

BABAK TAHERI, ROYA RAHIMI, DIMITRIOS BUHALIS



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 professional-driven 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:

Babak Taheri, Roya Rahimi and

Dimitrios Buhalis



Goodfellow Publishers Ltd



Published by Goodfellow Publishers Limited,
26 Home Close, Wolvercote, Oxford OX2 8PS
<http://www.goodfellowpublishers.com>

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-915097-07-1

DOI: 10.23912/9781915097064-4970

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Design and typesetting by P.K. McBride, www.macbride.org.uk

Printed by Marston Book Services, www.marston.co.uk

Cover design by Cylinder

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