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## ATTITUDES OF TOURISTS USING AIRBNB AND COUCHSURFING IN THE LIGHT OF THE UNITED NATIONS WORLD TOURISM ORGANISATION'S *TIPS FOR RESPONSIBLE TRAVELLERS*

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**ABSTRACT:** Sustainable tourism and the closely related responsible tourism aim to minimise the negative environmental and social impacts of tourism expansion while maintaining the economic benefits of tourism development. Its objectives are achievable through the responsible behaviour of tourists. Responsibility is linked to the choices of tourism participants who, aware of the consequences of their behaviour, make the right decisions. The sharing economy (SE) has evolved over the past decade. It has become inherent in tourism in terms of accommodation offerings. The academic literature highlights the relationship between SE and sustainability in tourism. This article aims to analyse tourists' attitudes towards Airbnb and Couchsurfing accommodation in the context of responsible tourism in light of the 'Tips for Responsible Travellers' by the United Nations World Tourism Organization (UNWTO). The sample identified 112 Poles using shared accommodation. Structural Equation Modelling (SEM) was used to analyse the empirical data. The research confirms that tourists perceive Airbnb and Couchsurfing as the type of accommodation whose choice should favour the UNWTO recommendations. The findings contribute to the literature by elaborating on the attitudes of tourists (sharing accommodation users) and their role in developing sustainable tourism.

**KEYWORDS:** responsible tourist, sharing economy, Airbnb, Couchsurfing, SEM

## Introduction

In the travel industry, the sharing economy phenomenon is most evident in accommodation. Platforms such as Couchsurfing.com, HomeExchange, and Airbnb began to emerge in the first decade of the new millennium. It currently requires more than an exact number of them. At the top of the ranking of accommodation-sharing platforms is Airbnb (Airbnb, 2024). The platform is commercial, meaning the accommodation services made available through it are paid for, and the platform's revenue is the commission charged. Airbnb connects two groups of people: resource owners and customers willing to use these resources on a temporary, short-term, paid basis. In SE, a non-commercial model also operates in tourism, i.e., not-for-profit systems. Among such platforms, Couchsurfing.org, founded in 2004, is very popular (Luo & Zhang, 2016). This platform connects 14 million people (Couchsurfing, 2024) willing to share their resources (including houses, flats, rooms, knowledge or experiences). The idea of the platform is not to rent accommodation, but to create a community based on human relationships, facilitated by welcoming travellers ('friends you haven't met yet') under one's roof. While the Airbnb platform is used to find accommodation, Couchsurfing.org helps to find hosts where travellers would like to stay.

SE researchers often raise the issue of SE's relationship with sustainable and responsible tourism. According to experts, SE is a compromise between pragmatism, economics, environmental concerns, and consumer satisfaction with consumption (Burgiel, 2015). It can contribute to addressing sustainability issues (Mont et al., 2020) on three levels: economic, social, and environmental. SE's contribution to reducing environmental burdens by using existing resources more efficiently and reducing the demand for new ones is highlighted (Muñoz & Cohen, 2017), which in turn favours reducing their production (Kurisu et al., 2021). SE is often considered an antidote to hyperconsumption (Belk, 2007; Botsman & Rogers, 2010) and a pathway to sustainable societies and economies (Martin, 2016; Mi & Coffman, 2019), including a way to make tourism sustainable (Hamari et al., 2016; Tussyadiah, 2016; Kuhzady et al., 2020; Niezgodą & Kowalska, 2020; Niezgodą, 2024). By providing cheaper options (Oklevik et al., 2019), SE makes tourism travel possible for those who were previously unable to do so for financial reasons. Kaplan and Nadler (2015) argue that the interests of the sharing economy do not conflict with the public good and that government officials should support the development of technology start-ups rather than protect traditional businesses. Balamanidis et al. (2021) observed that amid a deep crisis in Greece, Airbnb enabled low-income households to survive and return long-standing useless properties to the tourist rental market; it created new businesses (in retail, catering, and leisure) and jobs.

Airbnb and Couchsurfing emphasise their contribution to sustainability. Airbnb creates its image as a socially responsible entity, taking into account social interest and maintaining ecological standards, while Couchsurfing promotes the values: Share Your Life; Create Connection; Offer Kindness; Stay Curious; Leave It Better Than You Found It. These declarations correspond with the recommendations for responsible tourism formulated by the UNWTO (2020).

The question of the sustainability of SE's model is debatable. Adamiak (2018) calls for further in-depth research in this area. A prerequisite for the positive sustainability impact of SE is the responsible behaviour of tourists, which in turn is preceded by the adoption of certain attitudes towards the idea of sustainable tourism. Attitudes are understood as stable ways of reacting to certain things, people or situations. They are a confident readiness to behave in a certain way and are permanent. In the literature, attitudes are defined as evaluations that are expressed through positive, negative or neutral feelings towards objects, ideas, phenomena or people. In other words, an attitude is a certain kind of attitude towards something. Enduring attitudes, in turn, form the basis of people's beliefs and values, which influence their subsequent decisions and behaviour. It can be concluded that attitudes are the premises of behaviour and, as such, are linked to preferences, inclinations and choices.

The potential positive impact of sharing economy accommodation (Guttentag, 2015; Hamari et al., 2016; Tussyadiah, 2016; Niezgodą, 2024) on tourism sustainability has been repeatedly highlighted in the research literature. However, to date, no research has been conducted on tourists' attitudes towards this type of accommodation, nor has it established tourists' beliefs about the positive impact of sharing accommodation on tourism. This study makes the first such attempt. At the same time, the study takes into account the practical recommendations of the UNWTO, which describe what attitudes tourists should have in the context of responsible travel.

The article aims to answer the question: Are the UNWTO recommendations reflected in the attitudes of users of Airbnb and Couchsurfing offers? The article establishes which attitudes tourists using Airbnb and Couchsurfing accommodation adopt from the perspective of the recommendations mentioned, and which relationships between these attitudes can be observed. In other words, do tourists believe that sharing accommodation allows them to be responsible tourists?

Del Chiappa et al. (2020) and Lu et al. (2022) argue that research into the motivations of responsible tourists is still in its early stages. Saving money is the primary motive for sharing accommodation (Möhlmann, 2015; Yuan & Shen, 2019). In addition to economic factors, enjoyment (Tussyadiah & Pesonen, 2016), home benefits (Guttentag et al., 2017), trust (Mao & Lyu, 2017), novelty SE pathos (Del Chiappa et al., 2020) and network effects (Sung et al., 2018) are also highlighted. As highlighted by Agapitou et al. (2020), consumers often seek the experience of local culture and authenticity (Liang et al., 2018). Researchers also emphasise social (Young et al., 2017; So et al., 2018; Tran & Filimonau, 2020) and environmental (Li & Tsai, 2022) benefits.

## Responsible tourism and tourist – an overview of the literature

Responsible tourism is an essential subject of academic research and discussion among government officials and businesses (Leslie, 2012; Tay et al., 2016; Carasuk et al., 2016; Eger et al., 2019). Its popularity is driven by the growing international pressure on the tourism sector to address global warming, social inequalities, and dwindling natural resources, among other issues. Research on responsible tourism is embedded in the broad concept of sustainable tourism. The debate on the need for its development is part of an ongoing discussion of the need for sustainability since the 1980s (Our Common Future, 1987), particularly between economic, social, and environmental benefits. Indeed, at that time, effects indicative of an imbalance in this balance were observed in tourism development. Consequently, concepts emerged (Table 1) such as alternative tourism, rural tourism, green tourism, or ecotourism, which nowadays, along with the concepts of community-based tourism or fair trade, often form the basis for considering responsible tourism.

**Table 1.** Tourism concepts related to responsible tourism – the tourist's perspective

Concepts	Key Attributes	Tourist Motives	Source
Alternative tourism	In opposition to mass tourism causing negative impacts in tourist destinations.	A unique and authentic experience, interacting with the local community and the natural environment.	Krippendorf, 1987
Rural tourism	Associated with the rural environment, traditional agriculture and rural culture.	Learning about authentic rural life, relaxing in silence, and experiencing the 'idyll' of being away from the hustle and bustle of the city. Participating in events of a rural nature.	Lane, 1994
Green tourism	Combined with ecotourism, the emphasis is on areas of high natural value.	Communicating with the natural environment in a friendly way. Protecting nature and getting involved in projects to do so.	Swarbrooke, 1999
Ecotourism	Naturally and culturally valuable areas, measures to limit consumption of local resources.	Communing with wildlife and local culture. Protecting heritage while maintaining the ecological integrity of the area.	Stem et al., 2003
Community-based tourism	Focused on the community of the areas visited. Based on the potential of the local community.	Direct contact with local people. Purchase of local products. Learning about local traditions and culture.	Stasiak & Włodarczyk, 2012
Fair-trade tourism	Exchange in tourism more equitable from the point of view of the inhabitants of the tourist destination. Promotion of sustainable development of the area.	Willingness to support the local economy on a fair-trade basis. Learning about local traditions and accommodation in family-run facilities.	Manente et al., 2011

Responsible tourism research focuses on its participants' new approach to value-based tourism activities: awareness of one's actions, respect and interest in local culture and nature, and concern for the economic benefits for local communities, regardless of the chosen destination (domestic or international) (Manente et al., 2014; Hu & Sung, 2022).

Responsible tourism is considered the practical dimension of sustainable tourism as an intellectually appealing idea and holistic theory (Wheeler, 1993). This idea can only be realised through the responsible behaviour of its participants (Spenceley et al., 2002; Sharpley, 2009; Weeden, 2014; Mihalic, 2016; Mohamadi et al., 2022). Responsible tourism, therefore, requires a responsible tourist, i.e. one who understands the idea, objectives, and principles of sustainable tourism, is aware of the consequences of his/her actions, and takes responsibility for his or her behaviour (Figure 1).

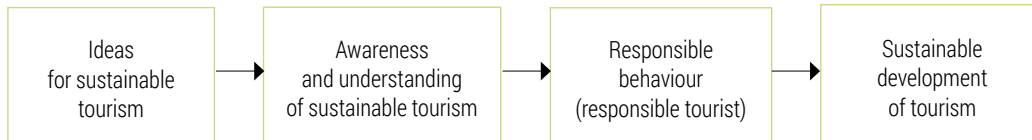


Figure 1. Responsible and sustainable tourism

Responsible tourist behaviour is an essential strand of research in responsible tourism (Schönherr, 2023). It is dominated by studies of tourists taking responsibility for their environmental impact (e.g. Han et al., 2016; Wang & Lyu, 2019; Wang et al., 2019; Aziz & Nazi, 2023), including waste reduction, water conservation (e.g. Rodriguez-Sanchez et al., 2020) and low emissions (Lee & Jan, 2019). Numerous studies have shown that tourists' environmental knowledge positively influences their behavioural intentions (e.g. Cheng et al., 2018; King-Chan et al., 2021). The findings of Liu et al. (2022) indicate that tourists appreciate conservation efforts in destinations and are motivated to interact more positively towards this goal. In contrast, research by Schönherr (2023) shows that the economic aspect of responsible tourist behaviour is neglected in the literature.

Adopted in 2017, the UNWTO's recommendations for responsible travellers in the face of the COVID-19 pandemic have been expanded to include aspects of epidemic safety (UNWTO, 2020) and address the behaviour of a responsible tourist in the environmental, social and economic spheres. In their light, a responsible tourist:

- respects the hosts and the heritage of the destination, is keen to learn about local customs, history and culture, the living conditions of the inhabitants, and is open to adventure and experience;
- protect the planet, minimise its impact on the environment, act ecologically, and reduce consumption;
- supports the local economy, buys local produce, pays fair wages to landlords, chooses less-travelled areas;
- ensures the safety of the journey and stays through knowledge of rules, requirements, and standards to reduce risks;
- participates in tourism as an informed traveller, choosing tour operators with environmental policies and community projects, interacting with the people of the places visited, and seeking to understand their culture;
- uses digital platforms wisely to find helpful information to improve their skills, learn about other travellers' opinions, and give honest reviews and descriptions of their travel experiences.

The responsible tourists are aware of their impact on the economy of the places visited and the well-being of local communities. They are aware of the various risks accompanying their travels and stays in destinations. They are increasingly educated and proficient in using new information and communication technologies. The prevailing view in the literature is that the responsible tourist, i.e., the conscious traveller, seeks to protect the planet (use natural resources rationally and take care of the environment) and optimise choices using digital platforms.

Based on the assumptions made above and the results of previous research, two research hypotheses were formulated:

H1: Airbnb and Couchsurfing users' attitude of "respecting the hosts and heritage of the destination" are shaped by the factors of "supporting the local economy" and "keeping travel and stay safe".

H2: Airbnb and Couchsurfing users' attitudes towards 'conscious travel' are shaped by 'protecting the planet' and 'using digital platforms wisely'.

## Data and research methods

### Methods

Structural Equation Modelling (SEM) is used to understand the relationships between observable and latent variables (Bollen, 1989; Hair et al., 2019; Jöreskog et al., 2016). In the structural equation model, there are endogenous latent variables and exogenous latent variables, whose unobservable values are generated by observable endogenous and exogenous variables (partial indicators). The relationships between latent (unobservable) variables and partial indicators are represented in the measurement model (external) and are estimated using confirmatory factor analysis.

The SEM internal model in its classical form is represented by the equation:

$$\eta = B\eta + \Gamma\xi + \zeta \quad (1)$$

where:

$\eta$  – vector of endogenous (dependent) hidden variables,  
 $\xi$  – vector of exogenous (independent) hidden variables,  
 $B$  – matrix of regression coefficients for endogenous variables,  
 $\Gamma$  – matrix of coefficients for exogenous variables,  
 $\zeta$  – vector of random components.

The external (measurement) SEM model is represented by the equations:

$$y = \Lambda_y \eta + \varepsilon, \quad (2)$$

$$y = \Lambda_x \xi + \delta, \quad (3)$$

where:

$y$  and  $x$  – vectors of observable endogenous and exogenous variables for vectors,  
 $\eta$  and  $\xi$  of latent variables,  
 $\Lambda_y$  and  $\Lambda_x$  – factor loading matrices describing in a formative approach the effects of the influence of unobservable variables on observable variables,  
 $\varepsilon$  and  $\delta$  – vectors of measurement errors (random components).

Equation (2) represents the measurement of endogenous latent variables, and equation (3) the measurement of exogenous latent variables. In the measurement model, the factor loading matrices in equations (2) and (3) are estimated using confirmatory factor analysis (CFA).

The empirical data were analysed using the R program and the lavaan packages (Rosseel, 2012; Gana & Broc, 2019), semPlot (Epskamp, 2022), and semTools (Jorgensen et al., 2022).

### Sampling and data collection

Statistical sampling and data collection were commissioned to a research agency. Selected on the basis of a statistical model, the survey sample was representative of all Poles aged 18-64, according to five characteristics: gender, age, region, town size and education. The survey, using the CAWI technique, was conducted in September 2020. The survey received 1003 correctly completed survey questionnaires. Their analysis revealed that 112 people used services available on Airbnb and/or Couchsurfing platforms. A detailed description of the sample is in Table 2.

**Table 2.** The characteristics of the research sample

Respondents' particulars	Categories	Airbnb and Couchsurfing users (N = 112)	
		n	%
Gender	Female	48	42.9
	Male	64	57.1
Age	18–25	25	22.3
	26–35	34	30.3
	36–45	22	19.6
	46–55	12	10.8
	Over 55	19	17.0
Education	Primary	2	1.8
	Lower secondary	8	7.1
	Vocational	27	24.1
	Secondary	47	42.0
	Higher–bachelor's degree	7	6.2
	Higher–master's degree	19	17.0
Residence	Village	40	35.7
	Up to 20,000 residents	13	11.6
	From 21 to 100,000	17	15.2
	From 101 to 200,000	8	7.1
	From 201 to 500,000	10	8.9
	Over 500,000 residents	24	21.5
Monthly net income per person in a household (PLN)	Up to 1000	9	8.1
	1001–2000	22	19.7
	2001–3000	40	35.7
	3001–4000	22	19.6
	4001–5000	11	9.8
	Over 5000	8	7.1

### Concept of measurement and structural model

The UNWTO recommendations became the starting point for the conceptualisation of the measurement and structural model. In the methodology adopted, these constitute latent variables (factors), which have been called:

- respecting the hosts and the heritage of the destination (F1),
- protecting the planet (F2),
- supporting the local economy (F3),
- ensuring safety during travel and stay (F4),
- the conscious traveller (F5),
- using digital platforms wisely (F6).

Latent variables cannot be directly measured in a survey. However, it is possible to estimate their values on the basis of observable variables – indicators, which are questions in a survey questionnaire (Appendix 1). The answers to these questions, generating the values of the latent factors, make it possible to indirectly present the relationships between the latent variables forming the behavioural profile of the responsible tourist (Figure 2).

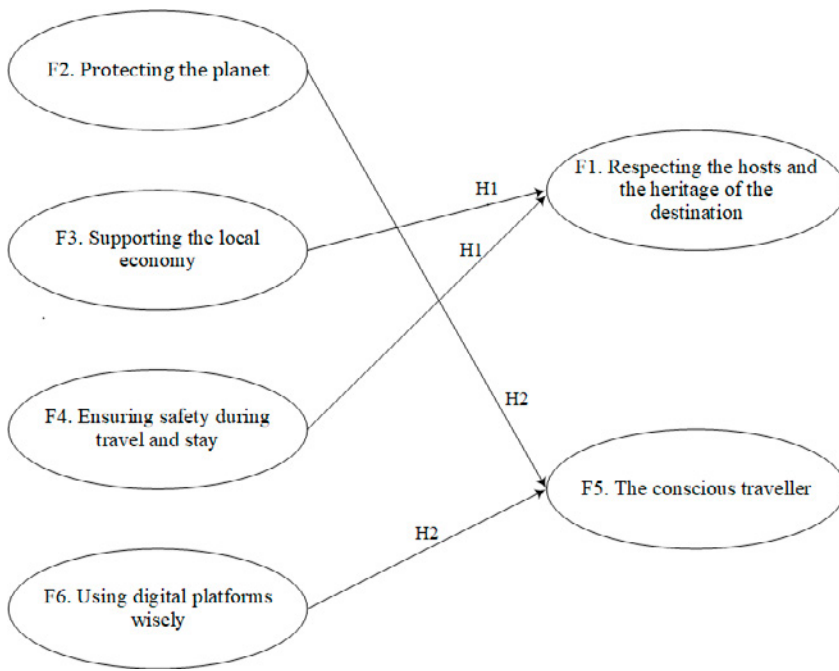


Figure 2. The concept of a structural model describing the relationships between the latent variables that make up the profile of responsible tourist behaviour

### Results of the research

The identified relationships were used to build a measurement model (external), which was estimated using the maximum likelihood method using confirmatory factor analysis. The parameter estimates for the external model are presented in Appendix 2. The measurement model includes all statistically significant indicators (observable variables). The CR column in Appendix 2 contains the values of the reliability coefficient of latent variables (CR – Construct Reliability). CR > 0.7 indicate a correct construction of the latent variable (the higher the value of factor loadings and the lower the error variance, the higher the reliability of the construct in the form of a latent variable).

The results obtained for the external model are the basis for the construction of a structural (internal) model, the concept of which is presented in Figure 2. Figure 3 presents a diagram of the structural model illustrating the relations between the latent variables. The results of estimating this model are presented in Table 4.

Table 4. Structural (internal) model – regression parameters of latent variables estimated using the maximum likelihood method

Regressions	Estimate	Std.Err	z-value	P(> z )	Std.lv	Std.all
F1 ← F3	0.636	0.084	7.584	0.000	0.600	0.600
F1 ← F4	0.490	0.081	6.070	0.000	0.433	0.433
F5 ← F2	0.555	0.114	4.858	0.000	0.513	0.513
F5 ← F6	0.721	0.164	4.389	0.000	0.489	0.489
Model fit indices: RMSEA = 0.082, SRMR = 0.051, CFI = 0.902						

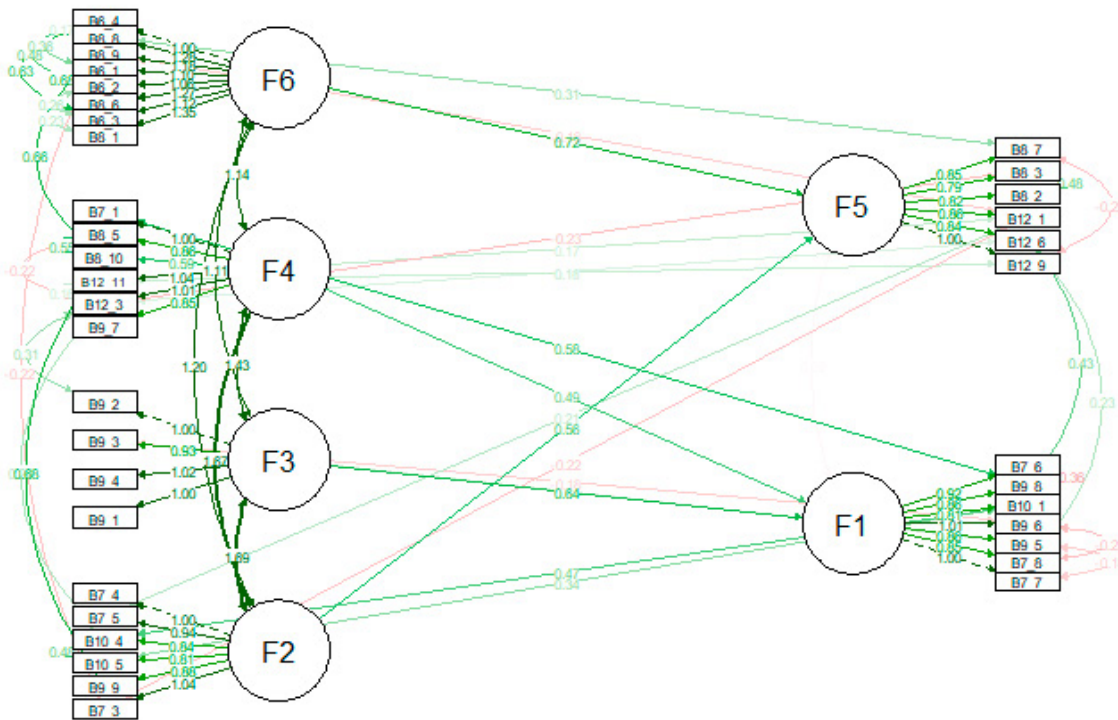


Figure 3. Structural model – relationships between latent variables

The estimated parameters of the structural model are statistically significant. They describe the paths between the latent variables assumed based on the theoretical assumptions. Table 4 contains the unstandardised and standardised values of the estimated path coefficients. If the same measurement scale is used to measure all observable variables (here, the 7-point Likert scale), the parameters can be interpreted in an unstandardized form (the parameter value indicates by how many units of the measurement scale the value of the explained variable will change if the value of the explanatory variable increases by 1). If the assessment on the scale of the latent explanatory variable “supporting the local economy” (F3) increases by 1 degree, then the attitude of the responsible tourist in terms of “respecting the hosts and the destination” (explained variable F1) will strengthen by 0.636 scale units. If the assessment on the scale of the latent explanatory variable “taking care of the safety of travel and stay” (F4) increases by 1 degree, then the attitude of the responsible tourist in terms of “respecting the hosts and the destination” (F1) will be strengthened by 0.49 scale units. The influence of both explanatory variables on F1 is positive, but variable F3 has a stronger influence than variable F4 on attitudes supporting the local economy. It can be assumed that hypothesis H1 has been verified positively.

If the assessment on the scale of the latent explanatory variable “protecting the planet” (F2) increases by 1 degree, then the attitude of the responsible tourist in terms of “conscious travel” (explained variable F5) will be strengthened by 0.555 scale units. If the assessment on the scale of the latent explanatory variable “using digital platforms wisely” (F6) increases by 1 degree, then the attitude of the responsible tourist in terms of “conscious travel” (F5) will be strengthened by 0.721 scale units. The influence of both explanatory variables on F5 is positive, but variable F6 has a stronger influence than variable F2 on attitudes supporting the protection of the planet. It can be assumed that the results support and confirm H2.

Table 4 also includes basic measures of assessing the quality of the model’s fit to empirical data. Due to their values, the structural model is acceptable. The RMSEA (Root Mean Square Error of Approximation) measure with a value of 0.08 indicates a satisfactory fit. The SRMR (Standardized Root Mean Square Residual) measure has no upper limit or threshold of acceptability – the closer the value of this measure to zero, the better the model fit. The CFI (Comparative Fit Index) takes values from the range (0;1) and the higher the value of this index, the better the model fit.

Two hypotheses describing the relationships between the hidden variables that create the profile of a responsible tourist were positively verified based on regression dependencies in the structural model. Detailed analysis of observable variables influencing latent variables allows to identify factors influencing respondents' attitudes characteristic of a responsible tourist in the context of UNWTO recommendations.

In the case of the first hypothesis, the estimated regression model confirms the influence of latent endogenous explanatory variables (supporting the local economy and caring for the safety of travel and stay) on the explained variable (respecting the hosts and heritage of the destination). On the one hand, these items represent a conscious need and readiness to support the local economy and culture (a factor of greater importance in the estimated model), and on the other hand, they indicate caring for one's own health and safety during travel and leisure (a factor of slightly lesser importance in the estimated model, but still significant). Together, these two latent factors shape the attitude of a responsible tourist – respecting the hosts and heritage of the destination.

In the case of the second hypothesis, the estimated regression model confirms the influence of latent endogenous explanatory variables (protecting the planet and wisely using digital platforms) on the explained variable (conscious traveller). These items represent, on the one hand, a conscious need and readiness to protect the planet (a factor of lesser importance in the estimated model, but significant), and on the other hand, they indicate a conscious (wise, competent) use of digital platforms (a factor of greater importance in the estimated model). Together, these two hidden factors shape the attitude of a responsible tourist – a conscious traveller.

## Conclusions, implications and limitations

This study fills a gap by considering factors influencing the behaviour of Polish Airbnb and Couchsurfing users. It also contributes to enriching knowledge on the responsibility of the tourist, as the issue of corporate social responsibility has so far been addressed more frequently in the literature. It also complements the knowledge on tourists' responsibility towards the natural environment with social issues.

The results of the study clearly indicate that tourists believe that choosing accommodation such as Airbnb and/or Couchsurfing allows them to travel in a conscious/responsible way because it allows them to use digital platforms competently to obtain important information and promotes friendly/planet-protective practices. They also consider that sharing accommodation promotes showing respect to hosts and caring for the cultural heritage of the places visited, which in turn is related to supporting the local economy and a sense of security for tourists during their stay in the tourist destination.

Investigating the phenomenon from the consumer's perspective assists in identifying the critical elements of the marketing process, focused on the identification, creation, and satisfaction of the needs and expectations of the buyers, which allows the business to achieve profits. The consumer's point of view is crucial to the strategic development objectives of SE actors (Agapitou et al., 2020).

The results contribute to the academic literature dedicated to analysing consumer motivations to use Airbnb and Couchsurfing from the point of view of a specific nation – Poland, i.e. they expand the understanding of the SE phenomenon geographically. In addition to theoretical reinforcement regarding the understanding of the underlying factors shaping the behaviour of Airbnb and Couchsurfing users, the study's results provide managerial guidance for both providers – hosts and platform owners. In the case of suppliers, the findings can help them optimise their marketing strategy by publishing such service information on their website in Polish that will relate to the factors shaping the behaviour of responsible tourists. They also provide guidance on how to properly organise the service for Polish tourists using shared accommodation in light of the UNWTO recommendations. For platform owners, the results can help them to better design their websites in Polish and to run a more effective promotional campaign by providing information about Polish consumers' needs. The results also provide more significant opportunities for Airbnb and Couchsurfing to effectively adapt their promotions to the local context (according to the 'think globally and act locally' principle). In this way, hosts and the platforms SE are interested in Polish buyers can build their trust, satisfaction and satisfaction with the purchase.

The study results provide recommendations for educating Polish consumers to encourage them to be responsible tourists. At the same time, they provide guidelines for building the content of messages in socially responsible marketing. The information gleaned from the study may also be necessary for the traditional hotel industry in its competitive struggle and in increasing its competitiveness against sharing accommodation.

The study has its limitations. The first is the relatively small survey sample (112 people) compared to other surveys. However, the survey was designed to reach actual Airbnb and Couchsurfing users. Secondly, the commercial (Airbnb) and non-commercial (Couchsurfing) sharing economy models were combined in one study. There is a danger that the two models may attract different market segments. However, the small number of respondents who had experience with Couchsurfing made it impossible to compare the factors shaping the user behaviour of the two platforms.

Directions for further research should focus on eliminating the aforementioned limitations and, above all, on expanding the scope of the research to include additional respondents, as well as the geographical scope beyond the Polish population, in order to understand whether cultural differences affect the attitudes of customers toward sharing accommodation. It is also worth considering examining the differences in the attitudes of tourists using different platforms offering accommodation. It would also be interesting to learn about the perspective of hosts and their perception of this type of activity in the context of achieving the goals of responsible tourism. In addition, research on customer attitudes can be enriched with a behavioural element, i.e. preferences and intentions to purchase shared accommodation.

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## The contribution of the authors

Conceptualization, A.B., D.E.J. and E.N.; literature review, D.E.J. and E.N.; methodology, A.B., D.E.J. and E.N.; formal analysis, A.B.; writing, A.B., D.E.J. and E.N.; conclusions and discussion, A.B., D.E.J. and E.N.

The authors have read and agreed to the published version of the manuscript.

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## Appendix 1

Measurement model – latent variables (factors) and observable variables (indicators)

Latent variable	Code for the observable variable	Observable variable (question)
F1 – Respectful of the hosts and the heritage of the destination	B7_6	The use of services purchased through sharing platforms directly benefits the residents of the localities I visit
	B7_7	Using services purchased through sharing platforms provides a unique experience
	B7_8	Using services purchased through sharing platforms provides an opportunity for adventure
	B9_5	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers, facilitates participation in local entertainment, rituals, customs
	B9_6	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers, fosters the acquisition of new skills, e.g. language, cooking, etc.
	B9_8	Through the platforms Airbnb, BlaBlaCar, Uber, etc., I share my travel experiences
	B10_1	Airbnb properties combine the atmosphere, décor and furnishings of a traditional culturally specific home with the comforts of a hotel
F2 – Protecting the planet	B7_3	Using services purchased through sharing platforms expresses belonging to a community of people who share my passions, lifestyle and way of travelling
	B7_4	Using services purchased through sharing platforms is an alternative to a consumerist, wasteful lifestyle
	B7_5	Using services purchased through sharing platforms is an ethical and environmentally friendly way to meet the needs
	B9_9	I influence the content presented by Airbnb, BlaBlaCar, Uber etc. platforms. (e.g. by giving feedback on services booked through them)
	B10_4	Airbnb venues provide accommodation in non-tourist neighbourhoods
	B10_5	Availability of Airbnb accommodation during peak season is better than traditional hotels
F3 – Supporting the local economy	B9_1	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers allows you to get practical information and learn much more about the places you are visiting
	B9_2	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers allows you to influence their offerings
	B9_3	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers helps to make a stay in a destination more attractive
	B9_4	Direct contact with Airbnb hosts or Uber/BlaBlaCar drivers encourages people to get off the beaten tourist track and makes it easier to reach attractive places known only to locals
F4 – Ensuring safe travel and stay	B7_10	Using services purchased through sharing platforms reduces the stress of tourist travel
	B8_5	Services purchased through sharing platforms are secure
	B8_10	Services purchased through sharing platforms reduce the risk of contracting diseases (e.g. COVID-19)
	B9_7	Platforms such as Airbnb, BlaBlaCar, Uber, etc. provide the opportunity to ask questions of other users
	B12_3	Mobile apps from Airbnb, Uber, BlaBlaCar etc. work flawlessly
	B12_11	Platforms inspire confidence
F5 – The conscious traveller	B8_2	Services purchased through sharing platforms allow me to immerse myself in the daily life of the locals and the authentic culture of the places I visit
	B8_3	Services purchased through sharing platforms make it easier to connect with local residents
	B8_7	Services purchased through sharing platforms are very good value for money
	B12_1	Booking services through Airbnb, Uber, BlaBlaCar etc. platforms is easy
	B12_6	Platforms allow for feedback from other users
	B12_9	Platforms provide tourists with practical information

Latent variable	Code for the observable variable	Observable variable (question)
F6 – Using digital platforms wisely	B6_1	Sharing platforms provide a sense of freedom of choice
	B6_2	Sharing platforms offer a wide choice of services
	B6_3	I have knowledge of the services offered by sharing platforms
	B6_4	I can use sharing platforms
	B8_1	Services purchased through sharing platforms allow you to get away from places overcrowded with tourists
	B8_6	Services purchased through sharing platforms are replacing unavailable traditional services (e.g. no vacancies in hotels, or overpriced taxis)
	B8_8	Services purchased through sharing platforms help reduce travel expenses
	B8_9	Services purchased through sharing platforms save time, e.g. getting to accommodation

## Appendix 2

Measurement model – parameters estimated using confirmatory factor analysis

Variables	Estimate	Std. Err	z-value	P(> z )	CR
F1 =~					0.938
B7_7	1.000				
B7_8	0.846	0.076	11.147	0.000	
B9_5	0.856	0.077	11.187	0.000	
B9_6	1.005	0.075	13.416	0.000	
B10_1	0.814	0.077	10.622	0.000	
B9_8	0.857	0.096	8.884	0.000	
B7_6	0.924	0.071	13.096	0.000	
F2 =~					0.875
B7_4	1.000				
B7_5	0.939	0.097	9.702	0.000	
B10_4	0.841	0.095	8.834	0.000	
B10_5	0.809	0.102	7.898	0.000	
B9_9	0.876	0.106	8.255	0.000	
B7_3	1.037	0.109	9.527	0.000	
F3 =~					0.938
B9_2	1.000				
B9_3	0.926	0.079	11.702	0.000	
B9_4	1.016	0.083	12.176	0.000	
B9_1	1.004	0.082	12.222	0.000	
F4 =~					0.836
B7_10	1.000				
B8_5	0.862	0.102	8.460	0.000	
B8_10	0.592	0.148	3.996	0.000	
B12_1	1.036	0.100	10.377	0.000	
B12_3	1.008	0.109	9.213	0.000	

Variables	Estimate	Std. Err	z-value	P(> z )	CR
B9_7	0.850	0.112	7.610	0.000	
F5 =~					0.942
B12_9	1.000				
B12_6	0.843	0.071	11.852	0.000	
B12_1	0.864	0.062	13.955	0.000	
B8_2	0.823	0.072	11.391	0.000	
B8_3	0.788	0.081	9.721	0.000	
B8_7	0.847	0.082	10.329	0.000	
F6 =~					0.849
B6_4	1.000				
B8_8	1.277	0.137	9.335	0.000	
B8_9	1.177	0.152	7.720	0.000	
B6_1	1.097	0.136	8.061	0.000	
B6_2	1.063	0.109	9.772	0.000	
B8_6	1.273	0.152	8.366	0.000	
B6_3	1.117	0.105	10.631	0.000	
B8_1	1.345	0.166	8.080	0.000	

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## POSTAWY TURYSTÓW KORZYSTAJĄCYCH Z AIRBNB I COUCHSURFINGU W ŚWIETLE WSKAZÓWEK ŚWIATOWEJ ORGANIZACJI NARODÓW ZJEDNOCZONYCH DLA ODPOWIEDZIALNYCH PODRÓŻUJĄCYCH

**STRESZCZENIE:** Turystyka zrównoważona i będąca z nią w ścisłym związku turystyka odpowiedzialna, zmierzają do minimalizacji negatywnych dla środowiska naturalnego i społecznego skutków ekspansji turystycznej przy zachowaniu korzyści ekonomicznych związanych z rozwojem turystyki. Jej cele są osiągalne za sprawą odpowiedzialnych zachowań podmiotów uczestniczących w turystyce, w tym konsumentów. Odpowiedzialność jest związana z wyborami uczestników turystyki, którzy świadomi skutków swoich zachowań podejmują właściwe decyzje. Od ponad dekady następuje rozwój sharing economy (SE). W turystyce stało się inherentnym elementem w zakresie oferty zakwaterowania. W piśmiennictwie naukowym zwraca się uwagę na relacje między SE a rozwojem zrównoważonym w turystyce. Celem artykułu jest zbadanie czynników kształtujących zachowania turysty odpowiedzialnego według *Tips for Responsible Travellers* sformułowanych przez United Nations World Tourism Organization (UNWTO) na przykładzie użytkowników Airbnb and Couchsurfing. Dane empiryczne zgromadzono w badaniu sondażowym techniką CAWI. W badanej próbie zidentyfikowano 112 Polaków korzystających z usług SE. W analizie danych empirycznych wykorzystano Structural Equation Modeling (SEM).

**SŁOWA KLUCZOWE:** turysta odpowiedzialny, sharing economy, Airbnb, Couchsurfing, SEM