

Host Community Willingness and Perceived Constraints to Peer-to-Peer Accommodation in South West Nigeria

Idowu Ojo

Department of Tourism and Hospitality Management, Elizade University, Ilara-Mokin, Ondo State, Nigeria

 <https://orcid.org/0009-0000-3079-8875>

e-mail: idowuajo1912@gmail.com; idowu.ojo@elizadeuniversity.edu.ng

Original research paper

Citation:

Ojo, I. (2023). Host Community Willingness and Perceived Constraints to Peer-to-Peer Accommodation in South West Nigeria. *Economic Insights – Trends and Challenges*, 12(4), 45-59.

<https://doi.org/10.51865/EITC.2023.04.04>



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JEL Classification:
Z32; F63; Z39.

Abstract: Peer-to-peer (P2P) accommodation is a form of sharing economy which incorporates the host community residents with the tourists. However, Idanre hills, Ikogosi warm spring and Olumirin waterfalls which were randomly chosen as destinations from Ondo, Ekiti and Osun State representing 50% of the South West, Nigeria. Both qualitative and quantitative research method were used to generate data. 342 structured questionnaires were administered. SPSS was used to analyze the data collected while inferential and descriptive statistical tools were adopted for the demographic data. Study revealed that 58.2% of the respondents were Male and 41.8% Female, 63.5% were Single while 24% were Married. Majority of the respondents are within the age range of 35-44(33.6%), 36.3% were farmers, 28.9% were Civil Servants and 48.8% had secondary school certificate. Majority of the respondents are willing to participate in P2P accommodation, IH (99.60%), IWS and OWS (100%) respectively as residents welcomed the idea of sharing their homes with tourists (mean=4.69). However, security challenge and lack of inter-personal trust between the hosts and guests (mean=4.70) were the major perceived constraints to P2P accommodation in the selected communities. The socio-demographic characteristics of respondents such as age, occupation, religion, education and income were significantly related to their perception of P2P accommodation. Meanwhile, gender, marital status and ethnicity are not significantly related. The study concluded that P2P accommodation is essential for collaborative consumption at ecotourism destinations of South West, Nigeria.

Keywords: Host Community; Willingness and Constraints; Peer-to-Peer Accommodation; South West Nigeria.

Introduction

Peer-to-peer (P2P) accommodation, is one of the hottest phenomena in the tourism and hospitality industries with the potential to become a mainstream phenomenon. P2P is a by-product of the shared economy, described as a sustainable economic where economy collaboration and sharing of common wealth by the natives and visitors remain a catalyst for community development. In this case everyone has a role to play, for instance, the native provide accommodation while the visitors pay a certain amount to support the local economy.

However, Peer to peer Accommodation (P2P) according to Ferenstein (2014) is a system that accommodate the sharing of available resources, and the collaboration in creating goods and services, promotion and delivery for the consumption of all.

Peer-to-peer accommodation in another sense gives rooms for social dexterity for the exchange of culture and religion between the locals and the visitors. Here, the culture is to provide safety to the prospective guests where they are allowed to feel at home, there prompting the visitors to return to the destinations another time. Meanwhile, Airbnb (2015) opined that peer to peer accommodation helps to generate income to the local in the host community of the tourism destinations. He however emphasized that P2P accommodation motivate tourist to travel and to add to their staying length and subsequently prompt them to visit on regular intervals.

The idea of P2P accommodation is not without some forms of associated problems which can arise between the locals and the visitors which off course have some levels of consequences on the socio-economic impacts on the host community which for instance may include over exploitation of resources, inflation on the prices of goods, misunderstanding, cultural differences, lack of confidence, compatibility, privacy, shared responsibility, generational divide, etc. Tourism companies have recently broken down consumer demands into several fundamental market segments of particular consumer preferences and developed products that seek to best cater directly to individuals within these segments and ensure maximum satisfaction (Berger & Chiofaro, 2007). The hotel industry has come to offer a range and variety of services, from restricted service and budget hotels to full-service hotels, all-suite hotels, condo or apartment hotels, extended stay hotels, and boutique and lifestyle hotels (Barrows & Powers, 2009). Additionally, P2P hospitality facilities necessitate contact between hosts and guests, suggesting that the group plays an important role in the creation of the consumer experience by preserving a cordial relationship in which cultural values are exchanged between residents and visitors. (Molz, 2014).

Objectives

The main objective is to investigate the host community willingness and perceived constraints to peer to peer accommodation in south west Nigeria, Specifically, the study will seek to:

1. ascertain the host community's willingness to accommodate tourists;
2. determines perceived constraints to peer to peer accommodation in the selected sites.

Research Questions

1. To what extent are the host community's willingness to participate and accommodate ecotourists in their communities?
2. What are the perceived constraints of peer to peer accommodation in the selected sites?

Research Hypotheses

Hypotheses One

H₀: There is no significant difference in the community's awareness, perception, and their willingness to participate in peer to peer accommodation.

H₁: There is a significant difference in the community's awareness, perception, and their willingness to participate in peer to peer accommodation.

Hypotheses Two

H₀: Demographic traits of residents in the host community and their opinions of peer-to-peer housing are not significantly correlated.

H₁: Demographic traits of residents in the host community and their opinions of peer-to-peer housing are significantly correlated.

Literature Review

Accommodation and Tourism Services

The most important factors to be considered by the prospective tourist before travelling is the accommodation services, in respective of the motive of the tourist which may be varied from business, leisure, pilgrimage, political or other purposes (Cooper, Fletcher, Fyall, Gilbert & Wanhill, 2008). Thus, accommodation services which must be provided by the lodger's operators or in the case of P2P accommodation by the host community may also include foods and conducive environment where security of lives and protection of personal belongings are guaranteed. Meanwhile, there is no tourist who is not conscious of his/her safety before, during and after traveling which is the primary purpose of the hotel operators.

The Role of Accommodation in Tourism Development

The standard and variety of lodging options are essential to tourism growth in several circumstances. It is a key component of the growth of the tourist industry. The development of accommodation should be viewed as a key component of tourist planning in order to envision a successful tourism development. In other words, because lodging is a component of tourism, selecting the right lodging is essential to the growth and development of the sector (Saxena, 2008).

Conceptual Review of Accommodation

There has been a lot of research into the genesis and history of the hospitality phenomenon. Nevertheless, many researchers argue about the growth of modern commercial hospitality. Some authors argued that hospitality services are as old as recorded human history and could be traced to the Garden of Eden where God Almighty provided Adam and Eve with accommodation provisions. O'Gorman (2010) states in a similar claim that one of the oldest writings devoted to hospitality is more than 4000 years old.

Peer- to –Peer Accommodation

P2P accommodation according to Kiper (2013) has a similarity with the idea of homestay which remains a traditional way of accommodation services. With the advent of technological development, various forms of accommodation services are evolving meanwhile, from the economic perspectives, each tourist would prefer to spend less thus P2P with price affordability has become the focus for tourist in choosing their forms of accommodation services. (Tussyadiah & Pesonen, 2015). In the meantime, the "main feature of the time-share product is to ensure that different customers own the capabilities they would not be able to afford

regularly, according to their income. Bakic et al, 2010 suggested that one of the fastest-growing components of the global tourism industry is generally considered to be the timeshare market. The amount of extensive scholarly attention that has been devoted to other types of tourism accommodation, such as hotels, second homes or small-scale forms of accommodation such as guest houses, has not attracted the increased value of timeshare tourism accommodation.

Collaborative Consumption and Peer-to-Peer Accommodation

P2P accommodation is an adoption of the community based economy where the locals and the visitors are collaborating to meet their individual needs thus the community provided a low price accommodation while the tourist pay a little price to enjoy the services provided by the host community thereby making his/her stay a unique experience. Tussyadiah & Pesonen, 2017 described P2P accommodation as a division of economy otherwise known as a 'sharing economy'.

Networking Hospitality to Aid Peer-to-peer Accommodation

The advanced in technology has given significant progress and development in the exchange of accommodation services between the host communities and the prospective tourist by providing avenues to reach themselves according to Molz (2014) through the internets and on the smartphones. However, the adventure of technology has bridged the gaps between the host community and the tourist on the supply and demand for accommodation services which remain the cause for the growing trends of P2P accommodation.

Digitalization and Peer-to-Peer Accommodation

Digital communication is the fastest method of promoting hospitality facilities in the modern day economy. And the role of the social media in advancing the marketing of hospitality products most especially the accommodation services have significantly aid the idea of a shared accommodation which culminated P2P accommodation in line with the suggestion of Guttentag (2013). Meanwhile, Ferreri and Ramola (2018) corroborated the online connections of hotel operators and tourists via internet as tool for promoting P2P accommodation.

Factors Driving the Use of Peer to Peer Accommodation

Collaborative consumption services are growing fast and becoming more and more popular all over the world. This phenomenon is driven by a large number of different factors: societal, economic and technological factors (Owyang, 2013). The societal drivers of collaborative consumption identified in the literature include consumer concerns about sustainability and social relations. According to Botsman & Rogers (2010), people are becoming more and more aware of the negative impacts of their consumption habits and are starting to shift their preferences towards eco-friendlier consumption patterns. The sharing economy makes efficient use of existing resources and reduces the need to invest in buying new products or building new infrastructure, such as hotels, thus reducing the environmental impact of travel. This, in turn, also allows for cost savings. Indeed, Belk (2014) has identified consumer attitudes towards consumption as one of the major drivers of the sharing economy. Buying and owning are losing importance as technology enables more and more efficient sharing. Consumers are willing to pay for temporal access to goods and services instead of buying and owning them outright (Bardhi & Eckhardt, 2012).

The increased financial flexibility that non-ownership provides is the primary economic driver of the sharing economy (Owyang, 2013).

Ecotourism and Peer-to-Peer Accommodation

The idea of nature tourism as destinations for tourist have specifically helped to promote the practice of P2P accommodation since the destinations are domiciled in the community thus the

local may need to provide their homes as sleeping accommodation to the tourists most especially during holidays (Onyeabor & Alimba, 2016).

Methodology

Study Areas

The study was conducted in the South West region part of Nigeria in some selected ecotourism destinations. It was carried out in Odode Idanre, Ondo State, Ikogosi warm spring, Ekiti State and Erin-Ijesha, Osun State as shown in Figure 1. The South West region of Nigeria, comprising the following states: Ekiti, Lagos, Ogun, Ondo, Osun and Oyo, were the study area. It is mainly a Yoruba-speaking region, although even within the same state, there are different dialects.

Idanre Hills

Idanre hills (Oke Idanre is located at the ancient town of Idanre in Ondo State, Western part of Nigeria and was nominated by the National Commission for Museum and Monuments and was added to the tentative list of UNESCO on 8th October 2007. Idanre Hills occupies a radius of around 50 km. The town is situated at the foot of the picturesque Idanre Hill, which is of unique cultural and environmental significance and attracts many visitors. The town is about 20 km (12 miles) southeast of the capital of the state of Akure, has an area of 1,914 km² (739 square meters) and a population of 129,024 as of the 2006 census according to National Population Commission, with an estimated population of 183,093 in 2020. Idanre is predominantly a Yoruba-speaking tribe with the majority in agriculture and trade (Similar Ondo Dialect). Idanre, divided controversially under the three-leader rule, is divided into three Atosin, Alade, Odode (Ode-Idanre) localities. It contains very significant bio-physical and landform characteristics whose interaction within the setting with the physical characteristics produced an enduring cultural landscape. According to UNESCO World Heritage (2016), the authenticity and/or dignity of Idanre hills is illustrated in Figure 2, that it is one of Ondo State and Nigeria's most impressive and magnificent natural landscapes.

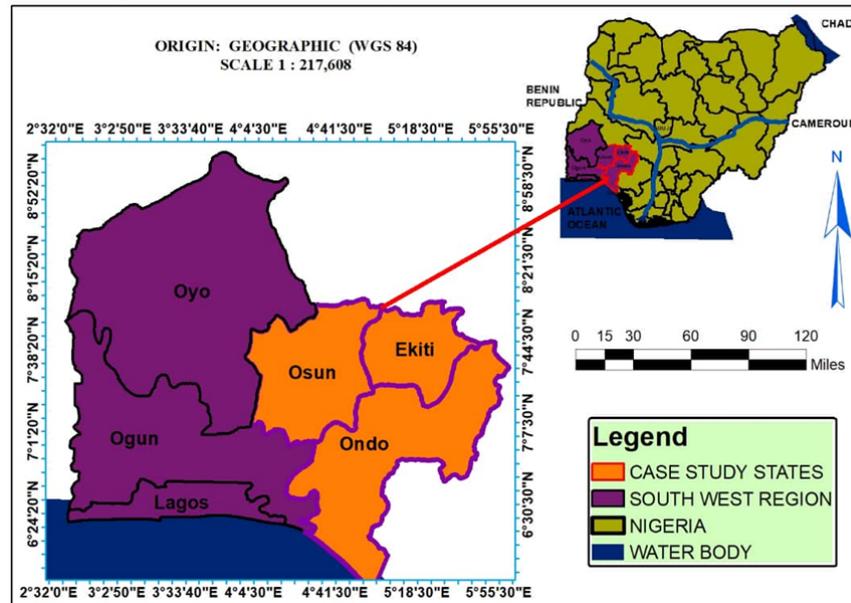


Fig. 1. The map of the Southwest, Nigeria

Source: Author's survey, 2021.

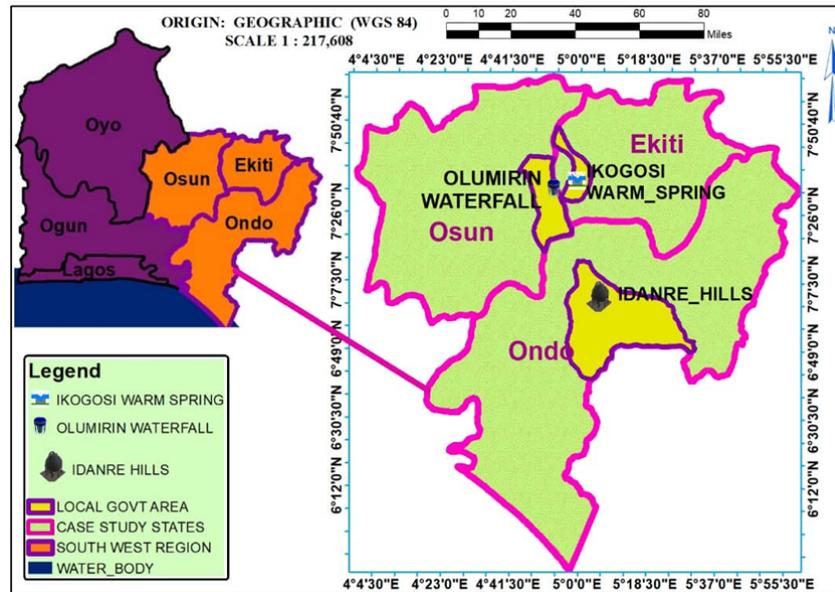


Fig. 2. The map of the ecotourism centres

Source: Author's survey, 2021.

Ikogosi Warm Spring

Ikogosi-Ekiti is located in Ekiti State, in South western Nigeria. The general area elevation is between 457.0-487.5m. There is a rainy season and a dry season (April-October) (November-March) as shown in figure 3. There is high humidity, temperatures range from 21 ° to 28 ° C. In the rainy and dry seasons (Harmattan), the southwest wind and the northeast trade winds blast. There is the tropical forest in the south, while the northern outskirts are covered by savannah. In terms of size and population, Ikogosi is a small city. The national population census for 1991 places the Ikogosi-Ekiti population at 6,984 with 3,314 males and 3,670 females. In 1996, the total population was set at 7,863 people (NPC, 2006) as shown in figure3. In 2014, the estimated population was set at 13,386 people. The projected population of Ikogosi in 2020, meanwhile, is 15,552 individuals. The inhabitants of Ikogosi-Ekiti are mainly farmers. They are interested in planting food crops such as, among others, coco-yam, plantain, corn, yam, cassava, and banana. To name a few, they also plant cash crops such as cotton, cocoa, and coffee, while some also participate in crafts such as carpentry, bricklaying, weaving, masons, gold smiting, and blacksmithing (UNICACAO, 2016).

Olumirin Waterfalls

Erin-Ijesha also known as Olumirin waterfalls which was detected in 1140 AD. In 1963, Erin-population Ijesa's was 2,122. This rose in 1991 to 4,415 and in 1996 to 5,037. However, in 2006 there were 8,111 inhabitants, but the population of Erin Ijesha is expected to be 11,510 in 2020. The ratio of women to men in the population is around 60/40%. Politically, in the Oriade Local Government Area of Osun State, Erin-Ijesa occupies an important role. It is a ward of its own with some neighboring towns and dwellers who as a matter of tradition pay homages, and conduct spiritual exercise at regular intervals (UNWTO, 2010).

Results

Socio-demographic characteristics of respondents in the selected sites

Table 1 showed the socio-demographic attributes of the various respondents in the selected sites. The gender account suggested that male respondents participated more in the study than females in the selected communities with Male accounted for 58.2% and female recorded 41.8%. In the same vein, male respondents also participated more than their female counterparts based on the individual site selected, for instance, Idanre hills and Olumirin waterfalls had male respondents participated more with (62.1%) and (53.1%) respectively. However, females participated more than male respondents in Ikogosi warm spring with 56.1%. The age group 35-44 years participated more at Idanre hills which account for 32.4%, same as Ikogosi with 42.1% but the age group of 25-34 years participated more in Olumirin waterfalls with 46.9%. However, the age bracket of 34-44 with (33.6%) was the highest respondents in the overall results for the selected communities in the study which is followed by the age bracket of 45-54 years with (26.0%). The respondents of school certificate participated more in Idanre hills with 54.5%, University and school certificates respondents had the same level of participation in Ikogosi (28.1%) each, while school certificate respondents also lead as participants at Olumirin waterfalls with 40.6% but the overall respondents for the selected communities had school certificate as the highest participants with 48.8%. The respondents of farming recorded the highest participation in Idanre hills (46.8%), the respondents of civil servants participated more in Ikogosi (43.9%), while the respondents of both farming and self-employed participated more in Olumirin waterfalls with (34.4%) each. Farming recorded the highest number of respondents with (36.3%) in all the selected communities indicating the predominance of farmers in the selected communities for this study. The respondents of single participated more in both Idanre hills (72.6%) and Olumirin waterfalls (71.9%) while Married respondents participated more in Ikogosi warm spring with (73.7%). Meanwhile, single respondents participated more in the selected communities with (63.5%). The respondents of Christianity participated more in both Idanre hills and Ikogosi warm spring with (76.9%) and (87.7%) respectively, while the respondents of Islamic participated more at Olumirin waterfalls with (56.3%).

While the Christian respondents accounted for 75.1% in the selected communities meaning that the selected communities are predominantly Christians. The respondents of the Yoruba ethnic group participated more in all the destinations with Idanre hills (84.6%), Ikogosi warm spring accounted for (93%) and Olumirin waterfalls had (96.9%). The result of the study from the selected communities revealed that the ethnicity respondents of Yoruba account for (87.4%) which suggests that the South West Nigeria is predominantly Yoruba speaking people.

Table 1. Socio-demographic characteristics of respondents in the selected sites (n = 342)

Variables		Idanre Hill Frequency (%)	Ikogosi Warm Spring Frequency (%)	Olumirin Water Falls Frequency (%)	Total Frequency (%)
Gender	Male	157 (62.1)	25 (43.9)	17 (53.1)	199 (58.2)
	Female	96 (37.9)	32 (56.1)	15 (46.9)	143 (41.8)
	Total	253(100)	57(100)	32(100)	342 (100)
Age	18-24years	21 (8.3)	2 (3.51)	3 (9.4)	26(7.6)
	25-34 years	32 (12.6)	20 (35.09)	15 (46.9)	67(19.6)
	35-44 years	82 (32.4)	24 (42.11)	9 (28.1)	115(33.6)
	45-54 years	78 (30.8)	9 (15.79)	2 (6.3)	89(26.0)
	55-64 years	34 (13.4)	1 (1.75)	3 (9.4)	38(11.1)
	65 & above	6 (2.4)	1 (1.75)	-	7(2.0)
	Total	253(100)	57(100)	32(100)	342(100)

Table 1 (cont.)

Marital Status	Married	35 (13.8)	42 (73.7)	5 (15.6)	82(24.0)
	Single	183 (72.6)	11 (19.3)	23 (71.9)	217(63.5)
	Divorced	26 (10.3)	3 (5.3)	3 (9.4)	32(9.4)
	Widowed	9 (3.6)	1 (1.8%)	1 (3.1)	11(3.2)
	Total	253(100)	57(100)	32(100)	342(100)
Occupation	Students	28 (11.2)	9 (15.8)	4 (12.5)	41(12.0)
	Civil Servant	68 (27.2)	25 (43.9)	6 (18.8)	99(28.9)
	Private Employee	12 (4.8)	1 (1.8)	11 (34.4)	24(7.0)
	Self-employed	22 (8.8)	13 (22.8)	11 (34.4)	46(13.5)
	Unemployed	6 (2.4)	2 (3.5)	-	8(2.3)
	Farming	117 (46.8)	7 (12.3)	-	124(36.3)
	Total	253(100)	57(100)	32(100)	342(100)
Ethnicity	Yoruba	215 (85.3)	53 (93.0)	31 (96.9)	299(87.4)
	Hausa	12 (4.8)	1 (1.8)	1 (3.1)	14(4.1)
	Igbo	26 (9.9)	3 (5.3)	-	29(8.5)
	Total	253(100)	57(100)	32(100)	342(100)
Religion	Christianity	193 (76.9)	50 (87.7)	14 (43.8)	257(75.1)
	Islamic	45 (17.8)	6 (10.5)	18 (56.3)	69(20.2)
	Traditional	15 (6.0)	1 (1.8)	-	16(4.7)
	Total	253(100)	57(100)	32(100)	342(100)
Educational Level	No formal Education	20 (7.91)	6 (10.5)	5 (15.6)	31(9.1)
	School Certificate	138 (54.5)	16 (28.1)	13 (40.6)	167(48.8)
	Apprenticeship	6 (2.37)	3 (5.3)	1 (3.1)	10(2.9)
	College/Polytechnic	62 (24.51)	14 (24.6)	8 (25.0)	84(24.7)
	University	23 (9.09)	16 (28.1)	5 (15.6)	44(12.9)
	Post-Graduate	4 (1.58)	2 (3.5)	-	6(1.8)
	Total	253	57	32	342(100)

Source: Author's survey, 2021.

Willingness to Participate in Peer-to-Peer Accommodation in the Selected Communities

(a) Willingness to participate in peer-to-peer accommodation

Figure below revealed that majority of the respondents are willing to participate in Peer-to-Peer accommodation with IH (99.60%) while both IWS and OWF accounted for 100% each.

(b) The degree of community willingness to participate in P2P accommodation in the communities that were selected for the study.

Figure 3 indicates the degree of community's willingness to participate in Peer to Peer accommodation, the figure revealed that majority of the respondents were strongly agreed that peer to peer accommodation can help to improve their economy and bring about prosperity to their communities (66.1%), Interested in sharing the cultural values of the community with the ecotourist as part of peer to peer accommodation (72.2%), willingness to offer quality and affordable home/apartment to the ecotourist (66.4%), P2P accommodation offers them the privilege to see ecotourist as their companionship during their stay (66.7%).

Meanwhile, only few responded strong disagreed that P2P accommodation can threatened their safety (0.3%), Disrespect and abuse of cultural heritage of the local residents (0.3%), P2P does not guarantee privacy (0.3%) and that P2P bring about unfriendly attitudes of host towards tourists (0.3%).

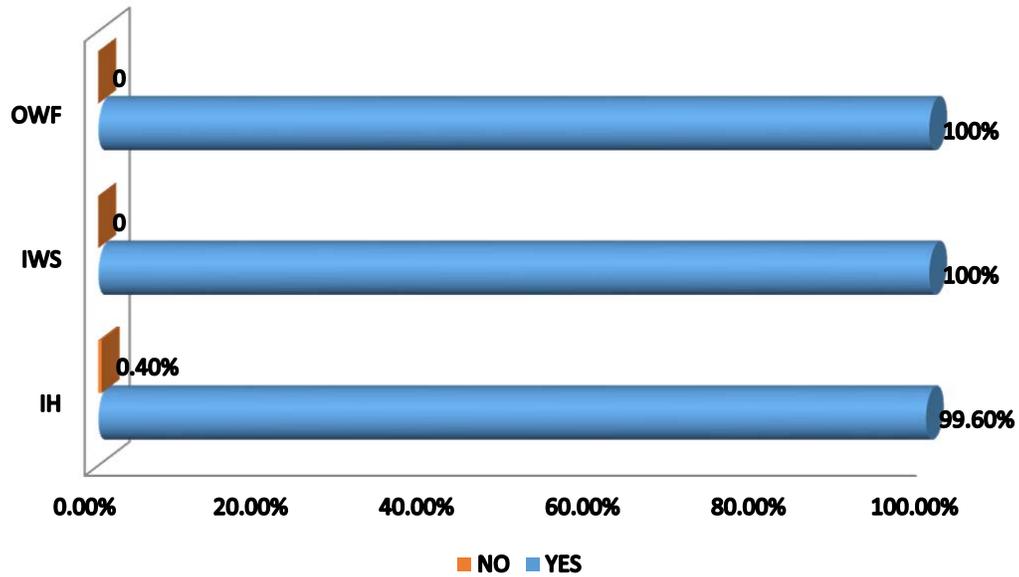


Fig. 3. Willingness to participate in Peer to peer Accommodation in the selected communities

Source: Author’s survey, 2021.

Table 2 presents the Community’s willingness to participate in peer-to-peer accommodation.

Table 2. Community’s willingness to participate in Peer to peer Accommodation

Willingness to participate in peer to peer accommodation	SA Freq. (%)	A Freq. (%)	N Freq. (%)	D Freq. (%)	SD Freq. (%)	Mean	Std. Deviation
Giving my home/apartment for peer to peer accommodation purpose is a welcome idea.	238(69.6)	102(29.8)	2 (0.6)	-	-	4.69	0.476
I am willing to participate in the development of Ecotourism through my involvement in peer to peer accommodation	236(69.0)	105(30.7)	3 (0.3)	-	-	4.69	0.471
I am willing to encourage other households and community members to give their homes for Ecotourist.	228(66.7)	113(33.0)	1 (0.3)	-	-	4.66	0.479
Peer to peer accommodation operation is good for more economic activities within the community	222(64.9)	119(34.8)	1 (0.3)	-	-	4.65	0.485
I am willing to relay the benefits of peer to peer accommodation to other community members to enhance their participation	221(64.6)	119(34.8)	2 (0.6)	-	-	4.64	0.493
I am willing to participate in peer to peer accommodation in order to bring prosperity to our community through ecotourism.	226(66.1)	114(33.3)	2 (0.6)	-	-	4.65	0.488
I will allow Ecotourist to make use of all the facilities provided in my home and the community at large	223(65.2)	117(34.2)	2 (0.6)	-	-	4.65	0.491
I am willing to provide security for Ecotourist who are sharing my home with me through peer to peer accommodation operations.	224(65.5)	116(33.9)	2 (0.6)	-	-	4.65	0.490

Tale 2 (cont.)

I am interested in sharing the cultural values of the community with the Ecotourist as part of peer to peer accommodation	223(65.2)	117(34.2)	2 (0.6)	-	-	4.65	0.491
I am willing to relate friendly with the Ecotourist during their stay in my home.	222(64.9)	118(34.5)	2 (0.6)	-	-	4.64	0.492
I am willing to interpret the local languages to the Ecotourist in the course of staying with me	229(67.0)	110(32.2)	3 (0.9)	-	-	4.65	0.552
I am willing to introduce the local foods and drinks as part of peer to peer accommodation to the Ecotourist	223(65.2)	116(33.9)	3 (0.9)	-	-	4.64	0.498
I am willing to offer quality and affordable home/apartment to the Ecotourist	227(66.4)	113(33.0)	2 (0.6)			4.66	0.487
Peer to peer accommodation will enable me to utilize my hospitality to the fullest for the Ecotourist	221(64.6)	118(34.5)	3 (0.9)	-	-	4.64	0.499
Peer to peer accommodation offers me the privilege to see Ecotourist as my companionship during their stay.	228(66.7)	112(32.7)	2 (0.6)	-	-	4.66	0.486
I am willing to expose and engage tourists to explore the celebration of our unique festivals and traditional activities during their stay with me.	247(72.2)	93 (27.2)	2 (0.6)	-	-	4.72	0.464
Peer to peer accommodation will afford me the opportunity to appreciate and take pride in the preservation of the unique ecotourism site and cultural heritage which serve as the pull factor for tourist visitation and utilization of my home.	234(68.4)	105(30.7)	3 (0.9)	-	-	4.68	0.487
Peer to peer accommodation offers opportunities to create and maintain social connections and sense of community.	233(68.1)	107(31.3)	2 (0.6)	-	-	4.68	0.481

Source: Author's survey, 2021.

The perceived Constraints to the Peer-to-Peer Accommodation in the Selected Communities

Table 3 revealed that the majority of the respondents strongly agreed that peer to peer accommodation could result in decreasing housing supply to community residents increase in the cost of the long-term rental (69.1%), that peer to peer accommodation does not guarantee privacy(68.4%), that peer to peer accommodation can bring about tribal and cultural differences (69.0%), P2P may not enhance mutual understanding (69.0%) and majority of the respondents strongly agreed that disrespect and abuse of cultural heritage of the residents (68.1%).

However, only very few responded strongly disagreed that Peer to Peer accommodation may not enhance compatibility (0.3%), P2P does not guarantee privacy (0.3%) and Peer to Peer accommodation damages the natural environment and landscape and destroys local ecosystems (0.3%).

Table 3. The perceived constraints to the Peer to Peer accommodation in the selected communities

The perceived constraints to the peer to peer accommodation	SA (5) Freq. (%)	A (4) Freq. (%)	N Freq. (%)	D Freq. (%)	SD Freq. (%)	Mean	Std. Deviation
Lack of interpersonal trust between guests and hosts	241 (70.5)	101 (29.5)	-	-	-	4.70	.457
Concerns of receiving bad quality products and services by the tourists	233 (68.1)	109 (31.9)	-	-	-	4.68	.467
Unfriendly attitudes of hosts toward tourists	232 (67.8)	110 (32.2)	-	-	-	4.68	.468
Security challenges in the host community of tourism destination	240 (70.2)	102 (29.8)	-	-	-	4.70	.458
Peer to peer accommodation could result to decreasing housing supply to community residents and increase in the cost of long-term rental	233 (68.1)	108 (31.6)	1 (0.3)	-	-	4.68	.474
Peer to peer accommodation does not guarantee privacy	234 (68.4)	106 (31.0)	1 (0.3)	1 (0.3)	-	4.68	.493
Peer to peer accommodation can bring about tribal and cultural differences and may not enhance mutual understanding.	236 (69.0)	104 (30.4)	1 (0.3)	1 (0.3)	-	4.68	.491
Disrespect and abuse of cultural heritage of the local residents.	233 (68.1)	107 (31.3)	1 (0.3)	1 (0.3)	-	4.67	.494
Peer to Peer accommodation damages the natural environment and landscape and destroys local ecosystems	232 (67.8)	108 (31.6)	1 (0.3)	1 (0.3)	-	4.67	.495
Peer to peer accommodation encourages Ecotourist to pay less than expected thereby reducing personal income to the host.	233 (68.1)	108 (31.6)	1 (0.3)	-	-	4.68	.474
Peer to Peer accommodation may not enhance compatibility.	230 (67.3)	111 (32.5)	1 (0.3)	-	-	4.67	.477
Peer to peer accommodation can threaten the safety of the host community members.	234 (68.4)	107 (31.3)	1 (0.3)	-	-	4.68	.473

Source: Author's survey, 2021.

Analyses of Research Hypotheses

Hypothesis One

Ho: There is no significant difference between the community's awareness, perception, and their willingness to participate in peer to peer accommodation.

H₁: There is a significant difference between the community's awareness, perception, and their willingness to participate in peer to peer accommodation.

The result of the ANOVA analysis is for awareness to peer to peer accommodation is $F(342) = 3798.68$, $p=0.000$. For perception towards peer to peer accommodation $F(342) = 10.942$, $p=0.001$ while for willingness to participate in peer to peer accommodation is $F(342) = 8.283$, $p=0.004$. As presented in Table 4, it can be seen from the p-values ($p=0.000$, 0.001 and 0.004), these result are statistically significant at the 0.05 level indicating significant differences between the means of the three variables of respondents.

Table 4. Significance difference for awareness, perception and willingness to participate in P2P accommodation among the communities through analysis of variance

Variables	Df	Mean square	Frequency	Significant level	Decision Rule
Awareness of P2P accommodation	342	54.756	3798.68	.000	Significant
Perceptions towards P2P accommodation	342	2.779	10.942	.001	Significant
Willingness to participate in P2P accommodation	342	2.232	8.283	.004	Significant

Source: Author's survey, 2021.

Hypotheses Two

Ho: There is no significant relationship between demographic characteristics of host community residents and their perceptions of peer to peer accommodation.

H₁: There is significant relationship between demographic characteristics of host community residents and their perceptions of peer to peer accommodation.

Table 5 shows that there is a significant relationship between age (P<0.05), occupation (P<0.01), religion (P<0.05), education (P<0.01) and extra income. There is also a significant relationship between age (P<0.05), occupation (P<0.01), religion (P<0.05), education (P<0.01) and employment opportunities. There is a significant relationship between age (P<0.05), occupation (P<0.05), education (P<0.01) and community development. There is significant relationship between age (P<0.05), religion (P<0.05), education (P<0.01) and companionship and mutual relationship.

Table 5. The Chi-Square on the relationship that exist between demographic attributes with their perception of peer to peer accommodation

Variables	Extra Income	Employment Opportunities	Community Development	Companionship and Mutual Relationship	Quality of life	Sustain Cultural Heritage	Environmental Pollution
	χ^2 value	χ^2 value	χ^2 value	χ^2 value	χ^2 value	χ^2 value	χ^2 value
Gender	4.31	2.25	4.23	2.18	4.59	3.58	3.52
Age	19.33*	17.97*	17.24*	17.00*	15.42	14.25	19.33*
Occupation	34.57**	30.56**	21.18*	15.88	35.61**	16.76	19.69*
Marital St.	13.57	10.53	11.86	11.75	12.97	12.85	13.57
Ethnicity	8.94	10.01	8.43	8.52	9.47	10.26	11.61
Religion	18.65*	18.94*	16.93	22.46*	15.10	20.41*	18.60*
Education	65.31**	69.76**	71.87**	70.20**	80.10**	68.79**	77.84**

*P<0.05, **P<0.01

Source: Author's survey, 2021.

Discussion of Findings

Demographic Characteristics of the Respondents

The gender account suggested that male respondents participated more in the study than females in Idanre hills and Olumirin waterfalls. However, females participated more than male respondents in Ikogosi warm spring. Meanwhile, male participated more in the study more than their female counterparts in all the selected communities. The results were in line with Timothy *et al* (2009) which suggested that male respondents are more active in tourism sites than the

female respondents. The age group 35-44 years participated more at Idanre hills, same as Ikogosi but the age group of 25-34 years participated more in Olumirin waterfalls. However, the age bracket of 34-44 was the highest respondents in the overall results for the selected communities for the study which is followed by the age bracket of 45-54 years. The respondents of school certificate participated more in Idanre hills, school certificate and University respondents had the same level of participation in Ikogosi while school certificate respondents also lead as participants at Olumirin waterfalls which accounts but in the overall respondents account in the selected communities, school certificate respondents have the highest participation with. The respondents of farming recorded as the highest participants in Idanre hills, the respondents of civil servants participated more in Ikogosi, while the respondents of both farming and self-employed participated more in Olumirin waterfalls. Farming recorded the highest number of respondents in all the selected communities indicating the predominance of farmers in the selected communities for this study. This is in line with Onyeabor *et al.* (2016) that majority of the respondents in tourist destinations are predominant farmers.

The respondents of single participated more in all the destinations for Idanre hills, Ikogosi warm spring and Olumirin waterfalls in the selected communities. The respondents of Christianity participated more in both Idanre hills and Ikogosi warm spring, while the respondents of Islamic participated more at Olumirin waterfalls.

The respondents of the Yoruba ethnic group participated more in all the destinations. This is not consistent with CIA (2020) that estimated National religion adherents to (Muslim 50%, Christian 40% and traditional belief 10%). The study suggested that the South West Nigeria is predominantly Yoruba speaking people.

The Host Community's Willingness to Participate in Peer to Peer Accommodation

Data obtained from each of the selected communities indicated that participants are willing to collaborate in the system of P2P accommodation. For instance, the respondents of Idanre hills accounts for 99.60%, the respondents of Ikogosi and Olumirin waterfalls account for 100% each. However, aggregate data obtained from the selected communities indicated that majority of the respondents strongly agreed and willing to participate in P2P accommodation in order to improve on their community's economy. The study revealed that the mean value ranged from 4.64 to 4.72. The result is consistent with Bostman and Rogers (2010) who suggested that sharing economy exists with the concept of P2P accommodation. Also, the finding is in consonance with Ferenstein (2014) who emphasized that host community's members would always participate in any economic driven concept for the purpose of developing their community's economy. Molz (2014) maintained that sharing economy as a means of developing the host community which is in tandem with the outcome of this study.

The Constraints of P2P Accommodation as Perceived in this Study

The outcome of the data generated indicated that majority of the respondents from the selected communities strongly agreed that certain constraints such as lack of trust, disrespectfulness, abuse of cultural heritage, lack of privacy, etc. are preventing them from participating in the P2P accommodation operations. The result obtained is consistent with Ferenstein (2014) who positioned overcrowding, cultural differences, lack of trust and lack of privacy as detriment factors to the sharing concept including peer to peer accommodation. Bardhi and Eckahardi (2012) suggested environmental factors, lack of privacy, taboos and cultural differences as banes for peer to peer accommodation. Meanwhile, Molz (2014) suggested that the major problem associated with the concept of a sharing economy are tribal differences, lack of privacy, security issues, lack of trust etc.

Discussion on the Hypotheses

The study made use of analysis of variance to test hypothesis two, and the result showed that there is a significant difference between the community's awareness, perception, and their willingness to participate in peer to peer accommodation and the results are statistically significant at the 0.05 level indicating significant differences between the means of the three variables of respondents. This implies that there is significance difference for awareness, perception and willingness to participate in peer to peer accommodation among the communities selected for this study.

Hypothesis three was tested using chi-square. The result showed that demographic factors (such as gender, age, occupation, marital status, ethnicity, religion, and education) of host community residents and their perceptions of peer-to-peer housing are significantly correlated. There is also a significant difference between the community's awareness, perception, and willingness to engage in P2P housing in relation to socioeconomic factors like additional income, employment opportunities, companionship, and multicultural opportunities. The result indicated that all the demographic characteristics tested were all significant to their perception of peer to peer accommodation. This finding is similar to the study of Nwahia, Omonona, Onyeabor and Balogun (2012), their study found that constraint to peer to peer accommodation by community members affects the development of ecotourism. Some host communities also feared the commoditization of their cherished cultural (and sometimes, religious) sites, monuments and artefacts; and the consequent erosion of their values. For this fear, host communities still feared to open up some sacred natural sites to visitors and this has affected the development of the destination for ecotourism.

Conclusion

According to the findings of this study, Peer to Peer accommodation is new trend which requires awareness in the tourist centers with hope of providing accommodation to the tourists thereby building the economy base of the host communities through a collaborative economy and shared consumption. The study assessed the host community awareness of peer to peer accommodation in the selected ecotourism destinations where it was discovered that there is little or no awareness and practice of the idea of P2P accommodation in the selected communities.

However, the study also ascertained the host community's willingness to participate in peer to peer accommodation, the results obtained indicated that majority of the respondents were willing to participate in the concept.

Also, the research determined the perceived constraints to peer to peer accommodation in the selected sites, majority of the respondents expressed their fear and displeasure as they perceived on peer to peer accommodation such constraints include distrust, cultural differences, disrespectfulness, taboo, security issues amongst others.

The study concluded that awareness is key to the success of the concept of peer to peer accommodation considering its social, economic and cultural benefits to humankind.

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