

# Intrinsic Motivations of Airbnb Hosts from the Perspective of Millennial Guests in Lima – Peru

Yajaira Paulina Navarro-Mendoza<sup>1</sup>, Rosse Marie Esparza-Huamanchumo<sup>1</sup>,  
Ricardo David Hernández-Rojas<sup>2</sup>

<sup>1</sup> *Facultad de Administración Hotelera, Turismo y Gastronomía. Universidad San Ignacio de Loyola,  
Av. La Fontana 550, Lima, Perú*

<sup>2</sup> *Universidad de Córdoba, Córdoba, España*

**Abstract** - This study aims to analyze the host's intrinsic motivations of the sharing accommodation Airbnb in the Miraflores district – Lima, from the perspective of millennial guests. Lima, capital of Peru, was selected since the economy of the city is based on a large part of visitors and tourists who enjoy its cultural, natural, gastronomic attractions and modern life. For this research, a qualitative approach was used, through content analysis, such as 258 reviews left by guests of the millennial segment who spent at least one night in the sharing accommodations of Miraflores district Airbnb's hosts were analyzed. The collected information were processed by the Atlas.ti software where three main intrinsic motivations were identified: Altruism, Social Interaction and Cultural Capital. It is worth mentioning that disseminating and communicating messages related to the intrinsic motivations of the host is key for sharing accommodations, such as Airbnb. It allows us to understand how to attract new hosts, potential sharing accommodation entrepreneurs.

Also, it promotes that current guests become hosts, and thus maintain the economic stability and growth of this business model.

**Keywords** - Online travel communities (OTC), sharing accommodation, Airbnb host, intrinsic motivations, millennial tourist.

## 1. Introduction

This research is considered innovative since it is a pioneering investigation whose methodology contemplates the analysis of big data. According to Hanchuk *et al.* [1] most of academic literature regarding Online Travel Communities (OTC) comes from studies conducted for Europe, Anglo America and, Australia and New Zealand, this research will contribute to analyze the Peruvian case, a developing country in South America.

Zhou *et al.* [2] conducted an exhaustive research and review of scientific articles by many authors who studied the Online Travel Communities (OTC), mentioning that the most current studies related to the field of hospitality and tourism defined OTCs as social platforms where tourists with similar motivations create social bonds, exchange travel-related experiences and lessons learned and make various transactions while interacting within the Online Travel Communities. Moreover, Bowen & Whalen [3] determined four trends that will transform the travel and tourism industry: 1) technology, robotics and artificial intelligence, 2) big data analysis, 3) social media and online communities and 4) sharing economy. They mention that technology is the common topic among these trends and highlight the special increase of OTCs.

Since 2014, Online Travel Community (OTC) studies have grown on an ongoing basis. This result indicates the trend of publication of academic research in OTC (...) Zhou *et al.* [2].

---

DOI: 10.18421/TEM123-59

<https://doi.org/10.18421/TEM123-59>

**Corresponding author:** Ricardo David Hernández-Rojas,

*Universidad San Ignacio de Loyola, Universidad de Córdoba, España*


**Email:** [et2heror@uco.es](mailto:et2heror@uco.es)

*Received: 17 March 2023.*

*Revised: 11 July 2023.*

*Accepted: 19 July 2023.*

*Published: 28 August 2023.*

 © 2023 Yajaira Paulina Navarro-Mendoza, Rosse Marie Esparza-Huamanchumo & Ricardo David Hernández-Rojas; published by UIKTEN. This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs 4.0 License.

The article is published with Open Access at <https://www.temjournal.com/>

Within the research and scientific literature, you can find studies carried out to OTC related to sharing accommodation, the most relevant being Airbnb.

Airbnb, founded in 2008, is a platform for renting private accommodations around the world. It is in 190 countries and more than 34 000 cities, it currently has more than 2 million accommodations (...). Santos *et al.* [5] Online travel communities, such as Airbnb, have been on the market for more than 15 years; however, as Sevisari, U. & Reichenberger [6] point out, the great majority of research regarding sharing accommodations has addressed the perspective and experiences of the guest, their preferences, profiles, motivations, among other aspects. As a result, there is a great potential to generate research whose object of study is the host, that is, the person who receives guests in their sharing accommodations.

Xu *et al.* [4] reflects on the negative impacts of sharing accommodation: weakness in sales, and, consequently, profitability, as well as product homogeneity. Also, comments that almost 50% of sharing economy entrepreneurs, including sharing accommodation, only operate a shared business for 2 years or less. Santos *et al.* [5] evaluated the reviews and references of sharing accommodation on Airbnb and CouchSurfing and also of traditional accommodation through Booking, which showed that sharing economy platforms tend to receive more positive reviews, so they postulate that the most neutral reviews would also be the closest to reality. This is related to the fact that there is a personal contact between the host and the guest, which would avoid being able to find bad hosts.

Karlsson & Dolnicar [16] researchers from The University of Queensland Australia in coordination with Airbnb Australia carried out the first study whose main objective was to determine the reasons why sharing accommodation hosts make their homes and beds available to tourists.

In that same year, Lampinen & Cheshire [8] as one of the parallel objectives of their research, determined the motivations of Airbnb and CouchSurfing hosts in the bay of San Francisco, California - USA, both those extrinsic: clearly linked to the monetary, and the intrinsic motivations: valuable social interaction with guests, gratification of being a good host, and secondary benefits.

A recent study conducted by Chung *et al.* [9] in coordination with Airbnb USA and Canada shows that hosts who report intrinsic motivations (Sharing Beauty and Meeting People) tend to be more engaged when they post their property on the platform, their guests report higher levels of satisfaction with the experience, have greater interest in continuing to be hosts in the long term and tend to have higher levels of Customer Lifetime Value (CLV). They also determined that Airbnb's highest profits and sales come from those hosts with intrinsic motivations, while those motivated just by money leave little benefit.

The great majority of Peruvian researchers analyze Airbnb with a focus on the guest. Some of the studies carried out on the Lima host have focused on analyzing their discursive strategies according to Lovon & Retes [10]. In the case of Cusco, the tax problem of income tax is addressed, obtaining a couple of characteristics of the host: level of instruction and employment situation Achahui [11]. In order to contribute to another aspect, it is intended to address the intrinsic motivations that influence the resident of Miraflores district, or host, decides to open the doors of a house to receive millennial guests, who are part of the Online Travel Communities (OTC) in this specific case, Airbnb.

## 2. Theoretical Framework

Fonseca & Estela [12] indicate that Airbnb refers to a virtual platform of sharing accommodation, founded in 2008, in which in exchange for a monetary transaction the one who has available accommodation (houses, apartments or rooms), who is called host, makes available to guests, or those interested in such services. Also, they comment that Airbnb is the intermediary between the providers of accommodation and the demand of the guests. It is worth mentioning that both parties have the option to send reviews and qualifiers about their experiences which are considered of great importance to other potential users. The platform can also be used through an App to interact via cell phone or other smart devices Pires & Rafael [13]. It also indicates that it allows offering apartments, castles or condominiums, which can be rented during different date and can be found in various tariffs.

They also mention that, for some destinations, it offers a range of possibilities such as: adventures, experiences and restaurant options. According to Airbnb's<sup>1</sup> website, it indicates that around 2 million people stay on Airbnb in 100,000 cities around the world. A user can choose from more than 6 million accommodations in 191 countries, which represents more properties than the top five hotel chains.

### 2.1. *Intrinsic Motivations and Tourism*

Intrinsic motivations belong to those activities carried out by three fundamental aspects: self-interest, for joy or enjoyment, and inherent satisfaction; that is, no external factor affects them Ryan & Deci [14]. According to the literature reviewed, this type of motivation plays a very important role especially in the field of sport, dance and education.

For the purposes of this research, five dimensions of intrinsic motivations related to the Airbnb user have been determined, which are detailed as follows:

#### 2.1.a. *Social Interaction*

All sharing economy service providers, including sharing accommodation, want to establish a social connection or relationship Bellotti *et al.* [15]. They also indicate that this originates from the human need to initiate and expand social relationships, which corresponds to the needs of love and belonging according to Maslow's Hierarchy. They also mention that the intrinsic motivations related to interest, curiosity and commitment motivate more than half of those investigated. Likewise, they also highlight the community, and society as part of values and morality, in addition to fun as motivation.

Karlsson & Dolnicar [16] investigated what motivates Airbnb Australia hosts finding that social interaction represents the second reason, detecting three main sub-categories: Meet People, through which hosts express their interest in integrating social interaction offering their accommodations, the primary reasons being "meeting people", "cultural interaction", "meeting fun and interesting people"; By love of it indicates the genuine passion of the host to meet people to the point of transmitting a system of values related to being welcoming and hospitable; and Others.

Guttentag *et al.* [17] analyzed guests whose highest concentration were from the USA, mostly women and highlighting the age range of 21 to 30 years, in order to determine their motivations to use Airbnb, those related to the social aspect correspond to the interaction that manifest between hosts and local people.

Oliveira *et al.* [18] determined the intrinsic motivations related to collaborative economy, it is worth mentioning that they took into account not only accommodations. Regarding social aspects, they identified four sub-categories for which they elaborated measurement elements that include keywords based on previous research by various authors which are detailed below:

Enjoyment or joy: entertaining, exciting, fun, interesting as mentioned by [19], [20].

Trust: offer trust, users are reliable, providers (hosts) give confidence in the services they offer, based on what [20], [21] postulated.

Sense of community: allow to be part of a group with similar interests, make feel that a person is involved in the community, allow to gain recognition from the community, allow to meet people with similar interests. These concepts were taken based on research conducted by [19], [21].

Social influence: people who influence a person's behavior, people who are important and status symbol in the environment (image) [22].

Land *et al.* [23] studied why Airbnb consumers, meaning the guests, decide to become hosts, indicating that one of the intrinsic motivations is social growth. This allows the host to create and maintain new friendships, the need to relate to others (to feel included and affiliated with others), the ability to connect with individuals of similar mentality, hobbies, interests and jobs, continuous contact, sense of community between the guest and the hosts, and provide fun to others.

The desire to socialize as "Meeting people" indicate that hosts enjoy interacting with their guests who come from all over the world bringing their different cultures is defined in [9]. They want to make friends.

#### 2.1.b. *Cultural Capital*

Cultural capital is transferred from parents to children through social class, profession, and wealth or power [24].

<sup>1</sup> <https://www.airbnb.pt/trust>

She also mentions that according to Bourdieu's foundation in 1986, there are three ways to obtain cultural capital: objectified (through works of art, books), institutionalized (educational instruction, study notes, professional career) and embodied (in tastes, language and behaviors, etc.).

What motivates Airbnb Australia hosts is finding sharing as a third reason, which can be determined by three sub-categories: Sharing my world, which refers to communicating and bringing to life the world where the host lives, instead of just referring to the physical space. Examples include "sharing the joys of the place where I live", "I love to share our beautiful place in the world", or "sharing our piece of paradise" [16]. Sharing my home, referencing non-specific reasons such as "sharing my resources," "sharing property with others," and "sharing our space to help travelers"; and "Unused space."

Schuckert *et al.* [25] indicates that it seeks to know about other cultures through people and co-create their experiences thanks to the interaction with the hosts.

Tourists are often interested in experiencing new cultures and expanding their knowledge of the countries they visit. This desire for cultural immersion is closely linked to the pursuit of authenticity, and is driven by curiosity and a desire to discover new customs and meet new people [26].

The possibility that hosts have to experience different cultures, promoting the possibility of staying with their guests if traveling abroad or even taking care of their homes if necessary is discussed in [23]. Also, allowing oneself to experience the journey of their guests. Finally, there is also the possibility of learning a new language or practicing another language.

#### 2.1.c. Altruism

Over half of sharing economy service providers, including accommodation, are motivated to help or provide services to others [15]. They also have the motivation to give something to someone.

Altruism is defined under the conception of feeling not as an accommodation provider, but as a person who helps [6].

Lang *et al.* [23] comment on the valuable intrinsic motivations to stay as an Airbnb host highlighting the satisfaction of the need to be a caregiver, the importance of developing and maintaining self-esteem, allowing them to improve in their role as hosts.

Being altruistic is as "Sharing beauty" defining it as feeling happy just for the sake of sharing their very well-maintained house and home, their wonderful city, and the places near them [9]. The hosts show total willingness to offer recommendations and to be able to solve all the needs of their guests.

#### 2.1.d. Environmental Sustainability

According to a 2014 study by Airbnb, the platform has led to significant reductions in the use of energy and water, greenhouse gas emissions, and waste, while promoting more sustainable practices among hosts and guests. Providers of sharing economy services, including sharing accommodation, were motivated by the sustainability aspect [15].

The sharing economy promotes sustainable consumption and an environmental impact on a smaller scale [27].

Many people are motivated to become Airbnb guests because the platform embodies the ethos of the sharing economy and is considered a more environmentally-friendly option for accommodation [17].

Oliveira *et al.* [18] consider environmental sustainability with respect to the shared economy based on what is postulated by [19], indicating that it helps save natural resources, a sustainable mode of consumption, efficiency in terms of energy use and environmentally friendly.

#### 2.1.e. Personal Growth

Personal growth or increased power in society is indicated in relation to future status and to gaining new skills [15], [23]. Personal growth and integrity (reducing guilt and hypocrisy) is defined in terms of values or principles such as justice, equality and intelligence.

### 3. Methodology

The methodological approach of the present study is qualitative, with a descriptive scope. The research used data mining, content analysis, the use of the Age Recognition app platform, to determine the age of users since Airbnb hides such information, and the software Atlas.ti 22, 2022, software that categorized the most relevant reviews according to the dimensions and sub-categories previously identified. The Miraflores district was chosen because it is considered the most touristic area of Lima and therefore with great potential to find the largest number of reviews left by guests.

This research analyzed the intrinsic motivations of hosts from the perspective of millennial guests. We selected 9 sharing accommodations and checked a total of 258 reviews left by guests in the millennial segment, corresponding to the age range of 23 - 38 years old. The review of each commentary consisted of identifying at least one of the five dimensions of intrinsic motivations previously identified in various scientific articles: social interaction, cultural capital, altruism, environmental sustainability and personal growth. Subsequently, the texts were cleaned and purged, as well as the translation of those reviews in a language other than Spanish and English. Then, the reviews were classified according to the dimensions and sub-categories previously identified after the evaluation of research by other authors, as well as some new sub-categories were created. At that time, each comment was re-reviewed to determine the keywords belonging to the sub-categories. Finally, the information was processed in the Atlas.ti 22, 2022 program. The exploration work was from February 01st until March 20th, 2022. Reviews left exclusively by millennial guests, both foreign and Peruvian were analyzed. Several authors mention the scarce research regarding tourism focused on the millennial segment despite the fact that they play a relevant role for tourism businesses [17], [28], [29]. The IDN Research Institute categorizes Indonesia's millennial population into two categories, Senior Millennials; those born from 1984-1991 (currently 31 to 38 years old) and Junior Millennials; those born from 1992-1999 (currently 23 to 30 years old) [30].

Hosts have been selected with the category of Superhost, whose sharing accommodations have more reviews and with a rating greater than 4 out of 5 stars which is the maximum.

| Content Analysis                    | Airbnb |
|-------------------------------------|--------|
| Analyzed Accommodations             | 9      |
| Analyzed Reviews – only millennials | 258    |

#### 4. Results

The profile of the millennial guest who used Airbnb during their stay in Miraflores district between 2017 and 2021 are residents of the United States of America (USA) with 33%, followed by Peruvians representing 16%. Likewise, regarding the sex of the guests, 49.6% are women and 50.4% men, concentrated in an age group of Junior Millennials (23-30 years old) that represents 36% and with a greater

representation are Senior Millennials (31-38 years old) with 64%.

Table 1. Profile of the millennial guest who used Airbnb during their stay in Miraflores district

| Feature              | Options                             | Frequency | Percentage |
|----------------------|-------------------------------------|-----------|------------|
| Country of Residence | USA                                 | 85        | 33%        |
|                      | Peru                                | 42        | 16%        |
|                      | Chile                               | 13        | 5%         |
|                      | Colombia                            | 11        | 4%         |
|                      | Mexico                              | 10        | 4%         |
|                      | Germany                             | 7         | 3%         |
|                      | Canada                              | 7         | 3%         |
|                      | Spain                               | 7         | 3%         |
|                      | England                             | 7         | 3%         |
|                      | Brazil                              | 6         | 2%         |
|                      | Other                               | 63        | 24%        |
| Sex                  | Female                              | 128       | 49.61%     |
|                      | Male                                | 130       | 50.39%     |
| Age Range            | Junior Millennial (23-30 years old) | 94        | 36%        |
|                      | Senior Millennial (31-38 years old) | 164       | 64%        |

Elaboration: Own elaboration

From the use of the Atlas.ti 22 Software a word cloud was processed in order to facilitate the analysis and identify the words with the highest incidence, while the semantic network is presented to determine the relationships of the aprioristic and emerging categories product of the analysis of the reviews.

#### 4.1. Airbnb Analysis

Figure 1 presents the results obtained via inductive categorization, based on the analysis of the reviews obtained on the intrinsic motivations of Airbnb hosts from the perspective of millennial guests during their stay in the Miraflores district, Lima - Peru. After obtaining the proposed dimensions, we constructed the sub-categories that fell within each category. This allowed us to perform axial coding and identify the perceptions of millennial guests across five dimensions: social interaction, cultural capital, altruism, environmental sustainability, and personal growth. The words of greatest representativeness are: millennial, communication, provider, host, altruism, gratification and excellent.



Most of the reviews of millennial guests refer to altruism and social interaction as the most valued intrinsic motivations. The cultural capital dimension has a single comment (which was repeated by another user) which shows the minimum relevance for guests. It should be noted that no comments were found related to the dimensions of environmental sustainability and personal growth.

Figure 1. Airbnb Word Cloud  
Source: Own elaboration using Atlas.ti 22, 2022.

Table 2. Dimension, sub-category and keyword (Airbnb)

| Dimension          | Most valued sub-categories                         | Keyword and Review Example   | Guest   |
|--------------------|--|--|---|
| Altruism           | Help Provider<br>(220 Reviews)                     | Collaboration<br>"... Enrique knew what time my flight was leaving and saved my ass with a phone call and some light knocking on the door after I fell asleep through an alarm..."   | Senior Millennial woman from USA                              |
|                    | Gratification of being a good host<br>(82 Reviews) | Excellent<br>"Victor was an excellent host from the first moment, he was always concerned to deliver the best care to us and the house was just as he promised. I recommend him 100%!"   | Junior Millennial man from Chile                              |
| Social Interaction | Communication<br>(92 Reviews)                      | Excellent<br>"Excellent communication and quick answers to all questions addressed"  | Junior Millennial woman from England                          |
|                    | Sense of community<br>(53 Reviews)                 | Potential returning user<br>"...Super recommended, they are definitely my first choice for the future."  | Senior Millennial man from Peru                               |
|                    | Meet strangers<br>(8 Reviews)                      | Like at home<br>"Excellent stay, everything is as the description and photos, without hesitation I will return, Johnny very friendly and attentive, made us feel at home, 100% recommended."   | Senior Millennial woman whose country of residence is unknown |
|                    | Affective bond<br>(5 Reviews)                      | Friendship<br>"Dear Luis, thank you very much for making my stay in Miraflores an amazing experience. You make me feel like I want to only use AirBnB in the future if all the hosts are as good as you... When I had a question, you answered immediately and helped me. Thank you very much and see you soon! Friend". | Senior Millennial man from England                            |
| Cultural Capital   | Teach Spanish<br>(2 Reviews)                       | Local language<br>"Thank you, Enrique and his family, for the very friendly reception. Thank you very much also for learning Spanish, it was a pleasure to meet you!!".  | Senior Millennial man from England                            |

Source: Own elaboration using Atlas.ti 22, 2022.

In this way, the following figure shows the semantic relationships of the aprioristic and emerging categories resulting from the analysis of the reviews (See Figure 2). “Communication” and the “help provider” got a high correlation, as well as, the “gratification of being a good host” and “help provider”; as a result, those three sub-categories are considered the highest scoring.

This shows the relevance of the altruism dimension considering the most valued sub-category the “help provider” and regarding the social interaction dimension “communication” is the most valued sub-category.

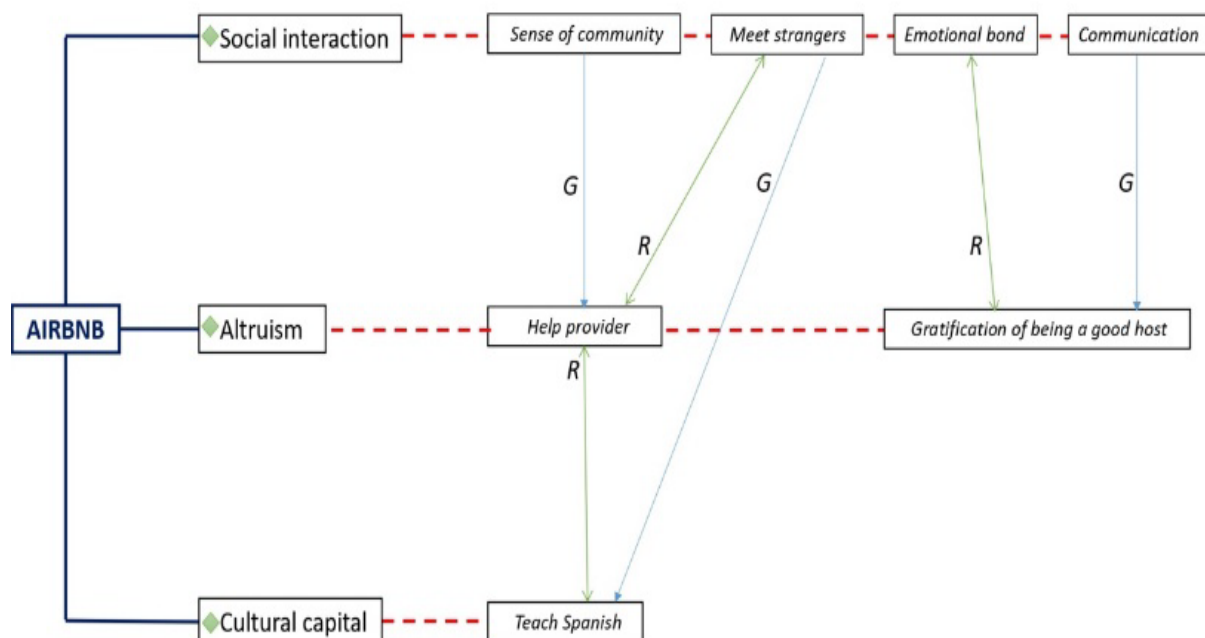


Figure 2. Airbnb Semantic Network  
 Source: Own elaboration using Atlas.ti 22, 2022.  
 G: is part of, R: is associated with.

## 5. Discussion

This study is based on the growing trend of analyzing Online Travel Communities (OTC) and sharing accommodations, based on the identification of intrinsic motivations through the evaluation of textual content found on the Airbnb platform which was subsequently processed by the Atlas.ti software.

Regarding the profile of the millennial guest who used Airbnb, it was identified that the main countries of residence are represented by: USA 33%, Peru 16%, Chile 5%, Colombia 4%, Mexico 4%, Germany 3% and Canada 3%. This result coincide with what was indicated by PROMPERU [31] about the profile of the foreign vacationer who once used Airbnb to book accommodation since he has places of residence the USA 31%, Chile 7%, Mexico 6%, Colombia 4% and Germany 3%.

In the same way, [17] analyzed guests from the USA who used Airbnb, being of this nationality 23%. The millennial guest who stayed in Miraflores district from 2017 to 2021 was mostly male Airbnb 50.39%. This is corroborated by what is indicated by [32] 51% and [31] 56% respectively. Nevertheless, the analysis of guests who used Airbnb determined that mostly women 67.8% are guests [17]. Likewise, millennials in Portugal who use cell phone applications before, during and after their trips are mostly 61% female, since they report that in Portugal there are more women in the range of 20 to 34 years old, which in the present research is considered as millennials [28].

The age range for the Airbnb platform is that Senior Millennial (from 31 to 38 years old) represents 64%.



For studies [32] and [28], 60% of the millennials surveyed who use the Airbnb platform and mobile applications before, during and after their trips, respectively, corresponded to the Junior Millennial age range (from 23 to 30 years old). This research reaffirms what [7] postulated, who consider that the millennial segment that travels is a non-homogeneous group.

Regarding Airbnb's analysis, most relevant reviews from millennial guests using this platform refer to intrinsic motivation: Altruism, for ([9], [15], [23]) consider altruism among the main motivations of the hosts, but do not consider it as the most important motivation. They reflect mainly on the gratification of being a good host and provider of help, leaving aside with very little importance the need to be a caregiver, which has also been ratified. It is worth mentioning that in the case of [9] also gives a second meaning of being an altruistic host to the fact of "Sharing beauty" defining it as feeling happy for the mere fact of sharing their very well-maintained house and home, their wonderful city, and the places close to them, these definitions differ from the sub-categories of altruism of the present research, since all this has been considered as part of the cultural capital dimension. In the research, the following are obtained as a second intrinsic motivation: Social Interaction, represented by a total of 158 reviews. This finding differs partially from that indicated by, [9], [15], [23] since these researchers determined that social interaction is the most transcendental intrinsic motivation for Airbnb users in countries such as Australia; New Zealand; and USA, Canada.

The intrinsic motivation referred to Cultural Capital has a single review, whose text was completely repeated in a second review, related to Teach Spanish as it is the local language, evidencing the minimum relevance for guests. This is related to what was postulated by [16] since they considered cultural capital as the second intrinsic motivation of relevance. In the same way, it is related to [23] as they also mention the importance of learning or practicing a new language. Regarding Environmental Sustainability, the fact of not having found any review on it differs from what is postulated by [17] as they indicate that staying with Airbnb is more friendly to the environment. Lastly, regarding to Personal Growth, it is also not related to what was indicated by [23] who

consider that in the case of Airbnb personal growth is related to gaining new skills and in the results of this research only one new skill developed was found, the Spanish language, which has been considered as cultural capital.

## 6. Conclusions

The profile of the millennial guest who used Airbnb during their stay in Miraflores, Lima - Peru, identified that the countries are primarily represented by: USA 33%, Peru 16% and Latin American countries. The millennial guest who stayed in Miraflores from 2017 to 2021 was mostly male. The predominant age range for the Airbnb platform was determined as Senior Millennial (from 31 to 38 years old). Therefore, the practical implications given that just under half of users (guests) come from reservations made not only by the foreign tourist, but also by the Peruvian tourist, this study can contribute to tourism managers since it allows determining that the Peruvian market recognizes, believes and values positively the value proposition of Airbnb. Therefore, the basis are laid to allow generating actions to recover and attract Peruvians to traditional hospitality while carrying out recreation, labor and even student activities, in addition free competition is encouraged, being the greatest beneficiary, the consumer.

On the intrinsic motivations, it was determined that the most representative motivation was altruism, followed by social interaction; likewise, the cultural capital dimension was the least valued. It is worth mentioning that in most cases the reviews reflected the motivations simultaneously, that is, in a single review it is possible to find more than two intrinsic motivations. In this sense, the non-existence of a dominant motivation or reason is highlighted, rather, a variety of factors that influence the decision to make sharing accommodation available on platforms such as Airbnb. Consequently, the practical implications given that the cultural capital dimension is the least valued, the advantage of socialization, as well as altruism, must be shown during marketing and sales efforts, therefore, this study can help the sector to make investments in certain actions in order to improve the customer experience. Likewise, the key messages of entrepreneurs in sharing accommodation, especially in large cities such as Arequipa or Cusco, could be differentiated as they begin to communicate aspects related to social interaction and altruism.



The research determined certain characteristics of the millennial guest, took advantage of their perspectives regarding hosts and therefore analyzed in an integral way the Online Travel Community (OTC), after all, the economic stability and growth of Airbnb, and sharing accommodations, has a close relationship with the existence and commitment of hosts, for this reason, understanding them and studying their intrinsic motivations is decisive to avoid the decadence of the platform in Peru, a developing country, which still has a long way to go in improving the tourist experience and positioning. Having more committed Airbnb hosts thanks to their intrinsic motivations can contribute to achieving higher levels of satisfaction with tourism in the city of Lima.

Finally, the research demonstrates how companies can leverage content analytics and data mining to extract and analyze data relevant to their businesses linked to texts that are easily found on open-access online platforms.

As for the limitations of this work, it is related to the selection of the provider Airbnb, which although it is the main supplier, it is the only source. Nevertheless, similar and comparative studies can be carried out for future work. Likewise, the temporal effect: it is a study that must be carried out in different annuities to compare the results obtained and check the evolution.

#### References:

- [1]. Hanchuk, O., Bondarenko, O., Varfolomyeyeva, I., Pakhomova, O. & Lohvynenko, T. (2020). Couchsurfing as a virtual hospitality network and a type of sustainable youth tourism. In *E3S Web of Conferences*, 166, 09005. EDP Sciences.
- [2]. Zhou, Y., Kim, W., Okumus, B. & Cobanoglu, C. (2021). Understanding online travel communities: a literature review and future research directions in hospitality and tourism. *Journal of Travel & Tourism Marketing*, 38 (2), 194-212. Doi: 10.1080/10548408.2021.1887052
- [3]. Bowen, J. & Whalen, E. (2017). Trends that are changing travel and tourism. *Worldwide Hospitality and Tourism Themes*, 9(6), 592-602. Doi: 10.1108/WHAT-09-2017-0045
- [4]. Xu, Z., Tang, L. & Yu, X. (2022) The curvilinear relationship between start-up age and host growth on sharing accommodation. *Frontiers in Psychology*, 13, 1-12. Doi: 10.3389/fpsyg.2022.811714
- [5]. Santos, G., Mota, V., Benvenuto, F. & Silva, T. (2020). Neutrality may matter: sentiment analysis in reviews of Airbnb, Booking, and Couchsurfing in Brazil and USA. *Social Network Analysis and Mining*, 10, 1-13. Doi: 10.1007/s13278-020-00656-5
- [6]. Sevisari, U. & Reichenberger, I. (2020). Value co-creation in Couchsurfing – the Indonesian host perspective. *International Journal of Culture, Tourism, and Hospitality Research*, 14(4), 473-488. Doi: 10.1108/IJCTHR-09-2019-0156
- [7]. Mandić, A. & Vuković, M. (2021). Millennials attitudes, choices and behaviour – integrative analysis. *Journal of Ecotourism*, 21(1), 87-97. Doi: 10.1080/14724049.2021.1932925
- [8]. Lampinen, A., & Cheshire, C. (2016, May). Hosting via Airbnb: Motivations and financial assurances in monetized network hospitality. In *Proceedings of the 2016 CHI conference on human factors in computing systems*, 1669-1680.
- [9]. Chung, J., Venkataramani, G., Li, Y., Netzer, O. & Pearson, M. (2022). Mining consumer minds: Downstream consequences of host motivations for home-sharing platforms. *Journal of Consumer Research*, 48(5), 817-838. Doi: 10.1093/jcr/ucab034
- [10]. Lovon, M. & Retes, R. (2020). El turismo colaborativo y sus estrategias discursivas: El caso de los anfitriones de Airbnb en Lima-Perú. [Collaborative tourism and its discursive strategies: The case of Airbnb hosts in Lima-Peru] *Círculo de Lingüística Aplicada a la Comunicación*, 83, 119-132. Doi: 10.5209/clac.70568
- [11]. Achahui, D. (2020). La economía colaborativa y el impuesto a la renta, caso Airbnb, ciudad del Cusco, periodo 2018 (Professional Degree's Thesis, Universidad Andina Del Cusco) [The collaborative economy and income tax, Airbnb Case, city of Cusco, period 2018]
- [12]. Fonseca, R. and Estela, A. (2020). El turismo de los Millennials; Airbnb y la economía colaborativa. [Millennials tourism; Airbnb and the sharing economy]. *Gestión en el Tercer Milenio*, 23(46), 99-106. Doi: 10.15381/gtm.v23i46.19158
- [13]. Pires, A. & Rafael, C. (2021). Airbnb customer satisfaction through online reviews. In Abreu, A., Liberato, D., Alén, E. & Garcia, J. (Eds.), *Advances in Tourism, Technology and Systems*, 241-250. Springer. Doi: 10.1007/978-981-33-4260-6
- [14]. Ryan, R. & Deci, E. (2000). La teoría de la Autodeterminación y la Facilitación de la Motivación Intrínseca, el Desarrollo Social, y el Bienestar. *American psychologist*, 55(1), 68-78.

- [15]. Bellotti, V., Ambard, A., Turner, D., Gossman, C., Demkova, K. & Carroll, J. (2015). A muddle of models of motivation for using peer-to-peer economy systems. *Conference presented at CHI '15: CHI Conference on Human Factors in Computing Systems-Proceedings*, Seoul, Republic of Korea.
- [16]. Karlsson, L. & Dolnicar, S. (2016). Someone's been sleeping in my bed. *Annals of Tourism Research*, 58, 159-162.  
Doi: 10.1016/j.annals.2016.02.006
- [17]. Guttentag, D., Smith, S., Potwarka, L. & Havitz, M. (2018). Why tourists choose Airbnb: A Motivation-Based segmentation study. *Journal of Travel Research*, 57(3), 342-359.  
Doi: 10.1177/0047287517696980
- [18]. Oliveira, T., Barbeitos, I. & Calado, A. (2021). The role of intrinsic and extrinsic motivations in sharing economy post-adoption. *Information Technology and People*, 35(1), 165-203.  
Doi: 10.1108/ITP-01-2020-0007
- [19]. Hamari, J., Sjöklint, M. & Ukkonen, A. (2015). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67, 2047-2059.  
Doi: 10.1002/asi.23552
- [20]. Wen, C., Prybutok, V.V.R. & Xu, C. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 52(1), 14-23.
- [21]. Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy again. *Journal of Consumer Behaviour*, 14(13), 193-207.  
Doi: 10.1002/cb.1512
- [22]. Venkatesh, V., Morris, M., Davis, G. & Davis, F. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(3), 425-478.  
Doi: 10.2307/30036540
- [23]. Lang, B., Kemper, J., Dolan, R. & Northey, G. (2022) Why do consumers become providers? Self-determination in the sharing economy. *Journal of Service Theory and Practice*, 32(2), 132-155. Doi: 10.1108/JSTP-09-2020-0220
- [24]. Azubayeva, B. (2021). The impact of cultural capital on development of entrepreneurship in wales. *Administrative sciences*, 11(4), 152-176.  
Doi: 10.3390/admsci11040152
- [25]. Schuckert, M., Peters, M. & Pilz, G. (2017). The co-creation of host-guest relationships via couchsurfing: a qualitative study. *Tourism recreation research*, 43(2), 220-234.  
Doi: 10.1080/02508281.2017.1384127
- [26]. Zgolli, S. & Zaiem, I. (2018). Couchsurfing: a new form of sustainable tourism and an exploratory study of its motivations and its effect on satisfaction with the stay. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 130-142.  
Doi: 10.1108/IJCTHR-02-2017-0015
- [27]. Piscicelli, L., Cooper, T. & Fisher, T. (2015). The role of values in collaborative consumption: Insights from a product-service system for lending and borrowing in the UK. *Journal of Cleaner Production*, 97, 21-29.  
Doi: 10.1016/j.jclepro.2014.07.032
- [28]. Cunha, M. (2019). The tourism journey, from inspiration to post-travel phase, and the mobile technologies. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1-17.
- [29]. Nagaj, R. & Zuromskaite, B. (2021). CEE Millennial travellers' attitude towards security measures applied in tourism infrastructure. *Tourism: An international interdisciplinary journal*, 69(1), 140-155.  
Doi: 10.37741/t.69.1.10
- [30]. Rahman, T., Yulianti, F., Nurjanah, A. & Hifziati, L. (2021). Hijrah and the Articulation of Islamic Identity of Indonesian Millennial on Instagram. *Malaysian Journal of Communication*, 37(2), 154-170.  
Doi: 10.17576/JKMJC-2021-3702-10
- [31]. Commission for the Promotion of Peruvian Exports and Tourism. (2019). *Perfil del vacacionista extranjero que ha usado alguna vez Airbnb para reservar alojamiento – 2019 y que salen por el aeropuerto internacional Jorge Chávez. (Report No. 1)*. PROMPERU.
- [32]. Amaro, S., Andreu, L. & Huang, S. (2018). Millennials' intention to book on Airbnb. *Current issues in Tourism*, 22(18), 2284-2298.  
Doi: 10.1080/13683500.2018.1448368