

REASONS FOR THE NON-USE OF HOSTING SERVICES ON PEER-TO-PEER SHARING PLATFORMS

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With the rise of the sharing economy, the Tourism and Hospitality sectors have experienced significant changes in hosting services, especially in relation to the increased use of peer-to-peer platforms that appear as an alternative to the traditional hotel industry. Thus, this article aimed to identify the main reasons why people choose not to use sharing economy hosting services, particularly Airbnb and Couchsurfing. A qualitative study was conducted from semi-structured interviews with people who had not used any of these platforms until then. With the analyzes, it was possible to list six main reasons for the option of not using these networks: lack of opportunity, lack of freedom or privacy, social interaction, safety, age and convenience. Finally, the findings underscored the negative view of social interaction, the concern of people with the utilitarian aspects of consumption rather than relational, and the cultural and personal aspects that may be related to the perception of individuals about such services.

KEYWORDS: *Sharing economy, platforms peer to peer, shared hosting, desmotivational factors.*