

## **Service Quality in the P2P Economy: SERVQUAL Applied to Airbnb Listings in World Heritage Site**

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**Abstract:** As a result of the rapid growth of peer-to-peer (P2P) as an innovative business model in the hospitality industry and the need for world heritage sites (WHS) protection from over-tourism development, investigating the service quality of P2P accommodation in WHS is of paramount importance. The main purpose of this paper was to identify which service dimensions in P2P accommodation in WHS have been evaluated by guests as of the highest quality. To achieve the main purpose of this paper, empirical research was conducted using a convenience sample of 352 tourists who had used P2P accommodation in the Dubrovnik WHS between April and October 2022 and between May and October 2023. Based on empirical research using the SERVQUAL model, tourists had the lowest expectations for hosts' empathy and responsiveness, compared with tangible elements in accommodation units, which they expected the most. The results indicated that, in WHS, the most prominent dimension of P2P accommodation units, based on perceptions, is responsiveness. Additionally, tourists who stayed in P2P accommodations in the Dubrovnik WHS rated empathy and responsiveness as the two highest-rated quality dimensions. In addition to its theoretical contribution, the findings of this paper could serve as guidelines for categorizing P2P accommodation in WHSs and as indicators for hosts in WHSs of what needs to be upgraded and improved. The results could also help urban planners and P2P promoters in WHS assess the degree of reality or exaggeration in P2P. Given the limitations of this paper and considering the research area and sample, future research should examine more WHSs and conduct comparative analyses of P2P accommodation quality outside WHSs.

**Keywords:** peer-to-peer (P2P), service quality, world heritage site (WHS)

**JEL Classification:** L83, Z32

### **1. Introduction**

Internet development, especially Web 2.0, has led to the emergence of a new form of the sharing economy (peer-to-peer economy), defined as a model based on sharing underutilized assets, largely focused on peer-to-peer transactions (Botsman & Rogers, 2011, in Hall et al., 2022). It has also created

opportunities for consumers to engage in sharing consumption and to focus on network relationality (Marques & Gondim Matos, 2020).

The growth of peer-to-peer economy platforms, such as Booking.com, Uber, and Airbnb, is changing how services are consumed, how communication occurs, and how relationships among tourism stakeholders are formed. Accommodation, as a dominant part of hospitality, is the largest and most important segment of the tourism industry. Its volume and importance in tourism necessitate research into the quality of accommodation capacity. In 2024, 854 million nights were booked via collaborative economy platforms – a surge of nearly 19% compared to 2023 (EUROSTAT, accessed 27.02.2026). Many sharing economy studies have used the Airbnb accommodation platform as a research example and have often emphasized that value for money and an authentic experience are components that guests cannot experience in traditional and conventional accommodations such as hotels (Zhu et al., 2019; Makkar, Farrelly & Athwal, 2024). The Airbnb platform has the largest impact on the accommodation sector in destinations. Although hotels are the leading type in the accommodation industry, Airbnb has become a major market challenger. Today, Airbnb has over 8 million active listings, with growth across all regions and markets during the third quarter of 2024 (Airbnb, 2024), and its role is increasingly important in the hospitality industry. Airbnb reported strong financial performance in 2025, driven by record revenue and booking growth. Q4 2025 revenue reached a billion, a year-over-year increase, with full-year gross bookings demonstrating robust demand (Airbnb Newsroom, 2026).

Since the adoption of the Convention concerning the Protection of World Natural and Cultural Heritage in 1972, the UNESCO list of protected natural and cultural sites has grown from 12 sites in 1978 to 1223 sites in 2025 (UNESCO). Historic centers, as destinations for heritage and cultural tourism, have experienced steady growth in tourist flows (Gómez, 2020). WHSs are increasingly used as a tool for national tourism marketing campaigns and to increase tourism arrivals (Li, Wu & Cai, 2008; Adie & Hall, 2017).

Reasons why Dubrovnik WHS is chosen for this research are multiple: 1) it was among the first to be inscribed on the World Heritage List in 1979; 2) it suffers serious problems from mass tourism; 3) there is a strong presence of P2P accommodation facilities within the WHS; 4) tourism is the main economic activity, with a share of over 80% in GDP; 5) the tradition of tourist accommodation rentals in the WHS dates back to the 18th century.

Because WHSs are used to increase tourism arrivals, it is essential to provide high-quality accommodation within a world heritage site. In the Dubrovnik WHS, the number of beds in P2P accommodation exceeds that in hotels.

To identify areas for improvement, this paper analyzes service quality in P2P accommodation within the Dubrovnik WHS using the SERVQUAL model. The SERVQUAL model was used in this study because service quality is the difference between expectations before using the service and the experience after using it.

## **2. Theoretical background**

The term collaborative consumption was first used by Felson and Spaeth in 1978 to describe the shared consumption of economic goods that occurs as part of activities between two or more people, such as sharing drinks and food with relatives or friends (Mondal & Samaddar, 2020). The term sharing economy was first mentioned in 2008 (around the same time that the rapid development of the sharing economy in its “new” form began) and was defined as shared consumption created through joint activities, exchange, or rental of resources without their ownership (Lessing, 2008). The sharing economy was first developed in the B2B (Business-to-Business) option, where different firms share

resources such as machinery in agriculture and forestry, as well as in the B2C (Business-to-Customer) option in the form of self-service laundries, rent-a-car services, public libraries, and use of swimming pools, where companies provide services to consumers (Puschmann & Alt, 2016). Afterwards, the C2C (Customer-to-Customer) model, also called P2P (Peer-to-Peer), appeared as a new business model where transactions took place between private consumers. It has aroused scientists' interest and provoked polemics and discussion. Previous and related research has shown that motives for using P2P accommodation platforms include an authentic experience and communication with the host (Young, Corsun, & Xie, 2017; Pung, Del Chiappa, & Sini, 2019), curiosity and a desire for new experiences (Lalicic & Weismayer, 2018), and enjoyment of a "home-like" experience (Olya et al., 2018). Current tourists are mainly looking for authenticity, socialization, and experience co-creation (Sigala, 2017), which can all be found in P2P accommodation.

Accommodation and transportation are the dominant subsectors within tourism and the sharing economy (Hossain, M., 2020). By offering practical, economically viable services, the sharing economy has strongly influenced the transformation of tourism and hospitality (Dogru & al., 2020). However, the sharing economy in tourist destinations extends beyond accommodation and transportation to include car sharing (e.g., Car2Go), meal sharing (e.g., EatWith), and local knowledge sharing (Sigala, 2015). In general, the sharing economy in tourism can be grouped into four categories: transportation, accommodation, tour guide services, and food services (Kuhzadya, Seyfi, & Béalc, 2022). In tourist destinations, the sharing economy offers local residents the opportunity to "serve" tourists alongside traditional service providers, thereby generating additional profit. Collaborative consumption is characterized by greater elasticity and dynamism, which continuously shape new markets and change tourism structures and experiences (Tussyadiah & Sigala, 2018). Within the P2P market, local residents, traditional service providers, suppliers, and platforms jointly create tourism experiences and redefine values, motives, reasons, and ways in which people travel and experience tourism (Sigala, 2015). Given the importance of P2P accommodation and the points previously mentioned, it is crucial that service quality in P2P accommodation be at the highest level.

In tourism, the service economy dominates because tourists use and pay for transportation, accommodation, food and drink services, and various activities, enjoying them for a limited time and paying for the experiences and accompanying services that enable their consumption. If private accommodation is taken as an example, tourists use the accommodation, the space in which they stay and which is of a material nature, but they do not become its owners but consumers for a certain period. Unlike a product, whose quality can be determined relatively easily based on measurable characteristics, possible performance, or materials from which it is manufactured, determining the quality of a service is much more complex. The quality of services became a focus for scientists in the 1970s, as services began to assume increasing importance in economic development (Prakash & Mohanty, 2013). Namely, the share of services in countries' total GDP, which was previously very low, became equal to that of products (Schneider & White, 2004). On the other hand, with the globalization of the market and increasing competitiveness, companies began to face problems regarding the existence of the tourism market and the differentiation of competition. In the following years, experts from different scientific fields and countries researched and tried to define the concept of service quality, its impact on consumers, and the role of service providers in this process (Schneider & White, 2004). Parasuraman, Zeithaml & Berry (1985) developed the GAP or SERVQUAL model for measuring service quality, which is based on the gap between the service expectation before using the service and the actual experience during the service use. The service expectation before use is created based on previous experiences, media advertising, and word of mouth, and after using the service, the consumer's service perceptions can manifest themselves positively (when the received service was of higher quality than

expected) or negatively (when the delivered service was below the expected quality) (Churchill & Surprenant, 1982). The SERVQUAL model aimed to detect the following differences (Parasuraman, Zeithaml, & Berry, 1985):

- Knowledge gap – the difference between consumer expectations and the provider's perception of what consumers expect from the service
- Standards gap – the difference between the provider's perception of consumer expectations and the service quality specification, i.e., inappropriate service quality standards
- Delivery gap – the difference between the service quality specification and the service that was delivered, i.e., the service delivery gap
- Communication gap – the difference between the delivered service and the service that was promised to consumers during communication; i.e., do consumers receive the promised service
- Service gap – the ultimate difference between the expected and perceived service

A service gap arises when ultimate dissatisfaction with a service stems from at least one of the previously mentioned gaps. To identify the area where the gap has arisen and negatively affected the quality the consumer receives, Parasuraman, Zeithaml & Berry (1985) developed a ten-dimensional measurement scale of service quality. They subsequently revised it in 1988 and consolidated it into five dimensions, namely: reliability (ability to perform the promised service dependably and accurately), assurance (knowledge and courtesy of hosts and their ability to inspire trust and confidence), tangibles (physical facilities, equipment, and appearance of personnel), responsiveness (willingness to help customers and provide prompt service), and empathy (caring, individualized attention the firm provides its customers). The measurement scale consists of 22 individual questions across the five dimensions. Consumers rate their expectations before using the service and their perceptions after using it on a 1-5 scale for each statement. The authors believe that their model allows a deeper understanding of consumer perceptions and evaluation dynamics over time. They also conclude that surveys with negative results do not necessarily indicate poor quality but may result from overly articulated marketing that creates an unrealistic image of the service, thereby distorting consumer expectations (Parasuraman, Zeithaml, & Berry, 1985).

The reason there have been various criticisms of the use of the SERVQUAL model in service industries besides hotels is that, after its introduction, it was mainly used to measure the quality of hotel services. P2P accommodation has all characteristics of service (intangibility, inseparability, variability, perishability, and lack of ownership) and, as such, its quality can be measured by the SERVQUAL model.

Although there is a substantial body of high-quality research in tourism and the hotel industry, there remains a notable lack of literature on service quality in private accommodation. This gap is acknowledged by Brito, Petaković, & Vrtodušić Hrgović (2021), who, in 2020, conducted quality research on private accommodation using a measuring instrument that includes functional and technical dimensions. The aim of their research was to determine differences in perceptions of private accommodation quality with regard to consumers' age, origin, and education, and they found significant differences. They conducted a comparative analysis to determine differences in perceived service quality in private accommodation between domestic and foreign tourists. The research found differing perceptions of service quality in P2P among domestic and foreign consumers and highlighted the elements hosts should focus on, depending on whether they are hosting foreign or domestic tourists. This was confirmed by Mahadevan (2017) and Zhang & Fu (2020). Agyeiwaah, Akyeampong & Amenumey (2014) addressed the influence of socio-demographic status on the choice of private accommodation. On the other hand, there is more literature focused on determining the elements that influence consumers' perception of P2P quality and the reasons that result in choosing this type of

accommodation (Tussyadiah, 2016; Ju, Back, Choi, & Lee, 2018; Pawlicz, Petaković, & Vrtodušić Hrgović, 2022).

A review of recent literature and scientific articles reveals only a few papers that empirically assess P2P quality (Shin, Hwang, & Kim, 2025). More precisely, most papers rely on reviews and analyses of user comments on the Airbnb platform (Ding et al., 2020; Zuo et al., 2022; Ramos, Tanes & Esplanada, 2022; Foroudi et al., 2026). Some authors have used measurement models. Portolan & Olivari (2020) used the SERVQUAL model to study P2P quality in Dubrovnik; Wong & Chan (2023) used P2PSERVQUAL to research P2P quality in Malaysia; Choi, Ann, Lee, & Park (2018) combined the SERVQUAL and IPA models to study P2P quality in rural parts of South Korea; and Frochot & Hughes used HISTOQUAL to measure service quality in historic houses. All previously mentioned studies are "recent," indicating increased interest in researching this type of accommodation. Given the growing popularity of P2P travel and the fact that service quality drives tourist loyalty and attracts new tourists, the number of papers on this topic is expected to increase.

### **3. Research methodology, results, and discussion**

A highly structured questionnaire, which included 22 statements adapted from the SERVQUAL literature and tailored to the current research, was used. Perceptions and expectations were measured on a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5). Perceptions were assessed as perceptions of the performance of hosts providing the services, while expectations were viewed as tourists' desires or wants, i.e., what tourists feel a host should offer. Service quality was analyzed as the gap between expectations and perceptions (service gap). All statements were phrased positively, as suggested by the authors of the SERVQUAL model. "Dubrovnik WHS gained World Heritage Status at the 3rd session of the World Heritage Committee meeting in October 1979 in Egypt as the first cultural urban and architectural complex in the Republic of Croatia (Report on the UNESCO-ICOMOS Reactive Mission to Old City of Dubrovnik, accessed February 25, 2026). The area that gained World Heritage Status was extended in 1994 at the 18th session of the Committee and included areas outside the city walls, namely the Pile medieval industrial suburb, the Lovrijenac Fortress located on a cliff, the Lazarets (built in the early 17th century to house potential plague-carriers from abroad), Kaše moles (built to protect the port against south-easterly gales), the Revelin Fortress, and the island of Lokrum" (Report on the UNESCO-ICOMOS Reactive Mission to Old City of Dubrovnik, accessed February 25, 2026). As part of Dubrovnik, it is a multiple-use protected area covering 96 ha, with an additional buffer zone of 1188 ha. The empirical research was conducted on a convenience sample of tourists who used Airbnb accommodations in the Dubrovnik WHS during the periods from April to October 2022 and from May to October 2023. Although the research was conducted three to four years ago, the time elapsed has not affected the relevance of the findings, given that the study was conducted at a WHS site where interventions to equip accommodation facilities are demanding, complex, and long-lasting. A total of 411 questionnaires were completed, of which 352 were valid. The data were analyzed using SPSS 29.0. The number of female respondents was higher (59,4%) than that of male respondents (40,6%). The largest share of respondents (43,2%) was in the 30-39-year age group, followed by the 40-49-year age group (20,5%). The majority of respondents had a personal monthly income of 2000 euros or more (63,1%). Respondents were mostly from countries outside the European Union. The dominant motive for visiting was rest and relaxation (83,5%), followed by historical heritage (7,4%). The short stay of tourists is confirmed by the finding that most guests at the Dubrovnik WHS stayed two (24,4%) and three (23,9%) nights. The majority of respondents stayed in apartments or studio apartments

with four (44.9%) and three (38.6%) stars. The largest proportion of respondents listed family and relatives as their travel companions (36.4%). Table 1 presents the sample characteristics.

**Table 1.** Profile of respondents

Variables	Variables	Frequency	Percentage of total (%)
Gender	Male	143	40,6
	Female	209	59,4
Age	18-29	74	21
	30-39	152	43,2
	40-49	72	20,5
	50-59	36	10,2
	60 and more	18	5,1
Personal monthly income in €	999 and less	6	1,7
	1000-1999	124	35,2
	2000-2999	170	48,3
	3000 and more	52	14,8
Country of origin	within the European Union	126	35,8
	outside the European Union	226	64,2
Length of stay in the unit	one night	40	11,4
	two nights	86	24,4
	three nights	84	23,9
	four nights	46	13,1
	five nights	42	11,9
	six nights	22	6,3
	seven nights	22	6,3
	more than 7 nights	10	2,8
Type of accommodation	studio/apartment 5*	40	11,4
	studio/apartment 4*	158	44,9
	studio/apartment 3*	136	38,6
	room	18	5,1
Dominant motive of visit	rest and relaxation	294	83,5
	business	2	0,6
	VFR	6	1,7
	historical heritage	26	7,4
	wine and gastronomy	18	5,1
	events/festivals	6	1,7
Travel companion	family	128	36,4
	partner	114	32,4
	friends	104	29,5
	none	6	1,7

Source: Author (2026)

Table 2, which presents the ultimate difference between the expected and perceived service for each statement, is presented in Appendix A (Table 2, Appendix A). As suggested by the authors of the SERVQUAL model, items were grouped into five dimension.

**Table 3. Reliability Coefficients**

	<b>Expectations</b>	<b>Perceptions</b>
<b>TANGIBLES (Cronbach's Alpha)</b>	<b>0,896</b>	<b>0,847</b>
The accommodation has authentic furniture		
The accommodation has up-to-date (modern) equipment		
The accommodation's physical facilities are visually appealing		
The appearance of the accommodation's physical is in keeping with the type of service provided		
The general cleanliness of the accommodation is satisfactory		
The accommodation's host is well-dressed and appears neat		
<b>EMPHATY (Cronbach's Alpha)</b>	<b>0,799</b>	<b>0,824</b>
The accommodation's host gives guests personalized attention		
The accommodation's host has an understanding for guests' special needs		
The accommodation host considers the needs of less-abled guests		
The accommodation's host addresses the guest by name		
The accommodation's host has patience with children		
Accommodation's operation hour is convenient to all its guests		
<b>ASSURANCE (Cronbach's Alpha)</b>	<b>0,728</b>	<b>0,729</b>
Guests feel safe and secure in their stay		
The accommodation's host advises undecided guests		
The accommodation's host is always available for the guests		
The accommodation's host is very kind and cordial ton		
<b>RESPONSIVENESS (Cronbach's Alpha)</b>	<b>0,862</b>	<b>0,873</b>
The accommodation's host is highly professional		
The accommodation provides its services according to the announcement		
The accommodation's host responds quickly to any queries		
The accommodation's host is always willing to help, even while busy		
The accommodation provides its services in the domain "value for money"		
<b>RELIABILITY (Cronbach's Alpha)</b>	<b>0,798</b>	<b>0,822</b>
The accommodation's hosts provide service at the time they promise to do so		
If you have problems, you can rely on the accommodation's host		
The accommodation's hosts always fulfill their promises regarding service		
The accommodation's host informs guests about all activities in the destination		

Source: Author (2026)

Reliability analysis was used to assess the internal consistency of the items within each dimension (Table 3). It indicates the stability and consistency with which the instrument measures the concept and helps assess the quality of a measure. Johns et al. (2007, p. 93) suggest that values of coefficient alpha equal to or above 0,70 are acceptable indicators of reliability.

Statistical data in Table 4 indicate that service quality in P2P accommodation facilities in Dubrovnik WHS exceeds tourists' expectations.

**Table 4.** SERVQUAL scores of factors

Service quality dimension	Mean Score	Mean Score	Mean Score
	Expectation	Perception	Service Quality
Tangibles	4,28	4,66	0,38
<b>Empathy</b>	3,95	4,66	<b>0,71</b>
Assurance	4,11	4,50	0,39
<b>Responsiveness</b>	4,07	4,69	<b>0,62</b>
Reliability	4,11	4,65	0,54

Source: Author (2026)

The key elements of service quality are host empathy and responsiveness. Before arrival, tourists expected hosts in P2P accommodation within the Dubrovnik WHS to show low empathy, while the facilities would be clean, modern, and authentic. They were also cautious about host availability and the truthfulness of the promised service. After using P2P accommodation, tourists were delighted by the hosts' empathy and responsiveness.

It is confirmed that equipment in the facility is less important to tourists staying in P2P accommodation in WHS, whereas it is the most important factor for hotel accommodation (Ladhari 2012 in Priporas et al., 2017). The mean perception score across all service quality dimensions was 4.5 or higher, and, together with the mean expectation-perception gaps, indicates high service quality in P2P accommodation facilities in Dubrovnik WHS.

Compared with the most recent research on measuring service quality in P2P accommodation (Ding et al., 2020; Zuo et al., 2022; Ramos, Tanes & Esplanada, 2022; Foroudi et al., 2026), this paper was not based on guest reviews but on primary empirical research. Using a questionnaire ensured that expectations, which are very important in measuring service quality, were not disregarded.

Analyzing P2P accommodation in Malaysia, Wong & Chan (2023) developed a new model, P2PSERVQUAL, which was the first model for measuring service quality in private accommodation. That model was not used in this study because it involved hosts, which affects the objectivity of the results. Only consumers of P2P accommodation facilities are objective when evaluating the facility's service quality.

#### **4. Conclusion**

The large number of P2P accommodation facilities on the tourism market and their potential make it necessary to research that type of accommodation. This research was conducted on P2P accommodation units in the Dubrovnik WHS that are listed on the Airbnb platform. The collected data were analyzed using the SERVQUAL five-dimension service model. The outcomes of this study indicate that the service quality of P2P accommodation facilities in the Dubrovnik WHS exceeds the expectations of

tourists who have used them. The key findings of this paper are: the most important element of service quality is the host's empathy, followed by responsiveness; and intangible elements of the service are more important than tangible ones. Based on the findings, service quality in P2P accommodation facilities within the Dubrovnik WHS appears to be influenced by hosts' interactions and relationships with guests. It can be concluded that traditional guest-host relations and hospitality above decoration should be the main elements of service in P2P accommodation in WHS.

SERVQUAL, a model for measuring service quality in P2P accommodation, has been applied only recently, and empirical research in this context remains limited. No prior study has analyzed service quality in P2P accommodation within the Dubrovnik WHS using the SERVQUAL model, so the main theoretical and scientific contribution of this paper is to address this gap in the literature. Furthermore, recent papers analyzing service quality in P2P accommodation have used reviews and comments on the Airbnb platform as the basis for analysis and have thus disregarded expectations. In this paper, empirical research was conducted on a sample of 352 tourists who used P2P accommodation in the Dubrovnik WHS. The research included both expectations and perceptions.

Beyond addressing the theoretical knowledge gap and the WHS risks posed by an excessive number of Airbnb facilities, this paper also offers practical contributions. The results of this paper could serve as recommendations for WHS destination management on future norms and guidelines for categorizing facilities within WHS. It is very important for WHS management to protect the entire WHS and to identify elements that can help raise the quality of WHS as a tourist destination. For P2P accommodation hosts, this research highlights the importance of personal connection with their guests. Only a host who recognizes that caring, individual attention, willingness to help, and speed of assistance are the most important tools for differentiation from other hosts can increase their income. The results of this study also emphasize how tourists evaluate service quality in P2P accommodation within WHS.

This research is not without limitations. The main limitations of this study are its geographical scope and sample size. The research was conducted only in the Dubrovnik WHS using a convenience sample. The data for this study were collected from guests who have used P2P accommodation only within the Dubrovnik WHS, indicating that the data are indicative and that the results cannot be generalized.

Despite the aforementioned limitations, this research has a significant impact on the P2P accommodation industry in UNESCO-protected world heritage sites.

To generalize the results, future research should include more geographically diverse WHSs in the analysis and conduct a comparative analysis of P2P accommodation quality outside WHSs. Service quality in P2P accommodation may differ in WHSs that are not located by the sea. Furthermore, future studies should extend the SERVQUAL model by using exploratory factor analysis to develop a new WHSP2PQUAL model.

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APPENDIX A:

**Table 2. SERVQUAL means**

	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>
	<b>Expectations</b>	<b>Perceptions</b>	<b>Service quality</b>
The accommodation has authentic furniture	3,92	4,27	0,35
The accommodation has up-to-date (modern) equipment	4,29	4,72	0,43
The accommodation's physical facilities are visually appealing	4,31	4,71	0,40
The appearance of the accommodation's physical is in keeping with the type of service provided	4,38	4,74	0,36
The general cleanliness of the accommodation is satisfactory	4,54	4,85	0,31
The accommodation's host is well-dressed and appears neat	4,23	4,65	0,42
The accommodation's host gives guests personalized attention	3,98	4,51	0,53
The accommodation's host has an understanding of guests' special needs	3,93	4,56	0,63
The accommodation host considers the needs of less-abled guests	3,78	4,34	0,56
The accommodation's host addresses the guest by name	3,59	4,36	0,77
The accommodation's host has patience with children	4,03	4,49	0,46
Accommodation's operation hour is convenient to all its guests	4,36	4,75	0,39
Guests feel safe and secure in their stay	4,57	4,87	0,30

The accommodation's host advises undecided guests	3,80	4,46	0,66
The accommodation's host is always available for the guests	3,96	4,68	0,72
The accommodation's host is very kind and cordial ton	4,10	4,77	0,67
The accommodation's host is highly professional	3,96	4,60	0,64
The accommodation provides its services according to the announcement	4,20	4,72	0,52
The accommodation's host responds quickly to any queries	3,97	4,66	0,69
The accommodation's host is always willing to help, even while busy	3,92	4,59	0,67
The accommodation provides its services in the domain "value for money."	4,28	4,70	0,42
The accommodation's host provides service at the time they promise to do so	4,28	4,73	0,45
If you have problems, you can rely on the accommodation's host	4,11	4,66	0,55
The accommodation's host always fulfills their promises regarding service	4,22	4,73	0,51
The accommodation's host informs guests about all activities in the destination	3,84	4,51	0,67

Source: Author (2026)

## **Kvaliteta usluge u *P2P* ekonomiji dijeljenja: Primjena *SERVQUAL* modela u Airbnb smještaju u zaštićenoj spomeničkoj baštini**

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**Sažetak:** Kao rezultat brzog rasta *peer-to-peer*(*P2P*) ekonomije dijeljenja, inovativnog poslovnog modela u ugostiteljstvu, te potrebe za zaštitom svjetske spomeničke baštine od prekomjernog razvoja turizma, istraživanje kvalitete usluge u *P2P* smještaju unutar zaštićene spomeničke baštine je od velike važnosti. Glavni cilj ovog rada je utvrditi koje su komponente usluge u *P2P* smještaju u zaštićenoj spomeničkoj baštini turisti ocijenili kao najkvalitetnije. Kako bi se realizirao postavljeni cilj ovog rada, provedeno je empirijsko istraživanje na uzorku od 352 turista koji su koristili *P2P* smještaj u zaštićenoj spomeničkoj baštini Dubrovnika u razdoblju od travnja do listopada 2022. te od svibnja do listopada 2023. Na temelju empirijskog istraživanja i korištenjem *SERVQUAL* modela, utvrđeno je kako su turisti imali najniža očekivanja od empatije i susretljivosti domaćina u usporedbi s opipljivim elementima u smještajnim jedinicama od kojih su najviše očekivali. Rezultati su pokazali kako je najistaknutija komponenta *P2P* smještajnih jedinica u zaštićenoj spomeničkoj baštini, s obzirom na percepciju, susretljivost. Također, turisti koji su boravili u *P2P* smještaju u zaštićenoj spomeničkoj baštini Dubrovnika ocijenili su empatiju i susretljivost kao dvije komponente najviše kvalitete. Osim teorijskog doprinosa, rezultati ovog rada mogu biti smjernice za kategorizaciju *P2P* smještaja u zaštićenoj spomeničkoj baštini, kao i pokazatelji domaćinima unutar zaštićene spomeničke baštine što trebaju nadograditi i poboljšati u svojim smještajnim jedinicama. Rezultati bi također mogli pomoći urbanistima i onima koji zagovaraju ekonomiju dijeljenja smještaja u zaštićenoj spomeničkoj baštini da utvrde razinu njezine realnosti ili prenaglašavanja. Zbog ograničenja u ovom radu, s obzirom na geografsko područje istraživanja te uzorak istraživanja, buduća istraživanja trebala bi uzeti u obzir više zaštićenih spomeničkih cjelina u kojima se nudi *P2P* smještaj, kao i komparativnu analizu s kvalitetom *P2P* smještaja izvan zaštićene spomeničke baštine.

**Ključne riječi:** *peer-to-peer* (*P2P*), kvaliteta usluge, zaštićena spomenička baština

**JEL klasifikacija:** L83, Z32