

A LITERATURE REVIEW ON TOURIST INTENTION AND BEHAVIOUR TOWARDS SHARING ECONOMY IN THE TRICITY REGION

Sunali Bassi

Research Scholar- CT University, Ludhiana (India)

Dr. Gaurav Bathla

Professor - CT University, Ludhiana (India)

ABSTRACT

The rise of the sharing economy has profoundly impacted the tourism sector, altering the way tourists engage with accommodations, transportation, and local services. This research explores tourist intention and behavior towards sharing economy platforms in the Tricity region (Chandigarh, Mohali, and Panchkula), which has witnessed an increasing adoption of peer-to-peer services like Airbnb and Uber. By examining the factors influencing tourists' decisions to use these services, including trust, perceived risk, and cultural influences, this study provides insights into how digital platforms are reshaping the local tourism landscape. Drawing on the Theory of Planned Behavior and existing literature on collaborative consumption, the research highlights the role of social factors, technological innovation, and economic sustainability in shaping tourist behavior. The findings suggest that while sharing economy services are gaining popularity, challenges related to trust and regulation persist. This paper provides valuable implications for stakeholders aiming to integrate sharing economy models within the regional tourism ecosystem.

Keywords: - Sharing Economy, Tourist Behavior, Peer-to-Peer Services, Tricity Region, Collaborative Consumption

INTRODUCTION

The concept of the "sharing economy" has gained significant attention in recent years, especially in the context of the tourism industry. It refers to the peer-to-peer exchange of goods and services, often facilitated by digital platforms. In the tourism sector, sharing economy platforms such as Airbnb, Uber, and other peer-to-peer accommodation or transportation services have transformed how people travel and interact with local

communities. The shift towards the sharing economy has opened new opportunities for both tourists and local service providers. This shift is particularly relevant in urban areas, where tourism and local hospitality industries intersect with technological advancements and changing consumer behavior. In the context of the Tricity region, which includes the cities of Chandigarh, Mohali, and Panchkula, the influence of the sharing economy on tourism is an area of growing interest. Tricity is a vibrant urban agglomeration that attracts both domestic and international tourists due to its well-planned infrastructure, historical landmarks, and cultural diversity. As such, it offers a unique context for studying the behavior and intentions of tourists who participate in the sharing economy, particularly in relation to accommodations and transportation services. Understanding tourist behavior and intention in the Tricity region is crucial for stakeholders in the tourism industry, including policymakers, hoteliers, transport service providers, and entrepreneurs. This research seeks to explore the motivations, preferences, and behaviors of tourists in the region with regard to sharing economy platforms, and to assess how these platforms influence their travel experiences.

LITERATURE REVIEW

The Concept of the Sharing Economy

The sharing economy, also referred to as the "collaborative economy" or "peer-to-peer economy," encompasses a range of business models where individuals can share access to goods and services, typically via digital platforms. According to Belk (2014), the sharing economy is characterized by the exchange of underutilized resources, which can help lower costs, increase convenience, and foster social connections. In the tourism sector, this concept has been particularly transformative, as platforms like Airbnb (accommodation sharing) and Uber (ride-sharing) have disrupted traditional business models by offering more personalized, cost-effective, and flexible alternatives for travelers (Tussyadiah & Pesonen, 2016).

Tourist Intentions and Behavior

Tourist behavior refers to the patterns and preferences that shape how travelers make decisions about destinations, accommodations, and activities. Several theories have been proposed to explain tourist decision-making, including the Theory of Planned Behavior (Ajzen, 1991), which posits that intentions are influenced by attitudes, subjective norms, and

perceived behavioral control. This theory is particularly relevant in understanding how tourists evaluate and decide whether to engage with sharing economy services. Recent studies have found that factors such as trust, perceived value, and social influence play a crucial role in shaping tourists' decisions to use sharing economy platforms (Ert et al., 2016; Tussyadiah, 2016).

The Role of Trust and Perceived Risk

One of the primary challenges for sharing economy platforms is the issue of trust. Unlike traditional services, sharing economy platforms often involve interactions between strangers, which can create concerns about safety, privacy, and quality (Huang & Benyoucef, 2013). In the context of tourism, tourists must trust that their hosts or service providers will deliver a positive experience. Research has shown that trust is a key determinant of consumer intention to use sharing economy services (Jeong & Kim, 2019). Additionally, perceived risk, particularly in terms of safety and financial security, can affect tourists' willingness to engage with these platforms (Gartner & Zeng, 2017).

The Impact of Cultural and Social Factors

Tourists' attitudes towards sharing economy services can also be influenced by cultural and social factors. Studies have shown that tourists from different cultural backgrounds may have varying levels of acceptance of sharing economy platforms. For instance, European and North American tourists may be more open to using platforms like Airbnb compared to tourists from more collectivist cultures, who may be less inclined to trust strangers (Tussyadiah, 2016). In the case of the Tricity region, a diverse demographic mix, including both urban residents and rural migrants, may create a unique set of challenges and opportunities in promoting sharing economy services to tourists.

Technological Innovation and User Experience

The role of technology in shaping tourist behavior is also an important area of research. The success of sharing economy platforms depends not only on the value proposition they offer but also on the user experience facilitated by their digital platforms. Factors such as ease of use, platform design, and the availability of customer support can impact tourists' decisions to

use sharing economy services. According to Guttentag (2015), technology helps overcome geographical and social barriers, making it easier for tourists to access services and for hosts to offer them. A well-designed platform can enhance user confidence and contribute to the growth of the sharing economy in tourism.

Environmental and Economic Impacts

From a sustainability perspective, the sharing economy offers potential environmental benefits by reducing resource consumption and promoting the efficient use of existing infrastructure. In tourism, the sharing economy can reduce the need for large-scale investments in new accommodation or transport facilities. Additionally, sharing economy platforms can benefit local economies by providing small-scale entrepreneurs with an opportunity to offer services to tourists, thereby creating jobs and economic growth in local communities (Zervas, Proserpio, & Byers, 2017).

The Sharing Economy in the Tricity Region

In the context of the Tricity region, the sharing economy has gradually gained traction, particularly among young and tech-savvy tourists. Platforms like Airbnb have seen growing numbers of listings in Chandigarh, Mohali, and Panchkula, offering a diverse range of accommodations from private homes to boutique properties. Similarly, ride-sharing services like Uber and Ola have become increasingly popular among tourists, particularly for short-distance travel within the region.

The Tricity region's well-established tourism infrastructure, combined with its growing digital penetration, presents a promising environment for sharing economy platforms. However, challenges such as local regulations, competition with traditional hospitality businesses, and concerns over safety and quality remain important areas for further exploration. Research into tourist behavior in this region can provide insights into how sharing economy platforms can be optimized to meet the needs of both tourists and local service providers.

Conclusion

The sharing economy has emerged as a transformative force within the tourism sector, reshaping how tourists make decisions regarding accommodations, transportation, and other services. In the Tricity region, platforms like Airbnb and Uber are gaining traction, offering tourists more flexible, cost-effective, and personalized options. However, understanding the factors that influence tourist behavior and intention towards these platforms is crucial for stakeholders in the local tourism industry.

This literature review highlights the key factors that shape tourist behavior in relation to sharing economy platforms, including trust, perceived risk, cultural and social influences, and the role of technology. Future research in the Tricity region should focus on understanding the unique characteristics of this market, addressing challenges related to safety and quality assurance, and exploring opportunities for collaboration between traditional service providers and sharing economy platforms. By doing so, stakeholders can create a more sustainable, inclusive, and engaging tourism experience for both locals and visitors.

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