

# 16. The sharing economy and urban sustainability title

**Alastair M. Morrison**

## 1. Introduction

The *International Journal of Tourism Cities* (IJTC) in 2020 published a Special Issue entitled *Overtourism and the sharing economy*. The Guest Editors stated that “this breakthrough innovation has changed the tourism ecosystem and tourism destinations at all levels” (Moreno-Gil and Coca-Stefaniak, 2020, p. 1). The coupling of overtourism and the sharing economy is a common theme as the platform models are often blamed for disrupting urban communities (Grisdale, 2021; Jover and Díaz-Parra, 2022; Richards, Brown, and Dilettuso, 2020). In fact, many of the sources one reads about the sharing economy and tourism are critical and focus on the dark side (Malhotra and Van Alstyne, 2014; Rinne, 2018) of this relationship in urban areas. However, there are many positives to the sharing economy that must be considered to arrive at a fair and impartial view of this concept. Thus, the main aim of this chapter is to present a balanced account of the impacts of the sharing economy on urban sustainability based mainly on academic and practitioner literature sources. The specific objectives are to: 1. Identify the catalysts for the emergence of the sharing economy; 2. Review the perceived positive and negative impacts of the sharing economy on sustainable urban tourism; 3. Examine the corporate social responsibility initiatives of major sharing economy providers; 4. Explore stakeholder involvement and attitudes toward the sharing economy; 5. Describe the relationship of the sharing economy and sustainability; and 6. Consider the future outlook for the sharing economy in urban areas.

Many contributions have been made to the academic literature on the sharing economy, and particularly since 2013. In these ten years, articles span multiple journals across numerous disciplines. A search of the Web of Science Core Collection in February 2023 indicated 2,026 sources for sharing economy \* tourism, and 616 for sharing economy \* hospitality. The first article involving tourism was published in 2013 by Molz in *Annals of Tourism Research* (Molz, 2013) and reviewed Couchsurfing.com. The most cited article was “*Trust and reputation in the sharing economy: The role of personal photos in Airbnb*” by Ert, Fleischer, and Magen in 2016 in *Tourism Management* with 724 citations. For hospitality, the most cited (487 citations) was “*Sharing economy: A review and agenda for future research*” by Cheng (2016), published in the *International Journal of Hospitality Management*. There were 245 sources for sharing economy \* urban tourism, the most cited (185 citations) being “*Holiday rentals: The research battlefront*” in *Sociological Research Online* by Gant (2016). Kuhzady, Olya, Farmaki, and Ertaş (2021, p. 556), in a systematic literature review, noted a remarkable growth in publications on hospitality and tourism and the sharing economy from 2017 onward. Overall, the most cited article (1,474 citations) on the sharing economy in general was “*The sharing economy: Why people participate in collaborative consumption*” by Hamari, Sjöklint, and Ukkonen (2016) in the *Journal of the Association for Information Science and Technology*.

Several literature review articles have been published on the sharing economy and collaborative consumption that provide convenient summaries of the academic contributions to date. These include Abdalla, Amankwah-Amoah, and Badewi (2023), sharing economy ecosystems; Belarmino and Koh, (2020), peer-to-peer accommodation; Cheng (2016),

sharing economy; Jin, Kong, Wu, and Sui (2018), ridesharing; and Kuhzady, Olya, Farmaki, and Ertaş (2021), sharing economy in hospitality and tourism.

Beyond the academic journals, important analyses and commentaries have been produced by Deloitte, McKinsey, Pew Research Center, PwC, and the Wharton School (Deloitte, 2016; Heineke et al., 2022; Marchi, 2016; Marchi and Parekh, 2015; Pew Research Center, 2016; PwC UK, 2014; Wharton School, 2015). These are influential sources of information for tourism practitioners, and they tend to characterise the sharing economy as a new way of doing business. They also emphasise the growing consumer acceptance of the concept, while noting some discordance among certain parties (Marchi, 2016).

There have been several books published about the sharing economy and collaborative consumption. These include the “*Handbook of the sharing economy*” (Belk, Eckhardt, and Bardhi, 2019), “*The rise of the sharing economy*” (Albinsson and Perera, 2018), “*The sharing economy in Europe. Developments, practices, and contradictions*” (Česnuitytė et al., 2022), and others. These tend to be edited books and include some chapters about the sharing economy in tourism. They offer a more in-depth and diverse exposition of the sharing economy than most individual academic articles.

With such great attention on this phenomenon from multiple sources in the past decade, what were the major reasons for the emergence of the sharing economy? The second chapter section briefly outlines the catalysts for the sharing economy’s growth.

## 2. Catalysts for sharing economy emergence

Broadly, the reasons for the sharing economy can be categorised as technology, entrepreneurship, market demand, and economic conditions. Also, one of the earliest forms of collaborative consumption was car-pooling that occurred to reduce traffic congestion and fossil fuel consumption, as well as to have beneficial environmental effects for cities. The arrival of the Internet was the foundation for the digital platform entrepreneurs (Daunorienė et al., 2015). These authors also cited decreased consumer trust (in traditional suppliers) and unemployment rates (need for employment and additional income) as other catalysts. Guttentag (2023) added that success was due to “dramatically lowering the barriers to entry; by facilitating transactions; and by establishing trust, which was achieved primarily through reputation management systems based on online reviews”.

Another lucrative feature of the sharing economy is its broad scope. For example, Cohen and Muñoz (2016) produced a useful typology of sustainable consumption and production for cities with the five sharing categories of energy, food, goods, mobility and transport, and space. Tourism clearly features in food, mobility and transport, and space.

Acquier, Daudigeos, and Pinkse (2017, p. 1) discuss “the ambivalent and contested nature of the sharing economy” and review its “promises and paradoxes”. Not everyone agrees about the sharing economy and indeed it has “enemies” (Marchi, 2016). Therefore, the next two chapter sections review its perceived positive and negative impacts on urban areas and society in general.

## 3. Perceived positive impacts of the sharing economy

Many academic and media sources have highlighted the negative effects of sharing economy

providers on urban areas (e.g., Belarmino, 2021; Gravari-Barbas and Guinand, 2021; Gutiérrez et al., 2017). However, a balanced approach is required that encompasses both positive and negative impacts. Why the sharing economy is so popular with consumers is a good place to start. The sharing economy is “an economic model in which goods and resources are shared by individuals and groups in a collaborative way such that physical assets become services. The sharing economy enables people and organisations to earn profits from underutilised resources” (Corporate Finance Institute, 2022). This definition is useful in highlighting that the sharing economy was primarily instituted as a new business model on digital platforms (where “physical assets become services”) and to provide new income opportunities (“profits from underutilised services”). It was not launched expressly to contribute to urban sustainability or urban tourism, with the possible exception of shared mobility and its environmental benefits. In this section, the positive impacts of the sharing economy are briefly described.

### 3.1 Entrepreneurial opportunity

The sharing economy provides two major forms of entrepreneurial opportunities. First, new digital platform companies were founded to coordinate the sharing of services (e.g., Airbnb in 2008 and Uber in 2009). The second opportunity is for local hosts and other providers of these services in urban areas to earn additional income and potentially gain some level of employment.

### 3.2 Value proposition

Consumers perceive greater value when participating in the sharing economy. Four values comprise the consumer value proposition, namely economic, social, emotional, and technical (Zhang, Gu, and Jahromi, 2019). Trust, cost savings, and familiarity were found to be essential in the satisfaction with and intention to reuse sharing economy providers (Möhlmann, 2015). Hamari, Sjöklint, and Ukkonen (2016) found that the motivations for collaborative consumption are sustainability, enjoyment of the activity, and economic gains. Fecht (2017), writing for the Columbia Climate School, suggested that sharing economy services “cost less than their alternatives, and by allowing people to share more and buy less, they contribute to a sustainable lifestyle that generates less waste while still providing a positive consumer experience”. This sustainable lifestyle is connected to SDG 12 (responsible consumption and production) that is discussed later in this chapter.

### 3.3 Convenience

It is convenient for consumers to buy sharing economy services online through using apps and in other ways. According to a McKinsey survey, 51% of consumers used ridesharing services because of convenience (Heineke, 2021). Also, one of the mantras of collaborative consumption is “access not ownership”, meaning that more people can use products without having to purchase them exclusively for themselves.

### 3.4 Authenticity

It is suggested that using sharing economy providers gives tourists more authentic local experiences through closer contact and interactions with residents. Paulauskaite et al. (2017) were among the first to express Airbnb stays as akin to “living like a local”. The importance of these social interactions with locals was confirmed by Tussyadiah and Pesonen (2016). Stoltenberg and Frisch (2019) reviewed the use of Eatwith, a meal-sharing platform. Users, who were visitors and residents, judged these encounters in chefs’ homes to be outstanding, multi-sensuous experiences with a local touch.

### 3.5 Income source

Important for the economic pillar of sustainability in urban areas is that the sharing economy provides a source of income for some residents in the peer-to-peer mode as well as for professional hosts and companies. Hamari et al. (2015) found that economic gains were an extrinsic motivation for host participation in the sharing economy. However, in studying Airbnb hosts in Berlin, Stors (2019; p. 122) discovered that economic gains were not the only driver of host participation and suggested that “hosts’ desire to earn supplemental income must be set in a broader context of increasingly unstable relationships in terms of housing, work, capital and social relations”. More meaningful social interactions with locals (including hosts) were also found to be an important motivation for Airbnb guests in Finland and the U.S. in addition the economic appeals (Tussyadiah and Pesonen, 2016).

### 3.6 Mobility

Shared mobility is the shared use of a motor vehicles, bicycles, or other modes that enable travellers to gain short-term access to transportation on an as-needed basis. Shared mobility includes carsharing, personal vehicle sharing (peer-to-peer carsharing and fractional ownership), bikesharing, scooter sharing, traditional ridesharing, transportation network companies (or ridesharing), and e-hailing (taxis) (Shaheen and Chan, 2016, p. 273).

Transport network companies (TNCs) are the major players in the shared mobility concept within the sharing economy. E-hailing, also known as ridesharing, is the most popular format within shared mobility (Heineke et al., 2021) through services such as Uber, Lyft, and Didi. Jin, Kong, Wu, and Sui (2018) prepared a systematic literature review article on ridesharing and its effects on the efficiency, equity, and sustainability of urban development. The authors concluded that the beneficial environmental impacts of ridesharing for cities are uncertain and require further in-depth research.



Source: *Unsplash.com, Mika Baumeister*

*Figure 16.1 Bikesharing in Antwerp, Belgium*

### 3.7 Capacity

Expanding the supply capacities of destinations, at least in the short- and medium-term, is a perennial challenge for many destinations. Seasonality of demand and supply is a critical issue therein. Whereas hotels require several years to plan and construct, short-term rentals (STRs) via the sharing economy can be relatively quickly introduced to the market. Capacity is a double-edged sword, however. Increasing accommodation capacity on the supply side challenges the carrying capacities of popular attractions, sites, and areas of cities by adding more visitors into destinations (the threat of overtourism).

While these positive effects are impressive, they are counterbalanced with the perceived negative impacts discussed in the following section.

## 4. Perceived negative impacts of the sharing economy

The volume of published works about the sharing economy that discuss negative impacts is greater than those discussing the positive aspects, and especially for academic journals on sociology and geography. The following is a brief description of the perceived negative impacts of the sharing economy.

### 4.1 Overtourism

The sharing economy is seen as a contributor to overtourism in popular city destinations (Amore, Falk, and Adie, 2020; Jover and Díaz-Parra, 2022; Moreno-Gil and Coca-Stefaniak, 2020). Overcrowding at popular sites and attractions is the most obvious indicator of overtourism. One of the popular travel influencers on social media, Nomadic Matt, says “Airbnb is one of the biggest drivers of overtourism. It has created a lot of new accommodation for travellers, which in turn contributes to higher tourism numbers” (Nomadic Matt’s Travel Site, 2019). Overtourism in certain urban areas has led to protests by local citizens (Figure 16.2).





Source: Shutterstock, Inc

*Figure 16.2 Graffiti-style protest against overtourism and touristification*

#### 4.2 Gentrification

One of the major criticisms of the sharing economy in the housing sector is that it leads to gentrification of residential neighbourhoods (Gant, 2016; Gravari-Barbas, 2017; Gravari-Barbas and Guinand, 2021; Wachsmuth and Weisler, 2018). Gentrification is “a process where wealthy, college-educated individuals begin to move into poor or working-class communities” (National Geographic, 2023). Notably here, Gravari-Barbas and Guinand (2021, p. 90) describe short-term (accommodation rentals) “gentrifying machines”.

#### 4.3 Housing supply and rent levels

Sharing economy concepts such as Airbnb are said to reduce the available housing supply for locals and in the process to increase rent levels (Wachsmuth and Weisler, 2018). This may result in a “hollowing out” of former residents in specific neighbourhoods and greater commercial property ownership.

#### 4.4. Touristification

Touristification is defined as the process of a tourism- and tourist-based transformation of urban environments (Balampanidis et al., 2021; Freytag and Bauder, 2018, p. 444; Gravari-Barbas, 2017; Ioannides, Röslmaier, and van der Zee, 2019). This means that retail and other services become more oriented to catering to visitors than locals.

#### 4.5 Unfair competition

Sharing economy providers are alleged to offer unfair competition to traditional suppliers in tourism and hospitality, particularly in rental accommodation and ridesharing. The perceived

lack of comparable regulation and taxation are the main issues here. There is also a feeling that the fundamental idea of peer-to-peer sharing has morphed into a situation where professional companies are providing the shared services to consumers within destinations. Unfortunately, the “incumbents” vs. “intruders” issue has resulted in protests and some violence in cities (Lawrence and Henley, 2022).



Source: Shutterstock, Inc

*Figure 16.3 Taxi driver protests against Uber*

Aguilera, Artioli, and Colomb (2021, p. 1690) found “intense political mobilisation by six types of actors with clashing interests” in three European cities regarding how to regulate the sharing economy. These parties were professional STR operators, associations of hosts or ‘home-sharers’, hotel industry, residents’ associations or citizens’ movements, ‘sharing economy’ advocates, and corporate platforms.

#### 4.6 Discrimination

There have been allegations of racial discrimination with short-term accommodation rentals (Edelman, Luca, and Svirsky, 2017). These Harvard Business School scholars’ findings resulted in changes in how Airbnb displayed bookers’ names online (Lugo, 2022).

#### 4.7 Oversupply situations

The absence of significant market entry barriers with the sharing economy has resulted in an oversupply of products and services in some cases. One situation is the oversupply of dockless rental bicycles in Mainland China (Liddle, 2017; Mi and Coffman, 2019). This resulted in thousands of bicycles having to be scrapped.

The following chapter section describes how sharing economy companies attempt to contribute to society. This reveals how the platform providers contribute to the sustainable development of communities.

## 5. Corporate social responsibility (CSR) initiatives

Sharing economy providers can have an influence on urban sustainability through their CSR initiatives. Airbnb and Uber annually publish their environmental, social, and governance (ESG) initiatives, describing how they are attempting to contribute to sustainability (Airbnb, 2021; Uber, 2022). According to von Briel and Dolnicar (2021), Airbnb's initiatives "contribute to society and are aligned with current societal norms. They do not financially benefit Airbnb, and do not appear to offer any strategic benefits to the business, except for potentially improving Airbnb's image". Open Homes, launched in 2018, is the most successful CSR initiative of Airbnb. Airbnb.org was established to coordinate Open Homes, which provides free stays at Airbnb accommodations for people during crises, disasters, and other emergencies. Some 250,000 people have been helped under Open Homes since 2012 (Airbnb.org, 2023). Airbnb has committed to be operating as a net zero company by 2030, lowering its carbon footprint substantially.

One of Uber's initiatives is to provide greater access to public health (Uber, 2022). The company also provided transportation assistance for refugees in Afghanistan and Ukraine. Uber is working with local municipalities to reduce emissions and is introducing more electric vehicles. Its Uber Eats service was of great help to restaurants during the COVID-19 pandemic.

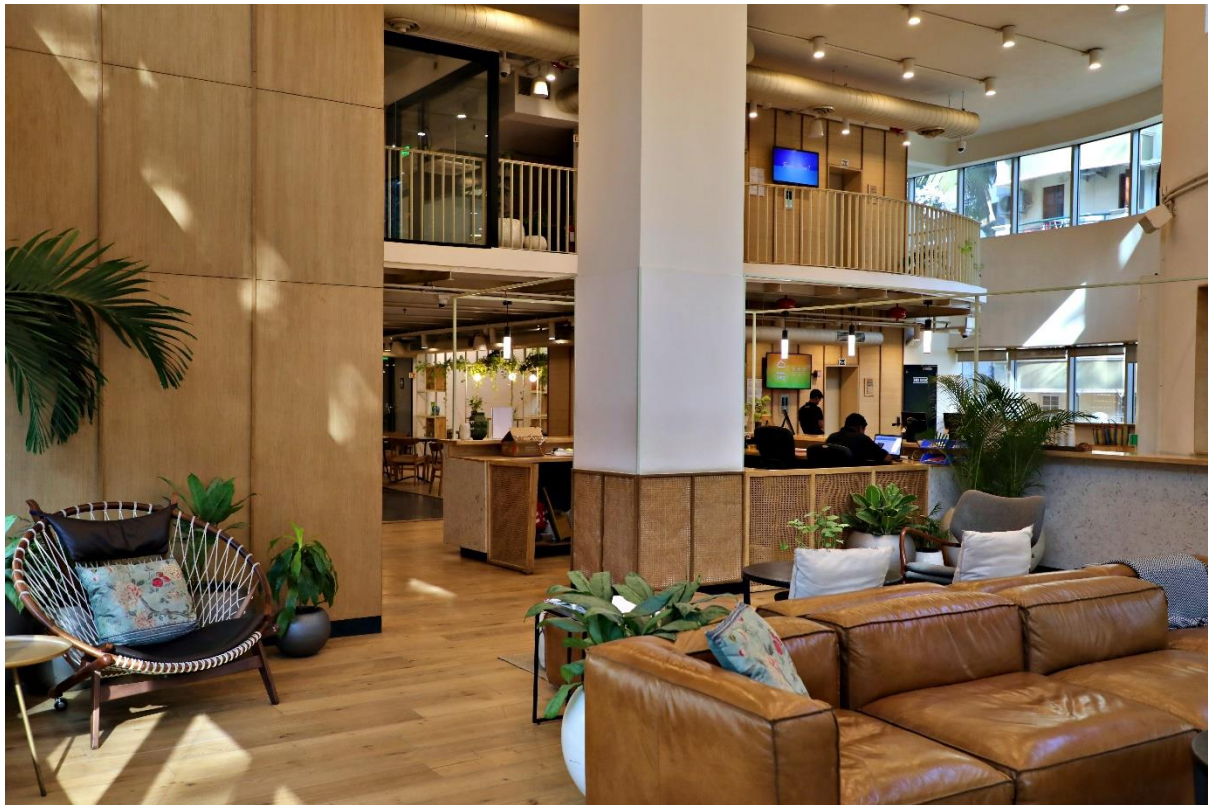
The next chapter section reviews the involvement of stakeholders with the sharing economy.

## 6. Involvement and interactions of stakeholders with the sharing economy

Apart from the sharing economy providers themselves, tourists and local resident hosts are directly involved in peer-to-peer accommodation (P2PA) services. As mentioned earlier, there is a belief that sharing economy providers compete unfairly and take business away from traditional suppliers. In tourism, these suppliers include hotels and resorts, taxi and limousine services, rental-car hire companies, and restaurants. However, some traditional suppliers have themselves taken advantage of the sharing trend. Just one example here is with Accor and its provision of co-working spaces. Wojo is an Accor brand in Europe that provides flexible offices and working spaces. WeWork is another international provider of co-working spaces (Figure 16.4).

It has been argued that destination management organisations (DMOs) are not adequately engaging with the sharing economy. For example, one report conducted in Europe suggested that "The time has now come for DMOs to thoroughly examine both the positive and negative effects of the sharing economy for their destinations, understand the tensions that it generates and recommend solutions" (City Destination Alliance and Toposophy, 2016). This may be difficult to achieve, however, since many DMOs have strong ties with traditional suppliers, particularly hotels.





Source: *Unsplash.com*, Kamal Kant Kosariya

*Figure 16.4 Co-working spaces. WeWork in Bengaluru, India*

Thus, the sharing economy has implications for all tourism stakeholders (governments, tourism sector businesses, DMOs, residents, visitors, and the environment). This concept appears here to stay for many years to come and attention must be paid to resolving the current issues. DMOs should play a leadership role in this respect.

This has been a brief and somewhat simplified account of the pros and cons of the sharing economy. There is certainly much greater depth and complexity to each of the positives and negatives. The next chapter section specifically considers the relationship between the sharing economy and sustainability.

## 7. Sharing economy and sustainability relationships

As stated earlier, the sharing economy was not expressly introduced to contribute to sustainable development. However, some of its elements obviously connect with the pillars of sustainability, e.g., shared mobility with the environmental pillar and income generation with the economic pillar. In 2013, the sharing economy was described as a “potential new pathway to sustainability” (Heinrichs, 2013). Heinrichs suggested that the sharing economy had the potential of contributing to a more sustainable society with prominent examples being “bike- and carsharing schemes as well as web-based peer-to-peer platforms covering a broad range of activities from renting rooms to sharing gadgets and swapping clothes” (p. 229). A brief review of the relationships of sharing economy with the three sustainable development pillars follows.

### 7.1 Social-cultural

Not mentioned so far in this chapter are the concepts of crowdfunding and crowdsourcing, which are the accumulation of funds, information, and other resources by groups of people. Some of the leading crowdfunding platforms are GoFundMe, Kickstarter, and Indiegogo. These assist organisations and people with fundraising which can support greater social-cultural sustainability for tourism, leisure, and recreation projects. There is significant untapped potential for the sharing economy to make greater contributions to social-cultural sustainability.

### 7.2 Environmental

Convincing tourists (and residents) to use modes of transport that do not pollute, create greenhouse gases, or add to traffic congestion is one potential environmental contribution of the sharing economy, earlier referred to as shared mobility. For example, sharing economy users and values were found to be positively associated with energy efficiency and sustainable economic development in the top ten Asian countries (Zhang et al., 2023).

### 7.3 Economic

Creating income and employment, as well as generating new entrepreneurship opportunities, are ways that the sharing economy adds value to urban economic sustainability as well as urban tourism.

### 7.4. The sharing economy and SDGs

Recently, there is greater interest in the potential contributions of the sharing economy and collaborative consumption to the achievement of the UN Sustainable Development Goals (SDGs) (e.g., Andreoni, 2019; Cotrim, 2020; Dabbous and Tarhini, 2021; Karobliene and Pilinkiene, 2021; Tu et al., 2023). Generally, the consensus is that the sharing economy will significantly contribute to the SDGs, although there are certain barriers that need to be removed (Govindan, Shankar, and Kannan, 2020; Huang, 2023; ISO, 2021). For example, an analysis conducted in Europe found that the sharing economy business model positively influenced nations' economic sustainability in terms of the SDGs (Karobliene and Pilinkiene, 2021). These authors focused on SDGs 8 (decent work and economic growth), 9 (industry, innovation and infrastructure), 10 (reduced inequalities), and 12 (responsible consumption and production). Mi and Coffman (2019) stated that the sharing economy "has positive environmental impacts, through a reduction in the total resources required and it helps reduce pollutants, emissions and carbon footprints", which are related to SDG 12 (responsible consumption and production) and SDG 13 (climate action).

Before moving on, it must be clearly said that the impacts and status of the sharing economy tend to vary by country or at least by region. It appears that much of the negative discourse on the platforms originates from Europe and North America, resulting in a rather Western-centric narrative. Shereni (2019) suggested that the sharing economy was still in its infancy in Sub-Saharan Africa. Liddle (2017) reviewed the rapid growth and acceptance of the platform services in China. These contributions suggest that it is dangerous to make sweeping, global claims about the pros and cons of the sharing economy. A more fine-grained analysis is required to account for varying levels of economic and societal development worldwide, as well as the cultural differences between countries.

What lies ahead for the sharing economy and its contributions to urban sustainability? The following chapter section addresses this question.

## 8. Future outlook for the sharing economy and urban sustainability

Despite the divided opinions on the sharing economy, most recent projections are for continuing growth in the future. This is of great significance for urban areas that already house a large share of the capacity. For example, Adamiak (2022) found that one-third of Airbnb's capacity was located in large cities. Experts are suggesting that the sharing economy will also diversify, including having a business-to-business (B2B) part (Radjou, 2021). The following are brief descriptions of six expected future directions for the sharing economy.

### 8.1 Impact of technological advancements

The future development of information communication technologies (ICTs) will undoubtedly have positive impacts on the sharing economy. For example, the Metaverse will greatly expand the ways that consumers can view products and services prior to purchase. The same can be said for artificial intelligence (AI), augmented reality (AR), and virtual reality (VR). Advances in transport technology also seem to favour the sharing economy in the future. For example, while electric car-sharing is already a reality, new sharing mobility services will be introduced including robo-taxis and flying taxis (Heineke, 2021).

### 8.2 Generational impacts

In the post-pandemic era, it is probable that the sharing economy can make a greater contribution to urban sustainable development in general and specifically to sustainable tourism. One reason for this is that younger generations (Y and Z) are above-average users of sharing economy services and also have greater concern for sustainability. "Millennials value access over ownership because it better aligns with their financial circumstances and flexible lifestyles ..... the most formidable consumer generation is choosing to dive headfirst into the sharing economy" (NCR, 2021). Earlier, Belk (2014, p. 1599) suggested that global warming (climate change), rising fuel and raw material prices, and increasing pollution will stimulate further growth of the sharing economy and collaborative consumption.

### 8.3 Social-cultural contributions

It is expected that the sharing economy will make greater social-cultural contributions to urban tourism in the future. Types of tourism that can benefit more from greater sharing economy involvement and giving are community-based tourism (CBT), pro-poor tourism (PPT), social tourism, and social enterprises operating in hospitality and tourism.

### 8.4 Business-to-business sharing

This chapter has suggested that a future wave for the sharing economy will be in B2B arrangements. There are previous examples of resource sharing in tourism among airlines (shared check-in areas and lounges) and destination management organisations (shared booths at travel shows; shared office space). However, there is much more scope in future to expand the levels of sharing among partner businesses and organisations.

### 8.5 Sustainable Development Goals (SDGs)

Multiple authors, as demonstrated in this chapter, have noticed the compatibility of the sharing economy and collaborative consumption with many of the SDGs. Most of the attention to this relationship is recent; however, it will intensify as 2030 approaches. There are already examples in tourism and hospitality of reducing hunger, SDG 2 (sharing of food not used by restaurants) and reducing vehicle emissions (SDG 13). There will undoubtedly be more initiatives in urban tourism toward the achievement of the SDGs, some of which were earlier identified in this chapter.

## 8.6 Research needs

There is a gap in the research literature on the implications of the sharing economy and collaborative consumption on sustainable development and sustainable tourism. According to Cohen and Kietzmann (2014), “the sharing economy has the potential to move the needle in assisting a radical shift in global and local economies toward sustainability. Yet there is a dearth of research of how sharing economy business models work, what their sustainability impacts are, and how they are able to align incentives with key stakeholders to ensure longevity of their operations”. Harris et al. (2021) also say there is a paucity of research literature on the sustainability implications of the sharing economy.

This chapter has documented several negative issues associated with sharing economy provider operations in urban areas. These issues are unlikely to disappear on their own and a concerted effort is required across all stakeholder groups to resolve them in the future.

## 9. Conclusions

Although paradoxical, the sharing economy has the potential to make a greater contribution to all main pillars of sustainable development (social-cultural, environmental, and economic). This will require greater effort by sharing economy providers and other stakeholders in tourism. Additionally, a broader perspective in future on the impacts of the sharing economy, especially in non-Western, developing countries, is required. This is particularly crucial for the achievement of the SDGs.

The main contribution of this chapter is in providing a balanced perspective on the sharing economy and collaborative consumption. Also, it outlines specific ideas on future directions for the sharing economy. Unlike previous analyses, the chapter warns against forcing a one-size-fits-all perspective on the platform economy, arguing that a regional or country-by-country approach will produce greater accuracy and insights.

## References

- Abdalla, S., Amankwah-Amoah, J., and Badewi, A. (2023). Sharing-economy ecosystem: A comprehensive review and future research directions. *Sustainability*, 15(3), <https://www.mdpi.com/2071-1050/15/3/2145/htm#>
- Acquier, A., Daudigeos, T., and Pinkse, J. (2017). Promises and paradoxes of the sharing economy: An organizing framework. *Technological Forecasting & Social Change*, 125, 1-10.
- Adamiak, C. (2022). Current state and development of Airbnb accommodation offer in 167 countries. *Current Issues in Tourism*, 25(19), 3131-3149.
- Aguilera, T., Artioli, F., and Colomb, C. (2021). Explaining the diversity of policy responses to platform-mediated short-term rentals in European cities: A comparison of Barcelona, Paris and Milan. *Environment and Planning A: Economy and Space*, 53(7), 1689-1712.
- Airbnb. (2021). Airbnb’s commitment to serving all stakeholders. Environmental, social, governance (ESG), [https://s26.q4cdn.com/656283129/files/doc\\_downloads/governance\\_doc\\_updated/Airbnb-ESG-Factsheet-\(Final\).pdf](https://s26.q4cdn.com/656283129/files/doc_downloads/governance_doc_updated/Airbnb-ESG-Factsheet-(Final).pdf)
- Airbnb.org. (2023). Opening homes in times of crisis, <https://www.airbnb.org/>
- Albinsson, P. A., and B. Perera, B. Y. (Eds.). (2018). The rise of the sharing economy:



Exploring the challenges and opportunities of collaborative consumption. Santa Barbara: Praeger.

Amore, A., Falk, M. and Adie, B. A. (2020). One visitor too many: assessing the degree of overtourism in established European urban destinations. *International Journal of Tourism Cities*, 6(1), 117-137.

Andreoni, V. (2019). Sharing economy: Risks and opportunities in a framework of SDGs. In Leal Filho, L. W., Azul, A., Brandli, L., Özuyar, P., and Wall, T. (Eds.), *Sustainable cities and communities. Encyclopedia of the UN Sustainable Development Goals*, pp. 1-9. Cham, Switzerland: Springer, [https://doi.org/10.1007/978-3-319-71061-7\\_60-1](https://doi.org/10.1007/978-3-319-71061-7_60-1)

Balampanidis, D., Maloutas, T., Papatzani, E., and Pettas, D. (2021). Informal urban regeneration as a way out of the crisis? Airbnb in Athens and its effects on space and society. *Urban Research & Practice*, 14(3), 223-242.

Baruffati, A. (2023). Sharing economy statistics: 2023 trends, <https://blog.gitnux.com/sharing-economy-statistics/>

Belarmino, A. (2021). The sharing economy in tourism cities. In Alastair M. Morrison and J. Andres Coca-Stefaniak (eds.), *Routledge handbook of tourism cities*, pp. 65-75. London: Routledge.

Belarmino, A., and Koh, Y. (2020). A critical review of research regarding peer-to-peer accommodations. *International Journal of Hospitality Management*, 84, <https://doi.org/10.1016/j.ijhm.2019.05.011>

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

Belk, R. W., Eckhardt, G. M., and Bardhi, F. (Eds.). (2019). Introduction to the Handbook of the Sharing Economy: The paradox of the sharing economy. Cheltenham, England: Edward Elgar Publishing.

Česnuitytė, V., Klimczuk, A., Avram, G., and Miguel, C. (Eds.). (2022). The sharing economy in Europe. Developments, practices, and contradictions. Cham, Switzerland: Palgrave Macmillan.

Cheng, M. M. (2016). Sharing economy: A review and agenda for future research. *International Journal of Hospitality Management*, 57, 60-70.

City Destination Alliance and Toposophy. (2016). DMOs and the sharing economy: Taking the great leap, <https://citydestinationsalliance.eu/dmos-and-the-sharing-economy/>

Cohen, B., and Kietzmann, J. (2014). Ride on! Mobility business models for the sharing economy. *Organization & Environment*, 27(3), 279-296.

Cohen, B., and Muñoz, P. (2016). Sharing cities and sustainable consumption and production: Towards an integrated framework. *Journal of Cleaner Production*, 134, Part A, 87-97.

Corporate Finance Institute. (2022). Sharing economy, <https://corporatefinanceinstitute.com/resources/economics/sharing-economy/>

Cotrim, J. M. O. (2020). Sharing economy: A powerful tool for a new era of sustainability, Circular Conversations, <https://www.circularconversations.com/research-series-young-researchers/sharing-economy-a-powerful-tool-for-a-new-era-of-sustainability>

Dabbous, A., and Tarhini, A. (2021). Does sharing economy promote sustainable economic development and energy efficiency? Evidence from OECD countries. *Journal of Innovation & Knowledge*, 6(1), 58-68.

Daunorienė, A., Drakšaitė, A., Snieška, V., and Valodkienė, G. (2015). Evaluating sustainability of sharing economy business models. *Procedia - Social and Behavioral Sciences*, 213, 836-841.

Deloitte. (2016). The rise of the sharing economy. Impact on the transportation space, <https://www2.deloitte.com/tr/en/pages/consumer-industrial-products/articles/the-rise-of-the-sharing-economy-impact-on-the-transportation-space.html>

- Edelman, B., Luca, M., and Svirsky, D. (2017). Racial discrimination in the sharing economy: Evidence from a field experiment. *American Economic Journal: Applied Economics*, 9(2), 1-22.
- Ert, E., Fleischer, A., and Magen, N. (2016). Trust and reputation in the sharing economy: The role of personal photos in Airbnb. *Tourism Management*, 55, 62-73.
- Fecht, S. (2017). The sharing economy is transforming sustainability, Columbia Climate School, State of the Planet, <https://news.climate.columbia.edu/2017/10/26/the-sharing-economy-is-transforming-sustainability/>
- Freytag, T., and Bauder, M. (2018). Bottom-up touristification and urban transformations in Paris. *Tourism Geographies*, 20(3), 443-460.
- Gant, A. C. (2016). Holiday rentals: The new gentrification battlefield. *Sociological Research Online*, 21(3), 112-120.
- Govindan, K., Shankar, K. M., and Kannan, D. (2020). Achieving sustainable development goals through identifying and analyzing barriers to industrial sharing economy: A framework development. *International Journal of Production Economics*, 107575, <https://doi.org/10.1016/j.ijpe.2019.107575>
- Grisdale, S. (2021). Displacement by disruption: Short-term rentals and the political economy of “belonging anywhere” in Toronto. *Urban Geography*, 42(5), 654-680.
- Gravari-Barbas, M. (2017). Super-gentrification and hyper-tourismification in Le Marais, Paris. In M. Gravari-Barbas and S. Guinand (Eds.), *Tourism and gentrification in contemporary metropolises: International perspectives* (pp. 299-328). New York: Routledge.
- Gravari-Barbas, M., and Sandra Guinand, S. (2021). Tourism and gentrification. In Alastair M. Morrison and J. Andres Coca-Stefaniak (eds.), *Routledge handbook of tourism cities*, pp. 88-100. London: Routledge.
- Gutiérrez, J., García-Palomares, J. C., Romanillos, G., and Salas-Olmedo, M. H. (2017). The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona. *Tourism Management*, 62, 278-291.
- Guttentag, D. (2023). Sharing economy legislation: Regulating peer-to-peer tourism platforms such as Airbnb and Uber. In Alastair M. Morrison and Dimitrios Buhalis, *Routledge handbook of trends and issues in global tourism* (in press). London: Routledge.
- Hamari, J., Sjöklint, M., and Ukkonen, A. (2015). The sharing economy: Why people participate in collaborative consumption. *Journal of the Association for Information Science and Technology*, 67(9), 2047-2059.
- Harris, S., Erika Mata, E., Plepys, A., and Katzeff, C. (2021). Sharing is daring, but is it sustainable? An assessment of sharing cars, electric tools and offices in Sweden. *Resources, Conservation & Recycling*, 170, <https://doi.org/10.1016/j.resconrec.2021.105583>
- Heineke, K. Kloss, B., Möller, T., and Wiemuth, C. (2021). Shared mobility: Where it stands and where it's going. McKinsey Center for Future Mobility, <https://www.mckinsey.com/>
- Heinrichs, H. (2013). Sharing economy: A potential new pathway to sustainability. *GAIA* 22(4), 228-231.
- Huang, S.-Z. (2023). Removing barriers to a sharing economy helps attain sustainable development goals in ASEAN countries. *Journal of Innovation & Knowledge*, <https://doi.org/10.1016/j.jik.2022.100300>
- Ioannides, D., Röslmaier, M., and van der Zee, E. (2019). Airbnb as an instigator of ‘tourism bubble’ expansion in Utrecht's Lombok neighbourhood. *Tourism Geographies*, 21(5), 822-840.
- ISO. (2021). The sharing economy creates a more sustainable world, <https://www.iso.org/news/ref2774.html>
- Jin, S. T., Kong, H., Wu, R., and Sui, D. Z. (2018). Ridesourcing, the sharing economy, and

the future of cities. *Cities*, 76, 96-104.

Jover, J., and Díaz-Parra, I. (2022). Who is the city for? Overtourism, lifestyle migration and social sustainability. *Tourism Geographies*, 24(1), 9-32.

Karobliene, V., and Pilinkiene, V. (2021). The sharing economy in the framework of Sustainable Development Goals: Case of European Union countries. *Sustainability*, 13(15), <https://www.mdpi.com/2071-1050/13/15/8312#>

Kuhzady, S., Olya, H., Farmaki, A., and Ertaş, C. (2021). Sharing economy in hospitality and tourism: A review and the future pathways. *Journal of Hospitality Marketing & Management*, 30(5), 549-570.

Lawrence, F., and Henley, J. (2022). 'Violence guarantees success': How Uber exploited taxi protests, *The Guardian*, 10 July, <https://www.theguardian.com/news/2022/jul/10/violence-guarantees-success-how-uber-exploited-taxi-protests>

Liddle, J. (2017). China's sharing economy, AMCHAM Shanghai, <https://www.amcham-shanghai.org/en/article/chinas-sharing-economy#!>

Lugo, D. (2022). To curb discrimination, Airbnb will no longer display the full names of Oregon residents, *USA Today*, <https://www.usatoday.com/story/news/2022/01/07/oregon-airbnb-discrimination-racism-vacation-rental/9121152002/>

Malhotra, A., and Van Alstyne, M. (2014). The dark side of the sharing economy ... and how to lighten it. *Communications of the ACM*, 57(11), 24-27.

Marchi, A. (2016). How sharing services can turn enemies into friends, McKinsey & Company, <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/the-strategy-and-corporate-finance-blog/how-sharing-services-can-turn-enemies-into-friends>

Marchi, A. and Parekh, E.J. (2015). How the sharing economy can make its case, McKinsey Quarterly, <https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/how-the-sharing-economy-can-make-its-case>

Mi, Z., and Coffman, D'M. (2019). The sharing economy promotes sustainable societies. *Nature Communications*, 10, 12-14.

Möhlmann, M. (2015). Collaborative consumption: Determinants of satisfaction and the likelihood of using a sharing economy option again. *Journal of Consumer Behavior*, 14(3), 145-218.

Molz, J. G. (2013). Social networking technologies and the moral economy of alternative tourism: The case of Couchsurfing.org. *Annals of Tourism Research*, 43, 210-230.

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), 1-7.

National Geographic. (2023). Gentrification, <https://education.nationalgeographic.org/resource/gentrification>

NCR. (2021). Access and sharing are the keys to winning over Millennials, <https://www.ncr.com/blogs/millennials-and-the-sharing-economy>

Nomadic Matt's Travel Site. (2019). Is it time to break up with Airbnb? <https://www.nomadicmatt.com/travel-blogs/break-up-with-airbnb/#:~:text=Airbnb%20is%20one%20of%20the%20biggest%20drivers%20of,cheaper%20accommodation%203D%20more%20tourists%203D%20more%20revenue.>

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, 619-628.

Pew Research Center. (2016). Shared, collaborative and on demand: The new digital economy, <https://www.pewresearch.org/internet/2016/05/19/the-new-digital-economy/#:~:text=A%20national%20Pew%20Research%20Center%20survey%20of%204%2C787,of%20these%20platforms%20varies%20widely%20across%20the%20population.>

- PwC UK. (2014). The sharing economy: How will it disrupt your business, [https://pwc.blogs.com/files/sharing-economy-final\\_0814.pdf](https://pwc.blogs.com/files/sharing-economy-final_0814.pdf)
- Radjou, N. (2021). The sharing economy's next target: Business-to-business, Fast Company, <https://www.fastcompany.com/90624859/the-sharing-economys-next-target-business-to-business>
- Richards, S., Brown, L., and Dilettuso, A. (2020). The Airbnb phenomenon: The resident's perspective. *International Journal of Tourism Cities*, 6(1), 8-26.
- Rinne, A. (2018). The dark side of the sharing economy, World Economic Forum, <https://www.weforum.org/agenda/2018/01/the-dark-side-of-the-sharing-economy/>
- Shaheen, S. and Chan, N. (2016). Mobility and the sharing economy: Potential to facilitate the first- and last-mile public transit connections. *Built Environment*, 42(4), 573-588.
- Shereni, N. C. (2019). The tourism sharing economy and sustainability in developing countries: Contribution to SDGs in the hospitality sector. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1-10.
- Stoltenberg, L., and Frisch, T. (2019). Commensality and 'local' food. Exploring a city with the help of digital meal-sharing platforms. In T. Frisch, C. Sommer, L. Stoltenberg, and N. Stors (eds.), *Tourism and everyday life in the contemporary city*, pp. 165-187. London: Routledge.
- Stors, N. (2019). Living with guests. Understanding the reasons for hosting via Airbnb in a mobile society. In T. Frisch, C. Sommer, L. Stoltenberg, and N. Stors (eds.), *Tourism and everyday life in the contemporary city*, pp. 112-138. London: Routledge.
- Tu, Y.-T., Aljumah, A. I., Nguyen, S. V., Cheng, C.-F., Tai, T. D., and Qiu, R. (2023). Achieving sustainable development goals through a sharing economy: Empirical evidence from developing economies. *Journal of Innovation & Knowledge*, 8(1), 100299, <https://doi.org/10.1016/j.jik.2022.100299>
- Tussyadiah, I. P., and Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040.
- Uber. (2022). 2022 ESG report, <https://www.uber.com/mx/en/community/esg/>
- von Briel, D. and Dolnicar, S. (2021). Activism, lobbying and corporate social responsibility by Airbnb – before, during and after COVID-19, in S. Dolnicar (Ed.) *Airbnb before, during and after COVID-19*, University of Queensland, <https://doi.org/10.6084/m9.figshare.14204561>
- Wachsmuth, D., and Weisler, A. (2018). Airbnb and the rent gap: Gentrification through the sharing economy. *Environment and Planning A: Economy and Space*, 50(6) 1147-1170.
- Wharton School. (2015). The sharing economy: A new way of doing business, University of Pennsylvania, <https://knowledge.wharton.upenn.edu/article/the-sharing-economy-a-new-way-of-doing-business/>
- Wildish, B., and Spierings, B. (2019). Living like a local. Amsterdam Airbnb users and the blurring of boundaries between 'tourists' and 'residents' in residential neighbourhoods. In T. Frisch, C. Sommer, L. Stoltenberg, and N. Stors (eds.), *Tourism and everyday life in the contemporary city*, pp. 139-164. London: Routledge.
- Zhang, T. C., Gu, H., and Jahromi, M. F. (2019). What makes the sharing economy successful? An empirical examination of competitive customer value propositions. *Computers in Human Behavior*, 95, 275-283.
- Zhang, Y. Q., Li, L., Sadiq, M., and Chien, F. S. (2023). Impact of a sharing economy on sustainable development and energy efficiency: Evidence from the top ten Asian economies. *Journal of Innovation & Knowledge*, 8, <https://doi.org/10.1016/j.jik.2023.100320>