

Ersa Congress, Lyon 2019

Call For Special Session

Brief description of your topic (max one page)

Special Session title:

Sharing economy and accommodation industry in urban and non urban environment

Opportunities, risks and challenges of the digital transformation in tourism

The sharing economy is reshaping the hospitality landscape in many destinations offering peer-to-peer accommodations ranging from a shared airbed to a luxury villa.

The sharing of goods, services, ideas or skills is certainly not a revolutionary practice but today, thanks to new Web 2.0 technologies and online P2P platforms specifically developed to facilitate this type of transaction, size is becoming increasingly important, creating new players in competition with traditional commerce. In the accommodation industry the spread of sharing economy has been acknowledged as a blessing for many homeowners in search for an alternative source of income and as a curse by cities and their residents for its effect on the housing market that lists higher rents and drives up real estate prices. In cities that have experienced the diffusion of this new phenomenon a modification of relations between borrows are taking place. Meanwhile, in non-urban environment the sharing economy in accommodation industry is having different outcomes depending on the features of tourism destinations.

The main objective of the proposed Special Session is to deepen and broaden the understanding of the impact and relevance of sharing economy in tourism and hospitality with attention to various aspects of economics, territorial planning, marketing, management, and with consideration of the cultural and behavioral factors related to this peculiar business of "homesharing".