

Almeida-Santana, A., David-Negre, T., Moreno-Gil, S. and Coca-Stefaniak, J.A. (2022), "Rethinking tourism models in the platform era of the sharing economy – Implications for tourism marketing and management", In: B. Taheri, R. Rahimi and D. Buhalis (eds.), *The Sharing Economy: Perspectives, Opportunities and Challenges*, London: Goodfellow Publ.

---

## **Rethinking tourism models in the platform era of the sharing economy – Implications for tourism marketing and management**

### **Dr. Arminda Almeida-Santana**

University Institute of Tourism and Sustainable Economic Development (Tides)  
University of Las Palmas de Gran Canaria (ULPGC)  
Las Palmas de Gran Canaria (Spain)  
[arminda.almeida@ulpgc.es](mailto:arminda.almeida@ulpgc.es)

### **Dr. Tatiana David-Negre**

University Institute of Tourism and Sustainable Economic Development (Tides)  
University of Las Palmas de Gran Canaria (ULPGC)  
Las Palmas de Gran Canaria (Spain)  
[tatiana.david@ulpgc.es](mailto:tatiana.david@ulpgc.es)

### **Dr. Sergio Moreno-Gil**

University Institute of Tourism and Sustainable Economic Development (Tides)  
University of Las Palmas de Gran Canaria (ULPGC)  
Las Palmas de Gran Canaria (Spain)  
[sergio.moreno@ulpgc.es](mailto:sergio.moreno@ulpgc.es)

### **Dr. J. Andres Coca-Stefaniak**

Marketing, Events and Tourism Department  
University of Greenwich  
Faculty of Business  
Park Row  
London SE10 9LS  
UK  
[a.coca-stefaniak@gre.ac.uk](mailto:a.coca-stefaniak@gre.ac.uk)

## **Abstract**

Digital platforms and services have transformed the tourism ecosystem over the last few decades. In fact, these platforms have become direct competitors to traditional suppliers. The tourism sector has been able to adapt quickly to new technologies and the sharing economy has played a key role in this process. However, the term “sharing economy” remains contested and at times confusing for practitioners and academics alike. This chapter provides a better understanding of this concept. It also explores some of its emerging applications and limitations in tourism marketing and management today adopting an ecosystem perspective.

**Keywords:** Sharing economy; tourism ecosystem; digital economy; platform economy.

## 1. Introduction

Over the last three decades, tourism has experienced significant changes due to the emergence of digital platforms and services, which have transformed the industry and its associated ecosystem (Briel and Dolnicar, 2021; Buhalis *et al.*, 2020). Digital platforms have emerged progressively as competitors for long-established (physical) suppliers of goods and services traditionally provided locally or via agencies, and often using face-to-face communication. Since its inception, tourism has been a key contributor to the economy as well as an early adopter of new technologies aimed at enhancing customer satisfaction (Buhalis *et al.*, 2019). Not surprisingly, the sharing economy has capitalised on tourism's favourable pre-disposition towards innovative technologies by developing a number of online platforms, which have grown rapidly to become household names (e.g. Airbnb, Couchsurfing, ToursByLocals, EatWith, and SocialCar, among others). However, the rather homogeneous term "sharing economy" encompasses, mostly, a myriad of online relationships and activities by individuals and organizations (Reinhold and Dolnicar, 2021). This rather eclectic phenomenon includes different types of exchange and interaction between individuals, who rent, lend, trade, barter, or swap goods, services, transportation solutions, space, or money using the Internet as their main channel for this (Möhlmann, 2015).

Although the sharing economy has become a key factor in the new tourism ecosystem, where sharing economy platforms often co-exist with other forms of digital platforms beyond this concept, there appears to be a growing level of confusion among practitioners and scholars alike with regards to what elements of this ecosystem actually belong to the sharing economy and which ones do not, arguably due to a lack of demarcation. For instance, even though the sharing economy (Altinay and Taheri, 2019; Priporas *et al.*, 2017) is largely understood and acknowledged as a wide-spread phenomenon, conceptual synonyms have also emerged. These have been referred to as the *collaborative economy* (Dredge and Gyimóthy, 2015; Kovács, 2021), *peer economy* (Briel and Dolnicar, 2021) and *platform economy* (Dann *et al.*, 2020; Kenney and Zysman, 2016; Rogers, 2016; Salet, 2021), to mention but a few. More specifically, and in reference to smaller-scale initiatives, terms such as the "gig economy" (Friedman, 2014; Woodcock and Graham, 2019; Page-Tickell and Yerby, 2020) and "on-demand economy" (Berg, 2016; Gurvich *et al.*, 2019) have also been used. However, the lack of consensus with regards to the use

of these terms to categorise elements of the wider sharing economy remains arguably a source of confusion for scholars and policy-makers alike, which has contributed to the development of negative perceptions of the sharing economy (Curtis and Lehner, 2019).

In view of the above, this chapter seeks to develop a better understanding of this field of knowledge as well as its future development. The sharing economy represents a key source of innovation for tourism, particularly with regards to rethinking and redesigning existing practices and business models for the sector. This chapter attempts to shed new insights on the key themes underpinning the sharing economy in general and, more specifically, its relevance to tourism marketing and management. Although currently there is a wide range of businesses that tend to converge towards the platform economy, it is envisaged that in the medium to long term, discussions trying to differentiate the platform economy from the sharing economy may become obsolete and even redundant.

From a methodological perspective, this chapter offers a review of the literature on this topic.

## **2. The rise of digital platforms and the sharing economy in tourism**

Over the last decade, the tourism sector has undergone a significant shift, due to the emergence of digital platforms and services, which have led to a profound transformation of the tourism ecosystem. The sharing economy has developed progressively to become a viable alternative to more traditional suppliers of goods and services in tourism (Hu *et al.*, 2019). This has been driven primarily by the development and proliferation of digital platforms (Leung *et al.*, 2019; Schor, 2016), which today range from peer-to-peer accommodation (e.g. Airbnb, Couchsurfing, 9flats...), to tour guiding (e.g. ToursByLocals), hospitality (e.g. EatWith) and transport (e.g. SocialCar, Uber, Zipcar) among others (OECD, 2016). However, there is a lack of consensus among scholars with regards to how to refer to this new phenomenon.

The term “sharing economy” has been used in recent tourism studies to refer to a myriad of exchange relationships and customer trends in tourism, which include tourists, tourism destinations and online providers. However, this concept lacks a clear set of boundaries (Hossain, 2020). Although the sharing economy (Belk, 2014; Sundararajan, 2013) is

largely interpreted as a wide-spread phenomenon, scholars have referred to it using a large number of conceptual synonyms such as the *collaborative economy* (Dredge and Gyimóthy, 2015; Kovács, 2021), *collaborative consumption* (Möhlmann, 2015), *access-based consumption* (Bardhi and Eckhardt, 2012), the *peer economy* (Briel and Dolnicar, 2021) or the *platform economy* (Dann *et al.*, 2020; Kenney and Zysman, 2016; Rogers, 2016; Salet, 2021), among others. More specifically, and mainly referring to smaller-scale initiatives, terms such as the *gig economy* (Friedman, 2014; Woodcock and Graham, 2019; Page-Tickell and Yerby, 2020), and the *on-demand economy* (Berg, 2016; Gurvich *et al.*, 2019) have also been used.

The sharing economy involves different types of exchange between individuals, though scholars (e.g. Dolnicar, 2017; 2019; Reinhold and Dolnicar, 2021) have pointed out that the term “sharing economy” may be misleading in this respect as not all of these exchanges are carried out between equals. On the other hand, the concept of "peer-to-peer economy" does imply that the exchange (monetary or in kind) is carried out between equals (Wirtz *et al.*, 2019) nor that these exchanges may be of a non-commercial nature.

All in all, various studies have attempted to define the sharing economy concept, as shown in Table 1. Building on this, Eckhardt *et al.* (2019) identified a series of characteristics common to all these definitions, which revolve around the concepts of temporary access, transfer of economic value, platform mediation, expanded consumer role, crowdsourced supply, reputation systems and peer-to peer exchanges. On that basis, Eckhardt *et al.* (2019) defined the sharing economy as “a scalable socioeconomic system that employs technology enabled platforms to provide users with temporary access to tangible and intangible resources that may be crowdsourced”. However, a higher level of complexity arises when trying to differentiate between what the sharing economy is and what it is not. Furthermore, a rather nebulous line appears to exist when trying to demarcate the sharing economy from the mainstream economy (Täuscher and Kietzmann, 2017).

**Table 1. Sharing economy definitions**

Source	Definition
Lessig (2008, p. 143)	“Collaborative consumption made by the activities of sharing, exchanging, and rental of resources without owning the goods.”

Source	Definition
Bardhi and Eckhardt (2012, p. 881)	“Transactions that may be market mediated in which no transfer of ownership takes place.”
Lamberton and Rose (2012, p. 109)	“Marketer-managed systems that provide customers with the opportunity to enjoy product benefits without ownership. Importantly, these systems are characterized by between consumer rivalry for a limited supply of the shared product.”
Botsman (2013)	“An economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits.”
Heinrichs (2013, p. 229)	“Economic and social systems that enable shared access to goods, services, data and talent. These systems take a variety of forms but all leverage information technology to empower individuals, corporations, non-profits and government with information that enables distribution, sharing and reuse of excess capacity in goods and services.”
Stephany (2015, p. 205)	“The value in taking underutilised assets and making them accessible online to a community, leading to a reduced need for ownership.”
Kathan <i>et al.</i> (2016, p. 663)	“This so-called sharing economy phenomenon is characterized by non-ownership, temporary access, and redistribution of material goods or less tangible assets such as money, space, or time.”
Sundararajan (2016, p. 23)	“The sharing economy is an economic system with the following five characteristics: largely market based, high impact capital, crowd based networks, blurring lines between the personal and professional, and blurring lines between fully employed and casual labour.”
Puschmann and Rainer (2016, p. 95)	“The use of an object (a physical good or service) whose consumption is split-up into single parts. These parts are collaboratively consumed in C2C networks coordinated through community-based online services or through intermediaries in B2C models.”
Habibi <i>et al.</i> (2016, p. 277)	“An economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet.”
Hamari <i>et al.</i> (2016, p. 2049)	“The peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services.”
Frenken and Schor (2017, pp. 4–5)	“Consumers granting each other temporary access to under-utilized physical assets (‘idle capacity’), possibly for money.”
Narasimhan <i>et al.</i> (2018, p. 93)	“The recent phenomenon in which ordinary consumers have begun to act as sellers providing services that were once the exclusive province of ordinary sellers.”
Arvidsson (2018, p. 289)	“A new arena of economic action that builds...on common resources that are in themselves not directly susceptible to market exchange.”
Perren and Kozinets (2018, p. 21)	“A market that is formed through an intermediating technology platform that facilitates exchange activities among a network of equivalently positioned economic actors.”
Eckhardt <i>et al.</i> (2019, p.5)	“A technologically enabled socioeconomic system with five key characteristics (i.e., temporary access, transfer of economic value, platform mediation, expanded consumer role, and crowdsourced supply).”

Source: adapted from Eckhardt *et al.*, (2019)

Digital platforms have transformed the way tourism destinations (incl. accommodation and transport providers) and tourists communicate (David-Negre *et al.*, 2018; Kietzmann *et al.*, 2011) by delivering a more active role in this process to tourists, residents, organizations, and visitors (Li and Wang, 2011; Thevenot, 2007). They also contribute to the search for authentic experiences that characterise many tourists today (Paulauskaite *et al.*, 2017; Souza *et al.*, 2019). As part of this process, tourists can share publicly photos,

videos and comments in real time. This, in turn, often influences the decision-making processes of other tourists, including the choice of destinations visited (Almeida-Santana *et al.*, 2020; Almeida-Santana and Moreno-Gil, 2017; Casalo *et al.*, 2011; Manap and Adzharudin, 2013). Today, as traditional information sources compete with digital platforms (Edvardsson *et al.*, 2010), the complexity of managing all this information has increased dramatically (David-Negre *et al.*, 2018). In this new tourism ecosystem, destinations have had to adapt their marketing strategies (Fatanti and Suyadnya, 2015; Sigala, 2017) to also deal with sources of misinformation (Guizi *et al.*, 2020). Over the next five years, the tourism sector will witness the rise of new platforms. In fact, it is likely that the impact of the Covid-19 pandemic on the sector will act as a catalyst in this process (Dolnicar and Zare, 2020).

Some of the methodologies that will be incorporated in the advancement of the platform economy include biometric analyses. These techniques are available for the study of emotions and are particularly useful now as the tourism and hospitality sector enter a period of recovery after the COVID-19 pandemic. These technologies will enable service providers to achieve a greater degree of personalisation of their service offer. Some of the techniques likely to be incorporated in these platforms will include facial expression analysis and facial electromyography (fEMG), eye tracking analysis, functional magnetic resonance imaging (fMRI), functional near-infrared spectroscopy (fNIRS), electroencephalography (EEG), electrodermal activity (EDA) and heart rate monitoring (HR). The platform economy is likely to be influenced considerably by this data as well as emergent co-creation processes (David Negre *et al.*, 2020), which will result in a closer connection between tourists and other actors in the tourism ecosystem at any stage in their visitor experience (Campos *et al.*, 2018), with considerable strategic advantages, particularly as regards addressing new socio-economic trends (Grissmann and Stokburger-Sauer, 2012; Neuhofer *et al.*, 2012).

### **3. Case studies of sharing economy platforms in tourism**

Tourists use different sources of information to make decisions related to their next holiday destination (Almeida-Santana, 2017; Ho *et al.*, 2012). The inception of e-tourism platforms has transformed the way tourists' knowledge is disseminated (Almeida-Santana and Moreno-Gil, 2017; Xiang and Gretzel, 2010; David-Negre *et al.*, 2018). Even though

earlier studies have shown the importance of digital platforms in tourism (Leung *et al.*, 2013; Litvin *et al.*, 2008), scholars' understanding of the behaviour of tourists in relation to the use of digital information remains in its infancy (Almeida-Santana and Moreno-Gil, 2017).

There is a substantial body of knowledge related to how e-tourism platforms can help Destination Marketing Organizations (DMOs) to develop better marketing strategies (Almeida-Santana and Moreno-Gil, 2017; David-Negre *et al.*, 2018; Cox *et al.*, 2009; Lo *et al.*, 2011; Miguens *et al.*, 2008; Tussyadiah *et al.*, 2011; Yoo and Gretzel, 2010). For instance, a study by Almeida-Santana and Moreno-Gil (2017) confirmed the vital importance of e-tourism platforms in the planning of holidays using factors such as nationality, gender and age, and how these, in turn, affect the way tourists use e-tourism platforms. On the other hand, David-Negre *et al.* (2018) shed light on the use of e-tourism platforms by European tourists when choosing their travel destination and found that sharing economy platforms play a crucial role in this respect. Similarly, Miguens *et al.* (2008) pointed out the importance of digital platforms in promoting tourism destinations and tour operators.

There are various innovative initiatives promoting the advancement of the platform economy. For instance, the European Union is investing into Digital Innovation Hubs (DIH), through the Europe Future Financial Framework (2021-2027) programme, which is developing a European network of DIH to help companies improve their processes, products and services through the use of digital technologies and develop them further within the platform economy ecosystem (European Commission, 2020).

All in all, although there is a reasonable level of consensus among scholars with regards to the crucial and growing role of digital platforms within the new tourism ecosystem, and most would also agree that DMOs and tourism operators need to enhance their digital competitiveness (Miguens *et al.*, 2008), the level of future-proofing of the sharing economy in tourism remains uncertain. For instance, the difference between sharing economy models and business models outside that framework may become even more tenuous over time. In fact, it is likely, though by no means certain, that the concept of the sharing economy may be replaced altogether by that of the "platform economy".

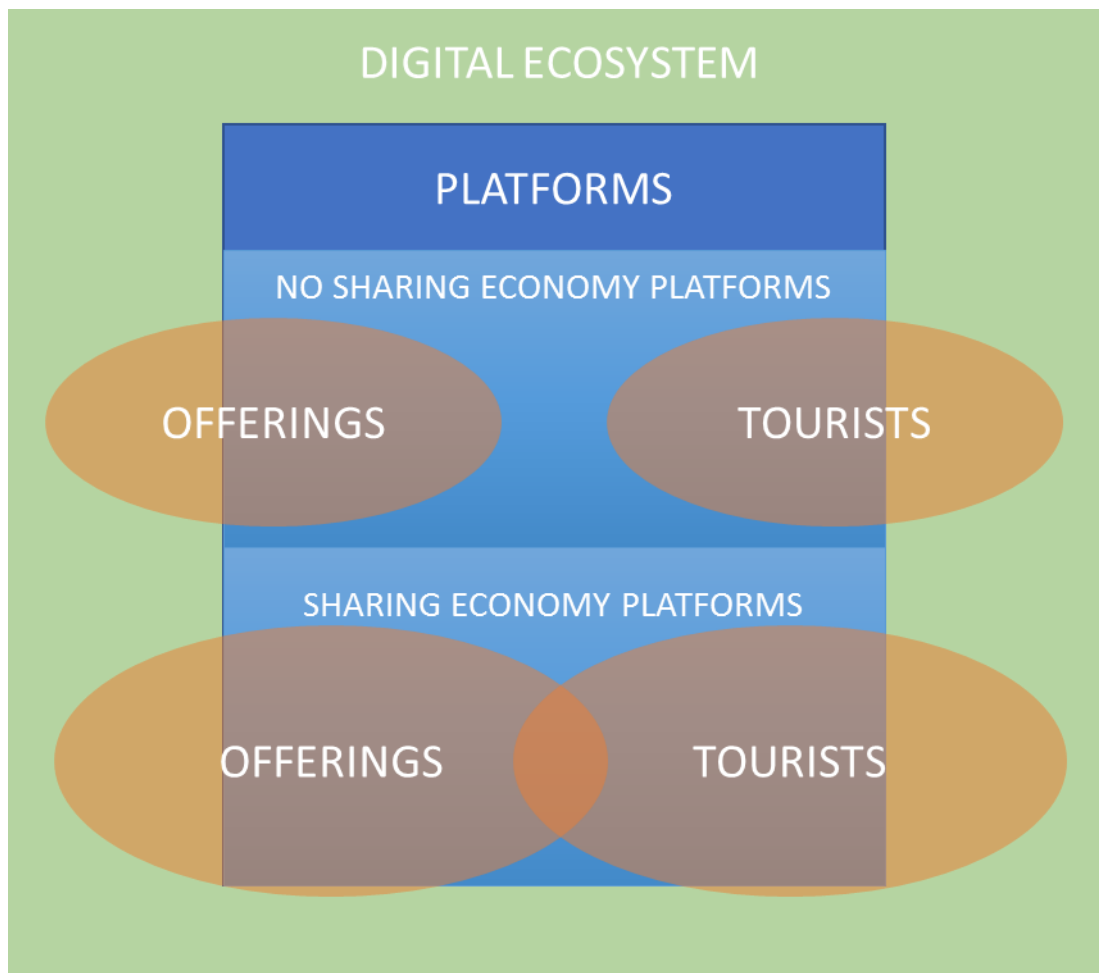


#### **4. Towards a tourism-focused conceptual framework for digital platforms in the sharing economy**

As digital communication technologies continue to grow in significance, particularly in the context of smart cities (Molinillo *et al.*, 2019), tourism is becoming increasingly influenced by the platform economy, which exists within the same digital ecosystem (Kietzmann *et al.*, 2011; Srineck, 2016; Salet, 2021). This platform economy consists of a set of initiatives that mediate between different agents in the sector to carry out decentralized exchanges (Möhlmann, 2015), giving rise to new business models and reshaping the geography of economic activity (Kenney and Zysman, 2020). It has been also posited that the three most important characteristics of the platform economy are glocalization, ‘platformisation’ and individualisation (Lehdonvirta *et al.*, 2019). However, evolving to adapt to this new paradigm remains a challenge for tourism, particularly as the new digital ecosystem relies heavily on a flexible approach to communication – one that allows access to information anywhere, any time and for a myriad of users (Werthner, 2003). It is only through this flexibility and global connectivity that new markets and experiences can be created under this new paradigm (Kenney and Zysman, 2015; Reinhold and Dolnicar, 2021).

Broadly, existing online platforms in tourism can be categorised as being either sharing economy platforms and non-sharing economy platforms. Whilst sharing economy and peer-to-peer trading platforms remain emerging phenomena (Braidbach and Brodie, 2017), they cannot be understood in isolation, since this trend is an extension of a new market mechanism that has been given the broader name of the platform economy (Drahokoupil and Fabo, 2016). The sharing economy encompasses different types of platforms, depending on the nature of the transactions effected (e.g. commercial versus non-commercial) and the type of agents involved in the relationship (e.g. equal or non-equal). For instance, the term peer-to-peer economy has emerged to refer to transactions carried out specifically for non-economic purposes and between equals. Importantly, sharing and non-sharing economy platforms co-exist, even if their boundaries are often hazy. However, the ever-growing number of platforms associated with new business models would seem to suggest that the term “platform economy” is altogether more appropriate than the “sharing economy”. The conceptual relationship between the digital

economy, platforms and the sharing (and non-sharing) economy has been outlined visually in Figure 1. In sharing economy platforms, offer and demand overlap, whilst co-creation is a natural process - based on a platform - where new technologies will allow real-time personalised adaptation to tourists' emotions and reactions.



**Figure 1. Conceptual framework for the platform economy.**

## **5. Discussion and conclusions**

The purpose of this chapter was to shed new insights on the key themes underpinning the sharing economy in general and, more specifically, its relevance to tourism marketing and management. This interest arises from the on-going transformation of the tourism ecosystem led by digital platforms and services, where the sharing economy has played a key role taking advantage of the predisposition of the tourism sector in relation to new

technologies and digital platforms, which empower tourists, affecting consumers' decision-making processes. This chapter contributes to existing knowledge on the sharing economy, where little attention has been paid by scholars to its role in the new tourism ecosystem. In this context, the term “sharing economy” has been discussed in this chapter adopting a broader view. The sharing economy has been discussed as an exchange between individuals - either within or outside a peer group - that grant temporary access to a product or service through a transfer of value through digital platforms. These exchanges may be driven by profit or they may be not-for-profit.

From a methodological perspective, this chapter offers a framework to understand the new tourism ecosystem in which the platform economy plays a significant role. Further research studies should explore the sharing economy not as a synonym of the peer-to-peer economy, but as a broader concept. In line with this, it can be posited that concepts such as the “collaborative economy” may well be replaced altogether by a more holistic one – the platform economy. Indeed, this broader conception may transform destinations and other service providers in the tourism sector by encouraging them to develop new and more innovative marketing and management strategies. Similarly, the conceptual framework offered in this chapter could be beneficial to policy makers trying to plan for a future where the sharing economy can contribute to the visitor experience whilst remaining a fair competitor to more traditional forms of service delivery in this sector (Moreno-Gil and Coca-Stefaniak, 2020).

## **References**

Almeida-Santana, A., David-Negre, T. and Moreno-Gil, S. (2020), “New digital tourism ecosystem: understanding the relationship between information sources and sharing economy platforms”, *International Journal of Tourism Cities*, **6**(2), pp. 335-345.

Almeida-Santana, A., and Moreno-Gil, S. (2017), “New trends in information search and their influence on destination loyalty: Digital destinations and relationship marketing”, *Journal of Destination Marketing & Management*, **6**(2), pp. 150-161.

Altinay, L. and Taheri, B. (2019), “Emerging themes and theories in the sharing economy: a critical note for hospitality and tourism”, *International Journal of Contemporary Hospitality Management*, **31**(1), pp. 180-193.

Arvidsson, Adam (2018) “Value and Virtue in the sharing economy,” *Sociological Review*, **66**(2), pp. 289–301.

Bardhi, F. and Eckhardt, G. M. (2012), “Access-based consumption: The case of car sharing”, *Journal of Consumer Research*, **39**(4), pp. 881-898.

Belk, R. (2014) “You are what you can access: Sharing and collaborative consumption online”, *Journal of Business Research*, **67**(8), pp. 1595-1600.

Berg, J. (2016), “Income security in the on-demand economy: Findings and policy lessons from a survey of crowdworkers”, *Comparative Labor Law & Policy Journal*, **37**(3), pp. 1-34.

Botsman, R. (2013), *The sharing economy lacks a shared definition*, Fast Co. Exist.

Breidbach, C.F. and Brodie, R. J. (2017), “Engagement platforms in the sharing economy: conceptual foundations and research directions”, *Journal of Service Theory and Practice*, **27**(4), pp. 761-777.

Briel, D. and Dolnicar, S. (2021), “The evolution of Airbnb’s competitive landscape”, In: S. Dolnicar (Ed.) *Airbnb before, during and after COVID-19*, University of Queensland DOI: <https://doi.org/10.6084/m9.figshare.14195960>

Buhalis, D., Andreu, L. and Gnoth, J. (2020), “The dark side of the sharing economy: Balancing value co-creation and value co-destruction”, *Psychology & Marketing*, **37**(5), pp. 689-704.

Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S. and Hofacker, C. (2019), “Technological disruptions in services: lessons from tourism and hospitality”, *Journal of Service Management*, **30**(4), pp. 484-506.

Campos, A.C., Mendes, J., Valle, P.O.D. and Scott, N. (2018), “Co-creation of tourist experiences: A literature review”, *Current Issues in Tourism*, **21**(4), pp. 369-400.

Casaló, L. V., Flavián, C. and Guinalú, M. (2010), “Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions”, *Tourism Management*, **31**(6), pp. 898–911.

Cox, C., Burgess, S., Sellitto, C. and Buultjens, J. (2009), “The role of user-generated content in tourists’ travel planning behaviour”, *Journal of Hospitality Marketing & Management*, **18**(8), pp. 743–764.

Dann, D., Teubner, T., Adam, M. T. and Weinhardt, C. (2020), “Where the host is part of the deal: Social and economic value in the platform economy”, *Electronic Commerce Research and Applications*, **40**, 100923.

David-Negre, T., Almeida-Santana, A., Hernández, J.M., and Moreno-Gil, S. (2018), “Understanding European tourists’ use of e-tourism platforms – Analysis of networks”, *Information Technology & Tourism*, **20**(1-4), pp. 131-152.

David Negre, T., Almeida Santana, A., Picazo Peral, P. and Moreno Gil, S. (2020), “Nuevos análisis de marketing turístico ante los futuros retos: el destino como laboratorio viviente y los análisis biométricos”, In: M.R. Simancas-Cruz, R. Hernández-Martín and N. Padrón-Fumero (eds.), *Turismo pos-COVID-19: Reflexiones, retos y oportunidades*, Catedra de Turismo Caja Canarias-Ashotel de la Universidad de La Laguna, La Laguna, Spain, pp. 737-754

Dolnicar, S. (2017), *Peer-to-peer accommodation networks: Pushing the boundaries*, Goodfellow Publ.

Dolnicar, S. (2019), “A review of research into paid online peer-to-peer accommodation”, *Annals of Tourism Research*, **75**, pp. 248-264.

Dolnicar, S. and Zare, S. (2020), "COVID19 and Airbnb – Disrupting the disruptor", *Annals of Tourism Research*, **83**, p.102961

Drahokoupil, J. and Fabo, B. (2016), *The platform economy and the disruption of the employment relationship*, ETUI Research Paper-Policy Brief, 5.

Dredge, D. and Gyimóthy, S. (2015) "The collaborative economy and tourism: Critical perspectives, questionable claims and silenced voices", *Tourism Recreation Research*, **40**(3), pp. 286-302.

Eckhardt, G.M., Houston, M.B., Jiang, B., Lamberton, C., Rindfleisch, A. and Zervas, G. (2019), "Marketing in the sharing economy", *Journal of Marketing*, **83**(5), pp. 5-27.

Edvardsson, B., Gustafsson, A., Kristensson, P. and Witell, L. (2010), "Service innovation and customer co-development", In: P.P. Maglio, C.A. Kieliszewski and J. Spohrer (eds.), *Handbook of Service Science*, New York: Springer, pp. 561-577.

Fatanti M.N. and Suyadnya I.W. (2015), "Beyond user gaze: how Instagram creates tourism destination brand?", *Procedia-Social and Behavioral Sciences*, **211**, pp. 1089-1095.

Frenken, K. and Schor, J. (2019), "Putting the sharing economy into perspective", In: *A Research Agenda for Sustainable Consumption Governance*, Edward Elgar Publ.

Friedman, G. (2014), "Workers without employers: shadow corporations and the rise of the gig economy", *Review of Keynesian Economics*, **2**(2), pp. 171-188.

Guizi, A., Breda, Z. and Costa, R. (2020), "How are overtourism and host-guest relationships portrayed by the Portuguese print media?", *International Journal of Tourism Cities*, **6**(1), pp. 215-232.

Gurvich, I., Lariviere, M. and Moreno, A. (2019), "Operations in the on-demand economy: Staffing services with self-scheduling capacity", In: *Sharing Economy*, Cham.: Springer, pp. 249-278.

Grisseemann, U.S. and Stokburger-Sauer, N.E. (2012), “Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance”, *Tourism Management*, **33**(6), pp. 1483-1492.

Habibi, M. R., Kim, A. and Laroche, M. (2016), “From sharing to exchange: An extended framework of dual modes of collaborative non-ownership consumption”, *Journal of the Association for Consumer Research*, **1**(2), pp. 277-294.

Hamari, J., Sjöklint, M. and Ukkonen, A. (2016), “The sharing economy: Why people participate in collaborative consumption”, *Journal of the Association for Information Science and Technology*, **67**(9), pp. 2047-2059.

Heinrichs, H. (2013), “Sharing economy: a potential new pathway to sustainability”, *GAIA-Ecological Perspectives for Science and Society*, **22**(4), pp. 228-231.

Ho, C., Lin, M. and Chen, H. (2012), “Web users' behavioural patterns of tourism information search: From online to offline” *Tourism Management*, **33**(6), pp. 1468–1482.

Hossain, M. (2020), “Sharing economy: A comprehensive literature review”, *International Journal of Hospitality Management*, **87**, 102470.

Hu, M., Hu, M. and Levine (2019), *Sharing economy*, Springer International Publ.

Kathan, W., Matzler, K. and Veider V. (2016), “The sharing economy: Your business model's friend or foe?”, *Business Horizons*, **59**(6), pp. 663–72.

Kenney, M. and Zysman, J. (2015), “Choosing a future in the platform economy: the implications and consequences of digital platforms”, In: *Kauffman Foundation New Entrepreneurial Growth Conference*, **156160**.

Kenney, M. and Zysman, J. (2016), “The rise of the platform economy”, *Issues in Science and Technology*, **32**(3), p. 61.

Kenney, M. and Zysman, J. (2020), “The platform economy: restructuring the space of capitalist accumulation”, *Cambridge Journal of Regions, Economy and Society*, **13**(1), pp. 55-76.

Kietzmann, J.H., Hermkens, K., McCarthy, I.P. and Silvestre, B.S. (2011), “Social media? Get serious! Understanding the functional building blocks of social media”, *Business Horizons*, **54**(3), pp. 241–251.

Kovács, T.Z., David, F., Nagy, A., Szűcs, I. and Nábrádi, A. (2021), “An Analysis of the Demand-Side, Platform-Based Collaborative Economy: Creation of a Clear Classification Taxonomy”, *Sustainability*, **13**(5), 2817.

Lamberton, C.P. and Rose, R.L. (2012), “When is ours better than mine? A framework for understanding and altering participation in commercial sharing systems”, *Journal of Marketing*, **76**(4), pp. 109-125.

Lehdonvirta, V., Kässi, O., Hjorth, I., Barnard, H. and Graham, M. (2019), “The global platform economy: A new offshoring institution enabling emerging-economy microproviders”, *Journal of Management*, **45**(2), pp. 567-599.

Lessig, L. (2008), *Remix: Making art and commerce thrive in the hybrid economy*, Penguin Publ.

Leung, D., Law, R., Van Hoof, H. and Buhalis, D. (2013), “Social media in tourism and hospitality: A literature review”, *Journal of Travel & Tourism Marketing*, **30**(1-2), pp. 3-22.

Leung, X.Y., Xue, L. and Wen, H. (2019), “Framing the sharing economy: Toward a sustainable ecosystem”, *Tourism Management*, **71**, pp. 44-53.

Li, X. and Wang, Y.C. (2011), “China in the eyes of Western travellers as represented in travel blogs”, *Journal of Travel & Tourism Marketing*, **28**(7), pp. 689-719.



Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008), “Electronic word-of-mouth in hospitality and tourism management”, *Tourism Management*, **29**(3), pp. 458–468.

Lo, I.S., McKercher, B., Lo, A., Cheung, C. and Law, R. (2011), “Tourism and online photography”, *Tourism Management*, **32**(4), pp. 725–731.

Manap K.A. and Adzharudin N.A. (2013), “The role of user generated content (UGC) in social media for tourism sector”, In: *2013 WEI International Academic Conference Proceedings*, pp 52–58.

Miguéns, J., Baggio, R. and Costa, C. (2008), “Social media and tourism destinations: TripAdvisor case study” *Advances in Tourism Research*, **26**(28), pp. 1-6.

Möhlmann, M. (2015), “Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again”, *Journal of Consumer Behaviour*, **14**(3), pp. 193-207.

Molinillo, S., Anaya-Sánchez, R., Morrison, A.M. and Coca-Stefaniak, J.A. (2019), “Smart city communication via social media: Analysing residents' and visitors' engagement”, *Cities*, **94**, pp. 247-255.

Moreno-Gil, S. and Coca-Stefaniak, J.A. (2020), “Overtourism and the sharing economy–tourism cities at a crossroads”, *International Journal of Tourism Cities*, **6**(1), pp. 1-7.

Narasimhan, C., Papatla, P., Jiang, B., Kopalle, P. K., Messinger, P. R., Moorthy, S. and Zhu, T. (2018), “Sharing economy: Review of current research and future directions”, *Customer Needs and Solutions*, **5**(1-2), pp. 93-106.

Neuhofer, B., Buhalis, D. and Ladkin, A. (2012), “Conceptualising technology enhanced destination experiences”, *Journal of Destination Marketing & Management*, **1**(1-2), pp. 36-46.

OECD (2016), *Policies for the tourism sharing economy*, Paris: OECD Publ.

Page-Tickell, R. and Yerby, E. (Eds.) (2020), *Conflict and Shifting Boundaries in the Gig Economy: An Interdisciplinary Analysis*, Emerald Group Publ.

Paulauskaite, D., Powell, R., Coca-Stefaniak, J.A. and Morrison, A.M. (2017), “Living like a local: Authentic tourism experiences and the sharing economy”, *International Journal of Tourism Research*, **19**(6), pp. 619-628.

Perren, R. and Kozinets, R.V. (2018), “Lateral exchange markets: How social platforms operate in a networked economy”, *Journal of Marketing*, **82**(1), pp. 20-36.

Priporas, C.V., Stylos, N., Rahimi, R. and Vedanthachari, L.N. (2017), “Unravelling the diverse nature of service quality in a sharing economy”, *International Journal of Contemporary Hospitality Management*, **29**(9), pp. 2279-2301.

Puschmann, T. and Alt, R. (2016), “Sharing economy”, *Business & Information Systems Engineering*, **58**(1), pp. 93-99.

Reinhold, S. and Dolnicar, S. (2021), *Sharing economy, collaborative consumption, peer-to-peer accommodation or trading of space?*, University of Queensland, DOI: <https://doi.org/10.6084/m9.figshare.14195945>

Rogers, B. (2016), “Employment rights in the platform economy: Getting back to basics”, *Harvard Law and Policy Review*, **10**, p. 479.

Salet, X. (2021), “The search for the truest of authenticities: Online travel stories and their depiction of the authentic in the platform economy”, *Annals of Tourism Research*, **88**, 103175.

Schor, J. (2016), “Debating the sharing economy”, *Journal of Self-Governance and Management Economics*, **4**(3), pp. 7-22.

Sigala, M. (2015), “Collaborative commerce in tourism: implications for research and industry”, *Current Issues in Tourism*, **20**(4), pp. 346-355.

Souza, L.H., Kastenholz, E., Barbosa, M.d.L.A. and Carvalho, M.S.e.S.C. (2019) "Tourist experience, perceived authenticity, place attachment and loyalty when staying in a peer-to-peer accommodation", *International Journal of Tourism Cities*, **6**(1), pp. 27-52.

Srineck, N. (2016), *Platform capitalism*, Malden (MA): Polity Press.

Stephany, A. (2015), *The business of sharing: Making it in the new sharing economy*, Springer Publ.

Sundararajan, A. (2013), "From Zipcar to the sharing economy", *Harvard Business Review*, **1**(1), pp. 1-2.

Sundararajan, A. (2016), *The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism*, Cambridge (MA): MIT Press.

Täuscher, K. and Kietzmann, J. (2017), "Learning from failures in the sharing economy", *Science and Technology*, **67**(9), pp. 2047-2059.

Thevenot, G. (2007), "Blogging as a social media", *Tourism and Hospitality Review*, **7**(3-4), pp. 287–289.

Tussyadiah, I., Park, S. and Fesenmaier, D.R. (2011), "Assessing the effectiveness of consumer narratives for destination marketing", *Journal of Hospitality & Tourism Research*, **35**(1), pp. 64-78.

Werthner, H. (2003), "Intelligent systems in travel and tourism", *18th International Joint Conference on Artificial Intelligence*.

Wirtz, J., So, K.K.F., Mody, M.A., Liu, S.Q. and Chun, H.H. (2019), "Platforms in the peer-to-peer sharing economy", *Journal of Service Management*, **30**(4), pp. 452-483.

Woodcock, J. and Graham, M. (2019), *The gig economy: a critical introduction*, Polity Publ.

Xiang, Z., and Gretzel, U. (2010), “Role of social media in online travel information search”, *Tourism Management*, **31**(2), pp. 179–188.

Yoo, K.H., and Gretzel, U. (2010), “Antecedents and impacts of trust in travel-related consumer-generated media”, *Information Technology & Tourism*, **12**(2), pp. 139–152.

## **Author biographies**

### **Dr. Armanda Almeida-Santana**

Lecturer in Marketing and Market Research at University of Las Palmas de Gran Canaria. She is part of the Institute of Tourism Studies and Economic and Sustainable Development (Tides). Her research interests focus on Loyalty, Branding, Brand Management, Consumer Behaviour, Hospitality Marketing, Destination Marketing and Management, Customer Experience and Satisfaction, Social Media and Digital Destination. She has written numerous international papers (*Tourism Management*, *Journal of Destination Marketing and Management*, *Island Studies Journal*, *International Journal of Tourism Research*, etc.).

### **Dr. Tatiana David-Negre**

Researcher at the University of Las Palmas de Gran Canaria (Spain). She is part of the research group University Institute of Tourism and Sustainable Economic Development (Tides) since 2014. Her research interests focus on Tourism Marketing, Destination Marketing and Management, Tourism Image, Tourist’s Behavior, Customer Experience and Social Network Analysis, Social Media and Digital Destination. She has written international papers (*Journal of Travel & Tourism Marketing*, *Tourism Management*, *Information Technology & Tourism*, etc.).

### **Dr. Sergio Moreno-Gil**

Director of Institutional Relations UNESCO Chair of Tourism Planning and Sustainable Development. ULPGC. Director of marketing and destination development at TIDES Tourism and Sustainable Development Institute at the University of Las Palmas de Gran Canaria. In the past, he has worked for Hilton Hotels in Germany; TUI Group Spain, in the quality department; and as a visiting researcher at World Tourism Research Centre (University of Calgary, Canada). He has written more than 20 books and book chapters, 25 international papers (*Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, *International Journal of Tourism Research*, *Tourism Economics*, *Journal of Vacation Marketing*, *International Journal of Hospitality and Leisure Marketing*, etc.).

### **Dr. J. Andres Coca-Stefaniak**

Associate Professor of Tourism and Events at the University of Greenwich (London, UK) and deputy leader of the university's Tourism Research Centre (TRC). He is co-editor-in-chief of the *International Journal of Tourism Cities*, co-editor of the Routledge Handbook of Tourism Cities and formerly Head of Research, Thought Leadership and International Partnerships at the Association of Town and City Management. His research interests include urban tourism, smart tourism and smart cities, sustainable tourism, heritage tourism cities, transformational experiences, tourism destination marketing, behaviour change, crisis management and resilience-building in tourism. Andres has a 20-year track record of managing large EU-funded projects with combined budgets to date in excess of €12 million and is a member of the editorial boards of the *Journal of Hospitality and Tourism Management*; *Sustainability*; *Journal of Tourism Futures*; *Event Management*; *Journal of Place Management and Development*; and *Annals of Tourism Research Empirical Insights*.