

# Impact of the sharing economy on sustainable tourism practices: a comprehensive review and analysis

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*This study investigates the impact of the sharing economy on sustainable tourism practices through a bibliometric analysis. The purpose is to understand the evolution of research focus, identify dominant themes narrated by the help of cluster analysis using SciMat and pinpoint influential authors and institutions. Using a comprehensive bibliometric approach using Biblioshiny, the study analyses scholarly publications to map trends and patterns in the literature. Cluster analysis has been done using SciMat. The findings reveal a significant shift in research focus over time, from initial explorations of economic benefits to more recent emphasis on environmental sustainability and community impacts. Dominant themes include the role of sharing economy platforms in promoting sustainable choices, policy and regulation frameworks, user behaviour and cultural preservation. Influential authors and institutions are identified, highlighting contributions from leading universities and research centres globally. Furthermore, specific academic journals and conferences emerge as prolific publishers in this domain, providing a platform for ongoing scholarly dialogue.*

**Keywords:** *shared economy, sustainability, sustainable tourism, cluster analysis, bibliometric*

## 1 INTRODUCTION

Tourism and the sharing economy: The sharing economy, also known as the peer or collaborative economy, has significantly transformed the landscape of numerous industries, with tourism being a primary beneficiary. This economic model, which emphasizes the shared use of resources facilitated by digital platforms, has revolutionized how people travel, stay and experience destinations (Gunter and Önder, 2018). The sharing economy in tourism encompasses various sectors, including accommodation, transportation, food services and unique travel experiences, providing travellers with more personalized, cost-effective and sustainable options (Plzáková and Studnička, 2021).

Emergence and growth of the sharing economy in tourism: The sharing economy in tourism emerged from a convergence of technological advancements, changing consumer preferences and economic factors. Digital platforms like Airbnb and Uber have

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been at the forefront of this transformation, leveraging technology to connect service providers with consumers seamlessly. These platforms allow individuals to monetize underutilized assets, such as spare rooms or personal vehicles, and offer travellers alternatives to traditional services like hotels and taxis (Bugalski, 2020). The rapid growth of the sharing economy is driven by several factors. First, the proliferation of smartphones and internet connectivity has made it easier for people to access and offer shared services. Second, economic considerations, such as the 2008 financial crisis, led many consumers to seek more affordable travel options, while providers looked for new income streams (Álvarez-Herranz and Macedo-Ruíz, 2021). Third, there is a growing demand for authentic and local travel experiences, which sharing economy platforms can often provide better than conventional tourism services. Finally, sustainability concerns are prompting travellers to choose options that minimize environmental impact and promote social equity (Christensen, 2023).

### 1.1 Key sectors within the sharing economy and tourism

**Accommodation:** Airbnb is perhaps the most well-known example of the sharing economy in tourism. It allows homeowners to rent out their properties or spare rooms to travellers, often at lower prices than hotels. This model offers travellers more diverse and unique accommodation options, from city apartments to rural cottages. The success of Airbnb has inspired a host of similar platforms worldwide, such as HomeAway and Vrbo (Klarin and Suseno, 2021).

**Transportation:** The sharing economy has also made significant inroads into transportation. Ride-sharing services like Uber and Lyft provide convenient and often cheaper alternatives to traditional taxis. These services have expanded into carpooling and bike-sharing, contributing to more sustainable urban mobility. Additionally, platforms like BlaBlaCar facilitate long-distance carpooling, making intercity travel more affordable and environmentally friendly (Stors, 2022).

**Food services:** Platforms like EatWith and Feastly connect travellers with local hosts who offer home-cooked meals and dining experiences (Mhlanga, 2024). This allows tourists to enjoy authentic local cuisine in a homely setting, often coupled with cultural exchanges that enhance the travel experience. Similarly, services like VizEat provide opportunities for culinary tourism, where food becomes a central part of the travel experience (Frey et al., 2018).

**Tourism experiences:** The sharing economy extends to providing unique local experiences. Platforms like Vayable and with locals offer personalized tours and activities led by local guides. These experiences range from historical tours and cooking classes to adventure sports and cultural workshops, allowing travellers to engage with destinations in a more meaningful way (Dwivedi et al., 2022).

### 1.2 Benefits of the sharing economy in tourism

The sharing economy offers numerous benefits for travellers, service providers and destinations. For travellers, the primary advantages are cost savings and access to unique, personalized experiences. By opting for shared accommodations or ride-sharing, tourists can significantly reduce their travel expenses. Additionally, the sharing economy often provides more authentic and immersive experiences, enabling tourists to live like locals and gain deeper insights into the culture and lifestyle of the destinations they visit. For service providers, the sharing economy opens up new revenue streams and entrepreneurial opportunities. Individuals can monetize their underutilized assets,

such as spare rooms, cars or local expertise. This is particularly beneficial in times of economic uncertainty, providing supplementary income to households (Ferreira, Ramos and Lahr, 2020). Moreover, it encourages micro-entrepreneurship, with many individuals starting small-scale businesses catering to tourists. Destinations also benefit from the sharing economy. By distributing tourist spending more evenly across a destination, the sharing economy can alleviate pressure on traditional tourist hotspots and promote lesser-known areas. This helps to spread the economic benefits of tourism more widely and can contribute to sustainable local development. Furthermore, the sharing economy often promotes more sustainable travel behaviours, such as carpooling or staying in eco-friendly accommodations, which can reduce the environmental impact of tourism (Pompuřová and Marčeková, 2022).

### 1.3 Challenges and criticisms

Despite its many benefits, the sharing economy in tourism also faces several challenges and criticisms. One major concern is the regulatory and legal framework governing these activities. Traditional service providers, such as hotels and taxi companies, are subject to strict regulations and licensing requirements (Rubino and Coscia, 2019). In contrast, sharing economy platforms often operate in a regulatory grey area, leading to calls for a level playing field. Issues such as safety, liability and taxation need to be addressed to ensure fair competition and consumer protection. Another significant challenge is the impact on local communities and housing markets. The rapid growth of platforms like Airbnb has been linked to rising property prices and rental rates in popular tourist destinations, contributing to housing shortages for local residents (Ceccarini, Nisi and Prandi, 2023). There are also concerns about the commercialization of residential neighbourhoods, which can disrupt community cohesion and quality of life. Additionally, there are environmental concerns related to the sharing economy. While ride-sharing and home-sharing can promote more sustainable travel behaviours, they can also lead to increased tourism activity and associated environmental impacts (Kar and Varsha, 2023). For example, the convenience of ride-sharing might encourage more car travel, increasing emissions. Similarly, the proliferation of short-term rentals can lead to over-tourism, with negative effects on natural and cultural heritage sites.

This study aims to comprehensively explore the intersection of the sharing economy and tourism by mapping the research landscape. Using a systematic approach, we will analyse existing literature to identify major themes, trends and influential contributors in this field. Our analysis will cover various aspects such as the geographical distribution of research, key publications and journals, and collaboration networks among researchers and institutions. By doing so, we seek to provide a detailed overview of the current state of research, offering valuable insights for academics, practitioners, and policymakers interested in the sharing economy and its implications for tourism (Hartmann et al., 2023).

Through this exploration, we aim to address several key questions:

- How has the focus of this research evolved over time?
- What are the dominant themes in the research on the sharing economy and tourism?
- Who are the most influential authors in this field?
- Which academic documents are the most prolific in publishing research on the shared economy and tourism?

By answering these questions, our study will contribute to a more nuanced understanding of the sharing economy's role in shaping the future of tourism, highlighting

opportunities for innovation and sustainable development in this vibrant sector (Kraus et al., 2022).

## 2 RESEARCH METHODOLOGY

### 2.1 Inclusion criteria

For the bibliometric analysis of the shared economy and tourism, the inclusion criteria will focus on ensuring that the selected studies are relevant, high-quality and pertinent to the research objectives. Studies must be published in peer-reviewed journals, ensuring academic rigour and credibility. The research must be written in English to maintain consistency and allow for comprehensive analysis without language barriers. The scope has included articles that explicitly mention terms such as ‘sharing economy’, ‘gig economy’, ‘peer economy’ or ‘collaborative economy’ in conjunction with ‘tourism’ or ‘sustainable tourism’. The inclusion of ‘sustainable’ ensures that the selected studies address not just general tourism but also the sustainability aspect, which is crucial for understanding long-term impacts. Furthermore, the timeframe for the publications has been considered from 2013 onwards to include recent years to capture the latest trends and developments in the field for reflecting contemporary research dynamics (Ziabina and Dzwigol-Barosz, 2022).

### 2.2 Exclusion criteria

The exclusion criteria are designed to filter out studies that do not meet the necessary relevance or quality standards. Studies not written in English will be excluded to avoid translation inconsistencies and to maintain focus on the primary literature. Articles published in non-peer-reviewed sources, such as opinion pieces, editorials and non-scholarly blogs, will be excluded to ensure the analysis is based on rigorously vetted research. Papers that do not explicitly mention any of the specified keywords (‘sharing economy’, ‘gig economy’, ‘peer economy’, ‘collaborative economy’) alongside ‘tourism’ or ‘sustainable tourism’ will be excluded to maintain a focused scope. Additionally, studies that only tangentially relate to the sharing economy or tourism without significant focus on their intersection will also be excluded. Lastly, older publications beyond 2013 have been excluded to prioritize contemporary research insights and trends (Freire and Veríssimo, 2021).

Search String used is TITLE-ABS-KEY ((‘Sharing economy’ OR ‘gig economy’ OR ‘peer economy’ OR ‘collaborative economy’) AND (tourism OR sustainable AND tourism)) AND (LIMIT-TO (LANGUAGE, ‘English’)) on date 31/05/2024, IST 09:47 AM.

## 3 RESULTS AND DISCUSSIONS

The bibliometric analysis covers a dataset spanning from 2013 to 2024, encompassing 608 documents sourced from 262 journals, books and other academic publications. This dataset reflects a significant annual growth rate of 36.23%, indicating the rapidly increasing scholarly interest in the fields of the sharing economy and tourism. The average age of the documents is 3.66 years, highlighting the recency and relevance of the research. Each document has received an average of 30.16 citations, underscoring the impactful nature of the studies within this dataset. The dataset includes 1059 Keywords Plus (ID) and 1558 Author’s Keywords (DE), illustrating the diverse range

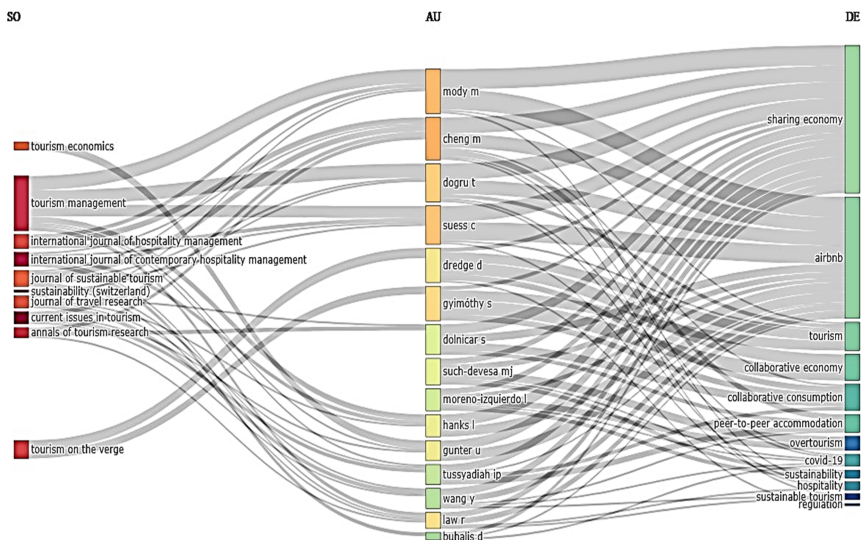
of topics and themes explored by researchers. A total of 1260 authors have contributed to the body of work, showcasing a wide network of scholarly collaboration. The comprehensive nature of this dataset provides a robust foundation for analysing trends, patterns and impacts in the intersection of the sharing economy and tourism.

### 3.1 Three-field plot

Figure 1 is a three-field plot generated by Biblioshiny visualizes scholarly literature based on specified criteria. In the middle field, the focus is on authors, where 15 notable authors are likely highlighted based on their contributions or relevance within the selected domain. The left field represents sources, showcasing 15 significant publications or journals that may serve as crucial references or outlets within the subject area. On the right field, keywords are emphasized, displaying 15 key terms or concepts that encapsulate important themes or topics within the literature. Together, these parameters provide a comprehensive overview of the scholarly landscape, highlighting prominent authors, influential sources and pivotal keywords, aiding researchers in navigating and understanding the field.

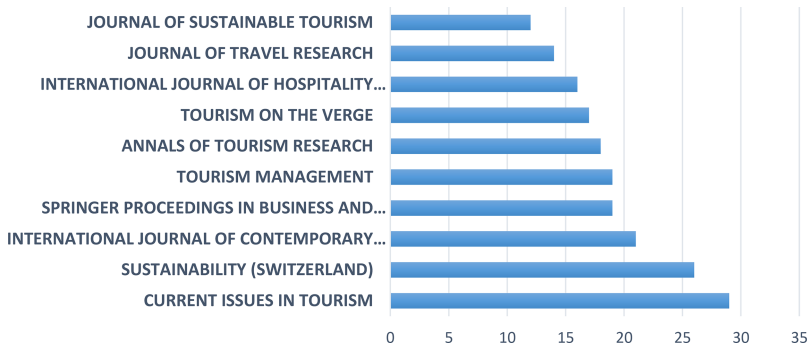
### 3.2 Most influential sources

Figure 2 presents a concise overview of prominent scholarly sources in the field of tourism and hospitality management, along with the number of articles each source has contributed. *Current Issues in Tourism* emerges as the most prolific source with 29 articles, suggesting its significant influence and relevance within the academic discourse. Following closely is *Sustainability (Switzerland)* with 26 articles, reflecting



Source: Author generated.

Figure 1 Three-field plot



Source: Author generated.

Figure 2 Most prolific sources

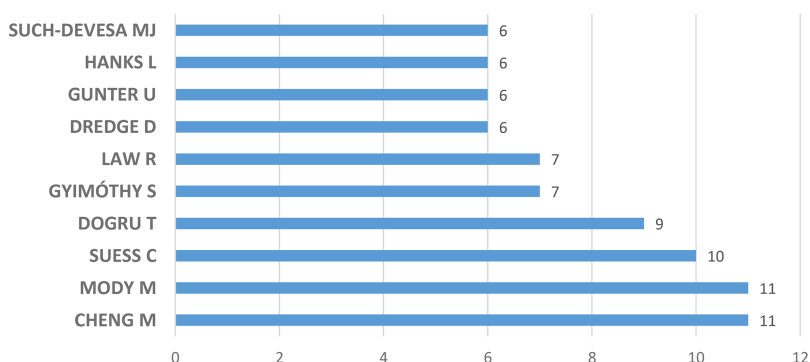
the growing importance of sustainability in the tourism sector. *International Journal of Contemporary Hospitality Management* and *Springer Proceedings in Business and Economics* both boast 21 and 19 articles, respectively, indicating their substantial contribution to scholarly research in the field. Similarly, *Tourism Management* and *Annals of Tourism Research* each have 19 and 18 articles, respectively, highlighting their noteworthy impact on the academic landscape. Other notable sources include *Tourism on the Verge* with 17 articles, *International Journal of Hospitality Management* with 16 articles, *Journal of Travel Research* with 14 articles and *Journal of Sustainable Tourism* with 12 articles. Collectively, these sources represent essential repositories of knowledge and insights, guiding researchers and practitioners in understanding and advancing the field of tourism and hospitality management.

### 3.3 Most influential authors

Based on the quantity of publications they have authored, Figure 3 identifies the most important writers in the subject. With 11 publications apiece, Cheng M and Mody M top the list, indicating a notable influence and prolificacy in their research output. Their vast corpus of work probably encompasses a broad spectrum of subjects and perspectives in the area. Suess C, with ten papers, comes in close second, demonstrating a high level of scholarly productivity and proficiency. Dogru T, Gyimóthy S and Law R are only a few of the authors who have made significant contributions to the scholarly debate with their respective contributions of 9, 7, and 7. Furthermore, the fact that Dredge D, Gunter U, Hanks L and Such-Devesa MJ have all produced six publications shows how prominent they are in the subject. Together, these writers provide a plethora of experience and knowledge that, via their research contributions, have shaped and advanced our understanding of a variety of topics related to tourism and hospitality management.

### 3.4 Most influential articles

Table 1 shows the publication (Ert, Fleischer and Magen, 2016) in *Tourism Management* has received an astounding 953 citations, demonstrating its noteworthy influence and pertinence in the scholarly realm. This publication has had a consistent effect throughout



Source: Author generated.

Figure 3 Most influential authors

time, averaging 105.89 citations each year. Its popularity is further shown by the normalized total citation score of 3.73, which indicates that it has gotten much more citations than the typical publication on the subject. In a similar vein, Cheng (2016) from the *International Journal of Hospitality Management* has received 629 citations in total, demonstrating its wide readership and impact. With 69.89 citations per year on average, this publication continues to attract the attention and participation of academics.

The above-average effect within the scholarly scene is shown by its normalized total citation score of 2.46. The paper by Tussyadiah and Pesonen (2016) is another important work that was published in the *Journal of Travel Research*. With 552 citations in total and an annual average of 61.33, this paper exhibits a high level of scholarly interest and involvement. Its importance is further highlighted by its normalized total citation score of 2.16, which shows that it has received citations at a rate greater than the field average.

The normalized total citation scores give a comparative assessment of the effect of these publications in relation to other works in the area. Overall, these citation metrics provide insightful information about the significance and influence of these papers within the academic community.

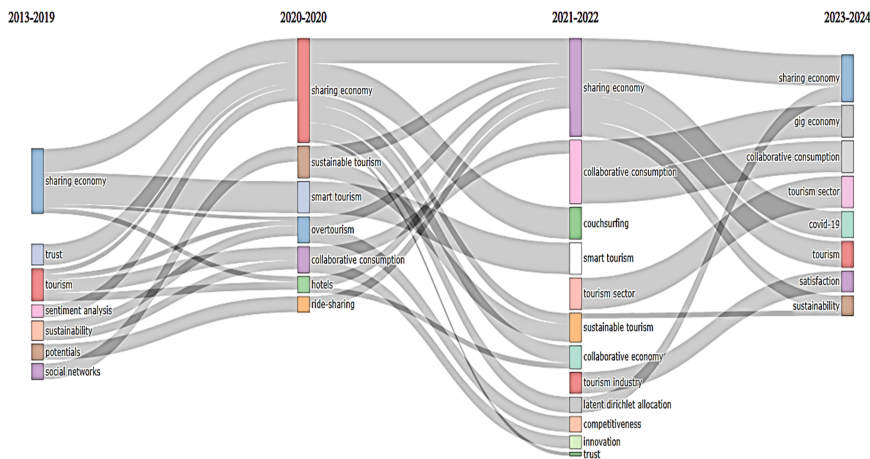
### 3.5 Word cloud

Figure 4 presents important themes and subjects that are common in the tourism and associated sectors by analysing the word cloud data. The most common words are 'tourism economics', 'tourism', 'tourist destination', 'tourism market' and 'tourism development', suggesting that the economics, dynamics of the market and trends in growth of the tourism industry are the main areas of emphasis. Other important phrases that illustrate the growing impact of digital technology, collaborative consumption patterns and sustainability considerations in influencing the tourist environment include 'internet', 'sharing economy' and 'sustainable development'. Furthermore, phrases like 'hotel industry', 'hospitality industry' and 'rental sector' highlight how crucial lodging services and other industries are to the growth of tourism. The word 'COVID-19' also appears, indicating the effect of the virus and its notable interruption to the travel and tourist sector. All things considered, this

Table 1 Most influential documents

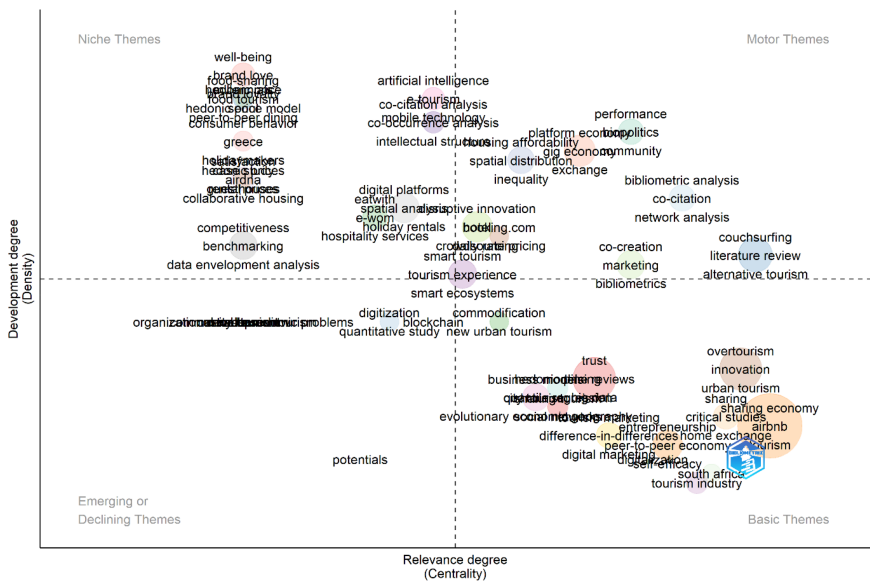
Sno	Article title	DOI	Total citations	TC per year	Normalized TC
1	Trust and reputation in the sharing economy: The role of personal photos in Airbnb (Ert et al., 2016)	10.1016/j.tourman.2016.01.013	953	105.89	3.73
2	Sharing economy: A review and agenda for future research (Cheng, 2016)	10.1016/j.ijhm.2016.06.003	629	69.89	2.46
3	Impacts of Peer-to-Peer Accommodation Use on Travel Patterns (Tussyadiah and Pesonen, 2016)	10.1177/0047287515608505	552	61.33	2.16
4	The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona (Gutiérrez et al., 2017)	10.1016/j.tourman.2017.05.003	470	58.75	9.50
5	Conceptual foundations for understanding smart tourism ecosystems (Gretzel et al., 2015)	10.1016/j.chb.2015.03.043	462	46.20	2.59
6	Airbnb: the future of networked hospitality businesses (Oskam and Boswijk, 2016)	10.1108/JTF-11-2015-0048	350	38.89	1.37
7	Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach (So et al., 2018)	10.1016/j.tourman.2018.01.009	327	46.71	6.63
8	The collaborative economy and tourism: Critical perspectives, questionable claims and silenced voices (Dredge and Gyimóthy, 2015)	10.1080/02508281.2015.1086076	305	30.50	1.71
9	Effect of sharing economy on tourism industry employment (Fang et al., 2016)	10.1016/j.annals.2015.11.018	294	32.67	1.15
10	Holiday rentals: The new gentrification battlefield (Gant, 2016)	10.5153/sro.4071	279	31.00	1.09





Source: Authors creation

Figure 5 Thematic evolution



Source: Authors creation

Figure 6 Thematic map

transportation continue to dominate. The map illustrates the relationships between sharing resources and a less environmental impact, as well as the financial advantages for nearby towns and the promotion of genuine experiences. But a possible increase

in ‘critical studies’ recognizes worries about growing inequality and the requirement for rules to guarantee the sharing economy grows responsibly. The map essentially depicts a potential but complex interplay between these two elements influencing tourism in the future.

### 3.8 Cluster analysis

Cluster analysis has been performed using a scientrometric tool SciMat. In Figure 7, all the cluster network and a simplified thematic map have been shown. The summary of cluster analysis is given in Table 2.

#### 3.8.1 Cluster 1: sharing economy platforms and sustainability

Cluster network of sharing economy platforms and sustainability is shown in Figure 7(B) and has been described in Table 2. Through a variety of creative tactics, sharing economy platforms like Airbnb, Uber and BlaBlaCar play a crucial role in advancing sustainability within the tourist industry (Alarcón-del-Amo, Lorenzo-Romero and Gómez-Borja, 2024). First of all, these platforms give consumers a wealth of options, from shared transportation services to eco-friendly lodging, empowering visitors to make more sustainable decisions in line with their tastes and values. To cut down on carbon emissions, tourists might choose to stay in establishments that have sustainability certificates or carpool. Furthermore, by putting visitors in direct contact with regional hosts and service providers, sharing economy platforms frequently enable genuine and immersive experiences. Because the money made from these exchanges usually stays in the area, this not only promotes cultural interchange but also helps local economies.

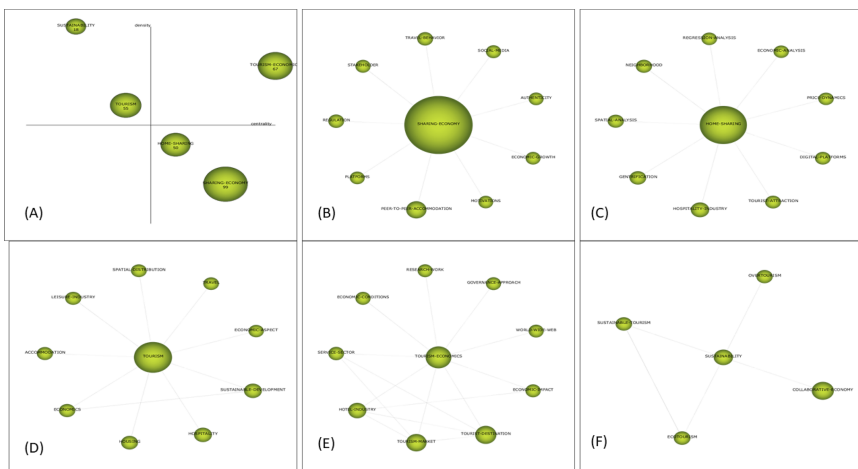


Figure 7 (A) Simplified thematic map and cluster network of (B) sharing economy platforms and sustainability, (C) user behaviour and sustainable choices, (D) policy and regulation for sustainable practices, (E) measuring and monitoring sustainability and (F) sustainability and cultural preservation through sharing

Table 2 Summary of cluster analysis

Cluster name	Keywords	No. of documents	h-index	Documents	No. of citation
User behaviour and sustainable choices	authenticity, economic-growth, motivations, peer-to-peer-accommodation, platforms, regulation, sharing-economy, social-media, travel-behaviour	99	28	<ol style="list-style-type: none"> <li>1. Tussyadih and Pesonen, 2016</li> <li>2. So et al., 2018</li> <li>3. Paulauskaite et al., 2017</li> <li>4. Wirtz et al., 2019</li> <li>5. Tussyadih and Park, 2018</li> <li>6. Adamiak, 2018</li> <li>7. Wang et al., 2020</li> <li>8. Zhu et al., 2019</li> <li>9. Mody et al., 2019</li> <li>10. Ert and Fleischer, 2019</li> </ol>	<p>523</p> <p>316</p> <p>259</p> <p>220</p> <p>179</p> <p>111</p> <p>109</p> <p>99</p> <p>92</p> <p>92</p>
Sharing economy platforms and sustainability	home-sharing, hospitality-industry, gentrification, spatial-analysis, tourist-attraction, digital-platforms, economic-analysis, price-dynamics	50	24	<ol style="list-style-type: none"> <li>1. Ert et al., 2016</li> <li>2. Gutiérrez et al., 2017</li> <li>3. Gant, 2016</li> <li>4. Cocola-Gant and Gago, 2021</li> <li>5. Bridges and Vásquez, 2018</li> <li>6. Dogru et al., 2019</li> <li>7. Heo et al., 2019</li> <li>8. Zhu et al., 2019</li> <li>9. Chica-Olmo et al., 2020</li> <li>10. Garcia-Ayllon, 2018</li> </ol>	<p>909</p> <p>445</p> <p>260</p> <p>217</p> <p>138</p> <p>133</p> <p>106</p> <p>99</p> <p>65</p> <p>59</p>
Policy and regulation for sustainable practices	tourism, hospitality, sustainable-development, housing, economics, accommodation, leisure-industry, spatial-distribution	55	15	<ol style="list-style-type: none"> <li>1. Decrop et al., 2018</li> <li>2. Toni et al., 2016</li> <li>3. Dogru et al., 2020</li> <li>4. Roelofsen, 2018</li> <li>5. Battino and Lampreu, 2019</li> <li>6. Martín et al., 2018</li> <li>7. Lagomigro et al., 2020</li> <li>8. Katsinas, 2021</li> <li>9. Tamilmani et al., 2022</li> <li>10. Zmysłony et al., 2020</li> </ol>	<p>89</p> <p>66</p> <p>56</p> <p>55</p> <p>46</p> <p>44</p> <p>41</p> <p>31</p> <p>29</p> <p>28</p>

(continued)

Table 2 (continued)

Cluster name	Keywords	No. of documents	h-index	Documents	No. of citation
Measuring and monitoring sustainability	tourism-economics, tourist-destination, tourism-market, hotel-industry, service-sector, economic-conditions, economic-impact, governance-approach, www	67	25	<ol style="list-style-type: none"> <li>1. So et al., 2018</li> <li>2. Fang et al., 2016</li> <li>3. Paulauskaite et al., 2017</li> <li>4. Germann Molz, 2013</li> <li>5. Tussyadiah and Park, 2018</li> <li>6. Martín et al., 2018</li> <li>7. Dolnicar, 2019</li> <li>8. Dogru et al., 2019</li> <li>9. Gunter and Önder, 2018</li> <li>10. Adamiak, 2018</li> </ol>	<p>316</p> <p>286</p> <p>259</p> <p>181</p> <p>179</p> <p>175</p> <p>165</p> <p>133</p> <p>118</p> <p>111</p>
Sustainability and cultural preservation through sharing	collaborative-economy, sustainability, eco-tourism, sustainable-tourism, overtourism	18	10	<ol style="list-style-type: none"> <li>1. Gössling and Michael Hall, 2019</li> <li>2. Gil and Sequera, 2022</li> <li>3. Cheng et al., 2020</li> <li>4. Serrano et al., 2021</li> <li>5. Zmysłony et al., 2020</li> <li>6. De las Heras et al., 2021</li> <li>7. Moreno-Izquierdo et al., 2018</li> <li>8. Shereni, 2019</li> <li>9. Vila-Lopez and Küster-Boluda, 2022</li> <li>10. Michael O'Regan and Choe, 2017</li> </ol>	<p>155</p> <p>53</p> <p>42</p> <p>34</p> <p>28</p> <p>25</p> <p>21</p> <p>18</p> <p>11</p> <p>11</p>

These platforms also encourage users to choose eco-friendly solutions when traveling by providing discounts or prizes for doing so. This encourages consumers to make sustainable selections while traveling. Additionally, through user feedback systems, sharing economy platforms encourage accountability and transparency, guaranteeing that hosts and service providers uphold high sustainability standards. Sharing economy platforms play a vital role in promoting sustainability in tourism, contributing to beneficial environmental, social and economic consequences in destinations globally by utilizing technology and encouraging collaboration between passengers and local communities.

### 3.8.2 *Cluster 2: user behaviour and sustainable choices*

Cluster network of user behaviour and sustainable choices is shown in Figure 7(C). Through a number of crucial processes, the shared economy is essential in shaping user behaviour and encouraging sustainable travel decisions. First of all, sharing economy platforms give users access to a variety of lodging, transportation and activity alternatives. They also frequently include comprehensive details on the sustainability credentials of each option, enabling tourists to make well-informed decisions that are consistent with their values. Furthermore, by emphasizing eco-friendly lodging, encouraging shared transportation alternatives and providing experiences that emphasize responsible tourist practices, these platforms actively encourage sustainable solutions. Furthermore, a lot of sharing economy platforms have elements that encourage users to take sustainable actions, such as discounts or prizes for choosing eco-friendly lodging or shared modes of transportation, gamifying sustainable behaviour. Additionally, by providing flexibility and customization, consumers may adjust their travel experiences to meet sustainability objectives by selecting lodgings in environmentally conscious areas or modes of transportation with reduced carbon emissions. By putting guests in close contact with local hosts, craftspeople and service providers, sharing economy platforms also promote genuine and immersive travel experiences, deepening cultural ties while reducing environmental effect. Additionally, by facilitating connections between visitors and local hosts and promoting responsible travel practices, these platforms raise awareness of sustainability concerns and encourage community participation. Last but not least, adding feedback systems for accountability guarantees that hosts and service providers uphold strict sustainability requirements, encouraging openness and confidence among consumers looking for sustainable solutions. In general, the shared economy has a big impact on user behaviour and encourages environmentally, socially and economically responsible travel decisions, which benefits travel destinations all over the world.

### 3.8.3 *Cluster 3: policy and regulation for sustainable practices*

Cluster network of policy and regulation for sustainable practices is shown in Figure 7(D). The influence of the shared economy on regulations and policies pertaining to sustainable tourist practices is extensive and diverse. Legislators must modify laws to maintain equity, security and environmental responsibility as services like Uber and Airbnb transform the travel industry. Environmental sustainability is prioritized, with laws frequently supporting or requiring eco-friendly behaviours like sharing transportation alternatives and booking energy-efficient lodgings in order to cut down on carbon emissions. Furthermore, rules that promote sharing economy

platforms to help local small businesses and craftsmen and to foster authentic cultural experiences are a response to the increased emphasis on maintaining local culture and community participation. Regulations are designed to safeguard consumers by enforcing safety standards, ensuring equitable treatment of both hosts and guests and establishing clear pricing. Additionally, legislators are concentrating more on enacting laws to protect user data and guarantee platforms follow stringent privacy standards as data privacy issues become more pressing. Overall, the changing regulatory environment aims to harness the potential of the shared economy to generate good change in the tourist sector by striking a balance between assuring sustainability and supporting innovation.

#### *3.8.4 Cluster 4: measuring and monitoring sustainability*

Cluster network of measuring and monitoring sustainability is shown in Figure 7(E) and described in Table 2. The shared economy's cutting-edge platforms and methods provide a substantial contribution to the measurement and monitoring of sustainability in the travel industry. First of all, sharing economy companies collect a tonne of information on user behaviour, including preferred lodging and modes of transportation. Analysing these data can provide light on how tourism affects the environment by revealing information about things like carbon emissions from travel and energy use in lodging. Furthermore, these platforms have the ability to encourage and emphasize sustainable choices, such as emphasizing eco-friendly lodging alternatives or promoting shared transportation. In addition, the face-to-face communication that sharing economy platforms provide between visitors and neighbourhood hosts promotes community involvement and cross-cultural interchange while raising knowledge of sustainable tourism practices. Standardized metrics and reporting frameworks for sustainability in tourism are developed through partnerships between sharing economy platforms, environmental groups and local communities. The shared economy is vital to improving the tracking and assessment of sustainability in the travel and tourism sector through these methods.

#### *3.8.5 Cluster 5: sustainability and cultural preservation through sharing*

Cluster network of sharing economy and cultural preservation is shown in Figure 7(F). By putting tourists in close contact with local hosts and experiences, the sharing economy significantly contributes to the promotion of cross-cultural interchange and opens up new opportunities for immersive cultural involvement. By allowing guests to stay in local homes, platforms such as Couchsurfing and Airbnb allow guests to experience directly the daily routines, traditions, and customs of their hosts. A greater awareness and understanding of various cultures is fostered by the hosts' ability to share their experiences, traditions, and special local knowledge in an intimate environment. In addition, curated experience platforms like Viator or Airbnb Experiences provide visitors the chance to take part in events that showcase regional cuisine, historical landmarks, arts and crafts, and gastronomy. Through these encounters, guests learn about the local way of life while also empowering local chefs, guides and craftsmen by giving them a stage on which to display their abilities. The sharing economy fosters responsible tourism through these exchanges, guaranteeing that cultural heritage is valued, conserved and honoured while also generating revenue for nearby communities.

#### 4 CONCLUSION

This study concludes by offering a thorough summary of the changing environment where sharing economy and sustainable tourism converge. A thorough assessment and analysis of the body of literature has yielded some important discoveries. First, the study outlines the key issues in the area, which include user behaviour and decision-making's impact on sustainable tourism practices as well as the role of sharing economy platforms in advancing sustainability. It draws attention to how these themes have changed over time, from early investigations into the possibilities of the sharing economy to more current initiatives centred on its effects on sustainability and cultural preservation in the travel industry.

Additionally, the study clarifies regional contributions and highlights differences in research production between various nations and areas. As some areas become leaders in the subject, others fall behind, indicating the need for more inclusive and cooperative research initiatives worldwide. The article also highlights the important writers, organizations, journals and conferences that have shaped the conversation around the sharing economy and travel, highlighting their contributions to knowledge advancement and industry innovation.

The report also emphasizes how important sharing economy platforms are for encouraging eco-friendly travel habits, influencing user behaviour, influencing laws and regulations, and tracking sustainability metrics. These platforms promote responsible tourism practices, cultural exchange and community participation by enabling direct contact between visitors and local hosts. Additionally, they facilitate access to a vast array of sustainable solutions, encourage environmentally conscious behaviour and advance accountability and transparency through user feedback channels.

The article concludes by highlighting the significance of cooperation in promoting sustainable tourism practices across sharing economy platforms, environmental organizations, governments and local communities. A more sustainable, fair and responsible tourist sector may be greatly enhanced by the sharing economy through the use of technology, data analytics and stakeholder involvement. All things considered, this study advances our knowledge of the intricate relationships between sustainable tourism and the sharing economy, providing insightful information to academics, decision-makers and business professionals who are working to create a more sustainable tourist sector.

#### 5 FUTURE SCOPE OF STUDY

Looking ahead, there is a ton of room for creativity and additional investigation in the field of sharing economy and sustainable tourism practices study. Examining the long-term effects and ramifications of sharing economy platforms on destination communities, economies and natural habitats is one line of future research. This might include evaluations of the socio-economic advantages and disadvantages of a greater dependence on sharing economy services, as well as longitudinal studies charting the development of sustainability practices over time. Furthermore, additional study is required to examine new developments in the sharing economy, such as peer-to-peer blockchain platforms (Nur Muharam, Tussyadiah and Kimbu, 2024) or the combination of big data analytics and artificial intelligence to maximize sustainability results. Moreover, interdisciplinary cooperation among scholars, industry participants and policymakers might enhance our comprehension of the intricate

relationship among technical advancements, consumer conduct, regulatory structures and eco-friendly objectives within the tourist domain. Future research may contribute to evidence-based policies and interventions that support more inclusive, resilient and sustainable tourism practices in the future by tackling these areas of investigation.

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