Rival Influences of Airbnb Digital Platforms on the Jordanian Hotels Market

Mahmoud Alghizzawi[1], Emad Ahmed[2], Khaled Alshaketheep[3], Baker Ibrahim Alkhlaifat[4], Hamza Alnawafleh[5]

Abstract

Objective: AirbnB's explosive growth has stunned many market professionals including hotel managers who have largely ignored this new competitor. This study aims to investigate the impact of AirbnB in the hotel industry in Jordan.

Method: To achieve the aim of this study, the descriptive approach based on the analysis of primary and secondary sources was relied upon. The study population consisted of 18 hotel employees spread in the north, center and south. To collect data, the researcher developed and distributed (220) electronic questionnaires, of which 200 valid questionnaires were retrieved for statistical analysis, with the (SPSS) program.

Results: Based on data analysis The results of the study showed that the Airbnb platform is considered to have a greater impact on the market share in the future, due to the availability of a lower price, and it is possible in the future that its spread will be greater at the level of developing countries such as Jordan.

Conclusions: Accordingly, the study recommends to the stakeholders in the field of tourism and hotels the need for the hotel industry to take into account the continuous improvement and development of the services it provides to tourists and guests in terms of quality, delivery and price.

Keywords: *Hospitality, Tourism, Digital Platforms, Digital Marketing, Airbnb, Hotel, Business intelligence, Jordan.*

1. Introduction

A good evidence of the hotel industry's role as one of the most significant foreign exchange sources of the Jordanian economy is the fact that it employs a sizable workforce, which is growing annually. Whereas a significant component of the Jordanian economy is made up of the tourism sector (Abuamoud, Ibrahim, and Hijawi 2019; Alghizzawi, Salloum, and Habes 2018). Because hotel services have an impact on visitors, especially since they are intangible, employees play a crucial role in reflecting the quality and value of the service (Alghizzawi, Habes, et al. 2023). The quality of service provided by the hotel industry is seen as a construct that includes quality performance in the activities performed by hotel managers and staff, introduction to Tourism (Joudeh et al. 2021; Lai et al. 2018; Widjaja et al. 2023). The nature of the hotel industry is facing new challenges and intense competition as a result of the widespread

[1] Assistant professor, Applied Science Private University, Dr.alghzawi87@gmail.com, 0000-0002-9406-4632
[2] Associate Professor, Aqaba University of Technology, eahmad@aut.edu.jo, 0000-0002-7672-6831
[3] Assistant professor, The Hashemite University, k.alshikh@gmail.com, 0000-0002-9632-8814
[4] Assistant professor, Al-Hussein Bin Talal University, Baker@ahu.edu.jo, 0000-0003-2398-5431
[5] Professor, University of Castilla–La Mancha, Hamzasubhi.mohammad@alu.uclmes, 0009-0005-6447-1885

use of internet networks and the development of AirbnB platforms, which are changing the market structure of the lodging sector and endangering the current state of the traditional hospitality industry (Al-Gasawneh et al. 2020; Strømmen-Bakhtiar and Vinogradov 2019). Since AirbnB is a relatively new phenomena, the hotel industry views it as a danger to its levels of profitability (Al-Gasawneh and Al-Adamat 2020; Alghizzawi, Al-ameer, et al. 2023). As a new entrant with low entry barriers and low marginal costs, AirbnB may have a negative impact on the hotel industry by driving down rates in the traditional sector (Alnaser et al. 2023; Zervas, Proserpio, and Byers 2017).

The sharing economy, a socioeconomic movement where customers are conscious of the social dimensions of consumption, has contributed to the increasing adoption rate of Airbnb (Chua, Chiu, and Bool 2019; Habes et al. 2023). AirbnB's founder says the company has changed consumer behavior and expanded the market for private accommodation through its online platform (Al-Okaily, Abd Rahman, and Ali 2019; Oskam 2019). Both positive and negative aspects of AirbnB have been discussed in media coverage, ranging from a variety of experiences to regulatory issues. Much more than was previously thought, AirbnB offers alternatives to staying in hotels (Nieuwland and Van Melik 2020). Accordingly, the importance of the current study revolves around reaching new insights about Airbnb platform and the extent of its impact on Jordanian hotels, which may reflect positively on hotels by providing them with a perception of responding to the market change at the level of hospitality. This is by demonstrating the level of efficiency of the Airbnb competitive platform in the Jordanian hospitality market compared to hotels. Taking into account different dimensions, it will be touched upon to reveal the most influential of them.

2. Literature Review

According to Aznar et al. (2018) the accommodation market structure is evolving as a result of platforms like AirBnB and others, which poses a threat to the traditional hospitality sector's status quo. This is the new paradigm, as inexpensive lodging options push down costs in a sector with rigid cost structures. As a result, the study concentrated on how consumers' perceptions of quality relate to pricing disparities between hotels. The function of these reviews is contrasted to the traditional rating system, which is less adaptable over time and based on legal requirements that differ across nations, in a context marked by rapid access to previous guest reviews online. The option to establish higher prices is increased and serves as a signaling mechanism for hotels in the same star category based on quality as perceived by prior guests (Al-Okaily, Teoh, and Al-Okaily 2023). The market power of managers who can establish a reputation for reliable, high-quality service will increase (Alghizzawi, Habes, and Salloum 2019). In the same context Blal, Singal, and Templin (2018) sought to demonstrate that local governments and hotel associations have been attempting to restrict AirbnB in several international markets. It documented the systematic development of an anti-AirbnB agenda by hotel associations at the highest national level, with the efforts to limit AirbnB in some markets, but large hotels seem to have adopted a "wait and watch" approach to AirbnB, expanded their portfolio by offering new enhancements through more social and local initiatives. Hotels can respond to competition from AirbnB by building new hotels or closing old ones in order to adjust their offering, while hotels can respond in the short term by either changing their prices, or by changing their occupancy rate (Chang and Sokol 2022).

When looking for travel-related things online, it is getting easier to locate other people's opinions and personal experiences as more travelers write and share their opinions in real time (Rahi et al. 2019). The most well-known example of the disruptive innovation and the embodiment of the new paradigm, Airbnb has evolved in a way that gives it an advantage over its more established competitors in the hotel industry. In order to compare customer satisfaction between two business models, Airbnb and traditional lodging, it is

increasingly important to study the opinions of travelers who book rooms online (Armas, Taño, and Rodríguez 2017). By concentrating on the new leisure activities provided by Airbnb, namely "Experiences," the platform's tourism practices. The top platform for short-term rentals has recently begun a strategy of growth that goes beyond accommodations and into immersive activity-based services led by local hosts. By examining its location, participating location-based resources, and rising self-entrepreneurship practices, the platform for such leisure activities was investigated (Capineri and Romano 2021). The expansion of the Airbnb platform into the tourism and hospitality industries, as well as the creation of a large ecosystem that supports new entrepreneurial activity on various levels, are all results of Airbnb's adoption of an online business model that has made it appealing to existing distribution networks. Hosts and service providers who help hosts with sophisticated service delivery are just two examples of this ecosystem. Among the participants. involving all stakeholders (Dolnicar 2021).

Numerous studies have demonstrated the detrimental effects of Airbnb on hotel revenue, and the majority of hosts list multiple properties on the platform. Multi-unit host listings may be the main cause of the corresponding declines in hotel revenue (Dogru, Hanks, et al. 2020; Dogru, Mody, et al. 2020; Dolnicar 2021). Dogru et al. (2022) research consequently examined the effect of both a single and many Airbnb host listings on hotel revenue. The findings indicate that lower hotel costs, not a decrease in hotel demand, were the main cause of Airbnb's bid's detrimental effect on hotel revenue. Unlike what was anticipated, single-unit host listings put greater downward pressure on hotels than multi-unit host listings did. Across all hotel segments, these effects have been observed, with pricing pressures and replacement effects also affecting hotels in the economy class. The findings have important ramifications for academics and other parties involved in the housing sector who are impacted by the sharing economy.

2.1 Airbnb Platform And Hotel Industry

One of the most well-known and effective developments in the lodging service sector is AirbnB. Since the company's founding in 2008, it has recorded over (300) million visitor arrivals (Issaka, Bansah, and Kuuder 2022). Numerous industry experts, especially hotel executives who have mostly overlooked this new competition, have been shocked by AirbnB's exponential expansion (Parker, Van Alstyne, and Choudary 2016). The hotel business faces a direct threat from AirbnB, according to newly published academic studies on the company. In addition, hotel competitors' replies to AirbnB have continued to be puzzling (Oskam 2022). Using AirbnB provides passengers with a more genuine experience than staying in a hotel at a lesser cost, while for hosts, renting out their rooms or apartments through AirbnB can be a good way to make additional money and make new friends from all over the world (Li, Hudson, and So 2019). The sharing economy, a socioeconomic movement where customers are conscious of the social sides of purchasing, reconnection to local communities, and cost savings, has contributed to Airbnb's rapid acceptance rate (Zanini 2017). One of the major causes for the expansion of the website is thought to be AirbnB's attitude of sharing and its portrayal of a welcoming community. Through its online platform, AirbnB has altered consumer behavior and increased the market for private accommodations (Oskam 2019). Early study on AirbnB looked at a variety of topics, primarily the platform and its users and their interactions. It has been discovered that people utilize AirbnB mostly due to its financial advantages over motels (Crommelin et al. 2020). Both positive and negative aspects of AirbnB have been discussed in media coverage, ranging from a variety of experiences to regulatory issues. Airbnb offers far more options to hotel stays than was previously thought, and as a result, it poses a disruptive challenge to the hotel industry (Roma, Panniello, and Nigro 2019). Airbnb's effects revealed that it has a detrimental effect on hotel revenue. Since the platform removes the peak pricing power of hotels, it lowers entry barriers, making AirbnB a difficult competition for hotels (Savolainen 2018).

That's because Hotels are subject to additional taxes and rules for safety and health (Romanyuk and Gareev 2019).

2.2 Conceptual Framework

The conceptual framework in Figure 1 below illustrates the impact of Airbnb's tourism platform features on the tourism industry in Jordan. And based on the previous literature that was dealt with at the heart of the study, six variables were taken and based on that, hypotheses were made.

Figure 1 Conceptual Framework

H1: Airbnb features has a positive effect on Hotel manufacture

H2: Communication channels Apps has a positive effect on Hotel manufacture.

H3: Expansion has a positive effect on Hotel manufacture.

H4: Price has a positive effect on hotel manufacture.

3. Research Methodology

This study mainly used both secondary and primary data sources, as the secondary sources were adopted according to previous studies from scientific books, research journals, scientific dissertation documents, research sites on the Internet, and other available sources (Rahi, Khan, and Alghizzawi 2020b, 2020a), which were fully used to support the construction of the research model, and to support The theoretical framework of the study worked to complement and confirm other data sources. Hence, it was based on the development of a questionnaire and the collection of primary data from the respondents (Nga and Thanh 2023; Salloum et al. 2021). There are many survey methods used in research to collect data such as phone calls, emails, interviews, and self-management. Using the telephone for long questionnaires is not considered useful, and for this research it was found that the most appropriate method is the self-questionnaire, by distributing the questionnaire to potential respondents, and then collecting them later (Habes, Salloum, et al. 2018; Saunders, Lewis, and Thornhill 2015). Data analysis processes for this study included the use of (SPSS) software, statistical package for social sciences, to extract means, standard deviations, frequencies and other relevant information.

3.1 Population and Sampling

The study population in this research consisted of hotels distributed in Petra, Jerash and the Dead Sea, similar to the coverage of the geographical area in Jordan to include regions in the north, center and south. A total of (18) hotels were chosen randomly, through the simple random sampling technique that It represents hotels (3 to 5) stars.

A research community is a group of people, events, or things of interest that the researcher wishes to investigate (Habes et al. 2019; Habes, Alghizzawi, et al. 2021; Ponto 2015). In the light of this definition, the target population of this study includes managers and front office staff of selected hotels within the star rating and geographical location. A total of (220) questionnaires were distributed to the study sample, and (200) complete and valid questionnaires were received for analysis, with a response rate of (91%). The study sample consisted of (110) males and (90) females.

3.2 Reliability and Validity:

How well an instrument is constructed to produce dependable and generalizable results is determined by the reliability and validity of the research tool. As a result, the researcher will utilize to evaluate the suggested study instrument while keeping this in mind (Bonett and Wright 2015; Habes, Ali, and Pasha 2021). Reliability analysis was performed using Cronbach's alpha coefficient, which measures the internal consistency of the structure. The recommended minimum acceptable alpha credibility for this scale is (60%) (Sekaran and Bougie 2016).

4. Data Analysis & Results

4.1 Demographical Data

A quick summary of the frequency and percentages of the respondents' demographic information is provided in Table 1 below.

Table 1: Demographical characteristics of the study respondents

Varibles	Categories	Frequency	Percentage
Gendar	Males	110	55%
	Females	90	45%
Age	(18-25) years old	90	45%
	(26-36) years old	80	40%
	(37-50) years old	20	10%
	More than (50) years old	10	5%
Education	Bachelor	160	80%
	Master	40	20%
	Ph.D.	10	10%
Job Experience	Less than 5 years	50	25%
	(5-10) years	110	55%
	(11-15) years	28	14%
	More than (16) years	12	6%
Job Position	Administrative manager	12	6%
	Technical manager	8	4%
	Head of division	100	50%
	Head of a unit	80	40%

Table 1 demonstrates that the distribution of the study sample's participants by gender was (55%) frequencies for the men and (45%) frequencies for the women. distribution of the study sample individuals according to gender was higher for the age category (18-25) years old. according to scientific qualification was the highest for the bachelor category. the category less than 5 years of experience came at the first rank. As for the job level the highest percentages were for head of division.

4.2 Testing The Study Hypothesis

Testing the first main hypothesis: AirbnB features with its dimensions (communication channels apps, Expansion, Price) has a positive effect on the hotel manufacturing with its dimensions: (Satisfaction, Market competition, Profitability) in Jordan. Through the table below, we can see the results of the main hypothesis.

Table (1) Results of the multiple regression analysis of effect of AirbnB with its dimensions on the hotel manufacturing in Jordan with its dimensions

Correlation	Determination coefficient	(F) Value	Significance
0.189	0.036	2.178	0.072

Table (2) Regression coefficients of AirbnB effect with its dimensions on the hotel industry with its dimensions in Jordan

The model	Un-standardized coefficient		Standardized coefficients	(T)	Sig.
	Regression coefficient	Standard Error	Beta		
The constant	3.0388	0.345		9.825	0.000
Communication channels	0.064	0.042	0.097	1.902	0.131
Expansion	0.040	0.421	0.321	0.535	0.443
Price	0.095	0.050	0.123	-1.06	0.058

Table (3) Coefficients of the linear regression dimensions for the main hypothesis

The model	Un-standardized coefficient		Standardized coefficients	(T)	Sig.
	Regression coefficient	Standard Error	β		
The constant	1.650	0.361		4.596	0.000
Communication channels apps	0.122	0.050	0.166	2.456	0.015
Expansion	0.191	0.088	0.133	2.001	0.044
Price	0.162	0.066	0.166	2.451	0.015

Table 4 Coefficient of the linear regression dimensions for the first sub hypothesis

The model	Un-standardized coefficient		Standardized coefficients	(T)	Sig.
	Regression coefficient	Standard Error	β		
Constant	2.406	0.329		7.314	0.000

Communication channels apps	0.169	0.45	0.256	3.735	

Table (5) Coefficient of the linear regression dimensions for the second sub hypothesis

The model	Un-standardized coefficient		Standardized coefficients	(T)	Sig.
	Standard Error	Regression coefficient	β		
The constant	0.081	0.344	-	0.976	0.008
Expansion	0.079	0.449	0.266		

Table (6) Coefficient of the linear regression dimensions for the third sub hypothesis

The model	Un-standardized coefficient		Standardized coefficients	(T)	Sig.
	Regression coefficient	Standard Error	β		
Constant	-0.0583	0.442		-1.321	0.188
Price	0.449	0.081	0.256		

5. Discussions & Conclusions

The current study examined the level of efficiency of the competitive Airbnb platform in the Jordanian hospitality market compared to hotels, taking into account the variables of the study (Communication channels Apps, Expansion, Price, Satisfaction, Market competition, Profitability). Where it was noted that the impact of the AirbnB platform is weak as a rising competitor in five- and four-star hotels because these hotels have a special class of guests and tourists (Alshibly, Alghizzawi, and Al Zaabi 2019; Jiang, Law, and Li 2020; Romanyuk and Gareev 2019; Severová et al. 2021). In addition to the existence of competition among the Airbnb platform, hotels are fighting fiercely in terms of competition to maintain their market share through the high quality of service provided to tourists and guests (Roma et al. 2019). The hotel industry provides safe and secure conditions for guests and tourists, which is one of the most important elements of competitive advantages. Based on what has been reached, hotels must adopt effective strategies through cooperation with local and international tourism agencies to attract visitors and tourists, to maintain their market share and profitability. It is also the responsibility of the hotels to educate the responsible authorities about the practices and violations that have negative effects on the hotel industry through the Airbnb platform. Finally, it is important for hotels to develop the use of social media platforms (Alghizzawi 2019; Alghizzawi, Ghani, et al. 2018; Alghizzawi, Salloum, et al. 2018; Habes, Alghizzawi, et al. 2018) because of their positive role in influencing tourists, which raises the efficiency of the quality of electronic services provided through hotels alongside competition, relying on the Airbnb platform.

5.1 Study Contribution

This study makes significant contributions to the hotel industry and the decision-making of tourists. Despite the many enhancing effects of tourism competition and the competing effects of Airbnb digital platforms on the Jordanian hotel market. The studies analyzed the relationship between the uses of the Airbnb platform as well, and the contribution of the quality of service and safety of hotels in choosing the appropriate tourism decision by visitors and guests. However, the current study examined the advantages of the Airbnb platform and its impact on achieving satisfaction, competitiveness, and profitability. As

this application is considered new, especially in Jordan, and there are few studies that have researched in this field at the level of developing countries. As a growing competitor in Jordan's hotel market, AirbnB, this study has consequences for hotel management by offering them some instructions, suggestions, and recommendations to help them compete more effectively. The findings of this study, one of the few undertaken in the area of tourism business and competitiveness, can help hotel managers and operators.

5.2 Limitations &Future Research Directions

In addition to the scientific contributions made through this study to previously researched literature on the hotel and tourism industry, we address determinants that could provide broad lines for future research. This study dealt with tourists staying in hotels classified from three to five stars and within specific areas only. This may not reflect a comprehensive picture of the impact of the Airbnb platform, so it is possible that more hotels are included and that the survey includes tourists and not just employees. Also, extensive studies can be done in this field, as there is a high probability that tourists will interact with new e-tourism platforms, which can apply some e-acceptance theories to future studies. For example Tam model.

References

Abuamoud, Ismaiel, Amal Ibrahim, and Lubna Hijawi. 2019. "Estimating the Economic Impact of Tourism in the North of Jordan through the IO Approach."

Al-Gasawneh, Jassim Ahmad, and Abdullah Matar Al-Adamat. 2020. "The Relationship between Perceived Destination Image, Social Media Interaction and Travel Intentions Relating to Neom City." Academy of Strategic Management Journal 19(2):1–12.

Al-Gasawneh, Jassim, Mahmoud Al-Wadi, Belal Al-Wadi, Bandar Alown, and Nawras Nuseirat. 2020. "The Interaction Effect of Comprehensiveness between Social Media and Online Purchasing Intention in Jordanian Pharmacies."

Al-Okaily, Aws, Ai Ping Teoh, and Manaf Al-Okaily. 2023. "Evaluation of Data Analytics-Oriented Business Intelligence Technology Effectiveness: An Enterprise-Level Analysis." Business Process Management Journal 29(3):777–800.

Al-Okaily, Manaf, Mohd Shaari Abd Rahman, and Azwadi Ali. 2019. "Factors Affecting the Acceptance of Mobile Payment Systems in Jordan: The Moderating Role of Trust." Journal of Information System and Technology Management 4(15):16–26.

Alghizzawi, Mahmoud. 2019. "A Survey of the Role of Social Media Platforms in Viral Marketing: The Influence of EWOM." International Journal of Information Technology and Language Studies 3(2).

Alghizzawi, Mahmoud, Audai Al-ameer, Mohammed Habes, and Razaz Waheeb Attar. 2023. "Social Media Marketing during COVID-19: Behaviors of Jordanian Users." Studies in Media and Communication 11(3):20–23.

Alghizzawi, Mahmoud, Mazuri Abd Ghani, Ahmad Puad Mat Som, Muhamad Fazil Ahmad, Aziz Amin, Norsuhaily Abu Bakar, Said A. Salloum, and Mohammed Habes. 2018. "The Impact of Smartphone Adoption on Marketing Therapeutic Tourist Sites in Jordan." International Journal of Engineering & Technology 7(4.34):91–96.

Alghizzawi, Mahmoud, Mohammad Habes, Abdalla Al Assuli, and Abd Alrahman Ratib Ezmigna. 2023. "Digital Marketing and Sustainable Businesses: As Mobile Apps in Tourism." Pp. 3–13 in Artificial Intelligence and Transforming Digital Marketing. Springer.

Alghizzawi, Mahmoud, Mohammed Habes, and Said A. Salloum. 2019. "The Relationship Between Digital Media and Marketing Medical Tourism Destinations in Jordan: Facebook Perspective." Pp. 438–48 in International Conference on Advanced Intelligent Systems and Informatics. Springer.

Alghizzawi, Mahmoud, Said A. Salloum, and Mohammed Habes. 2018. "The Role of Social Media in Tourism Marketing in Jordan." International Journal of Information Technology and Language Studies 2(3).

Alnaser, Firas, Samar Rahi, Mahmoud Alghizzawi, and Abdul Hafaz Ngah. 2023. "Does Artificial Intelligence (Ai) Boost Digital Baking User Satisfaction? Integration of Expectation Confirmation Model and Antecedents of Artificial Intelligence Enabled Digital Banking." Integration of Expectation Confirmation Model and Antecedents of Artificial Intelligence Enabled Digital Banking.

Alshibly, Motteh S., Mahmoud Alghizzawi, and Adil Darwish Al Zaabi. 2019. "The Effect of Country of Origin on Consumers' Perceptions of Hospitality Products." International Journal of Information Technology and Language Studies 3(2).

Armas, Ricardo J. Díaz, Desiderio Gutiérrez Taño, and Francisco J. García Rodríguez. 2017. "Airbnb as a New Disruptive Model in Tourism: Analyzing Its Competitive Potential Based on Online Travel Reviews." Pp. 195–209 in Advances in Social Media for Travel, Tourism and Hospitality. Routledge.

Aznar, Pedro, Josep Maria Sayeras Maspera, Guillem Segarra, and Jorge Claveria. 2018. "Airbnb Competition and Hotels' Response: The Importance of Online Reputation."

Blal, Inès, Manisha Singal, and Jonathan Templin. 2018. "Airbnb's Effect on Hotel Sales Growth." International Journal of Hospitality Management 73:85–92.

Bonett, Douglas G., and Thomas A. Wright. 2015. "Cronbach's Alpha Reliability: Interval Estimation, Hypothesis Testing, and Sample Size Planning." Journal of Organizational Behavior 36(1):3–15. doi: 10.1002/job.1960.

Capineri, Cristina, and Antonello Romano. 2021. "The Platformization of Tourism: From Accommodation to Experiences." Digital Geography and Society 2:100012.

Chang, Hung-Hao, and D. Daniel Sokol. 2022. "How Incumbents Respond to Competition from Innovative Disruptors in the Sharing Economy—The Impact of Airbnb on Hotel Performance." Strategic Management Journal 43(3):425–46.

Chua, Evelyn L., Jason L. Chiu, and Nelson C. Bool. 2019. "Sharing Economy: An Analysis of Airbnb Business Model and the Factors That Influence Consumer Adoption." Review of Integrative Business and Economics Research 8:19.

Crommelin, Laura, Laurence Troy, Chris Martin, and Chris Pettit. 2020. "Is Airbnb a Sharing Economy Superstar? Evidence from Five Global Cities." Pp. 37–52 in Disruptive Urbanism. Routledge.

Dogru, Tarik, Lydia Hanks, Makarand Mody, Courtney Suess, and Ercan Sirakaya-Turk. 2020. "The Effects of Airbnb on Hotel Performance: Evidence from Cities beyond the United States." Tourism Management 79:104090.

Dogru, Tarik, Makarand Mody, Nathan Line, Lydia Hanks, Courtney Suess, and Mark Bonn. 2022. "The Effect of Airbnb on Hotel Performance: Comparing Single-and Multi-Unit Host Listings in the United States." Cornell Hospitality Quarterly 63(3):297–312.

Dogru, Tarik, Makarand Mody, Nathan Line, Courtney Suess, Lydia Hanks, and Mark Bonn. 2020. "Investigating the Whole Picture: Comparing the Effects of Airbnb Supply and Hotel Supply on Hotel Performance across the United States." Tourism Management 79:104094.

Dolnicar, Sara. 2021. "The Evolution of Airbnb's Business Model." Airbnb Before, During and After COVID-19.

Habes, Mohammad, Mahmoud Alghizzawi, Mokhtar Elareshi, Abdulkrim Ziani, Mohammad Qudah, and Maryam Mohammed Al Hammadi. 2023. "E-Marketing and Customers' Bank Loyalty Enhancement: Jordanians' Perspectives." Pp. 37–47 in The Implementation of Smart Technologies for Business Success and Sustainability. Springer.

Habes, Mohammed, Mahmoud Alghizzawi, Said A. Salloum, and Muhamad Fazil Ahmad. 2018. "The Use of Mobile Technology in the Marketing of Therapeutic Tourist Sites: A Critical Analysis." International Journal of Information Technology 2(2):48–54.

Habes, Mohammed, Mahmoud Alghizzawi, Said A. Salloum, and Chaker Mhamdi. 2021. "Effects of Facebook Personal News Sharing on Building Social Capital in Jordanian Universities." Pp. 653–70 in Vol. 295.

Habes, Mohammed, Sana Ali, and Saadia Anwar Pasha. 2021. "Statistical Package for Social Sciences Acceptance in Quantitative Research : From the Technology Acceptance Model ' s Perspective Statistical Package for Social Sciences Acceptance in Quantitative Research : From the Technology Acceptance Model ' s Persp." FWU Journal of Social Sciences (January 2022). doi: 10.51709/19951272/Winter-2021.

Habes, Mohammed, Said A. Salloum, Mahmoud Alghizzawi, and Motteh S. Alshibly. 2018. "The Role of Modern Media Technology in Improving Collaborative Learning of Students in Jordanian Universities." International Journal of Information Technology and Language Studies 2(3).

Habes, Mohammed, Said A. Salloum, Mahmoud Alghizzawi, and Chaker Mhamdi. 2019. "The Relation Between Social Media and Students' Academic Performance in Jordan: YouTube Perspective." Pp. 382–92 in International Conference on Advanced Intelligent Systems and Informatics. Springer.

Issaka, Rosemary Wunpini, Abednego Kofi Bansah, and Conrad-Joseph Wuleka Kuuder. 2022. "Hotel Managers' Perspectives of Airbnb Operations in Accra Metropolis, Ghana." Research in Hospitality Management 12(1):35–43.

Jiang, Nan, Rob Law, and Li Li. 2020. "Impacts of Peer-to-Peer Accommodation on the Hotel Industry: Hoteliers' Perspectives." International Journal of Hospitality Management 88:102516.

Joudeh, Jamal M. M., Ahmad Khraiwish, Jassim Ahmad Al-Gasawneh, Nabil A. Abu-Loghod, Nawras M. Nusairat, and Nafez Nimer Ali. 2021. "CUSTOMERS'PERCEPTION OF SERVICE QUALITY IN SYRIAN RESTAURANTS OPERATING IN JORDAN: THE MEDIATING EFFECT OF CUSTOMER SATISFACTION." Academy of Strategic Management Journal 20:1–14.

Lai, Ivan K. W., Michael Hitchcock, Ting Yang, and Tun-Wei Lu. 2018. "Literature Review on Service Quality in Hospitality and Tourism (1984-2014): Future Directions and Trends." International Journal of Contemporary Hospitality Management.

Li, Jing, Simon Hudson, and Kevin Kam Fung So. 2019. "Exploring the Customer Experience with Airbnb." International Journal of Culture, Tourism and Hospitality Research.

Nga, Lu Phi, and Tam Phan Thanh. 2023. "Impact Digital Banking Development on the Business Efficiency: A Case Study of Commercial Banks in Vietnam." Journal of Law and Sustainable Development 11(9):e859–e859.

Nieuwland, Shirley, and Rianne Van Melik. 2020. "Regulating Airbnb: How Cities Deal with Perceived Negative Externalities of Short-Term Rentals." Current Issues in Tourism 23(7):811–25.

Oskam, Jeroen. 2022. "11 Understanding the Airbnb Community." Peer-to-Peer Accommodation and Community Resilience: Implications for Sustainable Development 133.

Oskam, Jeroen A. 2019. The Future of Airbnb and the Sharing Economy: The Collaborative Consumption of Our Cities. Channel View Publications.

Parker, Geoffrey G., Marshall W. Van Alstyne, and Sangeet Paul Choudary. 2016. Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. WW Norton & Company.

Ponto, Julie. 2015. "Understanding and Evaluating Survey Research." Journal of the Advanced Practitioner in Oncology 6(2):168–16871.

Rahi, Samar, Mubbsher Munawar Khan, and Mahmoud Alghizzawi. 2020a. "Extension of Technology Continuance Theory (TCT) with Task Technology Fit (TTF) in the Context of Internet Banking User Continuance Intention." International Journal of Quality & Reliability Management.

Rahi, Samar, Mubbsher Munawar Khan, and Mahmoud Alghizzawi. 2020b. "Factors Influencing the Adoption of Telemedicine Health Services during COVID-19 Pandemic Crisis: An Integrative Research Model." Enterprise Information Systems 1–25.

Rahi, Samar, Majeed Mustafa Othman Mansour, Mahmoud Alghizzawi, and Feras Mi Alnaser. 2019. "Integration of UTAUT Model in Internet Banking Adoption Context: The Mediating Role of Performance Expectancy and Effort Expectancy." Journal of Research in Interactive Marketing.

Roma, Paolo, Umberto Panniello, and Giovanna Lo Nigro. 2019. "Sharing Economy and Incumbents' Pricing Strategy: The Impact of Airbnb on the Hospitality Industry." International Journal of Production Economics 214:17–29.

Romanyuk, Anton V, and Roman R. Gareev. 2019. "Hospitality Industry in Russia: Key Problems and Solutions." Journal of Environmental Management & Tourism 10(4 (36)):788–800.

Salloum, Said A., Mostafa Al-Emran, Mohammed Habes, Mahmoud Alghizzawi, Mazuri Abd Ghani, and Khaled Shaalan. 2021. "What Impacts the Acceptance of E-Learning Through Social Media? An Empirical Study." Recent Advances in Technology Acceptance Models and Theories 419–31.

Saunders, Mark, Philip Lewis, and Adrian Thornhill. 2015. "Understanding Research Philosophies And..." (January 2009):122–61.

Savolainen, Javier. 2018. "Hotel Industry Competitive Responses against Airbnb: A Case Study of Hotels vs. Airbnb in Helsinki."

Sekaran, Uma, and Roger Bougie. 2016. Research Methods for Business: A Skill Building Approach. John Wiley & Sons.

Severová, Lucie, Karel Šrédl, Marie Prášilová, Roman Svoboda, Alexandr Soukup, Marek Dvořák, and Jitka Prachařová. 2021. "Change in the Structure of the Accommodation Capacity of the Czech Hotel Industry under Conditions of Economic Globalization." Sustainability 13(16):9064.

Strømmen-Bakhtiar, Abbas, and Evgueni Vinogradov. 2019. "The Effects of Airbnb on Hotels in Norway." Society and Economy 41(1):87–105.

Widjaja, Herry Rachmat, Putri Rizkiyah, Achlan Fahlevi Royanow, Diena Mutiara Lemy, and Reagan Brian. 2023. "The Economic Impact of Tourism Development in Mandalika Lombok Indonesia." Journal of Law and Sustainable Development 11(9):e994–e994.

Zanini, Sara. 2017. "Tourism Pressures and Depopulation in Cannaregio: Effects of Mass Tourism on Venetian Cultural Heritage." Journal of Cultural Heritage Management and Sustainable Development.

Zervas, Georgios, Davide Proserpio, and John W. Byers. 2017. "The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry." Journal of Marketing Research 54(5):687–705.