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PIERRE MICHAEL

Socio-Economic Effects and Recovery Efforts for the Rental Industry: Post-COVID-19 Strategies

Goodfellow Publishers Ltd

The COVID-19 pandemic caused a
disruption for many industries at its
emergence, including the rental

industry. The rental industry consists of more than just car rentals. It also includes Airbnb, house rentals, cruises, and other means of transport. This industry, which relies on tourism, was negatively affected by the travel restrictions that were put in place due to the pandemic. As such, it had to quickly adapt and grow to abide by the rules of the “new normal” in order to survive both during the pandemic, as well as

implement new models and strategies that would help it to regain its success post-COVID-19. *Socio-Economic Effects and Recovery Efforts for the Rental Industry: Post-COVID-19 Strategies* is a critical reference book that discusses the effects of the COVID-19 pandemic on the rental industry and the ways in which the rental industry adapted under the new global restrictions affecting tourism. This book covers recovery efforts for the rental industry, analyzes global cases of the effects and adaptations the rental industry has undergone, and discusses the sociological aspects of the pandemic. While highlighting topics such as e-commerce, financial leasing, second home tourism, and sharing economies, this book is essential for executives, business owners, managers, rental

agencies, ridesharing companies, academicians, researchers, and students interested in the current state of the rental industry and how it plans to overcome the challenges caused by the pandemic.

The Sharing Economy and the Tourism Industry IGI Global

The introduction of new technology and technological services worldwide has ushered in a new wave of peer-to-peer and access-driven companies that are disrupting the most established business categories. The emergence of these new business models has upset the flow in contemporary society and transformed people's behavior towards sharing-based economies. Companies and entrepreneurs can see this significant change in people's behavior as both an

opportunity and a threat. Sharing Economy and the Impact of Collaborative Consumption provides emerging research on the impact that the sharing services are having on society as well as the importance of the sharing economy development in the coming years, dealing with relevant issues such as regulations, the technological aspects involved in these platforms, the impact in the tourism sector, and consumer behavior in relation to these services. Multidisciplinary in nature, this publication establishes links between economics, finance, marketing, consumer behavior, and IT, and covers topics that include e-commerce, consumer behavior, and peer economy. It is ideally designed for researchers, students, business professionals, and

entrepreneurs seeking current research on the impact that this industry has on various economic, marketing, and societal aspects of different countries. **Sharing Economy** Encounter Books The emergence of new platform business models, notably the sharing economy, is impacting the economy in various ways, altering the structure of many industries, and raising a number of economic and political issues. This book investigates the widespread influence of the sharing economy on businesses and society, as well as examining its underpinning economic principles and development. This volume presents an exhaustive review of the existing knowledge on the sharing economy and addresses several major areas of concern for incumbent businesses. It

also explains the business models for those who are interested in embarking on their own ventures and provides an excellent source for further research. It takes an in-depth look at controversial labour policies, such as using labour as self-employed contractors or using regulatory grey areas to expand in markets. It is highly multidisciplinary, establishing links between economics, finance, marketing and consumer behaviour. This contribution on the sharing economy will enable researchers and graduate and doctoral students to expand and improve their understanding of this topic and identify new research problems in all of these areas. The book will also appeal to policy makers, regional and local government decision makers, and those interested in labour

markets transformation.

**OECD Tourism Trends and Policies
2016** Channel View Publications

This book deconstructs the ‘sharing’ marketing narratives surrounding Airbnb and similar platforms. It provides a conceptual analysis of the ‘sharing economy’ and accommodation sector and furthers the ongoing discussion surrounding Airbnb and the social sustainability of city tourism. The volume analyses the touristification of neighbourhoods in the context of broader economic and ideological shifts, thus bridging the gap between academic and social debate. It presents four different city scenarios of potential future developments and evaluates the effects of different regulatory responses, giving readers an understanding of the

forces and factors at work and envisioning the ultimate consequences of current developments. The book will appeal to students and researchers in tourism and hospitality studies, futures studies and urban planning, as well as to policymakers and strategists in the hospitality and tourism sectors.

Improving Business Performance Through Innovation in the Digital Economy IGI Global

Technology and digital platforms are disrupting the way the tourism sector operates from end to end affects low-income markets striving to leverage tourism for development impacts. Digital platforms, in particular, provide both opportunities and challenges for World Bank Group client countries looking to harness tourism to help achieve the

World Bank Group's twin goals of ending extreme poverty and boosting shared prosperity. This report focuses on one disruptive force in the tourism industry: the emergence of peer-to-peer (P2P) accommodation. P2P accommodation occurs when individuals offer, in exchange for money, a room or an entire house for short-term accommodation. The rapid growth of this new product is shaking up the hotel industry and creating a new way to travel and interact with a destination and its community. The objectives of this report are to investigate the opportunities and challenges that P2P provides in developed and emerging destinations and to offer a set of recommendations to better use this new business model for sustainable and inclusive tourism. The

report also sketches a research agenda for the near future. This report is written for destination managers, policymakers, and World Bank Group staff involved in the design and management of tourism operations.

Multidisciplinary Design of Sharing Services IGI Global

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from

over 20 countries around the world, The Routledge Handbook of Destination Marketing aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

What's Yours is Mine Routledge

The sharing economy is at the centre of current debates involving new technologies, sustainability, big data and stakeholder engagement. This edited volume encourages new theoretical and empirical development on sharing economy studies in the service industries field.

Together We Go Further Cambridge University Press

This book explores the social and economic impact of the sharing economy- of taxis, apartments, and other goods and services- in China, and how the sharing economy can allow for supply-side economic reform. The sharing economy is in the ascendant in China, and significant achievements have been made in innovation in leasing, travel and other fields. This book predicts that this economic tide, which has affected hundreds of millions of people, will inject a powerful new momentum into China's economic growth, help China's economy achieve "power conversion" and turn the service industry into the "main engine" of economic growth. This book will interest

China watchers, economists, and scholars of the technology sector.

The Cambridge Handbook of the Law of the Sharing Economy Scribe Publications

This book employs an interdisciplinary, cross-sectoral lens to explore the collaborative dynamics that are currently disrupting, re-creating and transforming the production and consumption of tourism. House swapping, ridesharing, voluntourism, couchsurfing, dinner hosting, social enterprise and similar phenomena are among these collective innovations in tourism that are shaking the very bedrock of an industrial system that has been traditionally sustained along commercial value chains. To date there has been very little investigation of these trends, which have been inspired by, amongst other things, de-

industrialization processes and post-capitalist forms of production and consumption, postmaterialism, the rise of the third sector and collaborative governance. Addressing that gap, this book explores the character, depth and breadth of these disruptions, the creative opportunities for tourism that are emerging from them, and how governments are responding to these new challenges. In doing so, the book provides both theoretical and practical insights into the future of tourism in a world that is, paradoxically, becoming both increasingly collaborative and individualized.

The Future of the Sharing Economy in Tourism - International - July 2019

Routledge

In the 21st century, advancements in the

digital world are bringing about rapid waves of change in organizational management. As such, it is increasingly imperative to discover ways for businesses to adapt to changes in the markets and seize various digital marketing opportunities. Improving Business Performance Through Innovation in the Digital Economy is an essential reference source for the latest research on the impact of digital computing. It investigates new economic and entrepreneurial approaches to enhancing community development. Featuring research on topics such as business ethics, mobile technology, and cyber security, this book is ideally designed for knowledge workers, business managers, executives, entrepreneurs, small and medium

enterprise managers, academicians, researchers, students, and global leaders seeking coverage on the management of sustainable enterprises.

The Future of Airbnb and the 'Sharing Economy' OECD Publishing

The new sharing economy, a threat to the traditional economy? Not at all! Traditional businesses can and must learn from new business methods in order to grow. This new economy, gateway to the world of tomorrow, is an extraordinary source of opportunities. Written for company directors, managers, executives, entrepreneurs and students, this book, based on examples of sharing companies (Michel & Augustin, Blablacar, AirBnB, Leboncoin, KissKissBankBank ...), is a practical user

manual to change management practices and reinvent traditional businesses by drawing inspiration from the sharing economy.rench entrepreneur, and Vice-president of the Centre for Young Directors (CJD) International, Gaëtan de Sainte Marie is the founder and CEO of Qantis, the pioneer of B2B collaborative platforms, and PME Centrale, the first collaborative purchasing platform for SMEs in France. This national network of companies today pools the resources of 10,000 SMEs and employs 150,000 people, whose active membership of PME Centrale enables them to boost their purchasing efficiency and to save time. Gaëtan de Sainte Marie is driven by the values of the company of tomorrow: openness, sharing, training and agility,

and these have contributed to the success of Qantis and its subsidiaries: PME Centrale, PME Université, Bonuus, Label A, Symbiose and KMU Zentrale for almost 20 years. Antoine Pivot is the founder of AskAntoine.com, a young company whose dream is to reinvent the travel guide, collaboratively of course. He worked in the microcredit sector in Madagascar for a year, before joining the CJD for 3 years as Project Manager in order to create tools for directors wishing to get their companies moving along the road to sustainable development.

Sharing Economy Risk Analysis Nordic Council of Ministers

Airbnb facilitates the booking of over 37 million overnight stays per year. Uber operates in 450 cities in 60 countries.

Both claim to be part of the rapidly growing 'sharing economy' — but what does that actually mean? Here, Tom Slee offers a razor-sharp examination of the 'sharing economy': from its genesis in open-source software and media file sharing, through to the present day popularity of Uber, Airbnb, Taskrabbit, and similar services, which operate outside of normal business regulations, taking on none of the risk or responsibility when something goes wrong. He asks, how did we get from the generosity of what's mine is yours, to the self-interest and greed of what's yours is mine?

Applying Emerging Sharing Economy of Travel Website Enhance Travel Exciting Performance Springer Nature

This open access book considers the

development of the sharing and collaborative economy with a European focus, mapping across economic sectors, and country-specific case studies. It looks at the roles the sharing economy plays in sharing and redistribution of goods and services across the population in order to maximise their functionality, monetary exchange, and other aspects important to societies. It also looks at the place of the sharing economy among various policies and how the contexts of public policies, legislation, digital platforms, and other infrastructure interrelate with the development and function of the sharing economy. The book will help in understanding the future (sharing) economy models as well as to contribute in solving questions of better access to

resources and sustainable innovation in the context of degrowth and growing inequalities within and between societies. It will also provide a useful source for solutions to the big challenges of our times such as climate change, the loss of biodiversity, and recently the coronavirus disease pandemic (COVID-19). This book will be of interest to academics and students in economics and business, organisational studies, sociology, media and communication and computer science.

Disrupting Mobility Business Science Reference

This report aims to gain a better understanding of how new platform tourism services, or the so-called Sharing Economy, is shaping the tourism sector. It seeks to identify the specific

opportunities and challenges it poses across destinations, how these are being addressed, and the way forward.

Drawing on the responses of a UNWTO survey, this exploratory study offers a global overview of the current situation, impact and future importance of these services in five main areas of tourism - information, accommodation, transport, food and tourism activities."

Collaborative Economy and Tourism

Springer

Tourism Trends and Policies, published biennially, analyses tourism performance and major policy trends, initiatives and reforms across 50 OECD and partner countries, providing up-to-date tourism data and analysis.

Advances in Social Media for Travel, Tourism and Hospitality Edward Elgar

Publishing

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Understanding and Managing the Impact of Airbnb MIT Press

This book brings together cutting edge research and applications of social

media and related technologies, their uses by consumers and businesses in travel, tourism and hospitality. The first section addresses topical issues related to how social media influence the operations and strategies of tourism firms and help them enhance tourism experiences: open innovation, crowdsourcing, service-dominant logic, value co-creation, value co-destruction and augmented reality. The second section of the book looks at new applications of social media for marketing purposes in a variety of tourism-related sectors, addressing crowd-sourced campaigns, customer engagement and influencer marketing. The third section uses case studies and new methodologies to analyze travel review posting and consumption

behaviors as well as the impact of social media on traveller perceptions and attitudes, with a focus on collaborative consumption and sharing economy accommodation. Finally, the fourth section focuses on hot topics and issues related to the analysis, interpretation and use of online information and user-generated content for deriving business intelligence and enhancing business decision-making. Written by an international body of well-known researchers, this book uses fresh theoretical lenses, perspectives and methodological approaches to look at the practical implications of social media for tourism suppliers, destinations, tourism policy makers and researchers alike. For these reasons, it will be a valuable resource for students,

managers and academics with an interest in information and communication technologies, marketing for tourism and hospitality, and travel and transportation management.

The Routledge Handbook of

Destination Marketing Routledge
Current paper deals with analysis of the “sharing economy” phenomenon and its potential impact on travel and tourism industry. The focus of the empirical study is directed on exploring the Bulgarian participants in the c2c platforms and web sites, providing an estimation of its volume. Finally, practical implications and recommendations are discussed.

Tourism and the Sharing Economy

Springer Nature

This book explores the rapid growth of

the sharing economy, specifically of Airbnb, in recent years and how it has challenged traditional economies in many countries around the globe. With almost 5 million listings in more than 190 countries, many consider Airbnb as one of the most disruptive developments in tourism over the past decade. While this is a book about Western Australia as a case in point, the issues addressed in this book speak to the broader development of the sharing economy and its effects experienced nationally and indeed internationally. Thus, through the adoption of a case-specific analysis of the growth and impact of Airbnb, the book significantly contributes to closing existing knowledge gaps on the Airbnb phenomenon by exploring not only stakeholder perceptions of the

sharing economy and Airbnb, the extent of Airbnb supply and demand, and how this differs from conventional accommodation demand, but also what policy responses have been employed in other tourism destinations worldwide. Western Australia in this regard serves as an exemplar case to shed light on the Airbnb phenomenon. This book presents a comprehensive global study that has investigated the Airbnb phenomenon from a supply, demand, stakeholder, and

government response perspective and thus offers new empirical insights, which are of interest to government agencies and the tourism sector and are a valuable source of data to inform current policy debate.

The Sharing Economy Springer Nature
The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations.

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