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Spillover effect, positive emotions and savouring processes: Airbnb guests' perspective

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ABSTRACT
The present study examines spillover from being at home versus away in terms of activities undertaken during on-site Airbnb experiences. This study also integrates the positive psychology concept of savouring by examining the positive emotions savoured by guests based on broaden-and-build theory as well as the savouring processes used when recalling their recent Airbnb experiences. The findings show that informants undertook similar activities while staying at an Airbnb and while at home. The most common positive emotion savoured by guests when remembering their Airbnb experiences was joy, with a homey feeling eliciting this emotion. Location, togetherness and a homey feeling were identified as the dominant factors that intensified informants' savouring of their Airbnb experiences.

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Spillover effect; positive emotions; memories; savouring process; Airbnb

Introduction

Holidaymakers often travel to gain novel experiences that stand in contrast to their everyday routines (peak experience) (Quan & Wang, 2004), yet some tourism experiences can seem ordinary. It is inadvisable to omit everyday practises from tourism, because the tourist experience overall is comprised of peak experiences and supporting experiences (an extension of daily life) (McCabe, 2002). Quan and Wang (2004) argue that when the supporting experience becomes sour, the entire tourist experience will be more-or-less ruined regardless of how delightful the peak experience is. Given the greater focus on peak experiences, the supporting experiences relating to a tourist's journey are studied less frequently (McCabe, 2002). This study considers accommodation, a supporting experience that is an important element of tourism, accounting for a large portion of tourists' expenditures.

Some holidaymakers may seek newness while at their destinations (Garms, Fredman, & Mose, 2017), which may be an essential desire (Cohen, 1979). However, some evidence suggests that not all tourists display the same level of hedonistic behaviour and that some may display identical behaviours while at home and while on holiday (Sthapit & Björk, 2017). Therefore, novelty seeking may be found not only in new doings but also in new locales in which to engage in routine activities (Smith et al., 2012). Edensor (2007) argues that tourism overlaps with daily life, rather than representing a distinct, detached field of activity. In other words, tourism is not a mysterious island but is, rather, allied with regular social life (Haldrup & Larsen, 2003). This poses questions regarding what aspects of everyday life are sustained during a tourism experience – in this case, while staying at an Airbnb. Some studies

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have used Burch's (1969) spillover theory, in which mundane everyday activities are prolonged in a holiday environment, to envisage tourists' actions while on holiday (Currie, 1997).

In addition, tourists experience a range of positive emotions while at their destinations. Emotional reactions to the tourism experience play a central role in determining tourists' satisfaction and behavioural intentions (Hosany & Prayag, 2013). In the hospitality industry, positive emotions also were found to be significant contributors to guests' willingness to pay (Barsky & Nash, 2002) and return intentions (Gracia, Bakker, & Grau, 2011). These emotions are associated with memorable experiences, and these experiences are considered to be the eventual goal that today's holidaymakers pursue (Sthapit & Coudounaris, 2018). In the context of the hospitality industry, studies indicate that customer satisfaction can be ensured by eliciting positive emotions and offering memorable service experiences (Hou et al., 2013). A memorable tourism experience is one that is recalled positively after the event (Kim et al., 2012).

Recent studies indicate that the memorable tourism experience is a multidimensional construct, but that the explicit dimensions remain incongruent (Sthapit & Jiménez-Barreto, 2018). For example, Sthapit and Jiménez-Barreto (2018) explored the key components of a memorable Airbnb experience and identified two main elements: attitude and social interaction with the host and the accommodation location. These findings differ from Kim et al.'s (2012) seven memorable tourism experience dimensions. Recent studies suggest that instead of replicating the memorable tourism experience scale in different contexts and with new samples, integrating the savouring concept, commonly used in the domain of positive psychology, in the context of tourism could add to the knowledge about tourists' experiences (Sthapit, 2019).

This study's aims are twofold. First, it aims to examine potential spillover from home to away contexts in terms of the activities undertaken during an on-site Airbnb experience based on Burch's (1969) spillover theory. Second, this study builds on both memorable tourism experiences and positive psychology by examining the positive emotions that guests enjoyed based on a broaden-and-build theory, as well as the savouring processes that they use when recalling a specific tourism experience (post-holiday stage). The researcher chose to consider Airbnb experiences it offers a non-standardized experience, unlike a traditional hotel, and may entail more memorable elements than a standardized experience.

The three research questions are as follows: What activities do tourists undertake while staying at an Airbnb, and is there spillover from home to away contexts in terms of activities? What types of emotions do guests associate with their recent memorable Airbnb experiences? What are the savouring processes that guests use when recalling their recent memorable Airbnb experiences?

Literature review

According to *spillover theory*, perceptions, attitudes and behaviours in one's social setting can be exhibited in another realm as a reflection of one's abilities and experiences including emotions and anxieties. Spillover theory suggests that one's work impacts, in a harmonizing as opposed to a contrary manner, other life spheres, such as the household (Boswell & Olson-Buchanan, 2007), vacation and leisure (Wilensky, 1960). For example, when personnel are engaged in their work, the positive feelings they derive from work will likely spill over into another life domain (Golembiewski, 1995). This has positive benefits and improves one's functioning in the other domains (Rothbard, 2001), e.g., intensify satisfaction with life (Albrecht, 2010). Burch (1969) used spillover theory to link home and holiday behaviour, propounding the view that some people seek the same kind of activities in their holiday environment as at home.

Emotions and their significance in the context of tourism and hospitality

Emotions are affective states characterized by episodes of intense feelings associated with a specific referent (such as a person, an object or an event), and they instigate specific response behaviours

(Prayag et al., 2017). In the context of tourism, emotions refer to tourists' emotional states during the tourist experience (Chang, Tsaur, Yen, & Lai, 2020). Tourism experiences often include satisfying and pleasurable emotions (Sthapit, 2019), which are linked with positive onsite emotional experiences (Servidio & Ruffolo, 2016). Tourists' positive emotions are increasingly recognized as important components of a memorable tourism experience (Knobloch et al., 2017).

- In the context of the hospitality industry, studies indicate that consumers' emotions exert a significant effect on satisfaction (Ali et al., 2016) and revisiting intention (Io, 2018).

Savouring, positive emotions and the broaden-and-build theory of positive emotions

Savouring denotes a process through which people attend to positive experiences and actively use thoughts or behaviours to regulate the positive feelings that arise from these experiences. Savouring involves the active regulation of positive feelings before and after an event, as well as the ability to augment and retain positive feelings. People prolong or amplify positive emotions through savouring positive experiences in the moment, the past (reminiscing) or the future (anticipating). There are two ways to view savouring: first, it could be the *locus* of control of the experience in the outer world, rather than inside the self. Second, self-focussed savouring could emanate from within a person (Bryant & Veroff, 2007). Savouring is associated with improved well-being (Bluth et al., 2017), better life satisfaction, positive affect and happiness (Quoidbach et al., 2010), including diminished depression and negative affect (Ford et al., 2017).

Savouring experiences involve one's beliefs, behaviours and emotions when carefully attending to and appreciating a positive stimulus, outcome or event. Savouring experiences are comprised of three sequential dimensions: recalling earlier positive happenings (savouring the past), cherishing positive events in the present; and anticipating future positive events (savouring the future) (Bryant & Veroff, 2007; Tugade & Fredrickson, 2004). This study focuses primarily on savouring through reminiscing. An individual may cherish reminiscing about positive real-life memories innately by maintaining positive feelings that contribute to one's general well-being (Speer et al., 2014).

Broaden-and-build theory of positive emotions

The broaden and build theory of positive emotions (Fredrickson, 2004) is the most commonly applied positive psychological theory in the field of tourism. This theory claims that certain positive emotions broaden people's momentary thought-action repertoires and build their enduring physical, social and psychological resources (Tugade & Fredrickson, 2004). Fredrickson et al. (2000, p. 239) state that positive emotions can enhance well-being by broadening thought-action repertoires which can be "efficient antidotes for the lingering effects of negative emotions". This broadened cognition builds personal resources over time, such as diligence, flexibility, societal attachment and healthiness. In addition, this theory also posits that the appraisal nature of positive states exerts a lasting effect, which, in addition to broadening the attentional focus, can build resources in an upward and transformative fashion (Fredrickson & Cohn, 2010).

This theory includes four particular feelings – love, joy, interest and contentment (Fredrickson, 1998). According to Tugade and Fredrickson (2004), these emotions are sustained while savouring. These emotions and their relationship to tourism are summarized briefly here.

Love is "an attitude held by a person toward a particular person, involving predispositions to think, feel, and behave in certain ways toward that other person" (Rubin, 1970, p. 265). It can strengthen existing relationships and help build new ones (Singh, 2002). In one tourism example, DeLacy (2013) found that among a sample of Chinese tourists travelling in Australia, the emotion of love was associated with acts of compassion towards residents.

Joy is associated with positive outcomes, such as when a person believes that one is making reasonable progress towards the realization of one's goals (Lazarus, 1991). Joy has also been found

to be a key dimension of peak experience (Mathes, Zevon, Roter, & Joerger, 1982). In Filep et al.'s (2013) study, joy was the most relished feeling and was linked with experiences that involved viewing natural scenery.

Interest generates the desire to discover, take in new information and experiences, and expand the self in the process (Ryan & Deci, 2000). Interest attracts people to new and unfamiliar things (Fredrickson, 1998), and produces the desire to explore and learn.

Contentment creates the urge to savour current life circumstances and integrate these circumstances into new views of the self and the world (Izard, 1977). According to Ellsworth and Smith (1988), contentment is a feeling appraised as safe, having a high degree of certainty and involving a low degree of effort.

Savouring processes

A *savouring process* is defined as "a sequence of mental or physical operations that unfold over time and transforms a positive stimulus into positive feelings to which a person attends and savours" (Bryant et al., 2011, p. 108). Savouring processes include four realms: thanksgiving (regulating gratitude in response to good fortune), marvelling (regulating awe in response to perceived grandeur), basking (regulating pride in response to personal accomplishment) and luxuriating (regulating pleasure in response to positive sensations) (Smith et al., 2014). Those who relish enjoyment from an external source tend to engage in thanksgiving and marvelling, whereas those who savour pleasures resulting from an inner cause tend to engage in basking and luxuriating (Bryant et al., 2011).

Savouring can be experienced in several ways, resulting in different experiential interactions and affecting the regulation of positive emotions (Bryant et al., 2011). A recent study by Pearce and Mohammadi (2019) of domestic tourists in Iran indicated that for Iranians, holidays were savoured in terms of the tourists being grateful to have this holiday time to marvel at places, luxuriate in settings and experience a strong sense of status value regarding their time. Sthapit (2019) explored the positive emotions and savouring processes linked to tourists' food experiences and found that study participants experienced joy and interest when reminiscing about their memorable local food experiences. *Taste* (luxuriating) was identified as the common savouring process used to reminisce about memorable local food experiences.

Methodology

Given this study's exploratory nature, a qualitative approach was used. An online, open-ended survey questionnaire was employed for data collection to gather guests' narratives on recent Airbnb on-site experiences, including savoured emotions and savouring processes. Theorizations of autobiographical (i.e., "personal") narratives were the focus. Narratives are important in understanding tourism experiences because they help respondents to recollect their trips (Moscardo, 2010).

The study participants are from either the United States (US) or United Kingdom (UK), and they were required to have stayed overnight at an Airbnb within the past three months. The open-ended online questionnaire was pilot-tested on five American and five British nationals using Amazon Mechanical Turk (MTurk) to ensure that the respondents understood the questions correctly. In the final study, the survey questionnaire link was posted on MTurk. MTurk is an online marketplace designed to allow individuals or groups to pay other individuals to complete small online tasks. Data collection using MTurk is considered to be at least as reliable as conventional data collection techniques (Buhrmester et al., 2011). Each participant was paid US$0.90.

The first part of the questionnaire concentrated on the attributes (e.g., the location and length of the stay) of each respondent's most recent Airbnb experience. This entailed pre-trip decision-making and in-trip activities (i.e., "Why did you decide to stay in Airbnb rentals instead of traditional hotels?", "What was your motivation?", "Name some activities that you did while staying in the last Airbnb", "Did you do similar or different activities that are done while at home?" and

"How was your recent Airbnb experience?"). Respondents also were asked about positive emotions after being given a brief description of the aforementioned four key emotions (love, joy, interest or contentment) and what made the experience the most memorable. Thus, only positive emotions were involved in the inquiry. The second part of the questionnaire focused on demographics (nationality, occupation, marital status, age and gender).

Grounded theory was used for data analysis (Glaser & Strauss, 1967). This approach is designed to help researchers produce "conceptually dense" theories that examine relationships among concepts representing "patterns of action and interaction between and among various types of social units" (Strauss & Corbin, 1998, p. 278).

Grounded theorists suggest breaking data down into small units of meaning through successive coding layers. Each response was read carefully. Then a line-by-line analysis was performed to identify concepts that appropriately capture connotations as stated by the participants (open coding). Axial coding was then used to show how the open-coding categories can be organized and connected to form a coherent overall system. Selective coding was conducted after axial coding. Selective coding involves constant comparison and choosing one category to be the core category. The findings were reviewed against the existing literature for internal consistency and validation (Matteucci & Gnoth, 2017).

Results

Demographic profile and trip characteristics: US informants

Among the 40 informants, 22 were male and 18 were female. Many were between 20 and 30 years old (18). Many were married (19), and their occupations varied, including student, retail manager, teacher and accountant. All the informants reported that the purpose of their trips entailed pleasure/tourism. Most reported using Airbnb while travelling within the US (32), i.e., for domestic travel, while eight informants stayed in an Airbnb during their international trips. The durations of their stays ranged from one night to 30 nights, with many reporting two nights (13). The size of the travel parties ranged from one to eight, with many travelling in groups of two (15). In response to the question, "How many times have you stayed in an Airbnb in the past 12 months?" the responses ranged from one to 20.

In response to the questions, "Why did you decide to stay in Airbnb rentals instead of traditional hotels? What was your motivation?", most informants cited accommodation cost (23), while others cited accommodation location (8) and a homey feeling (8).

In response to the question, "Name some activities that you did while staying in the last Airbnb. Did you do similar or different activities than are done while at home?", most of the informants mentioned engaging in similar activities during their recent stays at Airbnbs and while at home, particularly preparing their own meals (30). Interpretive keywords and phrases in the answers included "make breakfast in the kitchen", "cooked my own meal", "using the kitchen to make snacks", "cooked myself breakfast, lunch and dinner every day", "cooked my own breakfast" and "make our own food each day". Representative comments included, "We cooked all our meals in the house" and "cooked my own meal using eggs and bacon that I bought before checking into the house". Travellers often recalled specific details: "We made our own breakfast in the morning to try to cut down on costs. We had a full-size fridge which really helped out on foods and snacks during our stay . . . " (male, 38, visiting Orlando). Cooking appears to be significant in guests' recollections of recent Airbnb experiences.

Others reported watching TV and movies (12), as well as playing games with others (board games, video games and cards) (6) during their recent Airbnb stays. This included watching streaming movies or shows (including Netflix), TV and sporting events. A key element was the term "we", indicating that this was a communal activity, with "we stayed back at the apartment and watched TV" and "watched tv as a family" being representative comments. Other communal activities included playing video games and board games, Specific comments provided memory

details, such as " . . . We got to watch some movies that they had for the Blu-ray player; a lot of them were family-friendly, so we had a movie night like we do at home" (female, 27, visiting Orlando). Another said, " . . . My husband and I decided to stay in on Sunday, It was cold and rainy, and we sat on the couch and watched the Detroit Lions football game, We watch the football game at home every Sunday" (female, 33, visiting Charlevoix). Another said, " . . . We were able to use the board games that were provided by the homeowner, which was pretty nice because it gave us something that we could all go do together" (male, 25, visiting Seattle).

All the informants reported that their recent Airbnb experiences were positive. Some keywords used to describe their recent stays at Airbnbs include "fantastic", "very positive", "extremely positive", "great", "cozy", "wonderful", "really nice" and "amazing". Two informants' responses highlight this further. One said, "My recent experience was fantastic. Not only did I save a lot of money compared to going to a hotel it felt like I was staying in my own apartment in the city. It felt like the place was my own . . . The location was close to everything in the city . . . " (male, 23, visiting New Orleans). Another said, "My recent Airbnb experience was extremely positive. The Airbnb that I was staying at was in an extremely nice area, and the price I paid for the Airbnb was rather cheap, cheaper than any hotel I could find. The Airbnb itself was tidy and seemed to be of high quality. The location itself was also great, as it was close to places that I needed to visit throughout my stay" (female, 26, visiting Columbus).

Concerning the positive emotions that informants felt strongly during their recent Airbnb experiences, half the informants said they felt joy during their recent stays at Airbnbs (20), while others said they felt love (12) and contentment (8). Three informants' responses highlight these results:

One reported, "My last Airbnb experience brought me joy. I found it to be joyful because I did do similar activities [to those] that are done at home. I cooked in the kitchen. I enjoyed my morning coffee on the patio in the privacy of the backyard. I watched television shows and I played board games. I also came and went as I pleased without checking in at a hotel lobby" (female, 31, visiting Riverside). Another noted: "I felt joy (happy) because I was able to feel at home and did not miss being home like other trips I have had in the past. I loved having my dog there and coming back from our outings and knowing that if we got hungry later, we can cook . . . " (female, 28, visiting San Francisco). Others reported: "I actually really loved the Airbnb experience. From the easy communication, to the easy access and convenient location and also the overall condition of the apartment, most of these things were satisfying to me (contentment). Also, the process was super easy. We did not have to go through any background check" (male, 29, visiting Boston).

The feeling of joy experienced during an Airbnb experience was elicited through a home-like atmosphere (11), togetherness (5) and location (2). This is how one informant described joy: "I felt happy because I was able to feel at home and did not miss being home like on other trips I have had in the past. I loved having my dog there and coming back from our outings and knowing that if we got hungry later, we could cook . . . " (female, 28, visiting San Francisco).

Many of the informants said that home-like feeling (17) and the apartment location (7) made their recent Airbnb experiences the most memorable. Others cited the host's warm hospitality (5), togetherness (5) and price (3). Although host interaction is an advertised benefit of Airbnbs, only two respondents mentioned this in their memories. Three informants' responses underlined this. One said, "This Airbnb was memorable because it was a great and wonderful experience. We were able to make food . . . any type of food that we wanted and we were able to use the house completely how we wanted with very little rules to follow. It was also nice having so many different types of games that were provided so that once we got back after a long day we were able to relaxed (sic) and do something other than watch TV or play on our phones. It really allowed us to get along much better during the trip and made it much more enjoyable to all people involved" (male, 32, visiting Chester).

Regarding location, a representative response was: "I think the thing that made my Airbnb experience the most memorable was the location. It was in a wealthy neighbourhood, which was located near different places that I needed to go to throughout the duration of my stay at that Airbnb . . . " (male, 20, visiting Exeter).

Demographic profile and trip characteristics: British informants

Regarding the demographic composition of the British informants, out of the 40, 28 were male and 12 were female. Their ages ranged from 18 to 55, though most were below 30 (21) and single (21). Their occupations varied and included student, cleaner and sales representative. As for their reasons for travel, 92.5% were travelling for pleasure/tourism. As for their destinations, 50% reported using Airbnbs during their trips abroad, while the other half used them while travelling within the UK. Stay durations ranged from one to 33 nights, with many citing three or four nights (20). The number of people per travel party ranged from one to six, with most travelling in groups of two (22). In response to the question, "How many times have you stayed at an Airbnb in the past 12 months?", the informants reported one to four times, with many citing one time (21).

In response to the question, "Why did you decide to stay in Airbnb rentals instead of traditional hotels? What was your motivation?", most of the informants cited price (24), while others cited location (14). Two informants' answers underline this. One said, "I decided to stay in Airbnb rentals instead of traditional hotels because it was a lot cheaper and convenient. Hotels charge excessively for a two-night stay. With the Airbnb rentals, we saved a lot collectively . . . " (male, 20, visiting Saint Lucia). The second said, " . . . they are far cheaper than hotels in good locations . . . Having one that is cheap is really beneficial because decent hotels are often very expensive, especially in cities like San Francisco, This means we reduce our budget by quite a bit. Therefore, we cannot do as many things as we wanted to originally do" (male, 22, visiting San Francisco).

In response to the question, "Name some activities that you did while staying in the last Airbnb. Did you do similar or different activities than are done while at home?", most respondents mentioned doing similar activities, e.g., cooking their own meals (28): "We were cooking our own meals, as we are used to do at home, and it's just healthier to cook your own food and cheaper than just ordering a takeaway or getting some food delivered . . . " (male, 22, visiting London). Another said, "Being able to cook our own meals was good, the food in the city is expensive, so being able to cook some at an affordable price really helped us stay on our budget . . . " (male, 22, visiting San Francisco).

A few mentioned watching TV and movies (8), or playing games (board games, video games) (7): "As I was on a holiday I spent my time with my family members watching movies like we do at home . . . " (male, 18, visiting Edinburgh). " . . . being able to watch TV was quite beneficial, after having a long day out and about, It was relaxing just being able to go home after a long day and just watch TV" (male, 35, visiting London). Another said, " . . . we managed to keep up on the TV programmes we love to watch together at the Airbnb . . . " (female, 22, visiting London).

All the informants reported their recent Airbnb experiences to be positive (40), as indicated by keywords and phrases such as "unforgettable", "best trip", "very positive", "exciting", "amazing", "super happy experience", "incredible" and "very enjoyable". One informant said, "Our last Airbnb experience was really good, The place was really central to shops and public transport, which meant we were able to get around rather easily. The place was also really well-furnished. All of the furniture was comfortable, and we had a good night's sleep. Lastly, having all of the essential facilities really helped us, We spent less money than we thought we would have because for a lot of the stuff, we were able to do it ourselves, for example, cooking and cleaning clothes" (male, 22, visiting San Francisco).

Almost half the informants said they strongly felt joy during their recent stays at Airbnbs (19), while others said they felt contentment (10), love (10) and interest (1). Three informants' responses emphasized this. One said, "I definitely felt happy that I tried it out Airbnb and just happy that everything was so cool. London was amazing; I really enjoyed my trip, got to know more people and the city itself. I think the Airbnb positive experience just added a lot to my trip. I would definitely be happy to go back to same place" (male, 22, visiting London). Another said, "I felt joy as it was the summer, and I was staying at a place I wanted and doing the work I wanted, so I associate this

positive emotion with the stay … " (male, 22, visiting Gdansk). A third said, " … I believe the positive emotions I felt during my stay at Airbnb was that of contentment. I would say this because I was satisfied with the purchase and everything was right and nothing went wrong. It made the trip go smoothly because the process was so easy" (male, 24, visiting Los Angeles).

As for what elicited feelings of joy during their Airbnb experiences, participants cited a home-like feeling (11), togetherness (3) and location (3). The significance of a homey feeling in informants' recollections of joy during their Airbnb experiences is highlighted in the following response from one informant: "The positive emotion I felt during my Airbnb experience is happiness I felt very satisfied in choosing Airbnb. I felt at ease in my mind, knowing that everything was there to accommodate my needs. I felt independent as I was able to do things there on my own as I would normally do at home. I felt cheerfulness and pleasure as I was able to enjoy my stay to the fullest potential" (female, 24, visiting London).

Many of the informants cited location (15) and togetherness (13) as making their recent Airbnb experiences the most memorable. Others mentioned the host's hospitality (5), a feeling of being at home (4) or price (2). Three informants' responses highlighted this. One said, "It had a fantastic *location* that allowed us to easily travel and commute to the famed tourist locations that we desired to view … " (male, 20, visiting Berlin). Another said, "Most important for Airbnb I think is the *location*, If it is good, it can save you a lot of time in a busy environment such as London and also save you some money … " (male, 22, visiting London). A third informant said, "The fact I was with my family members made it the most memorable. I was the first time in the year I spent a holiday with my sister who was always busy with her studies, so it was a very refreshing and nostalgic experience to be with her again … " (male, 18, visiting Edinburgh).

Conclusion and implications

This study considered activities, emotions, and the savouring processes from Airbnb experiences. Five main conclusions can be drawn from the research. Understanding the booking motivations also helps in reflecting the findings. Not surprisingly, first, among the motives for booking an Airbnb accommodation instead of a traditional hotel room were price and location. This finding supports extant studies indicating that Airbnb fulfils travellers' accommodation needs with lower prices (So et al., 2018), leading to cost savings (Sthapit & Jiménez-Barreto, 2018). Thus, price is an important aspect motivating consumers' use of Airbnb rental properties (Sthapit & Jiménez-Barreto, 2018). In addition, the findings support some studies suggesting that location convenience is another key factor that convinces many tourists to use peer-to-peer (P2P) accommodations instead of traditional hotels (e.g., Sthapit & Jiménez-Barreto, 2018).

On the contrary, there was very little indication of vastly sought-after local cultural experience (Mody et al., 2017;) and authentic tourist-host exchanges (Guttentag & Smith, 2017). Therefore, host-guest interactions may not always be the main motivation for booking an Airbnb, as some recent studies have shown (So et al., 2018). For many informants, this indicates a disconnect between the motivation (price, location and a homey feeling) and the sources of positive emotions, particularly, the feeling of joy experienced during their recent stay in an Airbnb. In other words, it appears the reasons for booking Airbnb are practical or objective, as they would be with booking lodging in general. The emotions are focused more on hedonic and subjective variables for most informants, although a minority mentioned location (functional).

Second, and more theoretically important are travellers' activities during their Airbnb stays versus when at home. More specifically, most of the informants reported preparing their own meals (56), while others reported watching TV and movies (20), as well as playing games (board games, video games and cards) (13). However, this contradicts studies indicating that guests are drawn to Airbnbs because they seek novelty during their stay abroad (Johnson & Neuhofer, 2017). In the same vein, studies have indicated that performing familiar activities represents an affinity for convenience and minimal planning (LaMondia & Bhat, 2012) and offers stability, comfort and

relaxation in a new, novel or unfamiliar setting (Edensor, 2001). In the Airbnb context, some studies have shown that familiarity provides customers (guests) with a feeling of security and comfort, which increases their perceived control over their behaviour (Mao & Lyu, 2017). In addition, the results of the present study suggest that the spillover effect is more prevalent in the Airbnb context than in other accommodation types because one often travels from one's own home to another's home (not a hotel room). This highlights the importance of context in contributing to the spillover effects. Overall, this finding supports Burch's (1969) spillover theory and suggests a spillover in terms of activities from home to away contexts.

Based on the findings indicating that most participants undertook the same or similar activities while staying at Airbnbs as compared to what they did at home, the present study argues that an on-site Airbnb experience blurs the distinction between "home" and "away". This finding also problematizes the gap in polarity between home and away, aligning with the post-modern theory of the tourist experience, which suggests that daily-life experiences cannot be separated from tourism experiences (Uriely, 2005). In fact, a de-differentiation may occur that challenges the notion of liminality, whereby a variety of habitual behaviours could occur during an Airbnb stay. For many informants, the Airbnb experience was less about escape from home routines and more about socializing and bonding, which sustained the continuation of daily routines while staying in an Airbnb. Moreover, many informants felt a sense of home while staying in an Airbnb. As a result, here home is represented through the enactment of various mundane activities embedded in day-to-day life, such as cooking, watching TV and washing clothes.

In addition, the Airbnb environment is not primarily a zone of novelty, yet both "everydayness" and "novelty seeking" may co-exist. In an Airbnb context, the meaning of *home* may extend beyond residential geography to become something that involves and can be mobilized through habitual activities. In this view, the meaning of *home* changes from that of a fixed location and is carried by tourists as part of their life worlds, regardless of geographic distance (White & White, 2007). In addition, the creation and provision of a feeling of home is something that one can never purchase and experience in a traditional hotel setting. Thus, an Airbnb experience is not a distinct and bounded event that includes a quest for strangeness, novelty and liminality, but rather one located close to the routines and rituals of everyday life and social milieus.

Third, out of the four key positive emotions, joy (39) was the most prominent and savoured emotion in informants' recollections of their recent memorable Airbnb experiences. Feeling at home while staying in an Airbnb aroused the emotion of joy. This finding supports studies indicating that guests predominantly experience positive feelings, emotions and impressions while staying at Airbnbs (Camilleri & Neuhofer, 2017). This finding also supports studies indicating the significance of feeling of home while staying at an Airbnb. The homey feeling is considered a key to a fulfiling stay in P2P accommodation (Tussyadiah & Zach, 2017). Feeling at home is linked to home benefits, i.e., the physical environment, physical amenities and physical utility of Airbnb (Li et al., 2019), and these attributes enhance the customer experience (Guttentag, 2015).

Fourth, many informants reported that location (22), togetherness (18) and a feeling at home (17) made their recent Airbnb experiences memorable. The study identified these three factors as the dominant ones that enabled informants to savour their Airbnb experiences. This finding supports studies indicating the significance of location in tourists' recollections of their memorable Airbnb experiences (Sthapit & Jiménez-Barreto, 2018). Location can be linked to the savouring process of thanksgiving, while togetherness and a homey feeling are related to the savouring process of luxuriating. According to Bryant et al. (2011), world-focussed savouring includes thanksgiving and requires cognitive reflection, while luxuriating is self-focussed savouring and requires a person to be absorbed in his or her own experiences. Some studies indicate that memorable experiences are closely associated with sociality (Dubé & LeBel, 2003) – in this context, togetherness – which is found to be relevant in the context of Airbnb. In addition, feeling at home represents Airbnbs' functional attributes (So et al., 2018).

There is both a link and disconnect between the sources of positive emotions, particularly the feeling of joy experienced during their recent stays at Airbnb and their memories. For some informants, both the sources and the memories were linked to practical aspects of the Airbnb rental property, particularly location and price, while for others, they were related to the hedonic and subjective variables, mainly a homey feeling and togetherness. This suggests that there may be two psychographic segments of Airbnb travellers from a savouring process perspective: those who seek a homey feeling and togetherness (luxuriating) and those who merely see Airbnb as a cheaper lodging property with a good location (thanksgiving).

Fifth, the findings indicate the significance of togetherness, as reflected in spending "family time", in the informants' recollections of their recent memorable Airbnb experiences, while very few mentioned "host-guest time". In fact, the word "host" had a relatively low co-occurrence rate in the informants' recollections of their Airbnb experiences. Family time is linked to collective sociality and performing communal activities that are also undertaken at home. For many informants, the togetherness experienced during their Airbnb stays strengthened their sociability, social connectedness and relationships with other family members, and was considered positive. Therefore, for many guests, the Airbnb experience involves spending time with family and is not about meaningful interactions with hosts and locals, as some recent studies have indicated (Mody et al., 2017). These bonding experiences between travel parties also help to explain the emotion of "joy" in the Airbnb experience. This finding contradicts studies indicating that the Airbnb experience is embedded in host-guest interactions (Camilleri & Neuhofer, 2017) and that host-guest contact is common in an Airbnb accommodation (Lin et al., 2019). Thus, host-guest interactions in an Airbnb context should not be deemed axiomatic.

This study's findings are exploratory in nature, and its generalizability is limited. The data were gathered only from nationals and residents of the US and UK. In addition, the current study gathered data through an open-ended survey questionnaire distributed in MTurk. Future research would benefit from including different nationalities in the sample and conducting cross-cultural assessments. Moreover, the four positive emotions were linked to the broad-and-build theory of positive emotions and restricted to love, joy, interest and contentment. As a result, this led to fitting the data onto themes (emotions) determined beforehand. This is another limitation. In addition, the positive emotions of joy was most salient and only one participant felt the positive emotion of interest during their recent stays at Airbnbs. This calls for the need to incorporate other emotions that might have an impact on guests savouring of their Airbnb experiences. Furthermore, this study has explored the Airbnb customer experience from a positive perspective. However, given that negative experiences are a critical component of memorable tourism experiences, future studies should also explore negative emotions' role in and impact on the memorability of Airbnb experiences. This study acknowledges that tourists can recollect a trip as positive despite feeling regret and that the salience of emotions aroused in false memories during recollection can be different they are fabricated (Loftus & Bernstein, 2005). To avoid this incongruence between remembered and onsite experiences, future studies should gather data immediately after the visit. Lastly, given the limited number of studies linking Airbnb experiences and savouring and that in some cases hosts might play an important role in an Airbnb service experience, exploring both hosts' and guests' perspectives as well as incorporating other emotional dimensions might further augment the findings of this study and provide a broader understanding of emotions that are sustained while savouring.

Disclosure statement

No potential conflict of interest was reported by the authors.

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