). Garrod et al. (2023) suggested that sustainability is an important antecedent to platform trust and customer loyalty to Airbnb. Similarly, Do and Pereira (2023) reiterated that sustainability drives customer adoption of P2P accommodation. These findings underscore the need for accommodation providers to emphasize sustainability and build trust. Economic viability, ecological preservation, and societal well-being are the three pillars of sustainability, providing a structured approach to investigating the positive and negative impacts of P2P accommodations (Caldicott et al., 2020). Efthymiadou and Farmaki (2024) also examined women empowerment in P2P accommodation settings, contributing to sustainability in the sharing economy and gender equality. Although the rapid rise of P2P accommodations has exposed new opportunities and issues in academia, research examining P2P accommodations through the lens of sustainable development goals remains limited. Greater attention should be paid to the relevance of P2P accommodation to the sustainable development (e.g., environmental impact, local employment, historical heritage preservation) of the locality to derive valuable practical implications.

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CRedit authorship contribution statement

Serene Tse: Writing – review & editing, Conceptualization. **Feng Huang:** Writing – review & editing, Writing – original draft, Methodology, Conceptualization. **Zhicai Wu:** Writing – review & editing, Funding acquisition. **Dimitrios Buhalis:** Writing – review & editing, Conceptualization.

Declaration of Competing Interest

We affirm that the authors have followed the principles of transparency and scientific integrity while conducting this research. There are no conflicts of interest that could have influenced the research design, methodology, data analysis, or the presentation of results.

Data availability

Data will be made available on request.

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