**"HOME, SWEET HOME": RESIDENTS’ IMAGE OF HOME AND THE CITY AND INTERACTION WITH TOURISTS ON AIRBNB**

The sharp increase of sharing economy has altered travelling practises and attracted a lot of research interest to this sphere. The diversity of tourist profiles (millennials, elderly people, exchange students and scholars) is being actively studied. The major focus of academic papers includes tourists’ behaviour, perceptions of destination and different kinds of travelling experience. However, sharing economy resulted in the increased importance of another actor of tourism - a host.

There are many online platforms that function as social networks and connect travellers and hosts all over the world. Airbnb, the major home-sharing company, provides electronic tools that let its users create personal accounts and promote rental of their property. Thus, hosts can both indicate technical amenities available in their homes and describe their home, residence area or the whole city in their own words.

This research will focus on the **problem** that occurs when the members of local communities identify their neighbourhoods as ‘multicultural’, although residents who operate as actors of sharing-economy and live in these areas may set limits on interaction.

The **research question** is the following: what is the relationship between the image of home and city image represented by residents and their intention to interact with tourists?

The major empirical method is **statistical content analysis** (via SPSS) that explains how variables related to the image of home and city image relate to hosts’ behavioral intention to interact with tourists.

**Hypotheses**

1. The presence of home elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish personal interaction.

2. The presence of business elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish commercial-oriented interaction.

3. The presence of city’s Atmosphere, Leisure and Nature elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish personal interaction.

4. The presence of city’s Convenience and Sightseeing elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish commercial-oriented interaction.

**Results**

The primary difficulty of this research was the lack of universal operationalization foundation that could be modified to fit the framework of this study. That’s why the main limitation of this paper lies in the operationalization construct. As a result of the statistical analysis most combinations of the variables did not contribute to any semantic output.

The first hypotheses stating that “the presence of home elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish personal interaction” can be partially confirmed. It was discovered that hosts who included non-technical notions about the atmosphere of their home tend to express behavioral intention of personal interaction.

The second hypothesis (“the presence of business elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish commercial-oriented interaction”) was not confirmed. What was found is that they are present in most of the publications and it do not influence hosts’ behavioral intentions. It can be concluded that Airbnb home descriptions include these attributes per se because of the commercial narure of the platform.

The third hypothesis (“The focus on city’s Atmosphere, Leisure and Nature elements in Airbnb home descriptions interrelates with residents’ behavioral intention to establish personal interaction”) can be confirmed with the highest ratio of probability, as it was identified that descriptions that feature entertainment enterprises and areas (those that are not considered to be mainstream tourist attractions) or contain hosts’ own reflection on the atmosphere and character of their neighbourhoods interrelate with establish personal communication.

Overall, it should be highlighted that city image factors that relate to features that are within the scope of the major tourist interest associated with Airbnb (making short visits and, thus, searching for good traffic connections and the possibility to see the main attractions) interrelate with hosts’ intention to establish personal forms of interaction. It is also notable that these elements are more important than the components of the image of home. What is interesting is that none of the hosts wrote that staying in their apartment is something that may let a tourist ‘feel like a local’ (which is the core value proposition of Airbnb communication).