

P2P-ACCOMMODATION IMPACT ON THE RURAL HOST'S WELLBEING: THE BULGARIAN BLACK SEA COAST CASE STUDY

Elena ILIEVA

University "Prof. Dr. Asen Zlatarov" - Burgas, College of Tourism – Burgas, No 1 "Prof. Yakimov" Boulevard, 8010, Burgas, Bulgaria, Phone: +35956813761, Mobile:+359887192049, E-mail: elena-ilieva@abv.bg

Corresponding author: elena-ilieva@abv.bg

Abstract

Sharing economy has entered the tourism industry and significantly influenced the accommodation activity. P2P-accommodation has become an effective alternative of hospitality and is already one of the most developed sharing industries worldwide. The host is one of the main participants in P2P-accommodation and plays a key role in the P2P-accommodation system. The host's reasons for participating in sharing services are diverse, but all of them are aiming to improve the host's wellbeing in different aspects. Sharing economy is a new phenomenon on the Bulgarian market and it is remarkable that its entrance in the accommodation sector is dynamic. Even more, P2P-accommodation already plays a significant role in some rural regions in the country helping the local communities to develop tourism business and creating a livelihood for people. Therefore, the main purpose of the article is to investigate the rural host's perception of the P2P-accommodation influence on their wellbeing on the Bulgarian Black Sea coast as this is the most developed tourist region in the country. Within the current study a specific methodology in four main steps is developed based on variable scientific methods, such as: questionnaire survey, comparative analysis and correlation analysis. The main results show that the rural host's perception about P2P-accommodation impact on their wellbeing is positive in various ways, but most importantly in economic and social manner. Though, improvement in the P2P-accommodation regulation framework and supply diversity is also needed in terms of its positive development perspectives.

Key words: rural tourism, sharing economy, P2P-accommodation, host, Bulgarian Black Sea coast

INTRODUCTION

Sharing economy has dynamically influenced the travel industry through the last years [1]. As the most significant representative of the sharing economy in tourism, P2P-accommodation enables tourists to "get closer" to the tourist destination and its *local community* adding an authentic experience in their stay. Some of the most well-known brands in P2P-accommodation such as Airbnb, 9Flats, HomeAway, VRBO, etc. are experiencing a dramatic growth in their transaction volume connecting millions of guests and hosts in their platforms. Alone, P2P-accommodation leader Airbnb offers over 7 million accommodation offers in over 220 countries and regions worldwide and over 100,000 different cities, covering 98% of the world globe [20].

Specifically, in rural regions there is evidence that P2P-accommodation is gaining a lot of popularity. In support of this statement, one of

the most highlighted trends on the Airbnb platform is rural travel, accounting for 22% of booked nights in 2021 and registering a 10% cumulative increase from 2015 [15].

On the other hand, the sharing economy in Bulgaria is still in its initial development stage, with the most developed activity in the system being P2P-accommodation. According to data on nights spent in P2P-accommodation units in Bulgaria, 2019 is a peak year in the period from 2018 to 2021, when there is a 7.2% growth in comparison to the previous year. In terms of destinations, most of P2P-accommodation nights spent are in the municipality of Sofia, Plovdiv, Varna and Burgas [6].

In terms of the size of the shared accommodation unit, bed nights are dominated by units with fewer than 10 beds, accounting for just under 96% of the country's total over the period 2018 to 2021 [6]. This evidence that P2P-accommodation is predominantly practiced in small units, which affirms the

suggestion that the hosts are mostly renting their residence or villa.

Additionally, rural tourism is the fastest growing branch of tourism in Bulgaria in recent years. Rural municipalities occupy 81% of the country's territory and 42% of the population. Bulgaria's rural areas are characterized by economic, social and cultural underdevelopment and a *low standard of living*. However, there is a positive attitude towards rural regions in Bulgaria in the society [12]. Although Bulgaria's agriculture is one of the most difficult sectors of the national economy to develop, rural tourism supports a number of rural regions and provides a livelihood for the local population. There are numerous rural areas in Bulgaria that have pioneered the development of rural tourism, and those situated along the Bulgarian Black Sea coast have gained significant experience, considering the fact that this is the most developed tourist region in the country. In support, the Black Sea coast accounts for a major share of the activity of accommodation establishments in Bulgaria. In 2023 the revenue from accommodation on the Bulgarian Black Sea coast accounted for 59.8% from the total in the country [13]. Regards rural regions, the statistics in Bulgaria show that 215 municipalities can be counted as rural regions taking into consideration the regulations in the National plan for agricultural and rural development [10]. Of these 13 are situated on the Bulgarian Black Sea coast as follows: Nessebar, Pomorie, Primorsko, Sozopol and Tsarevo in **Burgas region**; Avren, Aksakovo, Dolni Chiflik and Byala in **Varna region**; Balchik, Dobrich, Kavarna and Shabla in **Dobrich region**. Therefore, in the current research paper we assume the 13 municipalities mentioned as tourism rural regions on the Bulgarian Black Sea coast for the purpose of the study.

Literature review

Overall, research and definitions of P2P-accommodation in the academic literature can be described as fragmentary as exploration of this type of accommodation is still at a beginning stage [17]. Furthermore, current research papers come mostly represented by the so-called 'grey literature', including

conference papers, research reports and articles [7]. Though, in recent years P2P-accommodation has attracted increasing academic attention and the number of articles published in leading hospitality and tourism journals has sensitively grown. According to a study, the first articles on P2P-accommodation date back to 2010 and till 2015 they numbered only 5. In 2016, the publications on P2P-accommodation grew to 13 papers and in 2017 they reached 35 [5].

According to the literature review, we can assume that P2P-accommodation is a successfully developing and dynamic part of the sharing economy, representing a type of collaborative consumption. The shared resource is a *short-term accommodation*, which can vary widely – room, apartment, house, caravan, tent, etc. The sharing relationship takes place between a guest and a host, but is mediated by a third party – an online based sharing platform. The act of sharing can be both non-reciprocal and reciprocal, as the latter can be profit or non-profit in nature. The temporary stay can be in the presence or absence of the host, but there are always conditions for direct interaction between guest and host. As a conclusion, the main participants in the P2P-accommodation process are:

- The host – offers access to short-term accommodation.
- The guest – seeks a short-term other than hotel accommodation.
- The mediator – an online platform for sharing accommodation services.

The host of the P2P-accommodation is a provider that offers short-term accommodation free of charge, for monetary or non-monetary profit. Besides shaping the supply in the system, another important function of the host is to give feedback for guests who have stayed at the host's property, helping to create real insight for other members and adding real value and trustworthiness to the P2P-accommodation service. According to research by Deale & Crawford [2], hosts are attracted by a variety of reasons to join the P2P-accommodation system. The most important of these include: *generating additional income, optimal use of house, diversifying social*

contacts, the desire to share the beauty of their city/neighborhood/home and the aspiration for community belonging.

Regarding the term ‘wellbeing’ two conceptual approaches are widely accepted for defining. The *subjective well-being theories* are based on people’s perception about life [18]. The measurement is composed in two aspects – the human affects, such as emotions and feelings, and people’s life satisfaction in terms of family, work, friends etc. [3] On the contrary, *objective theories* explain wellbeing based on external quality of life indicators. The latter can be divided in social terms such as education, social circle etc., and material – income, employment, housing etc. [19]. As we can assume, the above mentioned reasons for host’s P2P-accommodation participation are generally aiming to improve their wellbeing in both aspects – social and material.

In terms of P2P-accommodation host segmentation, the basic host types can be divided into non-professionals (individuals) and professional (commercial) accommodation providers. For the latter, the P2P-accommodation platform represents an additional distribution channel to reach more clients. They will not be considered in this research paper as they are not essentially practicing P2P-accommodation but commercializing hotel type of accommodation. It is worth noting that not all platforms allow the presence of the professional hosts, following the example of Couchsurfing. In terms of non-professional hosts, they can be segmented according to the main reason for P2P-accommodation platform participation [4]:

- The Capitalist* – these hosts have profit goals and aim to maximize their *income*. Commonly, they have no interest in socializing with guests, and do not seek communication with other hosts.
- The Friend* – these hosts have the desire to *socialize*. They aim to expand their social circle and create social belonging in a community as they also often seek communication with other hosts.
- The Ethical* – hosts that strive for an ethical lifestyle. Their behavior is dictated by the

principle of ensuring *sustainability through all aspects of their life*, material and social.

As we can conclude, the P2P-accommodation hosts generally aim to improve their wellbeing, but they usually prioritize one of both wellbeing aspects [16] – material resources, mostly represented by their income, and social life. Though, they can also target a balanced approach in terms of a sustainable behavior [21] through gaining improvement in both of the mentioned areas.

MATERIALS AND METHODS

After making a literature review of the topic we can conclude that P2P-accommodation is one of the fastest growing industries in the sharing economy and it has already entered the Bulgarian market. The host in the P2P-accommodation process is one of the main participants, which has different leading reasons for hosting but is generally seeking a wellbeing improvement. The research **methodology** in this paper is based on the following scientific research tasks:

-*Development of a questionnaire for investigation* of the P2P-accommodation hosts’s opinion and evaluation.

-*Creation of a database* for quantitative processing of information in SPSS.

-*Analysis of results* in order to describe the respondents group and to determine their evaluation of P2P-accommodation influence on their wellbeing.

-*Discussing the results* to highlight key conclusions and provide recommendations for the future successful development of P2P-accommodation as a tool for improvement of host’s wellbeing.

The subject of this study is the P2P-accommodation influence on the host’s wellbeing.

The **object of the study** is the P2P-accommodation host in rural regions on the Bulgarian Black Sea coast

The **purpose of the research** is based on empirical study to investigate the host's evaluation of P2P-accommodation influence on their wellbeing.

In the current investigation paper a set of diverse **scientific methods** is used such as

observation, analysis and synthesis, questionnaire survey, comparative analysis, descriptive and discriminative statistical methods and correlation analysis.

The **questionnaire survey** is conducted on the basis of an online survey among P2P-accommodation hosts. The study was conducted in the period from 01.04.2023 till 30.07.2023 using the tools of Google Forms Questionnaire.

Like any scientific publication, this paper has some **limitations** as follows:

-*Geographical limitation* – the study is collecting responses about the opinion of non-professional hosts, who are operating their units in the rural regions of the Bulgarian Black Sea coast.

-*National limitation* – this study is investigating only the opinion of Bulgarian non-professional hosts. Therefore, the sections of the survey are distributed in Bulgarian language only

-*Time limitation* – the empirical research is conducted during a certain period considering the beginning of the active tourist season in 2023.

Some of the major **research problems** in the current empirical research are the low rate of survey responses among the potential respondents; the absence of specialized P2P-accommodation host's organization and the lack of P2P-accommodation platforms in Bulgaria.

In order to collect empirical data in the first phase of the research, **questionnaires** were distributed to Bulgarian non-professional rural hosts through variable channels such as: specialized P2P-accommodation platforms (Airbnb.com), non-specialized tourism related platforms offering also P2P-accommodation (Booking.com, Pochivka.bg, Rooms.bg), not tourism related platforms offering also P2P-accommodation (Olx.bg), related groups for P2P-accommodation in social media (Facebook).

The survey is anonymous, consisting of 2 separate sections. *Section 1* is specifically designed to describe the respondents and to form their demographic profile. *Section 2* consists of 8 questions. The type of questions are a choice of given options with some of

them multiple choices possible, open questions and interval scale questions with evaluation from 1 (absolutely not correct) to 5 (absolutely correct). The questions explore objective external quality of life indicators – income, employment and job position (material indicators); marital status and education (social indicators), and subjective internal quality of life indicators – satisfaction, safety and leading reason for participation in P2P-accommodation.

A sample approach to the study of aggregates was used to study the P2P-accommodation hosts evaluation towards the P2P-accommodation influence on their wellbeing. The sample model is a non-target random sampling type, which is widely used.

In processing the survey data for analysis specialized software for data processing and statistical analysis was used (SPSS standard package). In the current research we work with accuracy: *Significance level* = 0,05. In addition, a statistical approach to find association between variables was also applied in the analysis of survey responses. For this purpose, the Chi-square test (χ^2 test) is applicable, which is a statistical method used to analyse the relation between two categorical variables.

RESULTS AND DISCUSSIONS

After the survey was conducted, it was found that for the purposes of the analysis, the questionnaires of 112 respondents could be used. The demographic profile of the hosts who participated in the survey can be presented as follows:

- The majority of respondents are female – 66.1% (74 respondents) compared to 33.9% (38 respondents) male;

- A major proportion fall into Generation Y - a total of 46.5% of responding hosts (aged 25-44), with a significant proportion also of Generation X – 41.4% (aged 45-64). Baby Boomers (aged 65+) and Generation Z (aged 18-24) form respectively 8.4% and 3.7% shares.

- In terms of income, the main share has more than 1,200 BGN household monthly income per person (55.4%). Of the rest, nearly one

third (32.1%) indicates household monthly income per person in the range of 801 - 1,200 BGN. The mode and the median are presented by 1,200 BGN household monthly income per person and the asymmetry has a coefficient of -1.102, which means that the left tail is longer.

Table 1. Income distribution among survey respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
600 BGN or less	2	1.8	1.8	1.8
601-800 BGN	12	10.7	10.7	12.5
801-1190 BGN	36	32.1	32.1	44.6
1200 BGN+	62	55.4	55.4	100.0
Total	112	100.0	100.0	

Source: Created by the author.

- In relation to marital status, the main share is of those who are married with children (41%), but a major share also consists of those who are married without children living in the household (35.7%) (Fig. 1).

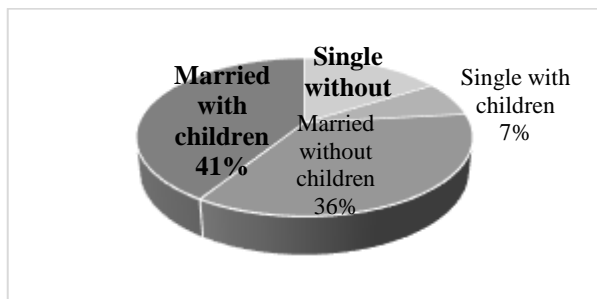


Fig. 1. Structure of survey respondents in terms of marital status.

Source: Created by the author.

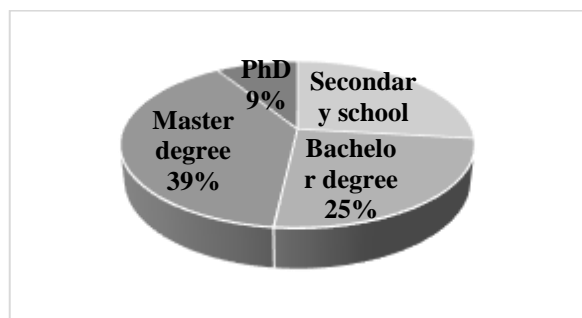


Fig. 2. Structure of survey respondents in terms of education.

Source: Created by the author.

- In terms of education, the biggest share is represented by highly educated persons (73.2% - combined PhD, master and bachelor degree) and a little over a quarter have secondary education (Fig. 2).

- Notably, a major share of the respondents are full-time workers (37.1%). The remaining groups ranged as follows: 1.8% are students; 11.8% are unemployed; 14.3% are self-employed; 15.4% are retired and 19.6% are part-time workers.

- Of those in employment, the profile of respondents is more diverse, with a predominance of operative/service staff (26.8%) and specialist/technician (28.6%). The remaining groups are: 16.1% occupy administrative positions; 16.0% have executive positions and 12.5% did not specify (no data) (Fig. 3).

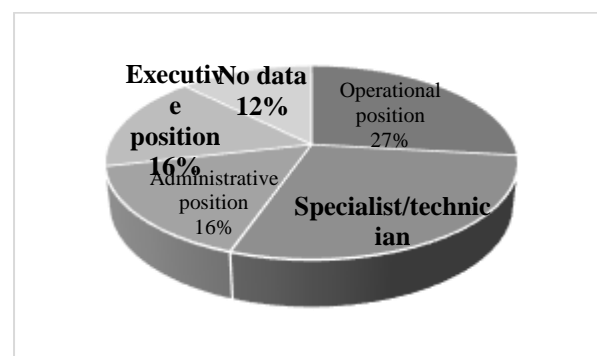


Fig. 3. Structure of employed survey respondents in terms of job position.

Source: Created by the author.

In relation to the host experience with P2P-accommodation, a major proportion of host respondents have been sharing accommodation on the platforms for more than 1 year (62.5%). Those renting within 6 months to 1 year make up 17.9% and those renting within 6 months make up 19.6%.

Most hosts share one unit of accommodation (71.8%) and those renting out 2 shared units account for 13.9%. There are few hosts renting 3 units (10.7%) and 4 or more units (3.6%).

In terms of the type of shared unit, where more than one response could be given, the clear leader is apartment type of unit (36.5%), followed by: holiday cottage (28.3%); private room (12.7%); self-serviced floor of house (9.9%), caravan (9.9%); other type (such as bungalow; 2.8%) of all responses given.

Regarding the average number of bookings made on an annual basis through a P2P-accommodation platform, the answers vary. The maximum value indicated is 80 and the minimum value indicated is 0. Accordingly, the mean is 20.47, i.e. according to the respondents, the average number of bookings they make per year through the P2P-accommodation platform is 20. The mode equals 15, which is the most common answer given by the respondents. The median equals to 15, i.e. 50% of respondents indicated a number of bookings less than or equal to 15. The standard deviation is 15.229 which is less than 50 and means that the variance is insignificant (Table 2).

Table 2. Statistics on average number of bookings in P2P-accommodation platform.

N	Valid	98
	Missing	14
Mean		20.47
Median		15.00
Mode		15
Std. Deviation		15.229
Minimum		0
Maximum		80

Source: Created by the author.

The reasons for participating in the P2P-accommodation platform are variable, but with relatively two prominent leaders:

- Efficient use of underutilized real estate (27.9%)
- Generation of additional income that increases the respondent's standard of living (23.3%)
- Expanding the host's social contacts (19.4%)
- Generating additional income that guarantees the living wage of the host (14.7%)
- Sharing pride from the beauty of the city/neighborhood/home (8.5%)
- Sense of community belonging (6.2%).

In relation to safety consideration, most respondents feel safe but have some concerns when accommodating strangers (2.00) - 41.1%. Nearly a third (28.6%) could not state whether they feel safe and pointed out that it depends on the profile and their impression of the guest (3.00).

An equal and small proportion shared they feel "completely safe" (1.00) or „relatively unsafe,

but the risk is justified by the benefits" (4.00) (14.3% each). A negligible proportion respond that they feel very insecure (5.00) - 1.8%.

Table 3. Distribution structure among survey respondents in terms of reason for P2P-accommodation participation

	Responses		Percent of Cases
	N	Percent	
Additional income guarantee of living	-38	14.7%	33.9%
Additional income increase of living standard	-60	23.3%	53.6%
Efficient use of underutilized space	of 72	27.9%	64.3%
Expanding social contact	50	19,4%	44,6%
Sharing beauty of home	22	8,5%	19,6%
Sense of community belonging	16	6,2%	14,3%
Total	258	100,0%	230,4%

Source: Created by the author.

Giving the opportunity to assess the statement if P2P-accommodation brings satisfaction to the hosts, most of the respondents give a positive answer (81.4%). From those satisfied, the predominant share states the satisfaction based on economic reasons (69.6%). Nearly one quarter from the respondents are socially satisfied (21.4%) and about 7% from the respondents are equally socially and economically satisfied (Fig. 4).

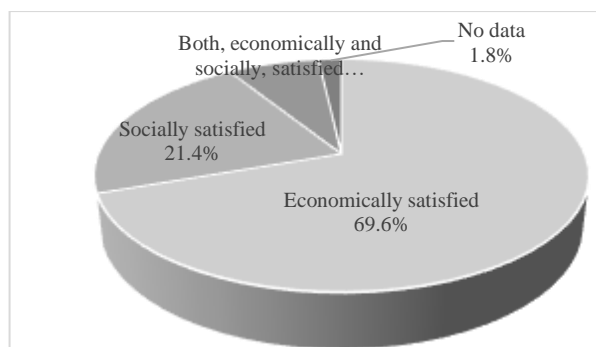


Fig. 4. Structure of responses in terms of type of satisfaction from P2P-accommodation hosting

Source: Created by the author.

Regarding the relationship between the P2P-accommodation satisfaction type (X9) and the security consideration (X10), the Chi-square test of the host's responses would help to find out whether there is sufficient evidence to say that there is an association between the two variables (Table 4).

Table 4. Cross-tabulation between satisfaction with P2P- accommodation (X9) and security consideration (X10).

		Safety consideration					Total
		1,00	2,00	3,00	4,00	5,00	
Economically satisfied	Count	8	32	22	16	0	78
	% within X9	10.3%	41.0%	28.2%	20.5%	0.0%	100,0%
	% within X10	57.1%	69.6%	68.8%	100.0%	0.0%	70,9%
	% of Total	7.3%	29.1%	20.0%	14.5%	0.0%	70,9%
Socially satisfied	Count	6	8	10	0	0	24
	% within X9	25.0%	33.3%	41.7%	0.0%	0.0%	100.0%
	% within X10	42.9%	17.4%	31.3%	0.0%	0,0%	21.8%
	% of Total	5.5%	7.3%	9.1%	0.0%	0,0%	21.8%
Both, economically and socially satisfied	Count	0	6	0	0	2	8
	% within X9	0.0%	75.0%	0.0%	0.0%	25,0%	100.0%
	% within X10	0.0%	13.0%	0.0%	0.0%	100,0%	7,3%
	% of Total	0.0%	5.5%	0.0%	0.0%	1.8%	7.3%
Total	Count	14	46	32	16	2	110
	% within X9	12.7%	41.8%	29.1%	14.5%	1.8%	100.0%
	% within X10	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	12.7%	41.8%	29.1%	14.5%	1.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.481 ^a	8	<.001
Likelihood Ratio	34.115	8	<.001
Linear-by-Linear Association	.503	1	.478
N of Valid Cases	110		

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.621	<.001
	Cramer's V	.439	<.001
N of Valid Cases		110	

Source: Created by the author.

The crosstab analysis shows that the number of respondents who indicated economic satisfaction for participating as a host in P2P-accommodation was 78 (70.9% of responses). Of these, 7.3% indicated that they felt completely safe from hosting strangers in their property; 29.1% indicated that they felt safe but had some concerns about hosting strangers; 20.0% indicated that they could not judge; 14.5% indicated that they felt unsafe but the risk was justified by the benefits and 0 people indicated that they felt very unsafe. Consequently, there is a preponderance of householders who indicated that they felt generally safe (36.4% overall). The number of respondents who indicated social satisfaction with their participation as a host in P2P-accommodation was 21.8% of respondents. Of these: 5.5% indicated that they felt completely safe hosting strangers in their

property; 7.3% indicated that they felt safe but had some concerns about hosting strangers; 9.1% indicated that they could not judge and 0 people indicated that they felt unsafe but the risk was justified by the benefits or that they felt very unsafe. Therefore, this category is dominated by householders who indicated that they felt generally safe (12.8% overall). The number of respondents who were equally economically and socially satisfied with their participation as a host in P2P-accommodation was 7.3% of respondents. Of these: 0 people indicated that they felt completely safe hosting strangers in their property; 5.5% indicated that they felt safe but had some concerns; 0 people indicated that they could not judge or they felt unsafe but the risk was justified by the benefits; 1.8% indicated that they felt very unsafe. Therefore, this category is dominated by householders who indicated that they felt safe

but had some concerns when hosting strangers (5.5%).

Additionally, in this case the significance level is <0.001 and it is less than the error $\alpha=0.05$, which means that the null hypothesis that the two variables are independent of each other can be rejected. Therefore, there is a relationship between the two variables X9 and X10. Cramer's V has a value of 0.439, which means that the relationship between the two variables is *moderately strong*.

CONCLUSIONS

From the analysis of the survey data we can highlight the following important conclusions about the P2P-accommodation influence on rural host's wellbeing:

-The P2P-accommodation rural hosts on the Bulgarian Black Sea coast are mostly women. The marital status of the hosts is mainly married, with most indicating that they have children living in the household. The host participants in the survey are mainly well educated people, with only a quarter having secondary education.

-In relation to the income of rural hosts, predominantly household monthly income per person above 1200 BGN is reported in data observation. However, around a third from respondents indicated income ranged between 801 BGN and 1,200 BGN, which is the reason to believe that this host group could be practicing P2P-accommodation to improve their subsistence level, as the subsistence level for a working person in Bulgaria is 1,268 BGN for a single person and just over 800 BGN for a family member in a three-member family. [9] In addition, more than a tenth of the participants reported a household monthly income per person below 800 BGN. In these hosts' cases we can assume that P2P-accommodation provides a living wage and plays a significant role in their lives. Generally, the results show that P2P-accommodation is perceived as a material wellbeing improvement tool by rural hosts.

-It is notable that in the host structure over 5% are retired. In this regard, the fastest growing segment of hosts is those aged 60+, accounting for 13% of hosts on the U.S. P2P-

accommodation market [11]. For these rural host's segment P2P-accommodation provides not only additional income, but also creates opportunity for a professional activity. This states the opportunity of P2P-accommodation to improve rural host's objective wellbeing indicators in terms of employment status.

-In terms of employment, mainly respondents work full time, but interestingly about one fifth (19.6%) are part-time employed and a further 14.3% are self-employed. In our opinion, these hosts are clearly practicing P2P-accommodation to supplement or diversify their work commitments and it is highly possible that for them P2P-accommodation is professionally motivated once again improving their wellbeing.

-The hosts are relatively experienced in P2P-accommodation as most of them have been practicing the service for more than one year (62.5%). This result highlights the positive attitude of rural hosts toward P2P-accommodation as a preferable modern type of activity. However, the remaining nearly 40% have started sharing P2P-accommodation within the last 12 months, which makes us believe that this modern accommodation activity is gaining popularity and is in a process of development and growth on the Bulgarian Black Sea coast.

-More than half of hosts share one accommodation unit and those renting 2 units account for a third of respondents. In our opinion, the latter segment will grow, as the number of people owning more than one property has been trending upwards in recent years in Bulgaria. Given that a major proportion of these people have a second property in rural regions, we believe P2P-accommodation will grow in this segment, especially as it offers an authentic experience.

-The shared units are mainly self-serviced apartments, which is an indication of the presence of a second home, and a holiday cottage, which is the typical unit in rural areas. Due to the availability of campsites on the Bulgarian Black Sea coast, around one tenth of respondents share a caravan, which could be registered as a positive prospect for the future development of niche P2P-accommodation in rural regions.

-According to the number of bookings made on an annual basis, the responses are different, but the mode and the median is 15 bookings on an annual basis, as also the indicated variance is insignificant. From our point of view, the data suggests low occupancy levels of shared units, indicating a need for change in hosts behaviour or type of offering. Although most users of P2P-accommodation are Bulgarian tourists, local customs, traditions and attractions vary according to the rural region in Bulgaria. The Black Sea coast, apart from the beach, has many other tourist resources - local cuisine, specific customs (such as Strandzha mountain area, Burgas), local attractions (such as Aladzha Monastery, Varna), etc., that can diversify and supplement the host's supply.

-The P2P-accommodation sharing reasons for rural hosts are clearly economic. Therefore, the hosts' reasons for generating additional income to raise their standard of living or guarantee a living wage are clearly expressed as leaders (48% in total). Though, expanding their social contacts accounts for a fifth from the responses, which also suggests the good opportunity of P2P-accommodation to improve the social aspects of their wellbeing as a co-influencer to the material indicators.

-In terms of security, it is clearly evident that hosts feel some insecurity to accommodate strangers on their property. The lack of guarantees in P2P-accommodation concerns the hosts, as the accommodation unit is not legally and financially fully guaranteed, unlike in the hotel industry. Here we would like to emphasize the importance of developing and integrating a specialized legal framework for P2P-accommodation regulation that would guarantee a secure sharing process [14]. Though, legal frameworks governing transparency are expected to be developed in the coming years, which will definitely affect P2P-accommodation development positively in terms of social wellbeing improvement [8].

-In terms of subjective wellbeing indicators, rural hosts are highly satisfied in terms of their P2P-accommodation activity. Most of them are economically satisfied, which gives the material wellbeing improvement a leading position. Corresponding to the findings in the part of reasons for hosting, a fifth from the

respondents states social satisfaction. Fewer people point out a balanced satisfaction between economic and social aspects, which confirms our suggestion that there is mostly a leading position of material or social motivation in hosting.

-By exploring the relationship between satisfaction and security perception we would like to find out whether there is a lack of P2P-accommodation wellbeing improvement in the social aspect. Feeling and emotions are hardly to be reported as they are subjective, but the sense of safety is one of the basic and most important human needs. The findings show a moderately strong relationship between both variables, which means that their changes correspond to each other. Socially satisfied hosts more often feel safe in P2P-accommodation activity, which shows that there is no lack in social wellbeing improvement. Economically satisfied hosts feel safe but with some concerns about accommodating strangers. The latter suggests that P2P-accommodation material wellbeing improvement can cause some decline in the rural host's social wellbeing, but the benefits justify the risk as this is stated as the most common reason.

Generally, we can assume that P2P-accommodation positively affects rural host's wellbeing in both material and social aspects taking into consideration the Bulgarian Black Sea coast area. However, some improvements should be performed in terms of regulation framework and P2P-accommodation supply diversity to guarantee host's wellbeing improvement in the best manner.

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