# The Impact of Demographic Features on The Utilization of Airbnb Platform; a Comparative Study of Aswan and Wahat in Egypt.

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## ARTICLE INFO    ABSTRACT

Share economy is becoming a worldwide trend. Two of the main prominent enterprises in share economy are Airbnb for share accommodation and Uber for share transportation, where the former became the largest with expected revenue of three billion USD in 2020. These enterprises launched their own platforms to provide services for their customers on the basis of share economy. In 125 countries, Airbnb platform operates under governmental umbrella and offers the opportunity for tenants of private units to take part in world tourism business. Egypt is a Middle East state that has a long history as a tourist destination with many terminuses that fit for various types of tourism. Aswan and Wahat are examples of these terminuses, however they are unique in nature since they offer private share accommodations. Unfortunately, this is done in isolation from any regulations whether governmental by MOT or organizational by ETF. This research uses PESTEL model dimensions and features to assess the adequacy of these terminuses to utilize Airbnb platform for share accommodations. Since the two terminuses are different in terms of their attractions and types of tourist they induce, this paper is geared to finding out differences among them concerning the utilization of Airbnb platform. Findings indicate that there are significant differences between the two terminuses concerning one of the dimensions of PESTEL model, namely, the demographic feature.

## Background

For guests who look for a distinguished experience to stay in share accommodations worldwide, Airbnb is the platform that offers such an involvement (Airbnb, 2016). This website enables hosts of private share accommodations to list and get book their units to visitants from around the world. The offering could be anything from a bed in a room, an apartment to even a home. These rented spaces also range in service from budget to deluxe and lavish.

Nevertheless, Airbnb booklet of 2012 indicated that 57% of their rents were deluxe and lavish, 41% mid-scale and only 2% modest-scale (Airbnb, 2012). This general

overview has been supported by a more recent sovereign data review taken from the Airbnb website. This conforms to the findings of Slee (2013) that 56% of N.Y city fall in the upper-scale category, i.e., deluxe and lavish whole home. In the same vein, two thirds of Airbnb global rents in thirty two cities were for the same category aforementioned, whereas thirty two percent were for rooms and only two percent for shared room (Airbnb, 2016). Two types of hosts are operating on Airbnb platform. The first are those renting their own private unit where they live. Those constitute ninety percent of hosts (Airbnb, 2016). The other type are those who take this for a job renting units that are meant to be rented away from their own homes and those capitalize on the greater share of rents (round ninety percent) carried out through Airbnb platform (Clampet, 2014; Coldwell, 2016; O'Neill and Ouyang, 2016; Popper, 2015; Schneiderman, 2014; Slee, 2014;).

Albeit the lack of data on guests' demographics' reports, Airbnb indicate that forty percent of its visitants are Americans and the rest are Europeans (Taylor, 2012) with more than half of the rents were in Europe at the start of 2015 (Shead, 2015). In respect to age, visitants' average age was thirty five years of which fifty four were females according to (Airbnb, 2015). This conform to the findings of (Williams, 2014) that average age of guests fall between fourteen and thirty six years of age.

**Reasons to Choose Airbnb**

This question was answered through a handful of studies. To begin with, Lamb (2011) used phenomenological life-world interviews to observe the motives behind Airbnb hosts and guests, concentrating on their craving for trustworthy interpersonal experiences. Primarily attracted by service and related experience, Lamp found that this is not the only reason. The other reason he found was financial savings. However, since his study was focused on both Couch Surfing and Airbnb, more attention was given to the former than the latter. Lamb's predetermined focus on Guttentag (2015) studied Airbnb through the theoretical concept of disruptive innovation, and found there main motivators for guests to stay in Airbnb, namely, price, household amenities, and authenticity, but failed to give supportive data on costs of Airbnb as compared to hotels from a conceptual other than an empirical lens. Tussyadiah (2015) surveyed users focusing on motivations. The experimental factor analysis clustered these motives into three factors that are; sustainability, community, and economic remunerations. All factors proved to be significant especially those associated with economic remunerations as most significant. However, despite sustainability attained considerable attention, neither cost nor authenticity had the same attention in this study. In an analogous study, Tussyadiah and Pesonen (2015) inspected motives of use among American and Finnish visitants. Twelve statements cored at the collaborative consumption were used, two factors i.e., social Appeal and economic Appeal did not load onto either factor. However, the strength of agreement was not indicated. Also, this study shows some of the same limitations as that of Tussyadiah (2015), mainly, that neither pragmatic reimbursements nor authenticity were included. Quinby and Gasdia (2014), surveyed users and found three main motives were home-alike amenities, supplementary space, and improved value, in the same order they are mentioned (Hennessey, 2014). However, like all other studies Quinby and Gasdia

(2014) looked at Peer to Peer Sort- Term Rental Services "PSRs" in general instead of Airbnb specifically. Moreover, U.S. and European visitants were surveyed by Nowak et al., 2015 to measure Airbnb's possible challenges to hotels and online travel agencies. The 55% of respondents indicated "cheaper price," 35% specified "location," 31% designated "authentic experience," 25% pointed to "own kitchen," 24% signposted "uniqueness of unit," 23% showed "easy to use app/site," and 17% pointed out "large party accommodation." Finally, Airbnb published economic impact reports focusing on round 24 different destinations. Reports provide infrequent intuitions into why guests choose Airbnb. For instance, round ninety percent of Airbnb visitants desired to "live like a local" (Airbnb, 2013, 2014, 2015, 2016), roughly eighty percent of Airbnb visitants used it due to the location convenience than that of a comparable hotel (Airbnb, 2014, 2015), and near eighty to ninety percent used it for amenities (Airbnb, 2015).

There is no specific outline to understand the motives that entice visitants to Airbnb by concepts of disruptive innovation and diffusion of innovations but in combination with tourism accommodation, the two ideas of innovation can still form a lens to identify and comprehend possible motives to use Airbnb. These were proposed to relate to six different features – price, functional attributes, unique and local authenticity, novelty, bragging rights, and sharing economy ethos.

**Price**
As earlier labelled, low cost is an old feature and appeal of disruptive innovations (Christensen, 1997). Adner's (2002) indicated the crucial importance of price. Equally, innovation diffusion research identifies that cost is a prevalent feature of competence advantage; Rogers (2003) sees it as the "very first of competitive advantage". Tussyadiah (2015) and Nowak et al. (2015) both found that guests see monetary savings as the primary motive to use Airbnb and PSRs, and Guttentag (2015) and Lamb (2011) both stressed the importance of this idea. The same appeal is emphasized in numerous media stories on the company (Ennion, 2013; Harwell, 2014; Pilon, 2014; Rosenberg, 2014; Schoettle, 2015). The price was also identified as a key factor even in hotel choice (Chu & Choi, 2000; Dolnicar & Otter, 2003). From an overall notion Hamari, et al. (2015) found that intent to use the share economy services was significantly affected by price. Even more, Guttentag, 2015; Haywood et al., 2016 and, Hockenson, 2013 plentiful studies disclosed that Airbnb listings tend to be less expensive than hotels.

**Functional Characteristics**
Lancaster (1966) sees that products can be regarded as the entirety of their several characteristics (Christensen, 1997; Adner, 2002). From a practical view point, such characteristics (except for price) are almost functional ones. Location was found to be very important by Tussyadiah and Zach (2015) for both hotels and PSRs, albeit that hotel guest reviews concentrated on convenience and PSR reviews focused on general desirability.

### Unique and Local Authenticity

Ahuvia and IzberkBilgin (2011) constructed on this concept and stated that "this discontent is inspiring a consumer embrace of e-Bayization. This countertrend to Mc-Donaldization describes how information technology is transforming consumer society by permitting especially high levels of diversity, impulsiveness, and market-mediated control". These three attributes perfectly summarize Airbnb (Buhr, 2014). Pine and Gilmore (2011) stated that goods and services have moved into a process of commoditization, which means a lot of competing service brands are practically hard to distinguish but compete mainly on price. The writers debated that consumers search for unforgettable experiences through the progressing "experience economy," and are therefore gradually hesitant to approve to such standardization to get lowered costs. The enabling of authentic intrinsic experiences is also cited in manuals of Airbnb (St. Louis, 2012; Williams et al., 2015), and is often focused on in media coverage of the company (Cadwalladr, 2013; Capellaro, 2013; Bradbury, 2014; Vaccaro, 2014; Weisleder, 2014). As earlier indicated, authenticity and interpersonal experiences importance as motives for Airbnb was also identified by Lamb (2011), Guttentag (2015), and Tussyadiah (2015).

### Novelty

The concept of personal innovativeness of (Rogers, 2003), is strictly linked to that of in quest of novelty. Similarly, Khare, et al. (2010) observed the two concepts mutually in a research of Indian youth online merchandizing behavior. The quest for Novelty was also utilized by many other scholars of tourism to better understand the alternatives and behaviors of tourists. For example, Snepenger (1987), prepared a segregation of the Alaskan vacationers according to Cohen's (1972) ideas. Chang, Wall, and Chu (2006) did the same for Taiwanese visitors indigenous lures using the same concept; Jang and Feng (2007) indicated that French tourists are positively associated with mid-term revisit intentions following the same concept; and Aaker, (2011) found European visitors -looking for- novelty were not related to lower instant revisit intentions but higher long-term revisit intentions. As a form of accommodation, it appears consistent to expect the novelty as a motive for Airbnb choice. As a novel form of accommodation, those who seek novelty could be drawn to Airbnb in the first place. Secondly, Airbnb accommodations could be assumed as an additional innovative travel experience than in other conventional forms of accommodation.

### Bragging Rights

Rogers (2003) assured that social prestige is consistently a critical element of the relative advantage derived by novelty. Rogers illustrated that a century ago, Gabriel Tarde, one of the inventers of distribution concepts, branded "status-seeking" as the principal goal for people to duplicate others innovative behaviors. Travel bragging and social status are always considered as a motive as indicated in Cha, et al. (1995) research, segmentation of Japanese overseas tourists; Sirakaya, et al. (2003) research on Japanese tourists to Turkey; Kim and Prideaux's (2005) research on visitors to Korea; Kim et al.'s (2007) paper on the U.S university students; and Lee, et al. (2002) research on German international visitors. Albeit that the tourism studies on bragging

rights and social prestige status has focused primarily on overall travel motives, the propagation of literature on innovation authenticates that this idea is relevant and critical to understanding the acceptance of specific tourism innovated products like Airbnb.

**Sharing Economy Ethos**

When bearing in mind the dissemination concept of compatibility, that climaxes an adopter's values and beliefs (Rogers, 2003), it looks of significance to identify the principles of the broader sharing economy where Airbnb belongs. Essential principles in the share economy encounter "sustainability", "local consumption", and "trust between strangers" (Botsman & Rogers, 2010; Chase, 2015; Gansky, 2010; Price water house Cooper, 2015). Airbnb totally confirms such principles, as stated by its reports that repeatedly encompasses sectors that relate to social and environmental benefits. Furthermore, researches by Tussyadiah (2015) and Tussyadiah as well as Pesonen (2015) established that motives straightly relating to the share economy play a very important role in promoting the use of Airbnb use. These studies encompassed equitably alike items covering motives such as "supporting inhabitants", "reducing resource depletion", and "favoring Airbnb's sustainable business model", which loaded onto factors termed "Sustainability" (Tussyadiah, 2015) and "Social appeal" (Tussyadiah & Pesonen, 2015).

**Adverse Aspects of Airbnb Share Accommodations**

A new study checked sources of mistrust in the Airbnb. The study focused on customers' negative reviews concerning Airbnb. These reviews were posted in "Trustpilot's" website. Two main reasons were detected, i.e., poor customer service and host unpleasant behavior.

Consumers of the share economy—such as Airbnb—are subject to threats other than monetary losses (Ert, Fleischer, and Magen, 2016), and guests may be provoked by dishonest tenants or even individual's security (Huurne, Ronteltap, Corten, and Buskens, 2017). Frequently, the tenant rents rooms to foreigners (Ert et al., 2016), but the tenant infrequently describes the quality of accommodation service (Zhang, Yan, and Zhang, 2018). Eventually, many unexpected incidents may happen, as visitors cannot - beforehand-decide on trustworthiness. (Sun, Liu, Zhu, Chen, and Yuan, 2019). For example, a recent occurrence witnessed a sexual attack on a 19 old boy by Airbnb tenant during his stay in Madrid (Lieber, 2015). Despite the concept of sharing depends on trust between the host and guest (Lee, 2015; Parigi and Cook, 2015), such hostile occurrences may certainly take place, and eventually leads to mistrust, and might even diminish visitors from residing at Airbnb accommodations (So, Oh, and Min, 2018). Recent studies recognized distrust as one of the main barriers facing consumers use of Airbnb (Tussyadiah and Pesonen, 2018) and, in some cases, the only restriction that distressingly predicts the inclusive customer attitude towards Airbnb (So et al., 2018).

Apart from financial threats, additional risks are also there in share economy platforms like Airbnb Ert et al. (2016). Such hazards and offensive practices may cause distrust and hinders travelers from selecting Airbnb as an alternate type of

accommodation (So et al., 2018). However, Airbnb customers do not only except one choice that is to guess the threat of listings from available data and communications since they are not capable to experience the tangible service before they arrive to their chosen listings (Liang et al., 2018). Within the same context, utmost P2P accommodation websites are suffering brittle trust (Ert et al., 2016; Wu and Zeng, 2017). Recent studies elect that distrust is the farthest frequently cited barrier to P2P accommodation in a share economy that includes the fundamental mistrust among strangers and also privacy concerns (So et al., 2018; Tussyadiah and Pesonen, 2018).

## Airbnb Poor Service Aspects

In a recent study, of 216 posted negative reviews, around 90% were related to poor customer service experiences that caused distrust in Airbnb. Views on poor customer service included: 'no phone/email support', 'ignored', 'can't get any help ', 'contact with is almost impossible', 'failed to support us in any valuable way', 'made no effort to make things correct for us', 'can't get my refund', 'customer service is a nightmare', 'wait for a response…typically for weeks', 'I no more can place any confidence in…even their customer service', 'hey do not care', 'customer service just doesn't exist', 'no one contacted me', 'was not resolute till 26 hours after primary compliance', 'just denied that there was a problem', 'will not help you', 'dismissed my complaints', 'worst customer service', 'bad customer service', and 'customer service is poor' and I would not use or recommend Airbnb to anyone else.

When subject to failure in service quality, consumers normally file a complaint to service providers to relieve their stress and get protected. In this contextual, a lot of Airbnb guests got contact with the company's customer service department; however, Airbnb's gave little responses and poor cooperation, this branded a low level of benevolence from the customer service staff towards guets, eventually, this caused a high level of uncertainty and insecurity among consumers that were uttered in psychological distress (Moody et al., 2014). As a result, guests' mistrust in Airbnb was augmented, to the point that some consumers renowned they would refrain from using the service. This decision can be related to institutional reasons; or to put it differently, these customers practiced what they considered as an unsatisfactory reaction and referred to weak regulations.

## Projects Performance and PESTEL Dimensions

PESTEL model is one of the most recent models that are used to evaluate the adequacy of a locality, a destination, or a country to accommodate new projects. It has six dimensions as explained in the next section.

## Political Dimension Features

These Features are around how and to what extent a state interferes in the economy or a particular industry. All the pressures that a state enforce on a particular business could be detailed here. This may encounter "labor law", "environmental law" "state policy"," political stability", "tax policy" ,"corruption", "foreign trade policy", and "trade restrictions". In addition, the state might have an attentive impact on the infrastructure of the nation's education system, and health code of practice. These are

the features to be taken into account on assessing the enticement of a potential market.

**Economic Dimension Features**

Economic factors are elements of a specific economy's performance that embrace economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers, and unemployment rates. These factors might indirectly or directly influence the business since it impacts the purchasing power of customers and may alter the economic models of demand/supply. Consequently, the way business price their products and /or services is influenced.

**Demographic Dimension Features**

The demographic features, customs, and population values within which the corporate functions are often termed demographic features. The trends of population, like, the growth rate, distribution of age and income, career attitudes, safety concerns, health awareness, lifestyle attitudes, and cultural barricades are comprised in here. These features are predominantly of significance for marketers when targeting particular customers. In addition, it also disclose information on the local workforce and its readiness to work under particular circumstances. In some cases, demographic features are segmented into social and demographic factors to be more accurate and comprehensive.

**Technological Dimension Features**

These features point to technology novelty that might affect an industry operations and its market in-favorably. This points to technology inducements, the extent of novelty, automation, research, and development (R&D) practices, changes in technology, and the amount of awareness concerning technology the market yields. These factors may affect decisions to enter particular industries or not, to introduce particular products or not, or even to outsource production activities overseas. Acknowledging what is taking place concerning technology, may stop the business from spending money on evolving technologies that may swiftly become obsolete because of troublesome technological changes somewhere else.

**Environmental Dimension Features**

Environmental features came to the frontline seldom in recent couple of decades. Their significance originate from the increasing inadequacy of "raw materials", "pollution targets", and "carbon footprint" set by states. This dimension encounters features such as "weather", "climate", counterbalances, and change in climate that might impact industries like tourism, farming, "agriculture", and "insurance". Furthermore, accumulative awareness of the potential effects of climate change is impacting how business operates and the products it offers. This directed numerous businesses to get intensely tangled in activities as "corporate social responsibility" (CSR) and "sustainability"

**Legal Dimension Features**

Alike to political features, legal features encounter more comprehensive regulations such as "discrimination", "antitrust", "employment", "consumers' protection", "copyrights and patents", and health and safety regulations. Enterprises need to be

acknowledged of what is legal and what is not to function effectively and virtuously. If a business operates globally this issue becomes primarily thorny since each state has its own set of regulations and rules of practice. In addition, businesses need to be aware of any potential changes in regulations and the influence this may have on their potential trade.

**Aswan** (/æsˈwɑːn, ɑːs-/, also <u>US</u>: /ˈæswɑːn, ˈɑːs-, ˈæz-/; The American Heritage Dictionary, (2019), <u>Collins English Dictionary</u> (2019), <u>Oxford Dictionaries (2109)</u>, <u>Merriam-Webster Dictionary (2109)</u>, is a city in the south of <u>Egypt</u>, and is the capital of the <u>Aswan Governorate</u>.

The city is a famous and popular tourist destination well known for culture tourist from around the world. Melanie K. (2016) indicated that Aswan is a unique destination concerning folkloric arts and crafts and therefore became recognized by the UNESCO. According to (CAPMAS, 2018) more than one and half million residents live in the city over an area of round 35 thousand kilometers. Being 879 km far from Cairo, the city can be reached by railway and domestic flights.

Aswan is also identified as the land of gold since it was like a massive cemetery for the pharaohs and their treasures for thousands of years. Nubians inhibit Aswan and constitute thirty percent of Aswan citizens where the rest are Arabs. Two languages are spoken in Aswan, i.e., Nubian and Arabic.

**Share Economy Units In Aswan**
- Taharka -Elephantine
- The Mango Guest House (Syaha House)
- Farm House
-  Bet el Kerem guesthouse
- Nubian Lotus
- Farm House 1
- Otasho Nile View House
- Farm House 2
- https://trip101.com/article/Airbnbs-in-aswan-governorate-egypt

**Attractions of Aswan**
Along with its natural wealth, Aswan is loaded with antique Pharaonic monuments and various tourist destinations loaded with Pharaonic, Islamic, and Nubian memorials.

Numerous tourist events can be practiced in Aswan. The banks of the Nile in Aswan is suitable for swimming and sailing in some places. Other activities include visits to the islands of plants, museums, and temples like Philae, Elephantine and Abu Simbel and Kom Ombob (https://www.traveltoegypt.net/discover-egypt/aswan-attractions/aswan-Information)

**El-Bahariya Oasis**

Al-Wāḥāt al-Baḥrīya, "the Northern Oases"; Diwah Ēmbemdje, "Oasis of Bemdje", from Egyptian ḏsḏs Jürgen, O, (1998). Aswan is an oasis in the Western Desert of Egypt. Separated by three hundred and seventy kilometers from Cairo, the city occupies and area of two thousand square kilometers. Agriculture, iron mining, and tourism are the focal economic activities of the city.

Bahariya is comprised of several villages, namely, "El Bawiti", "Qasr is el-Bawiti, Mandishah", "el-Zabu". "el-'Aguz", "Harrah, el-Zabu" and "El Hayz" where mummies have been found on which genetic studies have been conducted (Kujanová, M. et al 2009). The white and the black deserts are main attractions of Wahat, Also, The Crystal Mountain and Igleez Mountain besides to the valley of Agabat.

Based on previous data concerning the aforementioned destinations, it is evident that both are distinguished tourism terminuses. It is evident also that share rents are being offered by tenants in both areas. However, due to the different natures and demographics of the two investigated destinations there is no evidence yet that utilizing Airbnb platform can fit in both of them.

**Methodology**

A semi-structured questionnaire form was developed. The resources used to construct the survey were derived from scholars.unh.edu. The tool was piloted, and checked for reliability and validity. The calculated reliability value was 0.87 and that of validity was 0.89. One hundred and nine hosts from Aswan as well as one hundred and eleven others from Wahat besides to four hundred repeated guests to the destinations aforementioned were surveyed online via Survey Monkey platform while tenants were face to face interviewed during the period June to December 2019. The resources used to construct the survey were derived from scholars.unh.edu, 2019. Data collected were tabulated and analyzed using SPSS version 20. t.test, and ANOVA tests were used to detect variances among groups concerning demographic dimension of the PESTEL model (scholars.unh.edu, 2019).

**Results and Discussion**

Repeated customers who previously visited the destinations more than once and had the opportunity to mingle with existing inhabitants and culture were examined. Table (1) that follows displays their responses

**Table 1**

Repeated customers' replies to demographic adequacy of investigated destinations.

| | strongly disagree | | disagree | | neither agrees or disagree | | agree | | strongly agree | | Total | Weight Average | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | F | % | F | % | F | % | F | % | F | | | |
| Fit of population size and growth rate. | 73.25 | 293 | 22.5 | 90 | 1.50 | 6 | 1.75 | 7 | 1.00 | 4 | 400 | 1.35 | **8** |
| Fit of wealth distribution | 0.00 | 0 | 0.25 | 1 | 4.25 | 17 | 35.0 | 140 | 60.5 | 242 | 400 | 4.56 | 4 |
| Fit of Social classes. | 0.00 | 0 | 0.50 | 2 | 4.25 | 17 | 33.2 | 133 | 62.0 | 248 | 400 | 4.57 | 3 |
| Fit of Lifestyles. | 0.25 | 1 | 0.00 | 0 | 4.00 | 16 | 33.7 | 135 | 62.0 | 248 | 400 | 4.57 | 3 |
| Fit of health consciousness. | 72.50 | 290 | 24.25 | 97 | 1.00 | 4 | 1.50 | 6 | 0.75 | 3 | 400 | 1.34 | **9** |
| Fit of attitude towards government. | 0.50 | 2 | 0.25 | 1 | 4.25 | 17 | 36.25 | 145 | 58.75 | 235 | 400 | 4.53 | 5 |
| Fit of attitude towards work. | 0.00 | 0 | 0.25 | 1 | 3.25 | 13 | 36.25 | 145 | 60.25 | 241 | 400 | 4.57 | 3 |
| Fit of ethical concerns. | 72.00 | 288 | 21.75 | 87 | 2.25 | 9 | 2.25 | 9 | 1.75 | 7 | 400 | 1.4 | **7** |
| Fit of cultural value and norms. | 0.00 | 0 | 0.00 | 0 | 3.75 | 15 | 34.25 | 137 | 62.00 | 248 | 400 | 4.58 | 2 |
| Fit of education levels. | 0.25 | 1 | 0.25 | 1 | 4.26 | 17 | 36.84 | 147 | 58.40 | 233 | 399 | 4.53 | 5 |
| Fit of crime levels. | 0.25 | 1 | 0.75 | 3 | 4.00 | 16 | 34.25 | 137 | 60.75 | 243 | 400 | 4.55 | 4 |
| Fit of attitudes towards leisure time. | 0.00 | 0 | 0.00 | 0 | 3.50 | 14 | 35.00 | 140 | 61.50 | 246 | 400 | 4.58 | 2 |
| Fit of attitudes towards product quality. | 0.00 | 0 | 0.00 | 0 | 4.25 | 17 | 34.75 | 139 | 61.00 | 244 | 400 | 4.57 | 3 |
| Fit of attitudes towards customer service. | 0.00 | 0 | 0.00 | 0 | 5.75 | 23 | 34.00 | 136 | 60.25 | 241 | 400 | 4.55 | 4 |
| Fit of discrimination regulations. | 0.00 | 0 | 0.75 | 3 | 3.75 | 15 | 30.75 | 123 | 64.7 | 259 | 400 | 4.60 | 1 |
| Antitrust laws fit. | 71.50 | 286 | 23.25 | 93 | 1.50 | 6 | 1.75 | 7 | 2.00 | 8 | 400 | 1.4 | **7** |
| Fit of customer protection regulations. | 0.25 | 1 | 0.50 | 2 | 3.75 | 15 | 38.50 | 154 | 57.00 | 228 | 400 | 4.51 | 6 |
| Fit of health and safety regulatio9ns | 0.25 | 1 | 0.00 | 0 | 4.25 | 17 | 36.00 | 144 | 59.50 | 238 | 400 | 4.55 | 4 |
| Fit of data protection regulations | 0.50 | 2 | 0.25 | 1 | 5.25 | 21 | 35.50 | 142 | 58.50 | 234 | 400 | 4.51 | 6 |
| | | | | | | | | | | | | **400** | |

As depicted in Table (1) repeated guests to the area replies indicate that demographic features are adequate for the utilization of Airbnb platform. Where features averages were between 4.60 and 4.51 and showed slight diffusion round the mean (m=4.55). However, population size, growth rate, residents health consciousness and residents ethical concerns of residents, and antitrust laws showed a quite different mean (m=1.37) which means they do not show the same adequacy for utilization of the platform aforementioned. To find out similarity between the two destinations designated in this research ANOVA test was instituted as in Table (2).

**Table 2.**

Summary of ANOVA test for Aswan and Wahat.

| Summary of Data | | | | | | |
|---|---|---|---|---|---|---|
| | **Treatments** | | | | | |
| | 1 | 2 | 3 | 4 | 5 | Total |
| N | 22 | 22 | | | | 44 |
| $\sum X$ | 68.53 | 74.53 | | | | 143.06 |
| Mean | 3.115 | 3.3877 | | | | 3.251 |
| $\sum X^2$ | 229.219 | 270.5481 | | | | 499.767 |
| Std.Dev. | 0.866 | 0.9274 | | | | 0.8974 |
| **Result Details** | | | | | | |
| **Source** | **SS** | **df** | **MS** | | | |
| Between-treatments | 0.8182 | 1 | 0.8182 | F = 1.01641 | | |
| Within-treatments | 33.8087 | 42 | 0.805 | | | |
| Total | 34.6269 | 43 | | | | |

\*\* The f-ratio value is 1.01641. The p-value is .319145. The result is not significant at p < .05.

The findings in Table (2) define a P value of (p=0.319145) which in turn refers to significant differences among destinations investigated in reference to readiness to utilize Airbnb platform as a suitable umbrella to rent share accommodations.

Supplementary analysis is still needed to further understand the case. To do this hosts perspective in both designated destinations were cross checked against customers' using the same previous test.  Table (3) displays Aswan hosts' perspectives.

**Table 3**
Aswan hosts' perspectives towards demographic features.

| | strongly disagree | | disagree | | neither agree nor disagree | | agree | | strongly agree | | Total | Weight Average | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | F | % | F | % | F | % | F | % | F | | | |
| Fit of population size and growth rate. | 58.72 | 64 | 33.03 | 36 | 7.34 | 8 | 0.92 | 1 | 0.00 | 0 | 109 | 1.5 | 14 |
| Fit of wealth distribution | 1.83 | 2 | 0.92 | 1 | 50.46 | 55 | 30.28 | 33 | 16.51 | 18 | 109 | 3.59 | 3 |
| Fit of Social classes. | 1.83 | 2 | 0.92 | 1 | 49.54 | 54 | 29.36 | 32 | 18.35 | 20 | 109 | 3.61 | 1 |
| Fit of Lifestyles. | 1.83 | 2 | 0.0 | 0 | 51.38 | 56 | 34.86 | 38 | 11.93 | 13 | 109 | 3.55 | 7 |
| Fit of health consciousness. | 1.83 | 2 | 0.92 | 1 | 49.54 | 54 | 31.19 | 34 | 16.51 | 18 | 109 | 3.6 | 2 |
| Fit of attitude towards government. | 1.83 | 2 | 0.00 | 0 | 51.38 | 56 | 31.19 | 34 | 15.60 | 17 | 109 | 3.59 | 3 |
| Fit of attitude towards work. | 51.38 | 56 | 40.37 | 44 | 7.34 | 8 | 0.92 | 1 | 0.00 | 0 | 109 | 1.58 | **11** |
| Fit of ethical concerns. | 1.85 | 2 | 1.85 | 2 | 49.07 | 53 | 36.11 | 39 | 11.11 | 12 | 108 | 3.53 | 8 |
| Fit of cultural value and norms. | 1.83 | 2 | 1.83 | 2 | 50.46 | 55 | 27.52 | 30 | 18.35 | 20 | 109 | 3.59 | 3 |
| Fit of education levels. | 1.83 | 2 | 0.92 | 1 | 52.29 | 57 | 33.03 | 36 | 11.93 | 13 | 109 | 3.52 | 9 |
| Fit of crime levels. | 54.13 | 59 | 38.53 | 42 | 5.50 | 6 | 1.83 | 2 | 0.00 | 0 | 109 | 1.55 | **13** |
| Fit of attitudes towards leisure time. | 1.83 | 2 | 0.92 | 1 | 51.38 | 56 | 33.03 | 36 | 12.84 | 14 | 109 | 3.54 | 6 |
| Fit of attitudes towards product quality. | 1.83 | 2 | 0.92 | 1 | 52.29 | 57 | 24.77 | 27 | 20.18 | 22 | 109 | 3.61 | 1 |
| Fit of attitudes towards customer service. | 1.83 | 2 | 0.92 | 1 | 53.21 | 58 | 31.19 | 34 | 12.84 | 14 | 109 | 3.52 | 9 |
| Fit of discrimination regulations. | 53.21 | 58 | 40.37 | 44 | 4.59 | 5 | 0.92 | 1 | 0.92 | 1 | 109 | 1.56 | **12** |
| Antitrust laws fit. | 1.83 | 2 | 0.92 | 1 | 49.5 | 54 | 35.78 | 39 | 11.93 | 13 | 109 | 3.55 | 5 |
| Fit of customer protection regulations. | 49.54 | 54 | 43.12 | 47 | 6.42 | 7 | 0.92 | 1 | 0.00 | 0 | 109 | 1.59 | **10** |
| Fit of health and safety regulatio9ns | 1.83 | 2 | 0.92 | 1 | 48.62 | 53 | 35.78 | 39 | 12.84 | 14 | 109 | 3.57 | 5 |
| Fit of data protection regulations | 1.83 | 2 | 0.92 | 1 | 49.54 | 54 | 32.11 | 35 | 15.60 | 17 | 109 | 3.59 | 3 |
| Fit of population size and growth rate. | 1.83 | 2 | 0.92 | 1 | 47.71 | 52 | 33.03 | 36 | 16.51 | 18 | 109 | 3.61 | 1 |
| Fit of wealth distribution | 1.83 | 2 | 0.92 | 1 | 50.46 | 55 | 29.36 | 32 | 17.43 | 19 | 109 | 3.6 | 2 |
| Fit of Social classes. | 1.83 | 2 | 0.00 | 0 | 49.54 | 54 | 35.78 | 39 | 12.84 | 14 | 109 | 3.58 | 4 |
| | | | | | | | | | | | | **109** | |

Table (3) exhibits Aswan hosts perspectives toward demographic features and whether they are adequate for utilization of Airbnb platform. Hosts articulated that the majority of features do fit for the purpose aforementioned. Most features had a mean of (m=3.56) and had a slight diffusion round this mean. Nevertheless, the features of population size, health consciousness, ethical concerns, racial discrimination alibies, and minorities alibies had a quite different mean (m=1.54). Alibies of minorities and discrimination shed its lights over the case. This might be because of the historical Nuba inhabitants' issue that they were deported from their homeland despite the continuing and continuous efforts of the Egyptian state to resolve these alibies, however, still there is a lack of trust among those inhabitants and the state.

From another perspective, the limited growth rate of population that showed negative impact on adequacy presumed, despite being true, seems to be a short-term fleeting issue. This might be due to the current crisis (economic and endemic) in tourism flow to Egypt which led many inhabitants to migrate temporarily to other governorates deserting Aswan for a new job opportunity away from tourism.

Health consciousness feature meanwhile also looks to be a charter situation that is in a way or another relate to economic crisis and shortage in tourism flow which led many tourist operations to cut down their healthcare plans. Even free-lance workers of tourism had to do the same because of the same economic reason.

However, the ethical feature looks to be the one feature that needs utmost care in this situation. These ethical matters that proved inadequate may be due to the absence of regulatory rules whether governmental "MOT" or organizational "ETF". In other words, hosts are left to operate without any limitations and under no regulatory ceiling. This case conforms to literature previously stated.

**Table 4**
Guests versus Hosts views towards adoption of Airbnb platform in Aswan and Wahat Oasis**.**

| Guest/Aswan Tenants | | Guests/Wahat Tenants | |
|---|---|---|---|
| Aswan Tenants | Guests | Wahat Tenants | Guests |
| 1.5 | 1.35 | 1.66 | 1.35 |
| 3.59 | 4.56 | 3.75 | 4.56 |
| 3.61 | 4.57 | 3.9 | 4.57 |
| 3.55 | 4.57 | 3.86 | 4.57 |
| 3.6 | 1.34 | 3.87 | 1.34 |
| 3.59 | 4.53 | 3.85 | 4.53 |
| 1.58 | 4.57 | 1.74 | 4.57 |
| 3.53 | 1.4 | 3.87 | 1.4 |
| 3.59 | 4.58 | 3.9 | 4.58 |
| 3.52 | 4.53 | 3.78 | 4.53 |
| 1.55 | 4.55 | 1.65 | 4.55 |
| 3.54 | 4.58 | 3.86 | 4.58 |
| 3.61 | 4.57 | 3.92 | 4.57 |
| 3.52 | 4.55 | 3.92 | 4.55 |

| 1.56 | 4.6 | 1.77 | 4.6 |
|------|-----|------|-----|
| 3.55 | 1.4 | 3.9 | 1.4 |
| 1.59 | 4.51 | 1.78 | 4.51 |
| 3.57 | 4.55 | 3.95 | 4.55 |
| 3.59 | 4.51 | 3.85 | 4.51 |

**Table 5**

Summary of ANOVA test on dissimilarities among hosts in Aswan and Wahat towards Airbnb platform utilization

| Summary of Data | | | | | | |
|---|---|---|---|---|---|---|
| | **Treatments** | | | | | |
| | 1 | 2 | 3 | 4 | 5 | Total |
| N | 19 | 19 | | | | 38 |
| ∑X | 68.53 | 73.82 | | | | 142.35 |
| Mean | 3.115 | 3.8853 | | | | 3.472 |
| ∑X$^2$ | 229.219 | 318.8136 | | | | 548.033 |
| Std.Dev. | 0.866 | 1.3334 | | | | 1.1597 |
| **Result Details** | | | | | | |
| **Source** | **SS** | **df** | **MS** | | | |
| Between-treatments | 6.0488 | 1 | 6.0488 | F = 4.94025 | | |
| Within-treatments | 47.7514 | 39 | 1.2244 | | | |
| Total | 53.8002 | 40 | | | | |

**The f-ratio value is 4.94025. The p-value is .032106. The result is significant at $p < .05$

The results in Table (5) shows significant differences between customers and hosts of Aswan share accommodation concerning demographic features adequacy for utilization of Airbnb platform since p-value (p=0.032106) as table depicts. Hosts tended to focus on alibies of racial discrimination and minorities that colored their verdict. Since Aswan is an old well known Egyptian destination that was renowned centuries ago, this places a responsibility on the government of Egypt to speed up the resolution of Nuba and minorities issue to make the way clear for tenants of private dwellings to willingly use them under the umbrella of Airbnb, the step that can boost inbound tourism to the destination specifically and the state of Egypt on the whole.

**Conclusions**

Airbnb website became a prominent platform that enables hosts of share accommodation to engage global tourism business. Widely spread around the world and in use by more than one hundred and fifty states, this platform can be considered as a strategic window for numerous tourist destinations around the world. For instance, in Paris, 78000 Airbnb units are posted for rent. This refers to the magnitude of business such a platform can offer for a tourist destination.

Destinations such as Aswan and Wahat in Egypt may be able to attain unprecedented volumes of tourist business on utilizing this platform. Hosts of share accommodation in these destinations are currently posting their units online for rent to guests but are not utilizing this platform and are doing this away from any form of state or organizational regularities.

To check the readiness of these designated destinations to utilize Airbnb platform PESTEL model was inaugurated. Wahat Oasis proved to be more set for utilization than Aswan. This result was not expected since this destination is well celebrated as a historical tourist destination.

Unpredictably, this was due to demographic issues that relate to alibies of inhabitants on discrimination and racial disputes resulting from what they perceive as deportation from their homelands 30 years ago as spelled by tenants during their interviews. Moreover, population, health consciousness, and ethical issues proved to have negatively impacted the readiness of the destination to utilize Airbnb platform due to the mistrust among inhabitants and the state. Eventually, it can be concluded that demographic features may limit the readiness of destinations to utilize Airbnb platform. Despite the efforts of the state to resolve the Nubian issues, it seems that more efforts are required to overcome the mistrust issue from the part of inhabitants. These efforts need to be complemented by regulations by the state "MOT" and organizations "ETF" to inaugurate a powerful umbrella for hosts in Aswan.

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# تأثير العوامل الاجتماعية والديموجرافية في استخدام منصة AIRBNB: دراسة مقارنه بين أسوان والواحات في مصر

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| معلومات المقالة | الملخص |
|---|---|

**الكلمات المفتاحية**

المنازل الخاصة؛ منصة ايربنب؛ السمات الاجتماعية؛ نموذج بيستيل.

**(JAAUTH)**
**المجلد 20، العدد 4، (2021)،**
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**الملخص**

أصبحت منصة Airbnb واحده من أكبر منصات الاقتصاد التشاركي في العالم بنحو 500 مليون ضيف متوقع سنويا بما يضخ أرباحا تصل الي 3 بليون دولار في عام 2020. تقدم المنصة مظلة اليكترونية اقتصادية تشاركية لمالكي المنازل الخاصة للمشاركة في حركة السياحة العالمية في العديد من المقاصد السياحية. تعتبر اسوان والواحات اثنان من المقاصد السياحية التي تستخدم المنازل الخاصة لأغراض السياحة بعيدا عن تلك المنصة وعن المظلة الحكومية أيضا. فلم تقم وزارة السياحة ولا اتحاد الغرف السياحية بإنشاء اية مظلة لاحتواء هذا النشاط وتقنينه. يعد نموذج بيستل واحدا من النماذج المخصصة لمعرقة مدى أهلية وجهوزية المقاصد لاستضافة المشروعات وتستخدم هذه الورقة البحثية ذلك النموذج لاستنباط تأثير العوامل الاجتماعية والديموجرافية الموجودة به لإيجاد الفروق بين المقاصد السياحية من حيث مدى اهليتها وجهوزيتها لاستضافة منصة Airbnb. وتشير نتائج البحث الحالي الى أن تلك العوامل الاجتماعية والديموجرافية المحلية في هذه المقاصد مثل شبهات التمييز والأقليات قد تشكل الفروق الجوهرية بالرغم من توافر كافة أبعاد النموذج الأخرى وأهليتها.