



FACULTAD DE TURISMO Y FINANZAS

GRADO EN TURISMO

**Effects of Shared Economy on Tourism in Seville (Spain):
The Case of Airbnb**

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TÍTULO:

Effects of Shared Economy on Tourism in Seville (Spain): The Case of Airbnb

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RESUMEN:

Shared economy has now become the buzzword and information technology is the fundamental force lying behind it. As information technology represents a major commodity in human lives, it also affects the tourism industry considerably. It is not only individuals that are directly benefitting from the shared economy framework, but the tourism industry itself is taking great advantage of this favourable situation in which technology is playing a most decisive role in all walks of human life. Internet has evidently become the facilitator in the matchmaking between the demand and supply sides of tourism. Spain is one of the most important tourist countries in Europe as well as in the world, and tourism shapes a key driving force in Spanish economy. Seville, one of the most popular tourist destinations in Spain, with a vast history and culture in the background, grants us with a perfect example to test the potential benefits that shared economy and social websites such as Airbnb can bring to the tourism industry. The present work aims to make a research-based contribution to the current debate on the role of shared economy in Seville's tourism. To do so, we will take the social website Airbnb as a case study to explore in detail how shared economy may influence the tourist industry in Seville. How are individuals taking benefit from new social websites? How is the synergy between shared economy, information technology and the internet affecting the culture of tourism in general? What are the pros and cons of shared economy for tourism in Seville? In order to explore all these questions a qualitative research approach will be adopted. The research data will be collected by means of interviews and a questionnaire. In this way, both online and offline interviews will be conducted; also, in order to be able to collect actual, updated, relevant data, Seville's residents acting as hosts on Airbnb will be asked to complete an online questionnaire. It is expected that by carrying out such qualitative research we will gain a deeper understanding of the specific motives and experiences underpinning the topic under study in the Seville scenario. Future directions will also be succinctly outlined on how to further and diversify research into the booming shared economy phenomenon.

PALABRAS CLAVE:

Airbnb; Shared Economy; Peer to Peer; Tourism; Hospitality; Online.

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CHAPTER 1: INTRODUCTION

1.1 JUSTIFICATION AND RELEVANCE OF THE RESEARCH TOPIC

Shared economy has become the buzzword at present and information technology is the fundamental force lying behind it. As information technology represents a major commodity in human lives, it also has a considerable influence on the tourism sector. It is not only individuals that are directly benefitting from the shared economy framework, but the tourist industry itself is taking great advantage of this favourable situation in which technology is playing a most decisive role in all walks of human life. Internet has evidently become the facilitator in the matchmaking between the demand and supply sides of tourism. Spain is one of the most important tourist countries in Europe as well as in the world, and tourism shapes a key driving force in Spanish economy. Seville, the capital city of Andalusia, conforms one of the most popular tourist destinations in Spain. Its rich and varied cultural and historic heritage, in combination with numerous valuable tourist attractions, sets Seville apart from many other cities in Spain. Seville boasts various first-class art museums, a superb cathedral and numerous eye-catching churches. Seville is also one of the recognised birthplaces of flamenco, the popular Spanish traditional music. All this makes Seville one of the most visible tourist cities in our country, welcoming a great number of visitors every year (Albert-Piñole, 2014). This is the main reason why Seville has been chosen as the object for the research that will be conducted in the present work.

Notably no research has yet been carried out to find out how this popular tourist destination is currently being affected by technology-related businesses. Tourism is definitely a key player in both Spain's and Seville's economy. In turn, Airbnb is an online business where people book accommodation places at some other people's houses or flats. It is based on peer to peer business and shared economy. The essential philosophy of shared economy, as the very term suggests, is to share something with others, be it accommodation, transport, services, or other products. BlaBlaCar, Uber, and Airbnb are perhaps the best examples of shared economies we can spot in our everyday lives nowadays.

This project aims to make a research-based contribution to the current debate on the role of shared economy in Seville's tourism. Thus, we will take the hospitality and social website called "Airbnb" as a case study to try to explore how shared economy may already be having visible effects on the tourism sector in Seville, and how this peer to peer culture could turn out to be openly beneficial to the city's economy in general. How are individuals taking benefit from these businesses? How are websites like Airbnb affecting the culture of tourism? What are the pros and cons of shared economy for Seville's tourist industry? In order to fully explore all these issues, a qualitative-research approach will be employed (Perales, 2016).

The new business service models based on collaborative consumption and citizens' participation allow for a better distribution of income for local economies and their stakeholders. This new disruptive economic approach contrasts from traditional business models, causing profound changes in societies and in the way citizens interact with these organizations. The small size required for this type of business drives a change in the economic paradigm in today's society, where more and more the acquisition process is derived by experiencing something new; the underlying base of this economic model being collaborative consumption, which is generally related to the activity of sharing goods and services within peer-to-peer networks. This terminology is usually associated to file sharing, and only recently, with the proliferation of technological platforms, its implementation became possible (Tucker, 2014).

However, further research is needed on the impact of these new business service models on the local economy and citizens. The sharing economy may become a way to promote more sustainable behaviours. People feel motivated to engage in sustainable behaviours, especially when they perceive that other consumers are also collaborating.

As a general rule, tourism is an important, decisive contributor to the economic growth of a nation. Factors such as environment, society and geography jointly determine the tourist attractiveness of a country and have an important impact on economic growth. Sharing economy is a fast way of creating a balance between consumer demands and service providence sales, mainly because it links top-level organizations like a five-star hotel with low-level organization like a taxi service centre. In the specific case of tourism, the new economic model can be expected to quickly meet the demands of consumer and foster the economic growth of a country.

The present work endeavours to contribute an empirical study of these new business models of shared economy. A qualitative-research study has been undertaken in a tourism setting using a particular company as its case study. This project ultimately intends to better understand the economic model's sustainability, considering the challenges of today's global economy transformations.

1.2. AIM AND OBJECTIVES

The general aim of the research is to explore how shared economy and the web-based Airbnb hospitality platform may already be having a noticeable effect on the tourism culture in Seville (Spain).

The basic aim of the project will be accomplished through the following specific objectives:

- To critically analyse current tourism trends in Seville.
- To collect relevant data through an online interview containing an e-questionnaire.
- To analyse how Seville's tourism is taking benefit from shared economy from a qualitative research analysis approach.
- To discuss the outcome of the analysis, especially identifying further improvements, suggestions and research directions.

1.3. RESEARCH METHODOLOGY AND DESIGN

To meet the required aim and objectives, and to fulfil the identified research gap, a qualitative-research approach has been adopted. This research approach is largely accepted in the information system discipline. To achieve the desired goals, the research was carried out in two phases. In the first phase, a detailed literature review (theoretical research) was conducted; in the second phase, an internet-based survey was conducted of the Airbnb website (strictly abiding by the ethical obligations of online research). Once the collection of the required results from respondents was completed, the data was subsequently analysed. To illustrate the actual effects of sharing economy on Seville's tourism culture, the data was basically collected from Seville's local residents serving as hosts on Airbnb. The data was gathered on the basis of an e-questionnaire. To do so, online interviews were conducted and the questionnaire was presented to the hospitality platform hosts. By analysing the data collected, it was hoped that a deeper insight and understanding would be gained on the specific motives and experiences of those engaging in shared economy in the tourist scenario of the city of Seville. As already stated, future directions will be briefly sketched at the end of the present study on how to take more benefit from shared economy as far as areas of economic activity other than tourism and hospitality are concerned.

CHAPTER 2: LITERATURE REVIEW

2.1. AN OVERVIEW OF AIRBNB

Airbnb is a web-based hospitality platform that puts people who want to offer their homes for rent in connection with guests needing temporary accommodation. Like any other business model based on collaborative consumption, it falls back on several elements to operate: homeowners (hosts), guests and in between both, Airbnb, which puts them in direct contact with each other through its internet platform. Added to this relationship between the three parties is a fourth one: the Airbnb user community, which exchanges information about the experiences they have had, so that travellers and hosts can share opinions and advice (Zervas, Proserpio & Byers, 2014).

The philosophy of Airbnb is fairly simple: hosts who rent their homes for a while to guests who are going to spend a few days in a given place. But within this functioning rests a whole world of possibilities. Actually, it is already generally held that Airbnb has revolutionized global tourism in less than nine years of life. Proof of this is the fact that at a recent International Tourism Fair (FITUR) held in Madrid, Airbnb was one of the topics of conversation (and concern) among professionals, who accused it of unfair competition and putting at risk the whole sector, a key element in the economy of many countries, such as Spain or the United Kingdom, among many others.

Edelman & Luca (2014) state that “the host is the person who offers his address for rent”. To do this, you should contact the platform through the web address www.airbnb.es, click on the "Become a host" button and fill in the forms step by step. The first thing that strikes you is that it is not mandatory to share the entire address, but it is possible to indicate which parts are shared (one or several rooms, bathroom, closets, washing machine) and which are not. In fact, curiously enough, the original idea to create this platform arose from sharing an inflatable mattress and breakfast in a San Francisco apartment.

Over time, the entrepreneurs of this start-up became aware of the importance of the quality of the photos for the decision to rent one or other accommodation. So, they added the photo session service of the accommodation, which in some places is offered free of charge to the hosts to help them publicize their homes. It is very easy to make money at Airbnb, but anyone who lists their home on the Airbnb website must comply with the government legislation for holiday rentals just to avoid any surprise fine later.

The guest is the person who is looking for accommodation. Following are the steps any guest should go through in order to book some accommodation on Airbnb:

- The first thing is to search the Airbnb website to indicate the place, dates and number of people who are travelling and need accommodation.
- It is possible to filter the results so that they fulfil the specific requirements that guests are looking for: whole apartment or single room, price ranges, Wi-Fi, etc.

- Once you have leaked and decided on the accommodation, you may book it. To do this, guests only have to give some personal details and make the payment. In the case of renting the entire accommodation, the host must indicate how to pick up the keys (Guttentag, 2015).
- The booking process very much resembles that of reserving a hotel room through any website, with the difference that the accommodation on offer is private residences.

Airbnb charges a commission to both host and guest for each reservation made through its platform, and acts as an intermediary in the payment process:

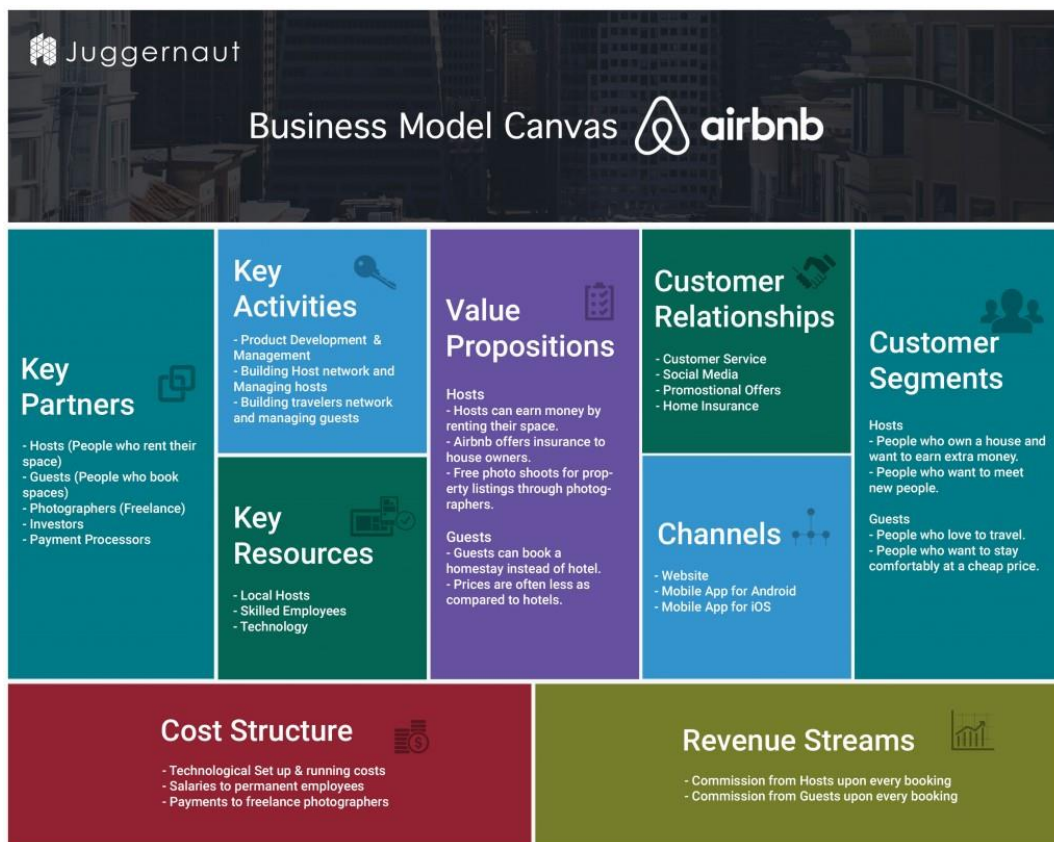


Figure 01. Source: www.nextjuggernaut.com

Zervas, Proserpio & Byers (2015) argue that “a fundamental aspect of multiplatform models is user ratings, which will be used to recommend or not the host to other people.” To really be useful, these ratings must be real and constructive, and to ensure the truthfulness of the opinions, the lodging can only be valued by guests who have stayed in it, and the guest can only be valued by the owner who has hosted it. The user experience is also paramount in this type of platform. If a user enters the web, until they book accommodation they should feel comfortable and guided. Airbnb perfectly fulfils this condition, making its website intuitive and simple even for people less accustomed to new technologies.

In the end, all comes down to creating a community based on trust, the key element for the founders of Airbnb, and to sharing experiences, opinions and information. As

discussed earlier in this chapter, Airbnb's offering of accommodation for rent involves complying with legal regulations, which is not always the case, though. For example, in the case of Barcelona, as Edelman & Luca (2014) explain, "the city council imposed a fine of 600,000 euros on Airbnb and closed hundreds of homes that did not have the permits in order. However, in December of last year, court n. 11 of the contentious-administrative ruling overturned the first of the municipal sanctions against the company. The sentence is not firm and the judicial battle has only just begun."

The city of Barcelona is currently witnessing a strong debate between supporters of this activity, which is an important and necessary source of income for many people, and its detractors. The research conducted by Ert, Fleischer & Magen (2016) suggests that "among the latter, residents denounce that the increase in holiday rentals makes that in some areas the reason for the trip is night time entertainment." As there is no direct control over the guests, there are certain neighbourhoods, such as La Barceloneta, where alcohol, noise and other annoyances for regular residents are continuous. Also, the hoteliers cry out against this new competitor. The profitability that the owners obtain for the rent through Airbnb, much superior to that granted by traditional rents, has encouraged professional investors to enter the network and buy houses with the only purpose of leasing them within this new, trendy system.

Collaborative and peer to peer economy projects have increased in recent years. Their philosophy is to make it possible for some people to collaborate with others with whom they have common interests, offering whatever the others may need. In this way, wealth is distributed more equitably but everything that shines is not gold. Cities like New York have restricted Airbnb activity and governments, such as that of Belgium, have recently approved a 10% levy on collaborative economy firms.

2.2. A GENERAL INTRODUCTION TO SEVILLE AND ANDALUSIA

Andalusia is a self-governing southern region of Spain with a long, rich history. The autonomous territory is made up of eight provinces of Almeria, Cadiz, Cordoba, Granada, Huelva, Jaen, Malaga and Seville. Seville is the capital city of Andalusia, and it is recognized by the Statute of Autonomy as the seat of the Junta de Andalucía. The seat of the High Court of Justice of Andalusia is in the city of Granada. Nestled on the banks of the Guadalquivir River, Seville is heir to a rich Arab legacy and prosperous past as a commercial port with the Americas. Seville was founded by General Scipio and gave two emperors to Rome: Trajan and Hadrian.

The long-standing presence of the Muslims, from year 711 to 1248, would leave indelible traces. The end of the Cordoba Caliphate (11th century) led to the apogee of the Taifa Kingdom of Seville, especially under the government of Al-Mutamid, the King Poet. Seville lived its time of maximum splendour after the Discovery of America. During the sixteenth and seventeenth centuries its port was one of the most important in Spain, since it had a monopoly over trade with overseas territories. The intense commercial activity of Seville during this period gave rise to an urban layout full of palaces, noble houses, churches and convents (Clewer, Pack, & Sinclair, 2010).

2.3. TOURISM IN SEVILLE

Garín-Muñoz (2015) elaborates Seville as “a Roman city which has many characters like Renaissance, Baroque, American, Mariana, flamenco, torero, modern, festive, luminous, perfumed, marine, traditional, hospitable, funny, cosmopolitan, religious”. All these adjectives, and many more, could be applied to this city, which in addition to personifying the topics of "Spanish" and "Andalusian", keeps alive such a high number of artistic, cultural, leisure, social and tourist attractions that it would be neat to list, but that have made it one of the most universal, well-known and visited cities in the world. Standing out from other parts of Seville is Triana, a popular neighbourhood which is famous for being one of the attested birthplaces of flamenco music, always providing strong inspiration for writers, painters and artists in general.

It would be impossible to find in a city as many, as varied, and as singular monuments and places of such beauty, charm and interest as the Giralda, the Cathedral, the Reales Alcázares, the Gold Tower, the Patio de los Naranjos, the Maestranza, the House of Pilate, the Plaza de España, María Luisa Park, Maestranza Theatre, San Telmo Palace, Archivo de Indias, Barrio de Santa Cruz, the Lonja, the Archbishop's Palace, the Tobacco Factory, the Town Hall, the Palace Of the Dueñas, Don Fadrique's Tower, the Walls, the Macarena Basilica, the Museum of Fine Arts, the Museum of Contemporary Art, the Alameda de Hércules, Triana's Quarter, the bridges over the Guadalquivir, the Cartuja and the various facilities originally built for the “Expo 92” Universal Exhibition, the historic and artistic pavilions and constructions dating from the times of the 1929 Latin American Exhibition, the House of Luca de Tena, the courtyards of its traditional houses, the balconies and bars, and an endless display of churches, convents and other artistic features that turn its historical centre into a real outdoor museum (Calvo-Mora & Berbel-Pineda, 2012).

2.4. TOURISM CULTURE IN SEVILLE

Current trends in tourism culture in Seville can be said to basically respond to the exhaustive analysis provided by Barke (2016) for cities that have managed to successfully turn their broad cultural heritage into one of their most reliable and consistent tourist attractions. The cultural heritage is in remarkable tourist experimentation. It should not be said that the so-called ‘traditional heritage’ (cathedrals, museums, urban landscape, civil and ecclesiastical buildings, streets) is in a process of exhaustion, but, on the contrary, it is currently assimilating and articulating an aggressive contribution of new cultural heritage of symbolic and emblematic scale in museums, sports, new architecture in hotels, and office buildings. There is, on the other hand, a consensus on the need to manage the traditional heritage with a more economic and less elitist perspective, and such a strategy can only be conceived of from the point of view of its tourist exploitation. In addition, we are witnessing the creation of a new kind of heritage which, by form and content, turns out to be that of the 21st century: cathedrals give way to new cultural facilities. This new urbanism has as its basic elements of definition the ethics and aesthetics of economy, and as a philosophy of substance, the current dialectics that occurs throughout human activity between globalization and location, between belonging to the community and at the same time preserving the identity, culture and local values (Barke, 2016).

Claims have been made for the conversion of the cultural resource into a tourist product, obligatorily maintaining the authenticity of the same, and proceeding to the appropriate distribution of costs and benefits between the operators and agents responsible for its management. In order to face the perfect preservation of the entire urban heritage, public authorities have reacted by opening up the possibility that private initiative plays a role in its conservation and management, so that the evident difficulty of the task can thus be overcome. It seems obvious that the tourist exploitation of urban landscapes must be designed with ethics, in the sense that the regulation and contextualization of tourist activities must be conditioned on maintenance and assets without harmful impacts, over-dimensioning of their carrying capacity, or banalization of the public use of the heritage. As far as aesthetics is concerned, it is essential to guarantee the technical intervention and technological design of experts in the occupation, use and tourism functionality of the urban cultural heritage. As Calvo-Mora & Berbel-Pineda (2012) put it, "what we try to raise is the overcoming of the extreme discourse between those conservatives who demonize tourism, accusing it of 'cultural colonization', and those whose frivolous and unsustainable treatment ends up killing the hen of golden eggs" (Calvo-Mora & Berbel-Pineda, 2012). Seville, as a major tourist destination moulded on its cultural heritage and urban landscape, is no exception to this vigorous, ongoing debate.

Barke (2016) states that, in an overwhelming majority of cases, the current consumer, and therefore the tourist as a consumer of certain, special services, is increasingly becoming a demanding, informed individual who values the expense in its right measure. Traditional cultural management of the traditional cultural heritage has not always known this new type of consumer, so the need exists to interpret heritage as an attractive tourism product in terms of authenticity and amenity. It is thus essential to try to find the right balance between different proposals for the promotion, communication and interpretation of heritage in high-profile cultural destinations, as in the particular case of Seville.

2.5. SEVILLE'S ECONOMY

Seville aims towards so-called 'Smart Economy'. Smart economy leads to the competitiveness of industry in the challenging and competitive global world (Chourabi, et al., 2012). These are some of the factors that make the industry competitive:

- Higher returns, profitability and productivity of the industry make up the central factor of success in the context of competitive environments.
- Creative and innovative spirit in the different arenas and departments, like technology and production, are the cause of being competitive.
- Brand name and brand characteristics make products and services of industry unique in the competitive environment.
- A flexible way of dealing with the staff and workforce of the company leads to the labour's motivation and proficient professional performance.
- In the event of changes in any relevant economic factor, all the policies and ongoing processes in the organization must be able to transform and adapt to those changes without any disruption.

Seville, as many other big cities, is presently engaged in international trade. International trade is the act of exchanging goods, capital and services across territories and borders. International trade is very important, as in many countries it

covers a major aspect of the GDP of the whole nation. By virtue of international trade, consumers are continually exposed to brand new products and services. In the international market any kind of product could be found, and because of international trade people can get access to almost anything they want. Products aside, a lot of services are also being traded at the international-market level, such as tourism, consulting, transportation and banking (Akaah, 1991).

A given country can also take advantage of international trade technology. If the country is short of any new technology, then it could directly contact foreign firms and import the new technology, which can be of great help for its economic growth. With the help of international trade, both the sales and profits of organizations increase. Many big organizations are generating most of their revenues by exporting their products to another country or by operating in any other country. This means that to cater for more market share such organizations don't have to come up with new and innovative ideas all the time; rather, they can just target new markets by operating in any other foreign country, which could dramatically increase their market size. Actively engaging in international trade, any business in expansion is more likely to get a global market share. At first, a business may have been fighting with local brands to gain the maximum part of the market share, but with the advent of global, international trade businesses can openly compete with international brands. If the local market becomes less profitable due to any sort of reason, then businesses can always generate revenue with the help of the international trade, so that they are no more dependent upon the domestic markets (Moch & Morse, 1977).

Exchange rate also has a direct impact on the economy of Seville. Exchange rate could be described as the price of one country's currency in terms of other country's currency. These exchange rates are relative and express the value of one country currency as compared to other country's currency (Grinberg, 2011). Foreign exchange rates are one of the dominant indicators of a country's economic health. Exchange rates also play a very important role in the international trade, and are a very critical factor for every free economy market. Exchange rates are probably the most widely analysed economic measures of all time. There are a number of factors which directly affect the exchange rates. These factors include relative rate of information, central bank intervention, dependency on outside energy source, growth of domestic money supply, interest rates and economic growth (Portes, 2013).

The exchange rate may have some serious impact on the businesses which are operating in more than one country. All the incomes are first converted from foreign currencies into US dollars. Exchange rates are fluctuating on a daily basis, and these fluctuations make financial forecasting of business a tough task. Exchange rates also have an influence on the price of products which are exported or imported. According to Clark and Knowles (2003), exchange rate plays a vital role in international trade, given that international trade is based on the fluent exchange of good across borders. For this reason, it is quite important for economy experts to be able to understand and evaluate the impact of exchange rate on international trade. International trade is usually regarded as the engine of growth, and no country can significantly grow nowadays without the resort to international trade. International trade does not only have an impact on the social attributes but it also has direct effects on the economic attributes as well. As Storper (1992) insightfully claimed, "in this era of increased globalization, there is scarcely any country which can live or survive independently without the help of others."

Clark & Knowles (2003) further add that countries tend to opt for imports and exports on the criterion of the abundance and scarcity of their resources to produce things, and when these things are imported from or exported to other countries, then there is produced the difference in the value of the currency which reflects itself as changes in exchange rates. According to the research conducted by Clark and Knowles, "if the exchange rate is higher, then it makes costly for the countries to deal in trade". The alignment of the exchange rate may have a serious influence on the growth rate of per capita output in developing or underdeveloped countries. The stability is the exchange rate fosters the growth of trade within the countries, while if the exchange rate is fluctuating, then it becomes riskier for the investors as well as for the governments to make trade within the countries. Also, the fluctuations in exchange rate are directly related to other economic variables, like interest rate, unemployment, inflation rate, as well as money supply. The importance of this economic factor can be analysed by focusing on the fact that exchange rate is the parameter which links two different price systems in order to make comparison in the value of traded goods. By this principle, it has a direct impact on the volume of the traded goods, either imported or exported, so it exerts strong pressure on the country's balance of payments (Albert-Piñole, 2014). It can also be said that alterations in exchange rate may have a definite impact on the demands and supply of goods which are traded within the countries. For the purposes of adjusting the level of trade within the countries, some of the governments change the exchange rate by themselves, which is known as 'dirty floating'. Seville's economy is clearly improving as technology, tourism, and small businesses are jointly playing a key role in the city's economic development. The unemployment rate in Seville is 10.80%, which is considered to be quite high in the region, but at the same time the job market is growing at the rate of 3.75%. That the job market growth is projected to be 36.7% in the future actually reflects Seville's economic potential (Richards, 2011).

2.6. AIRBNB AND OTHER ACCOMMODATION OPTIONS AVAILABLE IN SEVILLE

There are a great number of accommodation options available for tourists in Seville (hotels of all kinds and ratings, tourist apartments, hostels, guesthouses, etc), Airbnb being just one of those. But the company is providing a most suitable, operational platform for the owners who want to give their houses / apartments / rooms for rent, while giving place seekers the opportunity to stay in comfortable accommodation. The visitor may apply search criteria and get the desired and filtered results only. The platform also serves as the medium of recommendation for visitors, as they may recommend places based on their own experience; similarly, they can look for the recommendations of others which may help them in finding the best places to stay. Alternatively, the tourists have to search on their own, which requires a lot of effort and time, something most tourists are usually short of (Garín-Muñoz, 2015).

2.7. EFFECT OF TOURISM ON SEVILLE

It has been thoroughly researched that tourism favours and promotes economic development and growth. Both international travel companies and local tourism boards have consistently argued that tourism is one of the largest industries in the world. In this way, the noticeable recent developments in the tourism industry in Seville can also be considered to be a positive indicator of the city's economic growth. Research indicates that tourism maximizes the yield of any region. This usually happens because more spending takes place within the region. Research has also proved that over the last three decades, Spanish economy has grown considerably mainly because of the

strong activity in the tourism sector. It has been observed as well that the specific promotion of tourist activities increases the spending within the economy and thus works decisively for better economic growth (Richards, 2011).

2.8. CONCLUSION

To conclude this chapter we can say that, drawing on the joint advantages of shared economy, information technology and social websites, Airbnb serves as the ideal, handy platform for tourists worldwide to find their dream place to stay in Seville, and enjoy its rich cultural heritage and top-quality tourist attractions. There are also a lot of other conventional accommodation options available for the tourists who want to stay in the city; this is something they should obviously evaluate as well before deciding on any particular accommodation option. It has been observed in the research that tourists have usually little time to thoroughly evaluate available options, so Airbnb will serve them right for this purpose. It has been also outlined, as research has demonstrated, that Seville economy is certainly improving, and that the tourism industry is playing a key role in such economic growth.

CHAPTER 3: RESEARCH METHODOLOGY

This part of the project focuses on the research methodology employed to carry out the present study. The research was conducted in two clearly distinct phases. In the first phase, theoretical research was carried out through the review of extensive existing literature on the topic under examination. In this way, different sources of relevant information and data were collected and searched regarding the tourist industry and the effects of shared economy on tourism in Spain. In the second phase, authentic feedback on the study topic was gathered with the help of online surveys, and then carefully analysed by the use of various graphs and charts.

3.1 RESEARCH AIM AND OBJECTIVES

The purpose of the literature review was to try to gain a complete understanding of the effects of shared economy on tourism in Spain. To achieve this goal, extensive literature has been examined by accessing the different academic journals, books, magazines, and newspaper available through the library. In turn, to obtain the knowledge about the topic at hand, a selection of reliable journals and books were specifically consulted and the relevant related data was accordingly extracted and assembled.

The second phase of the study was basically a web-based interview and questionnaire posted on the internet where respondents manually recorded their feedback. The respondents for the interview and questionnaire were actually the users of Airbnb who resort to the platform to list their places. The structure of the questionnaire is both open- and close-ended. Close-ended questions provide responses which can be easily analysed while, on the other hand, the analysis of open-ended questions is more difficult but it reveals more detailed feedback from respondents. All in all, the mixture of both (open- and closed-ended) types of questionnaire yields more significant feedback (Harrigan, 2015).

The questionnaire aims to gather relevant information about the effects of shared economy on tourism and also collect information about Airbnb itself. Hence, in order to build a valid research feedback and to properly analyse the obtained information, a combination of open-ended and closed-ended questions has been adopted in posting the questions (Fraenkel & Wallen, 2013). The format of the questionnaire started out with a more directed closed-ended question that led on to an open-ended section in order to obtain a thorough feedback from respondents. In addition, the questionnaire was marked in an asynchronous mode as research in the field recommends the subdivision of electronic interviews into two sub-categories, dependent upon the nature of the interview, namely, whether it is conducted in real time (synchronous) or offline (asynchronous).

3.2. THEORETICAL RESEARCH

To collect information about tourism of Seville and the impacts of Airbnb on it, two types of research will be carried out, primary and secondary. Thus, obtaining contextual framework will support the main aim and objectives of this study. Primary information

sources are the kind of information that has been produced directly and particularly by the researcher to meet and address the actual needs of a particular study.

As already stated, to find the information about Airbnb a mixed approach has been adopted. This sort of research comprises data collection, which will be given numerical values and analysis by using various mathematical and statistical methods; we will also support numbers by means of different arguments. Morris (2008) has defined quantitative methods as “a collection of techniques for organising, presenting, summarising, communicating and drawing conclusions from data, so it becomes informative.” Dissimilar to qualitative methods, which underline the subjective experience through the utilisation of words, quantitative research methodologies tend to be objective and external to the person, with the aim of creating generalizable results. For this purpose, questionnaires are the most frequently used method of data collection. Gratton and Jones (2003) define questionnaires as a “standardised set of questions to gain information from a subject.” They are regularly connected with quantitative methods design when it is necessary to carry out measurements from a large sample set. On the other hand, quantitative research gives information in a uniform, condensed and standardized format, while in qualitative research all data is left in an assortment of nonstandard shapes, forms and sizes. Another noticeable contrast between the two research methodologies (and another reason backing the choice of a quantitative method) is timing. In quantitative research, measurement procedures are picked before the collection of data, while in a qualitative approach measurement choices are made amid the data collecting process (Harrigan, 2015).

For Davies and Hughes (2014), the two research methodologies pose distinctive difficulties to the researcher, with quantitative approach obliging discipline and patience in the planning and design stages, as well as diligence and technical abilities in the data collection process. This is the general situation when questionnaires are employed for research purposes, as it regularly can be hard to convince respondents to answer them as “they may feel that they won't get any benefits” from answering the asked questions (Milne, 1999). On the other hand, and interestingly enough, mental flexibility and agility alongside with advanced data management skills are recognised as key skills needed in qualitative study conduction.

Drawing on Bryman (2012), in order to find out the impact of Airbnb on the tourism of Seville an inductive approach has been followed in this research, as theories will be produced towards the end of the research, and as a direct result of the collected data analysis and interpretation. Given the need to get access to a substantial sample of respondents whilst taking into record cost and time limitations, a quantitative methodology, in particular that based on questionnaires, has been recognised as the best research approach to be undertaken with the specific end goal to accomplish the objective set.

According to Brace (2013), there are a few disadvantages which should be avoided in this kind of research. The questions should be clearly understandable to all respondents and complex questions must be avoided which might be hard for them to understand. The decision to be available during the questionnaire distribution and collection process will provide the researcher with more dependable results for the study. The low reaction and response rates connected with the utilisation of online questionnaires are not the case for this research, as the researcher's skills will be used to attract the respondents in face to face questionnaires.

The actual design of the questionnaire should emerge from the answers to each of the following questions:

- What is the needed information in order to answer the research question?
- What questions would be asked in order to provide the researcher with the needed information?
- What is the best way to answer the research question for the sake of the subsequent analysis of the data collected?

The method for the selection of the sample was based on a non-probability approach. The sample was chosen randomly in order to create a sample of a wide target audience. Purposive, convenience and quota sampling seem to be less suited in this type of research, as these sample typologies require a specific target market, which is not the case for this study.

Quantitative research methodology was chosen because of the sample size. Unlike qualitative research approach, where data is collected from a small target market, quantitative data is normally gathered amongst big samples. The selected sample for this study was to gather 100 offline physical questionnaires. The selection method was based on a non-probability approach. The sample was picked randomly with a specific end goal creating a wide target market sample (Daniel, 2011).

Questionnaires were perused through with the respondents to give every one of them the required guidelines and information. Considering the ethical issues generally connected with research conduction, the research questionnaire was designed in a socially and ethically acceptable way. The respondents were additionally informed, at the very beginning of the process of filling the questionnaires, that their responses would remain confidential and used for research purposes only. Secondary sources of information have also been used to support this study, namely, the previously developed information which the researcher employs in order to get the study supported and correctly approach the investigation.

These sources of information are fundamental for the advancement of a practical and theoretical introduction to the study, and were used accordingly. Moreover, the secondary sources used in this study are basically specialised books, articles, reports and other electronic sources.

3.3 QUALITATIVE ANALYSIS

Before selecting a research method for the exploration of the relationship between Airbnb and Seville tourism, it is important to provide a brief overview of different reasoning methods. Basically, there are two main methods of reasoning, respectively known as deductive and inductive approaches. Deductive reasoning is also known as the top-down approach, as it approaches from general to specific. In deductive research, a theory is formed initially and then a hypothesis is derived from it. Then it is further narrowed down to a hypothesis which could be tested. Later on, observations and research are done to test down the hypothesis. On the other hand, inductive reasoning is quite the reverse from deductive reasoning. It moves from specific to general; thus, it is also known as the bottom up approach. In the inductive approach,

there is a specific research approach, then a tentative hypothesis is derived and, in the end a generalized conclusion is derived (Corbin & Strauss, 2014).

Both approaches imply very different methods and ways of investigation, as the inductive approach is very much open-ended and exploratory, whereas the deductive approach is narrow and is directly related with confirming the hypothesis. In most of the cases, the inductive approach caters for qualitative research, while the deductive approach is associated with quantitative research. The vast majority of research studies integrate both inductive and deductive approaches so as to cover all aspects of the study at hand. Also, the research design can be cross-sectional or longitudinal, and experimental or non-experimental, in accordance with the nature and sensitivity of the topic under examination (Theodosiou & Leonidou, 2003).

To conduct the research on Airbnb a non-experimental research design has been followed, since there is quite a significant difference between both approaches. Talking about experimental and non-experimental research designs, experimental research designs are basically based upon the belief that the basic reason of the experimental research design is to confirm or refuse the research hypothesis. Mostly, experimental research processes are conducted in a controlled environment, and they depend on both dependent and independent variables. On the other hand, non-experimental research designs are carried out in natural settings. In such kind of research, no manipulation of the situation occurs. Some of the most important examples of non-experimental research design are case studies and surveys. Because of this it could be said that there are major differences between the two types of research design, as in experimental research the conditions could be changed and manipulated, while in the non-experimental type the conditions are natural and cannot be manipulated. Experimental research is typically conducted in a laboratory or in a controlled environment while the non-experimental brand is conducted in an open environment (Pinsonneault & Kraemer, 2011).

For the collection of the data about Airbnb, a cross sectional design was followed. Both longitudinal and cross sectional studies are basically experimental studies which indicate that the researcher is unable to control the environment. One of the most prominent features of the cross sectional study is that it enables researchers to easily compare different population groups at a point in time. Thus, with the help of a cross sectional study, the researcher could easily compare different variables at once, but it should be borne in mind that a study of this kind is unable to provide cause and effect relationships. On the other hand, in a longitudinal approach the researcher must conduct many different studies over a definite period of time. This type of study could help in determining the development in the target and is useful mostly for the long-term studies or research (Noor, 2008).

The present work is mainly based on qualitative research due to the specific nature of the topic under investigation, as its main objective is to find out the effects of shared economy on tourism. In this particular respect, Myers (1997) explains that the use of participant observations, interviews, and documents to explain and understand a social phenomenon can be called 'qualitative research.' According to general research, it is the method standardly used to analyse non-numerical data. Given that our project is literature-based, qualitative research seems to offer itself as the most suitable method to conduct this type of analysis. By using qualitative research, one can widely collect, observe and study the data for acquisition and interpretation, then use it to grasp the emerging effects, and ultimately suggest a particular analysis for those effects.

Different methods are generally used to analyse data in qualitative research like, for instance, case study, focus groups, or interview questionnaires. Online surveys are being used for this research study to find out about the actual usage of Airbnb. Online surveys are a new approach in qualitative research which allows us to conduct research by using different internet-enabled methods. The following chart shows the various possible methods of online data collection (Mackey & Gass, 2015):

<p>Asynchronous</p>	<ul style="list-style-type: none"> ❑ Email: for text message communication and file attachments. Can be text based, 'pushed' to the user's email box or web-based and 'pulled' from a web page interface. Suitable for one-on-one online interviews. ❑ Email list(servs): uses list-processing software and distributes email to all subscribed users on the list. Can be text based or web-based with threaded topics. Optional screening of messages by moderator. Suitable for online focus groups and online observation. ❑ UseNet/News groups: for topic based discussions. Require a newsgroup server to temporarily store information for access by users. Suitable for online focus groups and online observation.
<p>Synchronous</p>	<ul style="list-style-type: none"> ❑ Internet Relay Chat (IRC) channels. Usually real-time, interactive, text-based discussion system delivered via a networked computer chat server. Can be used for interviews, focus groups and online observation. ❑ Multi-User Dungeons/Domains (MUDs) and MUD Object-Oriented (MOOs). Traditionally used as gaming environments, they have the potential to set up virtual "places" to facilitate collaboration. (Evard, 1993; Harrison, 1997). Suitable for online participant observation (Turkle, 1998).

Figure 02. Source: Clark & Knowles (2003)

It has been realized that online surveys (self-completion postal surveys) produce greater response quality than other offline methodologies. The study also shows that respondents are more willing to give information about their own experiences even under sensitive conditions. With an estimated 200 million Internet users, it has been proved that the Internet provides access to different interdisciplinary, heterogeneous groups, and consequently researchers have more choice to approach different types of related disciplines.

It is argued that an online mediated surveys approach is instantly acceptable for data collection as a replacement for other previously adopted methods, like focus groups and telephone interviews (Saunders et al. 2009). Web-based research (email or online mediated interview) gives more adaptability and procedural potential, which can significantly affect the research findings.

Data collection through Internet based surveys is perceived as a valid business process in many organizations where there is a regular frequency of decision-making and other managerial issues. Since our research is essentially about finding out the impacts of shared economy on Seville tourism, the aforementioned data collection method seems to be fully appropriate for the purposes of the present study (Biemer & Lyberg, 2003).

Qualitative Research & Data Analysis

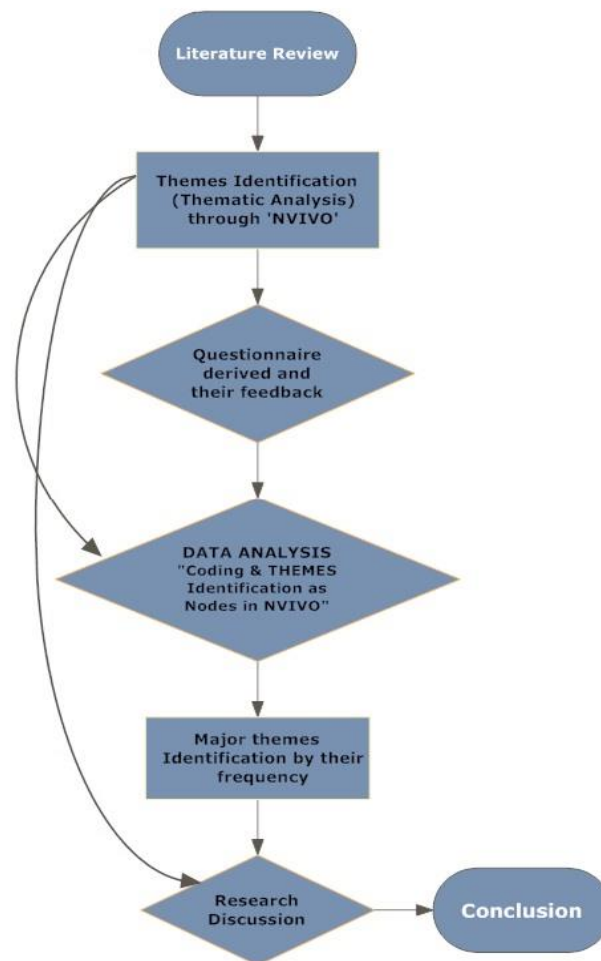


Figure 03. Qualitative Research & Data Analysis. Source: Biemer & Lyberg (2003)

3.4 ONLINE RESEARCH ADVANTAGES AND DISADVANTAGES

Listed below are some of the major advantages and disadvantages of online research:

1. Given that online and offline research evidently are not the same thing, the decision made by the researcher should be based on the availability of respondents and the types of response required.
2. Online surveys are only accessible to those individuals who have Internet access. Therefore, the data collected will not represent the general population. In our case, most of the respondents have easy access to the Internet, so that will not be a problem.
3. One of the major issues related to online surveys is the recruitment of respondents. Doing this always requires an extra effort. As the quality of respondent feedback has significant importance, if surveys are based on forums, it might take more time to get feedback from serious respondents.
4. To get appropriate permission is particularly important when it comes to online interviewing, because sampling cannot be formalized in the case of online interviews if the information is made accessible to large number of pre-existing online groups with which transcripts of communication can be gleaned (Scandura & Williams, 2005).
5. There are some other supplementary issues involved in online surveys like age, gender, emotions, heights, or psychological matters, but these are not particularly related to the actual information system.

Notwithstanding the disadvantages outlined above, the Internet seems to remain a most flexible source of rich, relevant research information which can facilitate the best medium for reliable qualitative research of the type conducted in the present study.

3.5 QUALITATIVE RESEARCH AND DESIGN OF THE QUESTIONNAIRE

As described earlier, recruiting respondents is a most critical task in online surveys, because their feedback constitutes the core part of the research we are engaged in here. As can be seen from the Appendix at the end of the present study, the interview questionnaire was designed and hosted on a popular online survey website called 'SurveyMonkey.' This web-based professional community discussion-board has been adopted as a standard medium for online data collection. The reasons for the selection of these community-based forums are that one can always find on them reliable expert feedback, and that technology-related professionals share their opinions on different technological issues there. The web link for the survey questionnaire was posted on these forums and also sent as an attachment to some specific email addresses. The selection of respondents for the questionnaire was made by taking into account where the users of Airbnb may be accessible and available. The key area for the online interview questions was conceived of in accordance with the literature review presented above. The questions were specially designed to cover the main identified

topics that were taken up during the literature analysis. Likewise, the identified key area for the online survey also focuses on the required aim and objectives of the research project.

These are the main subject areas of the online research as shaped into the interview questions designed for the questionnaire:

1. How long have you been using Airbnb as a Host?
 - Under 1 year
 - More than one year
 - More than two years
 - 3 years or more
2. How often do you host guests on Airbnb?
 - Regularly
 - Occasionally
3. How often do you have guests on your Airbnb listings?
 - I have guests all the time
 - I have guests usually on weekends
 - I have guests on weekends and some week days
 - I do not receive many booking requests
4. How many listings do you have on Airbnb?
 - 1
 - 2
 - 3
 - 4
 - more than 4
5. Are you planning to continue to host guests on Airbnb?
 - Yes
 - No
6. Please click what applies to you.
 - Hosting guests on Airbnb is my regular business and I am making a profit
 - I only host guests to cover my utility bills and expenses
 - This is my part-time business
 - I joined Airbnb to meet people
 - Other (please specify)

7. How would you rate your overall experience with Airbnb?

- Excellent
- Very good
- Good
- Fair
- Poor (Please specify reason)

8. In your opinion how good is Airbnb for Seville tourism?

CHAPTER 4: RESEARCH FINDINGS AND DISCUSSION

4.1 INTRODUCTION

This chapter presents and evaluates the actual findings which were directly obtained by means of the research questionnaire. The questionnaire was conducted online and eventually filled in by a total of 100 respondents. These were specifically targeted as users of Airbnb as a host. Once all the survey results were gathered, MS excel was used for the design of the graphic information as will be included below.

4.2 FINDINGS

Following are the findings which were gathered from the online questionnaire survey:

1. How long have you been using Airbnb as a Host?

Under 1 year	39
More than one year	24
More than two years	18
3 years or more	19

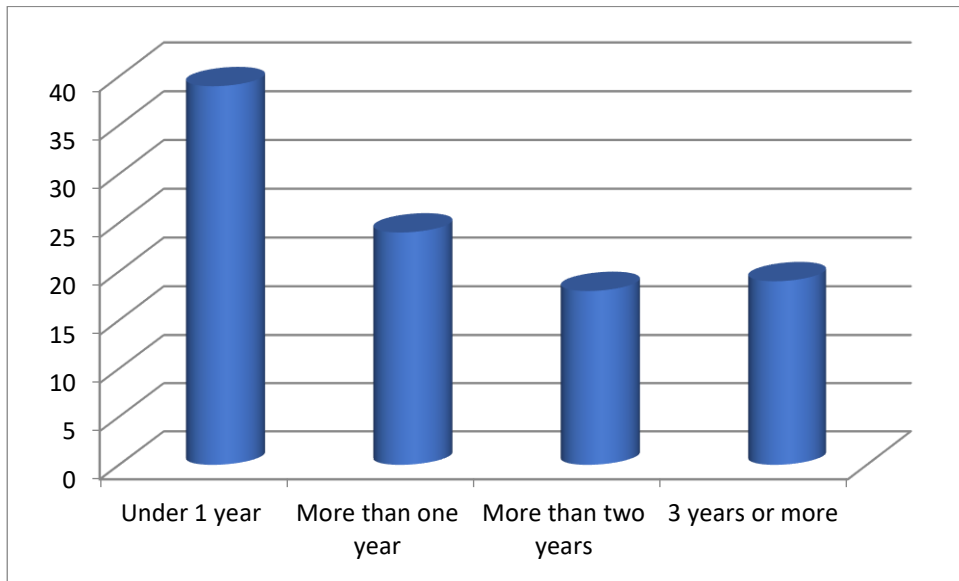


Figure 04. Own source

The very first question asked by respondents was “How long have you been using Airbnb as a Host?” In response to this particular question, 39 out of 100 respondents said that they have been using Airbnb as a host for less than 1 year. 24 respondents answered that they have been using Airbnb as a host for more than one year. For their part, 19 respondents said that they have been using Airbnb for more than 3 years and 18 respondents provided the answer that they have been using Airbnb for more than 2 years. These results show that most of the respondents have been using the Airbnb as host for more than a year, and some of them have been using it for more than 2 or 3 years.

2. How often do you host guests on Airbnb?

Regularly	69
Occasionally	31

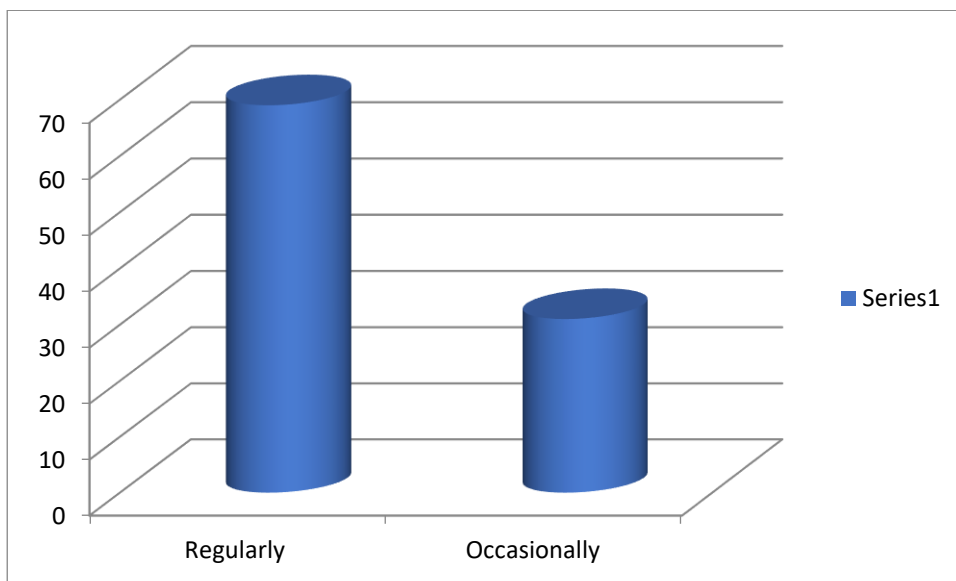


Figure 05. Own source

The next question included in the questionnaire was “How often do you host guests on Airbnb?” In response to this second question, 69 out of 100 respondents said that they host guests regularly on Airbnb while, on the other hand, 31 respondents answered that it is only occasionally that they host guests on the platform. These results show that most of the respondents regularly use Airbnb to host guests.

3. How often do you have guests on your Airbnb listings?

I have guests all the time	41
I have guests usually on weekends	16
I have guests on weekends and some week days	28
I do not receive many booking requests	15

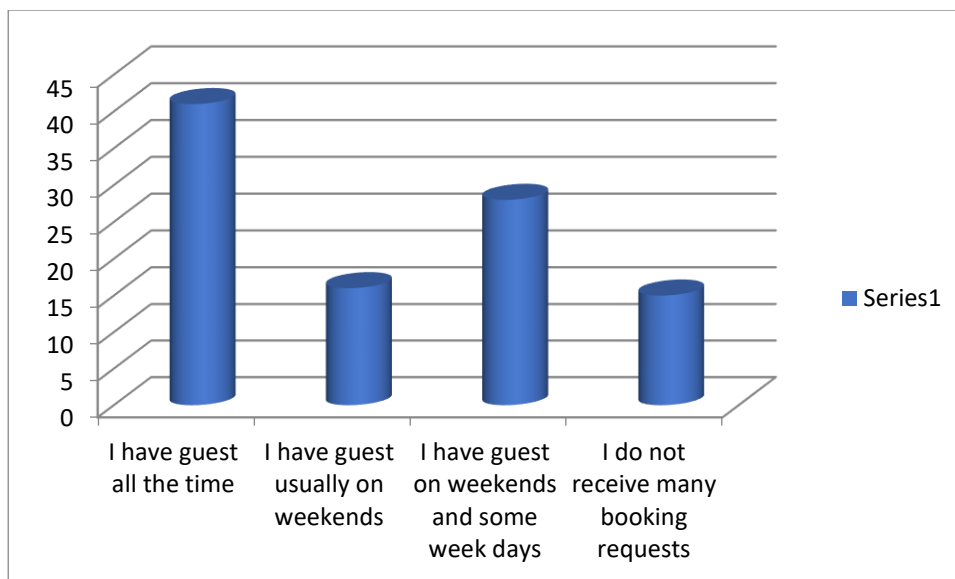


Figure 06. Own source

The third question in the questionnaire was “How often do you have guests on your Airbnb listings?” In response to this question, 41 respondents said that they have guests all the time, and 28 respondents said that they have guests on weekends and sometimes on week days. On the other hand, 15 respondents said that they do not receive many bookings for their place through Airbnb. The results from this question show that most of the respondents have Airbnb guests all the time at their place.

4. How many listings do you have on Airbnb?

1	34
2	36
3	18
4	10
More than 4	2

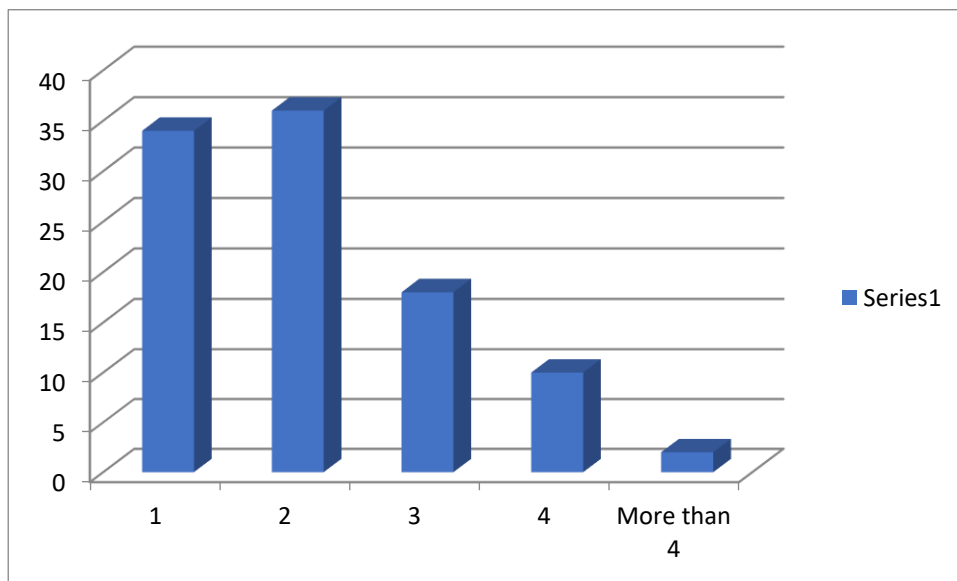


Figure 07. Own source

The next question included in the survey was “How many listings do you have on Airbnb?” In response to this question, 36 out of 100 respondents replied that they have 2 listings on Airbnb, and 34 respondents said that they have only 1 listing on the platform. In their turn, 18 respondents answered that they have 3 listings on Airbnb whereas 10 respondents said that they have 4. Lastly, only 2 respondents said that they have more than 4 Airbnb listings. The results of this fourth question reveal that most of the respondents have more than 2 listings on Airbnb.

5. Are you planning to continue to host guests on Airbnb?

Yes	86
No	14

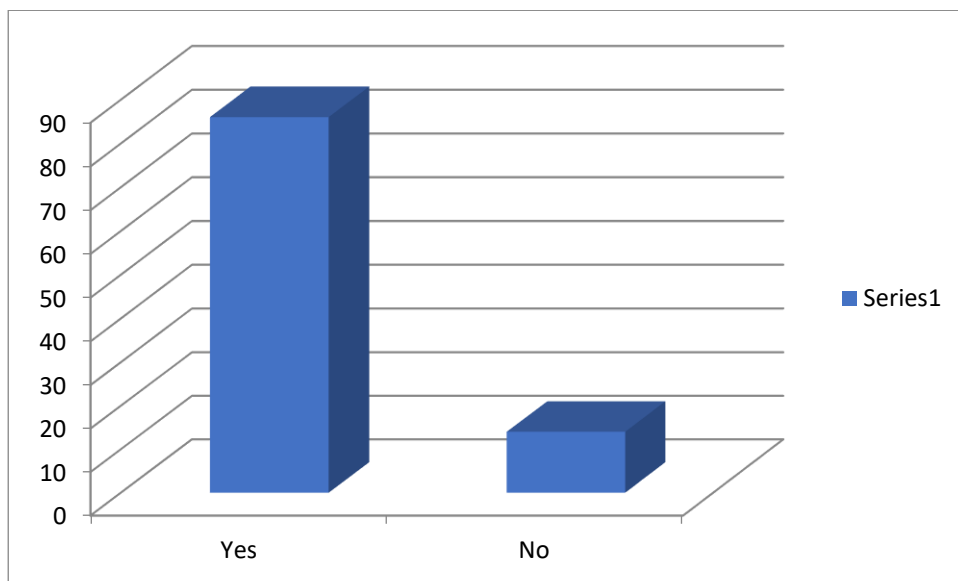


Figure 08. Own source

The next question in line was “Are you planning to continue to host guests on Airbnb?” In response to this question, up to 86 out of 100 respondents answered that they are planning to continue to host guests on Airbnb. On the other hand, 14 respondents replied that they are not actually planning to host more guests through Airbnb in the future. The results indicate that a significant amount of respondents seem to be satisfied with the Airbnb platform and intend to keep on availing themselves of its services in the future.

6. Please click what applies to you.

Hosting guests on Airbnb is my regular business and I am making a profit	53
I only host guests to cover my utility bills and expenses	24
This is my part-time business	16
I joined Airbnb to meet people	5
Other (please specify)	2

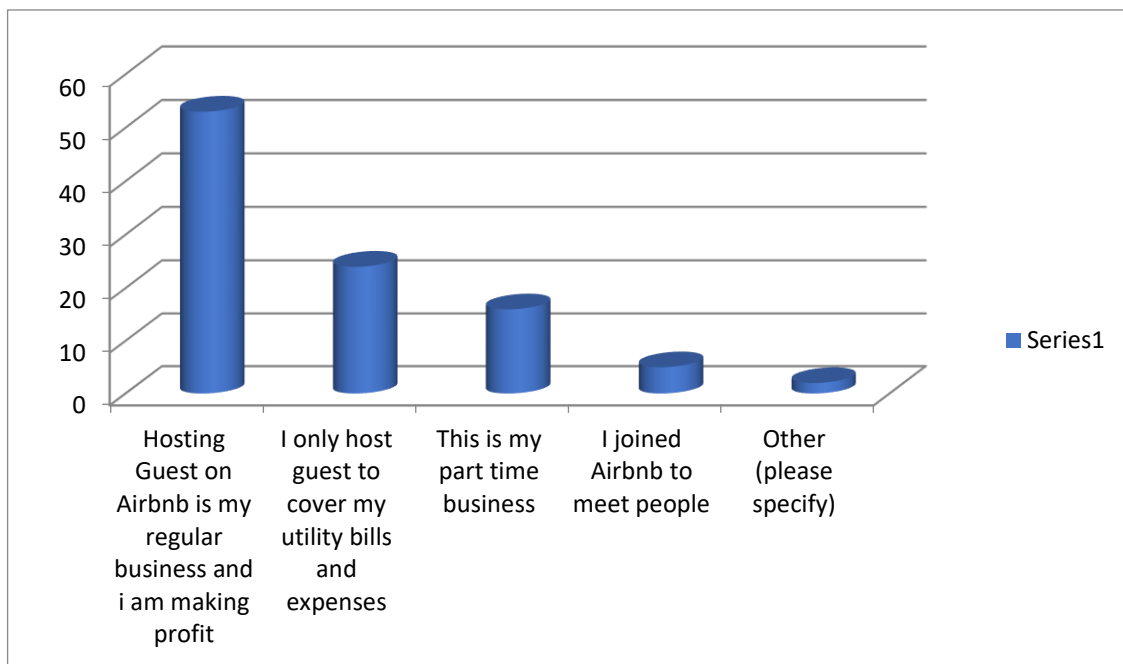


Figure 09. Own source

In this question, respondents were asked to select a specific situation which may match their own actual situation. In response to it, 53 out of 100 respondents chose that hosting guests on Airbnb is their regular business and they are making a profit through it. 24 respondents answered that hosting guests covers their utility bills and other side expenses. Finally, 16 respondents indicated that this is their part-time business whereas 5 respondents said they joined Airbnb to meet new people.

7. How would you rate your overall experience with Airbnb?

Excellent	55
Very Good	29
Good	12
Fair	4
Poor	0
(Please specify reason)	

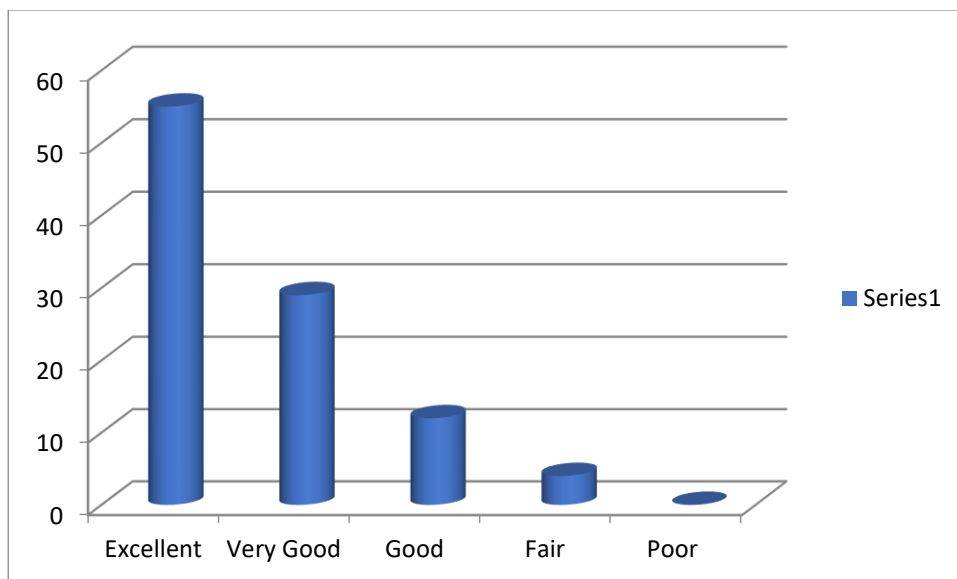


Figure 10. Own source

The seventh question contained in the questionnaire was “How would you rate your overall experience with Airbnb?” In response to this question, 55 out of 100 respondents said that they have had an excellent experience with Airbnb. 29 respondents answered that their experience with the platform was very good. In their turn, 12 respondents said that their experience was good, and 4 replied that it was only fair. Interestingly enough, no poor experienced was reported at all. The results obtained from this question show that most of the respondents have had an excellent experience with the Airbnb platform and they are happy with it.

8. In your opinion how good is Airbnb for Seville tourism?

The questionnaire ended with an open-ended question through which respondents were asked to give their opinion on the effectiveness of Airbnb for Seville tourism. In answer to this question, a considerable number of respondents shared a common, positive perception of this online hospitality service. In fact, most of the respondents think that Airbnb is very important for the tourism sector in Seville, because it helps locals to get in direct contact with tourists as far as tourist accommodation demand and supply is concerned. Furthermore, the platform enables tourists to find a good place to stay while they are exploring the city and enjoying its rich historic and cultural heritage, and all the numerous top-level tourist attractions Seville has to offer visitors. It also makes it possible for locals to earn good money through the exploitation of its services. Some respondents mentioned the fact that Airbnb is very positive in that it fosters and increases the active and fruitful interaction between tourists and locals, so that both can mutually benefit from the use of the online platform in question. Some respondents added that they are earning good amounts of money by listing their places on Airbnb, and they have also made a lot of new friends.

4.3. DISCUSSION

The results obtained from the online survey show that a lot of new people are starting to use Airbnb while there are a lot of old users too, as the rate of people who have been using Airbnb for less than a year has been overtly increasing. Most of the respondents are regularly using Airbnb, as they hold the firm opinion that it can have quite good impacts on tourism activities in Seville, and they are also making sound profits through it. Most of the respondents host guests most of the time, and some of them said that they have guests over the weekends. The majority of respondents explained that they have more than 1 listing on the Airbnb platform. By now most of the respondents have managed to make this online hosting activity their main income source; likewise, most of the residents seem to be satisfied with the services provided by Airbnb because a very high percentage of the respondents ranked it as excellent.

The overall results show that Airbnb has already become quite popular in the Seville's tourist scenario, and it is gradually helping both locals and tourists to fulfil their respective needs. While preparing their visit, tourists can easily search the hospitality website, book the place they desire easily, and get in direct contact with their future host, whereas locals can earn money by listing their places online and renting them out to the tourists. Thus, most of the locals who use Airbnb are fully satisfied with the services it offers.

4.4. SUMMARY

The research survey was conducted by asking 100 different respondents, who are currently using Airbnb to list their places, to fill in an online questionnaire. Drawing on the premises of qualitative research, the questionnaire responses turned into insightful data regarding the effect of Airbnb on the tourism sector in Seville. The Airbnb hospitality platform seems to be helping people in many different ways and, as a result of this, people are quite satisfied with it. People are using Airbnb on a regular basis: thus, they list their empty places so that the tourists who intend to stay in the area for a small period of time can easily find good accommodation. Most Airbnb users are also planning to continue to employ it in the future, while some people have undertaken this online hosting process as their main business activity; other users, for their part, are treating it rather as a side business. Airbnb is also contributing to the boost to Seville's economy brought about by the consolidation of the tourism industry. In this way, more and more tourists are coming to the city because Airbnb is making available for them good, affordable accommodation places to stay. Nowadays, Seville is no doubt a most attractive, top-quality tourist destination for national and international tourists alike, and facilities like Airbnb will certainly help the city to continue to develop and improve as a must visit.

CHAPTER 5: CONCLUSION

5.1 KEY FINDINGS

At present shared economy seems to be making an impact on human lives in various ways. The rapid expansion of the IT capabilities is certainly the main reason behind this attested trend. Focusing on the topic under consideration in this study, we can also say that shared economy is also impacting upon tourism industry from many angles and perspectives. A number of different key findings can be derived from this research project. After critically analysing the effect of current tourism trends on Seville, it could be said that the Airbnb hospitality platform is playing a major role in the growth and consolidation of the tourist activity in the city. Many tourists are using the Airbnb website to find a place to stay in Seville while they explore the tourist attractions of the area; locals, for their own part, are listing their places on Airbnb for tourist cash. From the literature review it can be concluded that Seville is now one of the main hubs of Spain's tourism, and more and more locals are resorting to Airbnb to offer their places for rent to the numerous potential tourists who may be interested in paying a visit to Seville, given the evident richness and appeal of its traditional cultural heritage and modern urban landscape. Although Airbnb has had to face some legal challenges in different countries and regions, it is still showing a tremendous potential for future growth. From the survey research we learned that the people who use Airbnb are pretty much satisfied with the service it grants. Seville's residents have been using Airbnb for quite some time now, and it has been shown that they are planning to continue using it. By integrating the results thrown by the two types of research invoked in the present work, it could be easily concluded that information technology is playing a vital role in the tourism industry, and that this role of IT can be expected to become more determining in coming years as far as global travel and hospitality services are concerned.

5.2. RESEARCH LIMITATIONS

The research which has been carried out here exhibits some limitations which may, however, be minimized by the use of different compensatory techniques. The reliability and validity of the data collected and analysed are always major concerns for any serious researcher (Egger & Dickersin, 2008). For this reason, mixed research methods were used which contributed to the support of qualitative opinions with the help of numbers and statistics. For the purposes of the literature review, it has been ensured that all the published material that has been consulted for the research has authenticity. Also, the resort to primary data collection was fundamental to the process of getting the most updated and informed opinions possible from Airbnb users. Moreover, time is another key factor for data analysis; due to the shortage of time, the sample size has been kept low in this particular case. To compensate for this, multiple methods can be standardly used which will provide generalized responses, and will help in extracting conclusions of more extensive validity and applicability.

5.3. RECOMMENDATIONS FOR FUTURE RESEARCH

There are obviously many areas of research which could be investigated and evaluated in the future along the methodological lines which have been favoured and implemented here, as this particular project was only limited to the tourism industry, with a special focus on hospitality services. As already stressed through the development of the present work, the impact of shared economy on many different aspects of human life and activity is now so huge that it could be interesting to collect actual data and information from many other areas of economic endeavour to get a deeper insight into the potential of this new information technology-oriented and web-based global economy trend.

5.4. SUMMARY

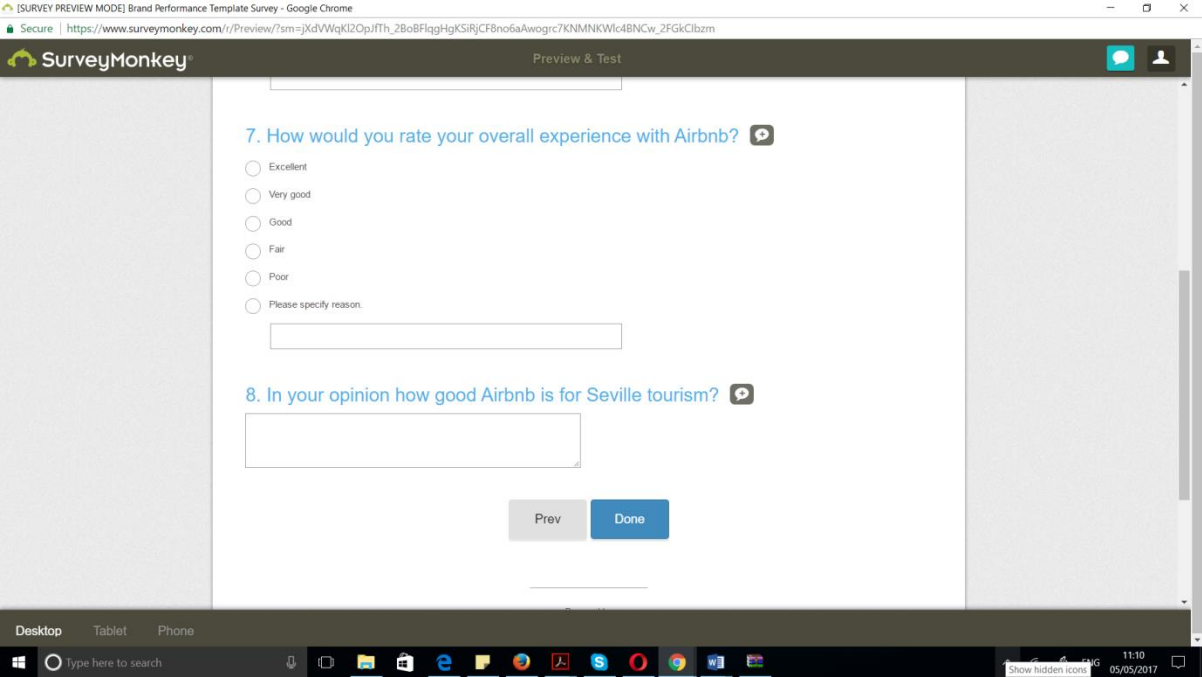
This research project has shown that shared economy is having a considerable impact on the tourism industry. Airbnb has visibly changed the ways people operate within the travel and hospitality sectors on a global scale. Nowadays, more and more people in Seville are using Airbnb to list their places. Furthermore, people openly admit that they are quite satisfied with the operation of the online hospitality platform so far. Also, it could be generally said that IT is also playing a vital role in the growth and consolidation of tourism activities in the Andalusian capital city. Given the special undergraduate academic nature of the study carried out here, there were some inevitable research limitations which had to be faced, such as the issues of the general validity and reliability of the data collected and analysed. To compensate for this, the online qualitative research approach adopted was fittingly complemented with the consultation of a representative selection of relevant, reliable sources of information, academic and scientific alike.

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APPENDIX




TFG-TUR Effects of Shared Economy on Tourism in Seville (Spain): The Case of Airbnb

[SURVEY PREVIEW MODE] Brand Performance Template Survey - Google Chrome
Secure | https://www.surveymonkey.com/r/Preview/?sm=jXdVWqKl2OpJTh_2Bo8FlqgHgKSIRjCF8no6aAwogr7KNMKNKw4BNCw_2FGkClbzm

SurveyMonkey® Preview & Test

Brand Performance Template

1. How long have you been using Airbnb as a Host? 

- under 1 year
- more than one year
- more than two years
- 3 years or more

Next


Powered by
SurveyMonkey®
See how easy it is to create a survey.

Desktop Tablet Phone


Type here to search

[SURVEY PREVIEW MODE] Brand Performance Template Survey - Google Chrome
Secure | https://www.surveymonkey.com/r/Preview/?sm=jXdVWqKl2OpJTh_2Bo8FlqgHgKSIRjCF8no6aAwogr7KNMKNKw4BNCw_2FGkClbzm


SurveyMonkey® Preview & Test

2. How often you host guest on Airbnb? 

- Regularly
- Occasionally

3. How often do you have guests on your airbnb listings? 


- I have guest all the time
- I have guest usually on weekends
- I have guest on weekends and some week days
- I do not receive many booking requests

4. How many listing do you have on Airbnb? 


- 1
- 2
- 3

[SURVEY PREVIEW MODE] Brand Performance Template Survey - Google Chrome
Secure | https://www.surveymonkey.com/r/Preview/?sm=jXdVWqKl2OpJTh_2Bo8FlqgHgKSIRjCF8no6aAwogr7KNMKNKw4BNCw_2FGkClbzm


SurveyMonkey® Preview & Test

5. Are you planning to continue host guest on airbnb? 

- Yes
- No

6. Please click what applies to you. 

- Hosting Guest on Airbnb is my regular business and i am making profit.
- I only host guest to cover my utility bills and expenses
- This is my part time business
- I joined Airbnb to meet people
- Other (please specify)

7. How would you rate your overall experience with Airbnb? 

- Excellent
- Very good
- Good

Desktop Tablet Phone

Type here to search