

The Sharing Economy and the Tourism Industry

Perspectives, opportunities and challenges



Advances in Tourism Marketing

Metin Kozak, Antónia Correia and Alan Fyall

The purpose of this series of cutting-edge research-informed edited books is to introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each book will bring together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and brought to a conclusion by the series editors who between them have many decades of research and publishing experience. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professionaldriven research agendas. This series encourages critical, participatory and humanistic approaches to research and welcomes contributions from all over the world. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in both its reach and impact.

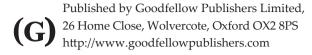
The Sharing Economy and the Tourism Industry:

Perspectives, Opportunities and Challenges

Editors:

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Dimitrios Buhalis



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Contents

Par	Part I: Issues and Concepts			
1	Introduction Babak Taheri, Roya Rahimi, and Dimitrios Buhalis	1		
2	The Sharing Economy: History, definitions and related concepts Esther Martos-Carrión and Cristina Miguel	7		
3	Understanding the Sharing Economy Ilker Gul	23		
4	Hosting via Airbnb: Motivations and operational complexities Lucie K. Ozanne, Girish Prayag and Rosemarie Martin-Neuninger	39		
5	A Critical Review of Sharing Economy in Tourism Roberto Micera and Piera Buonincontri	57		
Par	t II: Impacts and Values			
6	National culture and the sharing economy Adele Berndt and Michael Peasley	77		
7	The Impact of Airbnb on the Traditional Accommodation Sector in Trinidad and Tobago Tenisha Brown, Acolla Cameron, Leslie-Ann Jordan-Miller and Brian From	91 nti		
8	The Sharing Economy and Peer-to-Peer Accommodation: From new consumers to new business models Cláudia Oliveira, Celeste Eusébio and Filipa Brandão	108		
9	Co-creation of value: Valorization of local identity through creative tourism Fabiola Sfodera and Alessio Di Leo	124		
10	Mine, yours and 'shared': The ethical discourse of collaborative consumption Jeroen Oskam	142		

Part III: Future Developments		
11	Big Data and Digital Marketing in the Sharing Economy Kathryn Waite and Rodrigo Perez-Vega	159
12	The Future of Mobility According to Uber Pfarelo Manavhela and Unathi Sonwabile Henama	180
13	Blockchain and the Future of the Sharing Economy: A decentralize sharing economy Senem Yazici	d 193
14	Rethinking Tourism Models in the Platform Era of the Sharing Economy: Implications for tourism marketing and management Arminda Almeida-Santana, Tatiana David-Negre, Sergio Moreno-Gil and Andres Coca-Stefaniak	
15	Conclusion Babak Taheri, Roya Rahimi and Dimitrios Buhalis	222

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