

## RISKS AND COPING STRATEGIES OF ENTREPRENEURSHIP USING AIRBNB. CURRENT EVIDENCE AND IMPLICATIONS FOR FUTURE RESEARCH

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**Abstract:** The Airbnb platform has provided an opportunity for locals at a destination to become entrepreneurs, using their homes to become providers of services in the economy. This study therefore responds to growing calls by scholars for risk assessment in Airbnb entrepreneurship focusing on the small-scale hosts. Previous research on perceived risks on the Airbnb platform has largely investigated this issue in the demand side perspective and the supply side perspectives have largely been ignored. The purpose of this systematic review is thus to synthesize current knowledge on the risks faced by Airbnb micro-entrepreneurs and to evaluate the copying strategies employed to mitigate these risks. A systematic literature review method using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol was applied. 15 years of research published between 2010 and 2025 on the area was analysed based on five peer reviewed databases. The study presents results according to publications per year, journals publishing research, geographical distribution of articles, research methods of articles, theories utilized in the publications, risks and copying strategies in Airbnb entrepreneurship and agenda for future research. Risks include personal safety, security of property and in-house items, regulatory, service, financial, psychological, health and social related risks. Coping strategies have been suggested for each of the associated risks. The study holds practical implications to potential mom and pop Airbnb entrepreneurs as it heightens understanding of how small-scale entrepreneurs navigate complex risk associated with the field of study. The study might also motivate policymakers to design equitable regulatory frameworks that protect small hosts from being marginalized; it also enables platforms like Airbnb to balance commercial efficiency.

**Keywords:** Airbnb, sharing economy, peer-to-peer accommodation, risks, coping strategies, micro- entrepreneurship and short-term rentals

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### INTRODUCTION

Airbnb has become a disruptor, a transformative innovation and game changer that has not only challenged the status quo, but revolutionised the hospitality industry (Buhalis et al., 2023; Farmaki et al., 2021). Mahajan et al. (2024) further observed that the Airbnb platform has provided an opportunity for locals at a destination to become entrepreneurs and earn an additional income through using their homes to become providers of services in the economy (Kaniadakis & Farmaki, 2022). This emerging paradigm thus has implications for empowering ordinary people through local beneficitation (Malazizi et al., 2018). Local beneficitation is a common and central challenge faced by the tourism industry and communities, especially in developing countries, such as those in Southern Africa (Henama, 2018). However, Airbnb is argued to have accelerated local destination benefit from tourism for example through local employment and other supply chain opportunities, which is also in tandem with the ethos and principles of sustainable tourism (Henama, 2018; Henama & Sifolo, 2017). In the Airbnb economy, tourists are provided with an online platform to locate and book accommodation in various countries around the world (Zyed et al., 2020). On the other hand, people with spare room or apartment can register with Airbnb through its website and offer their space in an agreed period and price.

People who rent out their property are referred as “hosts” in this system, and according to Zyed et al. (2020) more of these hosts are registering on the Airbnb and offering a space in or their homes as accommodation. Recent research however highlights a clear shift in Airbnb’s host landscape from the original single property hosts, mom and pop or peer-to-peer model toward a more professionalized and corporate form of participation. This professionalization trend is characterized by the emergence of new actors known as “corporate hosts” (Cocola-Gant & Gago; 2021). As can be noted, the entrepreneurial landscape of Airbnb is layered, with distinctions between professional, multi-listing operators and single-listing “mom-and-pop” hosts. The study however underscores the critical need to study “mom-and-pop”

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hosts, who still represent the original ethos of the sharing economy and embody its social and cultural dimensions. As Zhang et al. (2022) note, the growing standardization among professional hosts risks eroding the uniqueness of peer-to-peer hospitality — a gap that only focused research on mom-and-pop hosts can illuminate and address. This study therefore aims to fill this gap by responding to scholars' calls for risk assessment in Airbnb entrepreneurship (for example Olya et al., 2018) focusing on the small-scale hosts. Previous research on perceived risks on the Airbnb platform has largely highlighted and investigated this issue in the demand side perspective (Malazizi et al., 2018) and the supply side (hosts) perspectives have largely been ignored and continues to receive little attention. Therefore, the purpose of this article is to conceptually review the existing literature on risks and coping strategies in Airbnb entrepreneurship according to (1) publications per year, (2) journals publishing the research (3) geographical distribution of articles (4) research methods of articles (5) theories utilized in the publications (6) risks in Airbnb entrepreneurship (7) risk coping strategies in Airbnb entrepreneurship (8) agenda and call for future research.

This study is crucial as the sharing economy, particularly Airbnb, presents unique uncertainties that impact entrepreneurial sustainability and growth. Results from this study will therefore heighten understanding of how small-scale entrepreneurs navigate complex risk associated with the field of study. The study might also motivate policymakers to design equitable regulatory frameworks that protect small hosts from being marginalized; it also enables platforms like Airbnb to balance commercial efficiency with inclusivity and fairness; and it preserves the social sustainability and local hospitality that differentiate home-sharing from conventional lodging.

Finally, outcomes of this study will in turn inform future research directions and practical frameworks to enhance resilience and compliance in Airbnb-based entrepreneurship (Wulandari et al., 2025).

## MATERIALS AND METHODS

In this study, a systematic literature review (SLR) was used. Fink (2005) defines a systematic literature review as a systematic, explicit and reproducible method of identifying, evaluating and synthesizing the existing body of completed and recorded work produced by researchers, scholars and practitioners. To identify relevant papers for this review, the researcher specifically applied the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol (Moher et al., 2015). Five academic databases were identified for the literature search as follows: Emerald, Taylor & Francis, Sage, Scopus and Google Scholar. These databases are among the largest and most popular online search engine databases used in tourism and hospitality studies (Buhalis & Law, 2008; Kara, 2021).

### The search strategy

The study applied the PRISMA protocol to conduct the search strategy. It was applied to ensure accurate and transparent systematic review execution and reporting (Page et al., 2021). The publications were chosen and evaluated according to how well they aligned with the purpose and objectives of the study. The search strategy combined keywords related to Airbnb entrepreneurship, risk, and coping or adaptation, using Boolean operators to systematically capture relevant studies across the selected databases (Figure 1). Database-specific adjustments were made to reflect differences in indexing and search functions; for example, search strings were modified to match subject headings in Scopus and keyword-based searches in Google Scholar. In addition, the reference lists of selected articles were manually reviewed to identify further relevant studies that were not captured in the initial database search.

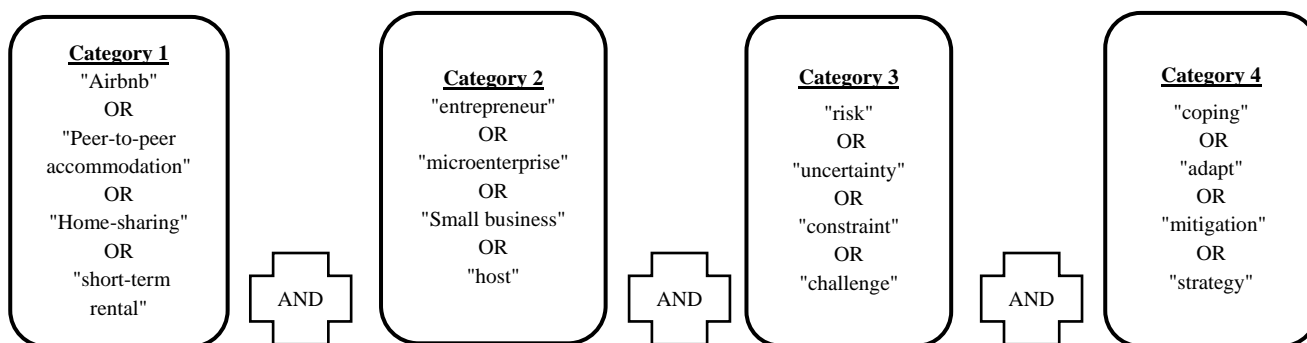


Figure 1. Keywords employed in the literature search

### Inclusion and exclusion criteria

An inclusion and exclusion criteria were specified and followed to ensure that only pertinent, high-quality sources were used. The intention was to minimise the influence of records that did not fulfil strict quality standards (Mancin et al., 2024). The inclusion criteria considered the following: (i) the empirical and review articles should be written in the English-language to ensure data accessibility and comprehensibility (ii) the articles must be academic in nature and (iii) research articles must be related to our core topic (iv) must have been published between 2010 and 2025.

Both empirical and review articles were included to capture the full breadth of conceptual and empirical developments in Airbnb entrepreneurship. However, if a review already summarized primary studies already included, only extract meta-level insights were extracted instead of repeating the same data. Publications which had no connection with key words or research topic were excluded. Publications outside the time range of the systematic literature review,

non-academic or non-peer reviewed articles were also excluded. Editorial notes, book reviews, book chapters or nonpublished studies were also excluded. It is noted that the exclusion of non-journal publications is a common practice in systematic reviews (Erdős et al., 2025; Wee et al., 2023; Vu et al., 2025).

### Screening Criteria

The screening process was conducted in successive stages based on predefined inclusion and exclusion criteria. During the title and abstract screening, studies were retained if they (i) focused on Airbnb or peer-to-peer accommodation, (ii) examined hosts or entrepreneurial activity, and (iii) addressed issues related to risk, uncertainty, adaptation, or coping. Studies were excluded at this stage if they focused solely on tourists, destination impacts, or pricing algorithms without reference to host entrepreneurship. During the full-text screening, articles were included if they provided substantive empirical or conceptual discussion of risks faced by Airbnb entrepreneurs and/or the strategies used to manage or adapt to these risks. Studies were excluded if Airbnb was mentioned only tangentially, if the analysis did not engage with entrepreneurial aspects, or if the article lacked sufficient methodological detail.

### The PRISMA Flowchart

The study adopted the PRISMA framework which was developed by Moher et al. (2015) which is depicted in a flowchart in Figure 2. The drafting process was used to extract the most relevant articles on risks and copying strategies in Airbnb entrepreneurship. An initial search of the five databases resulted in 72 records. After removing 14 duplicate references, the remaining 58 records were screened using the selection criteria. As a result, 41 non-full-text records, and other full texts articles were excluded for ineligibility. The screening process left 17 peer-reviewed articles.

### Assessment of quality and bias

Two independent reviewers assessed each publication to evaluate methodological quality and risk of bias. Similarly, two researchers conducted the database searches to enhance objectivity and minimise potential bias (Mancin et al., 2024). The selected literature was then thoroughly appraised using customised and validated checklists developed for the systematic review. A wide range of sources was incorporated to help ensure a balanced understanding of the risks and copying strategies in Airbnb entrepreneurship and to prevent any potential biases.

### Data coding and analysis

This study adhered to the PRISMA guidelines (Moher et al., 2015) and Braun & Clarke's (2006) six-phase framework to ensure structure, transparency and replicability. Details from each study were manually recorded in a codebook as advocated by Littell et al. (2008) and included information as directed by the research objectives. The codebook included fields such as (1) publications per year, (2) journals publishing the research (3) geographical country of articles (4) research methods of articles (5) theories utilized in the publications (6) risks in Airbnb entrepreneurship and (7) risk coping strategies in Airbnb entrepreneurship. Descriptive statistics and content analysis were used to process the data. For example, thematic analysis was used to extract themes specifically associated with the risks and copying strategies to Airbnb entrepreneurship. Thematic inductive analysis was conducted based on Braun & Clarke (2006).

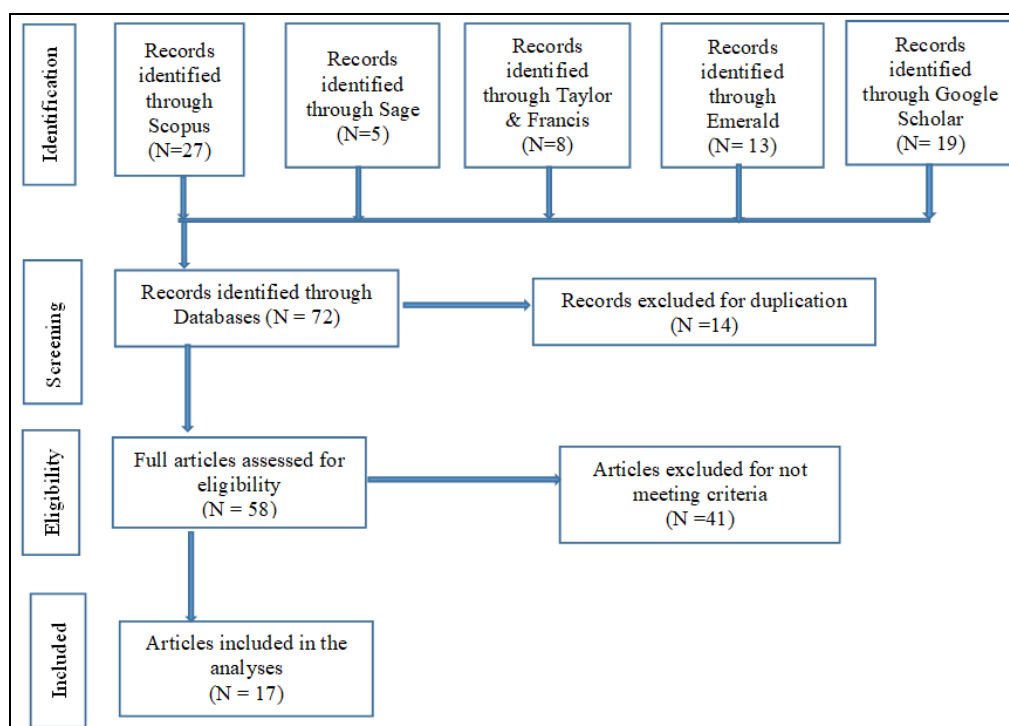


Figure 2. PRISMA flow Diagram (Source: Dinis et al., 2019)

**RESULTS AND DISCUSSION**

**Number of publications per year and global distribution of publications in Airbnb entrepreneurship**

Seventeen journal articles were noted that centered around Airbnb entrepreneurship. This research was conducted between 2018 and 2025. Most of these studies (N = 10; 58.82%) are evenly spread during the period starting from 2018 to 2022 (Figure 3) with N = 2 (11.76%) per year. Most of the studies were, however, conducted in 2024 (N=4; 23.53%).

The least were recorded in 2018 (N=1; 5.88%). Only two studies have also been noted so far for 2025 (N=2; 11.76%). No studies were noted for the year 2023 (N=0; 0%) (Figure 2).

Figure 3 shows the distribution of publications by geographical location. Most of the publications were conducted in Asia (N =5; 29.41%), followed by America and Europe which had 23.53% (N=4) each. The least number of publications were from Middle East (N=1; 5.88%) and Africa, (N=1; 5.88%) particularly from Abu Dabhi and South Africa respectively.

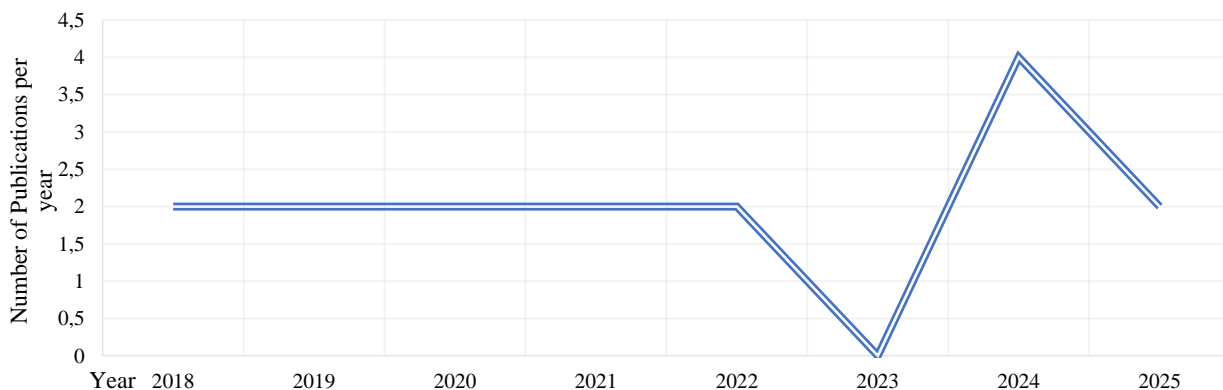


Figure 3. Number of publications per year (N=17)

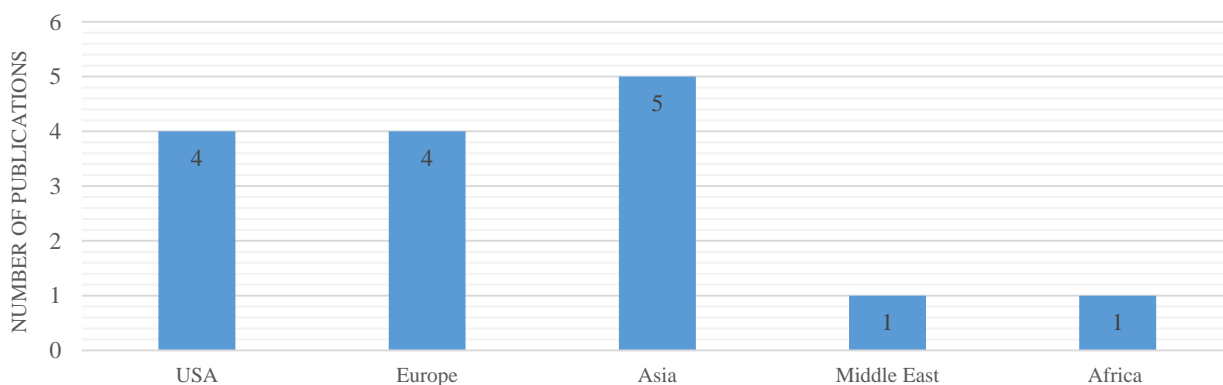


Figure 4. Global distribution of publications on risks and coping strategies in Airbnb entrepreneurship N=15 (Three were literature review based and one of the case study-based articles focused on more than two countries located in Europe and North America)

The statistics on Table 1 indicates the Journal of Sustainability being the most prominent, accounting for 11.88% (N=2) of the total publications on risks and copying strategies on Airbnb entrepreneurship.

Table 1. Journals publishing Airbnb entrepreneurship risks and copying strategies research (Source: Secondary Data Analysis, 2025)

Journal name	Number of studies
African Journal of Hospitality, Tourism and Leisure	1
Current Issues in Tourism	1
Industrial Management & Data Systems	1
International Journal of Consumer Studies	1
International Journal of Contemporary Hospitality	1
International Journal of Law in Context	1
Journal of Islamic and International Affairs	1
Journal of Organizational Behaviour Education	1
Journal of Tourism, Hospitality and Travel Management	1
New Media & Society	1
Property Management	1
Real Estate Issues	1
Research in Hospitality Management	1
Socio-Economic Review	1
Sustainability	2
Tourism Review	1
<b>Totals</b>	<b>17</b>

The second and final tier had 15 journals accounting for one study each. These comprised the Journal of Organizational Behavior Education, African Journal of Hospitality, Tourism and Leisure, International Journal of Contemporary Hospitality Management, International Journal of Law in Context, Industrial Management & Data Systems, Property Management, Tourism Review, New Media & Society, Sustainability, Journal of Islamic and International Affairs, Socio-Economic Review, International Journal of Consumer Studies, Current Issues in Tourism, Research in Hospitality Management, Real Estate Issues and the Journal of Tourism, Hospitality and Travel Management. It can be argued that the dominance of the sustainability related journal highlights the Airbnb as a relevant subject for sustainable tourism research and ensures that entrepreneurship growth aligns with long-term social and ecological well-being.

Table 2. Theories and research methods of articles

Theory	Number of studies	Research methods	Number of studies
Social exchange theory	1	Qualitative	6
Stakeholder theory	1	Quantitative	5
Combined grey system theory	1	Literature	3
Risk perception theory/ perceived risk theory	1	Mixed methods	1
Durkheimian logic	1	Case study	2
Neo- Liberalism	1		
Prospect theory	1		
Self-determination theory	1		
Leisure constraint theory	1		
Constraint/ negotiation theory	1		
Property theory	1		
Not mentioned	6		

### Theories and research methods utilized in Airbnb entrepreneurship research

Eleven studies (65%) linked Airbnb entrepreneurship with other theories (see Table 2). Only a few studies in this review  $N = 6$  (35%) did not attempt to connect with any theories. Regarding the studies that connected with the theories, no theory was referred to by more than one study. Among the studies that referred to theory, none referred to more than one theory except for one study. Theories mentioned in this study include the social exchange theory, stakeholder theory, combined grey system theory, risk perception theory/ perceived risk theory, Durkheimian logic, neo-liberalism, prospect theory, self-determination theory, leisure constraint theory, constraint/ negotiation theory and property theory. In addition, the largest research method applied is the qualitative method which accounted for 35.29 % ( $N=6$ ) of the research methods used the previous studies. Quantitative research registered the second highest frequency of 29.41% ( $N=5$ ) followed by literature review method which accounted for 17.65 ( $N=3$ ), case study method 11.76% ( $N=2$ ) and mixed method 5.88% ( $N=1$ ).

### Risks of Airbnb entrepreneurship

From our review, eight types of risks were noted in Airbnb entrepreneurship (Table 3), and these are discussed below.

Table 3. Risks of Airbnb Entrepreneurship

Author	Predictors
<b>Personal safety's related risks</b>	
Li et al. (2021), Fischer et al. (2019)	Personal safety concerns
Malazizi et al. (2018)	
Wang et al. (2020)	
Li et al. (2021)	Lack of privacy
Li et al. (2021)	Lack of freedom
Wang et al. (2020)	Opening doors to strangers
Wang et al. (2020)	Risk by privacy leakage
Kaniadakis & Farmaki (2022)	Guests with no reviews
Culiberg et al. (2024)	Vulnerability
Alraeeini et al. (2019), Farmaki (2021)	Lack of trust, safety and privacy
Farmaki (2021)	Gendered risk for women entrepreneurs
<b>Security of property and inhouse items</b>	
Beck et al. (2017), Wang et al. (2020), Zyed et al. (2020),	Damage to property
Malazizi et al. (2018), Culiberg et al. (2024), Fischer et al. (2019)	
Beck et al. (2017), Wang et al. (2020)	Security of inhouse items
Li et al. (2021)	Misbehavior of guests
Zyed et al. (2020)	Fire safety
Zyed et al. (2020)	Inadequate Airbnb insurance
<b>Regulatory and Legal- related risks</b>	
Henama (2018), Wang et al. (2020)	Regulatory void
Li et al. (2021)	Frequent change of regulations
Prasetyo & Salisah (2024), Wulandari (2025)	Inadequate regulation
Li et al. (2021)	Bans, tough regulations, taxes and other fees for Airbnb accommodation providers
Prasetyo & Salisah (2024)	Legal uncertainty

Li et al. (2021)	Favoring guests when there is a dispute
Alraeeini et al. (2019)	Underdeveloped legislation
Farmaki (2021)	Anti-discriminatory Airbnb policy which favors guests' first
<b>Operational risks</b>	
Li et al. (2021); Wulandari (2025).	Lack of skills (communication skills, customer service, technical skills)
Li et al. (2021)	Unfamiliarity with legislation
Alraeeini et al. (2019); Li et al. (2021)	Unfamiliarity with new technologies
<b>Financial risks</b>	
Li et al. (2021)	Financial related misbehavior of guests
Zhu (2024)	High costs of risk mitigation
Li et al. (2021)	Price wars among hosts
Wang et al. (2024), Wulandari (2025); Bibler et al. (2025)	Business survival and growth rate
Wang et al. (2024); Zyed et al. (2020)	Financial costs of making the house attractive
Zyed et al. (2020); Alraeeini et al. (2019)	The opportunity cost of time and labor
Zyed et al. (2020); Ladegaard (2020)	Inadequate Airbnb insurance coverage
<b>Psychological risks.</b>	
Wang et al. (2024)	Imbalance between life and work domain
Malazizi et al. (2018), Culiberg et al. (2024), Wang et al. (2024)	Psychological conflict (smiling versus a bad day from work)
Mahajan et al. (2024)	Interpersonal constrains
Wang et al. (2024)	Spatial conflicts
<b>Health related risks</b>	
Li et al. (2021)	Emotional stress about guests' online review
Wang et al. (2024)	Irregular hours and emotional exhaustion
Culiberg et al. (2024)	Health safety concerns
<b>Social risks</b>	
Mahajan et al. (2024)	Inability to get support from neighbors and family members
Wang et al. (2024)	Complaints from neighbors

### Personal safety's related risks

Eight studies (N=8) mentioned host safety's related risks. These include Li et al. (2021), Fischer et al. (2019), Malazizi et al. (2018), Wang et al. (2024), Kaniadakis & Farmaki (2022), Culiberg et al. (2024), Alraeeini et al. (2019) and Farmaki (2021). The study observed that opening doors to strangers raises personal safety concerns for hosts, especially for women entrepreneurs. It was noted that women are more especially vulnerable due to the Airbnb anti-discriminatory policy, which limits hosts' ability to reject or cancel bookings and leaving cohabiting female hosts exposed to increased safety and risk of abuse from strangers (Farmaki, 2021). Other host safety-related risks that were noted include a lack of privacy or freedom when cohabiting with the guests, privacy leakage through exposure of their profile descriptions online (Wang et al., 2020).

### Security of property and in-house items

This theme was elicited from six studies (N= 6). For example, it was found that guests can cause damage to property (Culiberg et al., 2024), sometimes through misbehaviour (Li et al., 2021). In addition, Zyed et al. (2020) also observed fire outbreaks and inadequate Airbnb insurance as factors that heighten the risks associated with the security of property. For example, Lines (2015) noted that even though Airbnb now has some support for hosts in cases of damage; the Airbnb insurance is often not adequate. Beck et al. (2017) also noted the security of in-house items as risks that ought to be managed in Airbnb. For example, in a study by Zyed et al. (2020); an incident was noted that happened where guests who rented an Airbnb apartment trashed it and stole jewellery, cash, and electronics.

### Regulatory and Legal Risks

Seven studies (N=7) highlighted legally related risks associated with operating an Airbnb service. Of these, Henama (2018); Wang et al. (2020); Li et al. (2021), Prasetyo & Salisah (2024) and Wulandari (2025) noted the presence of a regulatory void, underdeveloped legislation, frequent change of regulations, legal uncertainty, or inadequate regulation for Airbnb entrepreneurship in some countries globally. Hence, the absence of clear-cut laws directly influences the legitimacy of Airbnb operations and hosts' ability to acquire or retain a business license is not guaranteed. This in turn limits their access to loans and financial aid programs (Wulandari, 2025). It is further observed that the current Airbnb laws favor guests when host-guest disputes arise (Li et al., 2021). A typical example is the anti-discriminatory Airbnb policy which favors guests first. It is argued that the female hosts are more restricted in their ability to select guests due to the platform's guidelines which limit hosts' ability to reject or cancel bookings (Farmaki, 2022).

### Operational Risks

Three studies (N=3) pointed out the limited operational skills by hosts as another risk factor that hampers Airbnb entrepreneurship (Alraeeini et al., 2019; Li et al., 2021; Wulandari, 2025). To support this theme, studies have noted that some hosts display unfamiliarity and lack of know-how with the Airbnb platform including recent technologies such as handling guests' online reviews. Li et al. (2021) further observe that some hosts lack important skills such as communication skills and customer service which are crucial in the operations of their Airbnb facilities. Wulandari (2025) further observes a high dependency on owners for business operations. This causes most businesses to often halt operations if the owner is unavailable, highlighting a lack of business continuity planning (Wulandari, 2025).

### Financial risks

Financial risk was identified as a significant factor in eight studies (N=8) namely Li et al. (2021); Zhu (2024); Wang et al. (2020); Zyed et al. (2020); Alraeeni et al. (2019); Ladegaard (2020); Bibler et al. (2025) and Wulandari (2025). This form of risk was noted to emanate from associated factors such as financial misbehavior of guests which include not paying the full rent, prohibitive costs of risk mitigation, price wars among hosts and business survival and growth rate associated costs. The study also noted additional financial related risks that constrain Airbnb to include the financial costs of making the house attractive, the opportunity cost of time and labor that could have been invested in alternative business ventures and inadequate Airbnb insurance coverage also contribute to the constraints of running an Airbnb operation. Bibler et al. (2025) highlights revenue loss due to regulatory restrictions on listings and bookings. Additionally, financial risk is attributed to the seasonal nature of tourism leads to unstable income, while a lack of financial documentation prevents businesses from securing loans and investments (Wulandari, 2025).

### Psychological risks

Four studies (N=4) highlighted the presence of psychological risks in Airbnb entrepreneurship (Wang et al., 2020; Malazizi et al., 2018; Culiberg et al., 2024; Mahajan et al., 2024). The risk factors included imbalance between life and work domain, psychological conflict, for example the challenge of having to smile at home versus having experienced a difficult day from work, interpersonal constraints and spatial conflicts. According to Wang et al. (2020) the imbalance would lead to two forms of role conflict, namely, spatial conflict, and psychological conflict. It is further explained that spatial conflicts emanate from the effect of unclear spatial boundaries since micro-entrepreneurs, in Airbnb may find it difficult to clearly draw the line between their business and private space, which may influence their day-to-day quality of life. This leads to the hosts sacrificing their personal lives working irregular hours to serve the guests (Wang et al., 2020).

### Health risks

Other studies uncovered health safety as an integral source of risk in Airbnb entrepreneurship which can significantly reduce providers' intent to participate in the sharing economy (Culiberg et al., 2024). For example, during the Covid-19 pandemic, it was noted that health safety risk was recognized as prominent in the sharing economy context due to the pandemic's unique nature (Culiberg et al., 2024). A study by Amit & Kafy (2022) specifically emphasised the importance of health and safety risks among providers of sharing economy services. The study also noted that health risks transcend beyond the physical aspects and include emotional health issues. Li et al. (2021) and Wang et al. (2020) observed that hosts are at risk to developing emotional stress due to working irregular hours and emotional exhaustion. The study also notes that negative guests' online reviews and ratings, which are sometimes biased due to inappropriate use of hotel standards to evaluate hosts' accommodation and quality of service are also a constant risk for hosts' emotional stress (Li et al., 2021).

### Social related risks

Two studies (N=2) uncovered social risks as instrumental in shaping the prospective hosts' intentions to engage in Airbnb services. Firstly, according to Mahajan et al. (2024), the inability to get support from society/neighbours and family members is one of the risk constraints towards hosting tourists. Secondly, Wang et al. (2020) notes that complaints from neighbours can also inhibit potential hosts' intentions to engage in Airbnb. This illustrates that while one may be willing to venture into Airbnb, their goals may be hampered by the community's resistance to the form of business and thereby fail to realise success.

### Coping strategies for the risks in Airbnb entrepreneurship

In response to the risks identified in the preceding discussion, there are seven mitigatory and coping strategies which were identified for Airbnb micro-entrepreneurs who are also known as the 'Mom and pops', which can be applied during the start-up and operation stages (Table 4).

Table 4. Coping strategies for Airbnb entrepreneurship

Author	Predictors
<b>Personal safety</b>	
Farmaki (2022)	Pre-booking monitoring actions
Beck et al. (2017)	Reading reviews
Beck et al. (2017)	Linking Airbnb account with page on social media
Wang et al. (2020)	Continuously evaluate and select guests before admitting them
Wang et al. (2020)	Real name authentication and connected to a social network
Kaniadakis & Farmaki (2022)	Deal with families over singles/ younger guests
<b>Operational risks</b>	
Mahajan et al. (2024), Wulandari (2025)	Acquire skills and knowledge on how to operate homestays
Kaniadakis & Farmaki (2022)	Learn how to use the platform better
Farmaki (2022)	The use of signs within the property (such as no entry) to guide guests
Farmaki (2022)	Check the guestroom when they leave property. To double check they are normal
Wang et al. (2020)	Operating with friends/ relatives
Wang et al. (2020)	Standardize service processes
Wang et al. (2020)	Design an operations handbook
Wang et al. (2020)	Outsource services
<b>Security of property and in-house items</b>	

Zyed et al. (2020)	Imposing additional charges on guests if they are found to be in violation of the house rules
Zyed et al. (2020)	Implement Annual Council Safety tests for fire safety
Kaniadakis & Farmaki (2022)	Screening guests
Ladegaard (2021)	Performing emotional labor
Ladegaard (2021)	Establishing rapport with guests
Wang et al. (2020)	Simplifying property decoration and furniture
<b>Regulatory and Legal risks</b>	
Zyed et al. (2020)	Business Registration before listing it
Prasetyo & Salisah (2024)	Modernization of legal frameworks by governments
Prasetyo & Salisah (2024)	Balanced government support for innovation and protecting societal interests
<b>Social risks</b>	
Mahajan et al. (2024)	Persuade family and community about advantages of homestays
Mahajan et al. (2024)	Screening guests to maintain peace in the neighborhood
Kaniadakis & Farmaki (2022)	Implementing social responsibility towards local community
Kaniadakis & Farmaki (2022)	Abide to local laws
<b>Health/ emotional stress</b>	
Kaniadakis & Farmaki (2022)	Provide excellent quality services
Kaniadakis & Farmaki (2022)	Be accurate, decent, and honest
Ladegaard (2021)	Review potential guests' social credit data
Ladegaard (2021)	Look up digitally stored and publicly available information about guests
Culiberg (2024)	Implement basic health and safety standards
Wang et al. (2024)	Airbnb platform to help hosts cope with the emotional stress caused by online reviews

### Personal safety

Four studies (N=4) highlighted the importance of screening guest profiles to enhance hosts' personal safety. These actions include pre-booking monitoring actions (Farmaki, 2022) such as reading reviews and linking Airbnb account with a page on social media (Beck et al., 2017). Wang et al. (2020) also suggests that hosts should be allowed to continuously evaluate and select guests before admitting them. This would involve conducting real name authentication and evaluating the names through their connected social network. Kaniadakis & Farmaki (2022) recommends that hosts should consider dealing with families instead of singles or younger guests to heighten their personal safety. In addition, studies also noted other coping measures to be implemented during occupancy stage. These include installation of signs within the property (such as no entry) to guide guests on which rooms they are allowed entry or not (Farmaki, 2022). It is also recommended that hosts from time to time check the guestroom when guests leave property to double check, their normalcy (Farmaki, 2022). Wang et al. (2020) further observe the need for hosts to operate with friends/ relatives in order to reduce their vulnerability to physical abuse from guests which is comparatively high when they are staying alone.

### Operational skills

Four studies (N=4) noted the need for hosts to acquire necessary skills for mitigating service failure related risks. It is argued that hosts ought to acquire skills and knowledge on how to operate homestays and that they should learn how to use the platforms better (Mahajan et al., 2024; Kaniadakis & Farmaki, 2022; Wulandari, 2025). This means the hosts must undergo some skills development training programs. In the same vein, Wang et al. (2020) suggests that sharing economy platforms (which Airbnb is part of) could provide self-learning packages and training to enable hosts to self-train themselves with the legislative status of the Airbnb accommodation business and enhance their communication and interpersonal skills with guests. Wang et al. (2020) further recommend that hosts should design operations handbooks for their services to enhance efficiency and standardization of their service processes. Hosts can also outsource their services such as maintenance and cleaning, to compensate for their lack and to reduce pressure from the hosts' shoulders (Wang et al., 2020). Nevertheless, Wulandari (2025) notes that many of these small business operators still lack the skills, resources, or training to fully implement these strategies, preventing them from maximizing their growth potential.

### Security of property and in-house items

Three studies (N=3) commented on the strategies that can be implemented to reduce the risk of damage to property. These include screening guests (Kaniadakis & Farmaki, 2022) and imposing additional charges on guests if they are found to be violating the property maintenance rules (Zyed et al., 2020). Ladegaard (2021) suggests performing emotional labor and establishing good relations with guests as useful strategies to mitigate property damage by guests. Ladegaard (2021) observes that performing emotional labor will in most cases bring hosts and guests close to each other and in the process, these economic relations are transformed into personal human connections that transcend beyond the Airbnb platform. It is therefore argued that when genuine relationships have been created between the exchange partners, the likelihood of hosts to carelessly damage property will be reduced as well.

Wang et al. (2020) observes that a check-in guide or handbook can also be developed, which should include the introduction of rooms, and how they should use inhouse property. It is further suggested that hosts collect all guest requirements that are expected during their stay and then they must send these to the guests. These can be sent through social media app in mobile phone, such as "Wechat." (Wang et al., 2020). This would facilitate guests' hassle-free experience upon check-in. Zyed et al. (2020) further note the need for Airbnb entrepreneurs to implement Annual Council Safety tests and measures for fire safety to mitigate risks that emanate from fire outbreaks.

**Financial risks**

Only one study so far addressed the coping strategies for financially related risks (Wang et al., 2020). Simplifying the property decoration is a strategy suggested by Wang et al. (2020).

It is argued that this strategy helps to minimize the concerns of costs associated with property damage. This would entail providing only the necessary services. For example, the Nordic style and Ikea style have been suggested to be concise, natural and less demanding financially (Wang et al., 2020). In addition, it is further recommended that Airbnb entrepreneurs should live with friends or relatives not only for ensuring personal safety but for purposes of operating their business more efficiently leading to the resultant savings on labour cost (Wang et al., 2020).

**Legal related risks**

Two studies (N=2) highlighted strategies for the management of legal related risks (Zyed et al., 2020; Prasetyo & Salisah, 2024). These strategies are not only targeted to the Airbnb entrepreneurs. But they also transcend beyond entrepreneurs to also encompass the governments and policy makers. The studies recommend that businesses be registered with the responsible authorities before they are listed. In addition, it is observed that for Airbnb entrepreneurship to be a success, there is need for adequate regulation to protect all involved parties including the hosts. Governments should therefore find a balance between supporting innovation and protecting societal interests (Prasetyo & Salisah, 2024). Governments and legal institutions should therefore evaluate and modernize their legal frameworks to address challenges associated with Airbnb businesses (Prasetyo & Salisah, 2024).

**Social risks**

Two studies (N=2) uncovered negotiation strategies as key in reducing social risks related with Airbnb entrepreneurship. Mahajan et al. (2024) argue that hosts should persuade family and community about advantages of homestays to secure their buy in and support when embarking on the venture. Mahajan et al. (2024) further upholds earlier views by scholars such as Farmaki (2022), Beck et al. (2017) and Wang et al. (2020) who advance the need for screening guests in mitigating risks. Mahajan et al. (2024) argues that screening helps to maintain peace in the neighborhood as this would ensure that only responsible guests would be checked in mostly. Kaniadakis & Farmaki (2022) identify that Airbnb venture operators should abide by the local laws and implement social responsibility towards local community as vehicles for establishing rapport with communities thereby ensuring that they gain community support for their operations.

**Health risks**

Four studies (N=4) suggested strategies that can be applied to cope with physical, psychological or emotional health related risks (Kaniadakis & Farmaki, 2022; Ladegaard, 2021; Culiberg, 2024; Wang et al., 2020). These strategies include providing decent quality services to guests, being accurate, decent, and honest and reviewing potential guests' social credit data. Li et al. (2021) acknowledge that hosts are amenable to developing emotional stress due to negative guests' online reviews and ratings which are sometimes based on the inappropriate use of hotel standards to evaluate hosts' accommodation and their service. Wang et al. (2004) hence suggest that platforms should include information on their websites to explain the differences between sharing accommodation and hotels, which may help to adjust guests' expectations. This would, to some extent, reduce pressure on the hosts. Wang et al. (2020) further suggests the need for the Airbnb platform to facilitate hosts' sharing of their views and emotions with other hosts on social media platforms built for hosts, such as in a WeChat group. The sharing of views would help hosts to learn from the wisdom of their social connections. Culiberg et al. (2024) further highlights the need for short term rental organisations to implement and meet basic health and safety standards, particularly during times in which public health concerns are prominent, for example, amid a pandemic. This would assist the hosts in mitigating the risks associated with their physical health.

**Agenda and implications for future research**

In this section, recommendations and suggestions for future studies are proffered.

**Novel research line 1: Advancing research contexts**

The results uncovered a critical need for conducting more research on Airbnb entrepreneurship. The greatest percentage of research examined were noted to have been conducted in the developed world contexts specifically American context (USA), Europe and Asia (China, India and Malaysia). Research on Airbnb entrepreneurship in the developing world, particularly in Africa, remains limited, with most existing studies concentrated in countries such as South Africa. This limited evidence base likely reflects the emerging nature and uneven diffusion of the Airbnb phenomenon across the continent. Nevertheless, as Airbnb adoption continues to expand in developing contexts, future research should increasingly focus on these settings to capture their unique entrepreneurial dynamics, challenges, and opportunities.

**Novel research line 2: Research methods**

Previous studies have been highly qualitative (N= 6; 35.29%) and reliant on positivist approaches (N =5; 29.41%). This seems to resonate with calls that have been noted from scholars for the need for more qualitative approaches to address the multifaceted and idiosyncratic aspects of hospitality and tourism experiences (e.g., Stumpf et al., 2016; Hosany et al., 2022). Contrastingly there has been a dearth of empirical studies in Airbnb research using mixed methods. Only a single study so far (N=1; 5.88%) has managed to apply this design. This is despite earlier observations by scholars that the mixed methods approach can address a broader range of research questions by ensuring insights and

understanding that would otherwise be missed (Hosany et al., 2022). It is therefore our recommendation that future studies on Airbnb entrepreneurship adopt a mixology of research methods. Mixed approaches using complementary methods and integrating qualitative and quantitative designs in the same studies enrich the results, contributing to a more comprehensive understanding of insights (Agapito & Sigala, 2024).

### **Novel line 3: Theoretical advancement**

Since a lack of theoretical engagement was also observed across a sizable number of studies in our review (N=6; 35.29%), it is strongly recommended that future research should seek to connect Airbnb entrepreneurship with theory. In addition, since almost all studies in this review; except only one; focused on one theory each, as the basis for conducting their studies related to Airbnb entrepreneurship, we recommend merging theories in future research. Management research has called for combining multiple theoretical lenses to develop new explanations of a phenomenon (Hosany et al., 2022). Hence, this integration of theories could be between the constraint/ negotiation theory and the theory of planned behavior. We also recommend the incorporation of other theories that are missing in the studies but which are key in the field of entrepreneurship, for example the risk bearing theory of Knight (1921) and Weber (1930)'s theory of entrepreneurial growth (1905). In summary, we therefore recommend that; firstly, the future Airbnb studies should at least engage with theories and secondly that multiple theories be consulted, combined and continue to be infused into the studies. It is argued that models derived by combining theories have greater explanatory power in explaining the outcome variables (Kim et al., 2018). For example, integrating theories, for example Weber's Theory of Entrepreneurial Growth and the Theory of Planned Behavior (TPB) offers a holistic lens for understanding Airbnb hosts' risk perception and coping behavior. Weber (1930) explains how cultural values such as discipline and achievement drive entrepreneurial motivation, while TPB (Ajzen, 1991) clarifies how attitudes, social norms, and perceived control shape behavioral intentions. Merging these views links cultural motivation with individual decision-making, showing that hosts influenced by strong value systems are more likely to perceive risks positively and adopt adaptive coping strategies in managing their Airbnb ventures.

### **Novel research line 4: Relationships among the identified risks of Airbnb and the related outcomes**

This study has identified eight types of risks involved in Airbnb entrepreneurship. These risks affect the likelihood of micro entrepreneurs to venture or to continue in Airbnb entrepreneurship. The relationships between these risks and their individual contributions towards decisions for one to engage in Airbnb entrepreneurship should be further examined in future research. Only very few studies have been noted to have investigated the contribution of some of these risks to specific Airbnb hosts' behavioral outcomes, for example the intention to recommend or satisfy entrepreneurial activity. Among these studies include Malazizi et al. (2018) and Culiberg et al. (2024). Such analyses would be needed to identify those risks that are more or lesser impactful regarding Airbnb entrepreneurship. This would guide potential Airbnb entrepreneurs in terms of how resources can be efficiently allocated in line with meeting their startup and operational goals.

### **Novel research line 5: Coping strategies for Airbnb entrepreneurship**

The review managed to identify some coping strategies which align with the identified risks. Nonetheless, it appears that the scope of most of the research in this review concentrated on uncovering the risks but would not extend to unearthing the coping strategies. For example, while N=8 studies identified the personal safety risks, only N=4 went further to discuss the related coping strategies. While N= 7 studies identified the regulatory and legal related risks, only N=2 went further to discuss the related legal coping strategies. The least addressed risks were the financial risks. N = 8 studies had identified the existence of this form of risk but only 1 study N=1 went further to suggest the coping strategies. To further illustrate this, several financial risks were noted such as financial misbehavior of guests which include not paying the full rent, high costs of risk mitigation, price wars among hosts and business survival and growth rate associated costs. No solutions were offered in the literature reviewed that would directly address these risks. This study therefore recommend future studies in Airbnb entrepreneurship should explore further on the coping strategies of the hosts with particular emphasis on the financial risk management strategies and the legal related coping strategies.

## **CONCLUSION**

Our study revealed that research on the risks and coping strategies on Airbnb entrepreneurship is still at an embryonic stage and more research is required in the area as only 17 articles were found to align with our study. The study also noted that although the Airbnb business was launched in 2008, research in Airbnb risks has only advanced in the most recent past i.e. since year 2018. The study also established that research on the risks and coping strategies of Airbnb entrepreneurship is restricted in research designs and research contexts. Firstly, there is need for more mixed method research designs in the area. Secondly there is need for more research from a developing world context, particularly in Africa.

This study identifies several risks on operating Airbnb accommodation. These include host safety's related risks, security of property and in-house items, legal related risks, limited host skills, financial risks, psychological risks, health related risks and social related risks. Coping strategies have been suggested for each of the associated risks. By understanding these risks, the Airbnb platform can take measures to do their part in reducing these risks, motivate the hosts and protect their interests. In so doing, the Airbnb platform can improve the quality, sustainability and viability of this form of accommodation service business by enhancing the hosts' ease of doing business. Second, as the Airbnb accommodation sector grows globally, this research will challenge governments to develop better rules to regulate business. Studies have attested to the regulatory void in the Airbnb business (Henama, 2018; Wang et al., 2020; Li et al., 2021; Prasetyo & Salisah, 2024). Effective and transparent regulatory systems can enhance Airbnb entrepreneurship by creating a stable, fair, and

trustworthy business environment. Clear rules on licensing, taxation, zoning, and safety help formalize informal operations, giving hosts legal recognition and access to support mechanisms such as financing, insurance, and training (Guttentag, 2019; Hajibaba & Dolnicar, 2018). Predictable regulation also reduces uncertainty and perceived risk, allowing hosts to invest confidently in improving property quality and guest experiences. Moreover, well-designed policies that distinguish between professional and casual hosts ensure fair competition and sustainable market growth.

In developing contexts, regulatory clarity can attract investment, stimulate innovation, and integrate home-sharing into national tourism strategies. Thus, rather than restricting entrepreneurship, balanced regulation provides legitimacy, stability, and long-term sustainability for Airbnb-based ventures. The current study contributes to the ongoing calls for creation of regulatory frameworks across the countries globally; to address and embrace this growing Airbnb industry while preserving the advantages which come with it. Lastly, Airbnb entrepreneurs shall draw useful insights from the suggested coping strategies. These insights, when incorporated, will also bolster their entrepreneurial activities and local beneficitation.

This study therefore contributes to a better understanding of the risks and coping strategies in Airbnb entrepreneurship and thus provides substantial visions to the research context of the discipline over the next years.

The findings from this study have relevance beyond Airbnb entrepreneurship and can be applied to other sectors characterised by platform-based and micro-entrepreneurial activity. Sectors such as ride-hailing, food delivery, and online freelance work operate under similar platform governance structures, where individuals depend on digital intermediaries for market access. Insights from this study can therefore inform how entrepreneurs in these sectors understand uncertainty, navigate platform rules, and adapt their business practices within algorithm-driven environments.

The results are also transferable to small and medium-sized enterprises and mom-and-pop businesses operating in digitally enabled markets, including e-commerce, home-based enterprises, and informal retail. The study highlights behavioural patterns and strategic adjustments that can support resilience and sustainability among small-scale entrepreneurs. Business support organisations and policymakers can draw on these insights to design training, digital capability-building, and regulatory support programmes tailored to household-based enterprises. Finally, the findings have implications for tourism-related and other service sectors undergoing digital transformation, such as guesthouses, tour operations, event management, online education, and creative industries. As these sectors increasingly rely on platforms, reputation systems, and digital visibility, the study's insights offer guidance on managing platform participation and adapting to market change. Overall, the results contribute to a broader understanding of entrepreneurship in digitally mediated contexts and support cross-sector learning on small-scale enterprise development

Though proper care was taken by the researchers, the possibility of bias in the selection of studies for this review cannot be completely dismissed. The chance of human error might have been exacerbated by conducting this review manually. The quality of the review could have been enhanced using bibliographic software such as Mendeley or VOSviewer.

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