

The Impact of UNESCO World Heritage Sites on Airbnb supply: A Comprehensive Study on Host Typology and Location-specific Moderating effects

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The confluence of UNESCO World Heritage Sites (WHS) and the Airbnb sharing economy platform presents a fascinating terrain for exploration. This phenomenon-based research paper delves into the relationship between WHS designation and the presence of Airbnb hosts, aiming to uncover whether such recognition produces shifts in Airbnb supply. This study addresses the evolving role of WHS in influencing tourism dynamics. Leveraging a comprehensive dataset of all European provinces and the estimate of a staggered treatment model, the study scrutinizes the influence of WHS designation on Airbnb hosts' presence onto the platform. Results suggest a significant effect between UNESCO recognition and the entry-decision of Airbnb hosts, particularly among commercial ones. Furthermore, the positive effects deriving from WHS designation are influenced by local demand and supply factors, thereby highlighting heterogeneous treatment effects over regions.