

Sharing Economy Business in the Tourist Accommodation Sector: A Systematic Literature Review

S. N. Jayaweera

Department of Computing and Information Systems
Sabaragamuwa University of Sri Lanka
Belihuloya, Sri Lanka
snjayaweera@std.appsc.sab.ac.lk

K.M.S. Kulathunga

Interac Kanto and North Central Co. Ltd.,
Koushinetsu Branch, GINZA SIX, 6-10-1 Ginza,
Chuo-ku Tokyo, 104-0061
sanjeewaka19@gmail.com

J. Charles

Department of Computing and Information Systems
Sabaragamuwa University of Sri Lanka
Belihuloya, Sri Lanka
jpccharles@gmail.com

L.S. Lekamge

Department of Computing and Information Systems
Sabaragamuwa University of Sri Lanka
Belihuloya, Sri Lanka
slekamge@appsc.sab.ac.lk

Abstract — Tourism industry is the third largest export earner in the Sri Lanka economy. Accommodation is one of the major sectors of the tourism industry which needs to be thoroughly investigated to exploit the related benefits that are yet to be reaped through the successful integration of ICT. Sharing economy can be defined as an economic system in which assets or services are shared among individuals and/or organizations either free or for a fee, usually through the use of the Internet. As an example, the crowdsourcing platforms related to the travel and tourism industry used to get a high tourist attraction. To identify the current status and research gap of the above domain world-wide, a systematic literature review was carried out through the several key search terms being sharing economy, business models, e-commerce, revenue models and hospitality industry. Five electronic databases were searched to seek out relevant studies in the domain with-in the last 5 years (2014-2019) time period. Initially, 157 studies were considered and finally 15 studies were selected for detailed analysis. The findings revealed that there are several researches have been done on the tourism industry of Sri Lanka in the areas like tourism products, travel and tourism, policy making, key challenges in tourism, politics, securitization and etc. However, the results review the researches on the accommodation sector of the tourism industry sector are very least and yet to be grasped by the majority of rural community in Sri Lanka although the rural population accounts for nearly four times as urban population. The study makes a significant contribution by providing a systematic and up-to-date literature review on the selected domain.

Keywords — Crowdsourcing, Literature Introduction, Sharing economy, Tourism industry

I. INTRODUCTION

Economical strategies of a country or any organization provides many opportunities for society to fulfill their desired achievements. The Sharing Economy is a young concept proposed recently with the emerging of internet technology. This consumes huge facilities rather than the Conventional Economic Models [1]. As well there are 4 major subjects related with Sharing Economy concept which are named as supplier, customer, platform and government [2]. The temporary ownership of the under-utilized asset is conveyed to the customer from the supplier through the online service platform [3]. There are very popular sharing economy service platforms available world-wide named as Uber, PickMe, Airbnb, Spinlister, Turbo and etc [4].

Sri Lanka has a foreign customer base, because of our country's location and other resources such as sea, mountains, meditation programs, tourism places and the most important fact is the cost of living of our country. According to the

“Annual Report 2018” published by the Central Bank of Sri Lanka, tourist arrivals recorded a substantial growth of 10.3% in 2018, compared to 3.2% growth recorded in 2017 [5]. Therefore, the authors of the study investigated the Sri Lankan tourism domain especially in the accommodation sector to exploit the hidden opportunities and contribute to the community.

In this paper, the authors are presenting an extensive literature on sharing economy concepts and its related areas which are more relevant with the study. As the final outcome, the authors have selected the related publications through the standard selection process to get support for further study on the selected research area.

II. OBJECTIVES

Taken together, the objective of the overall study is to investigate the sharing economy business models with a view of adopt them in the accommodation sharing business in the rural areas of Sri Lanka. For that, the paper provides a systematic literature review on the sharing economy concept adopted world-wide.

By based on the previous studies, publications of government institutes and online resources, the mapping study provides a comprehensive review on sharing economy business services available in world-wide.

III. METHODOLOGY

The major objective of the mapping study is to obtain a thorough understand about the previous studies on sharing economy businesses spread world-wide. These previously done studies are selected through the systematic and standard procedure. As well, the mapping study is conducted by complying with the three main phases as provided by Kitchenham and Charters [6].

Planning: In the planning phase, we were involved with the five electronic databases named as IEEE Xplore, SpringerLink, Emerald Insight, ResearchGate and Science Direct and other online resources as web sites, published reports on Sri Lankan government institutes to get relevant studies for further analysis.

Conducting: In the conducting phase, searching on selected databases with related search terms, selecting relevant studies, review those studies and mapping of the relevant studies activities were carried out.



Reporting: In the final phase, aims to document all the necessary results prioritizing the retrieved studies and circulating them and answering the relevant research questions which were defined in the planning phase. The below figures show inclusion and exclusion criteria respectively of the study selection process.

Table 1: Inclusion criteria of the study

No	Inclusion Criteria (IC)
IC1	The sharing economy business models

Table 2: Exclusion criterions of the study

NO	Exclusion Criteria (EC)
EC 1	The Papers which are written in another language than English.
EC 2	The Papers published only an Abstracts.
EC 3	The paper is a previous version of the study already selected (Duplications).
EC 4	The papers by considering full text format.

According to the mentioned criteria, the final fifteen studies were selected. Below figure shows about the study selection process clearly.

During this study, publications from 2014 to 2019 were assessed. Because, the tourism industry is up-to-date area in day by day and therefore we selected recent six years. In the initial stage, 157 publications were retrieved. Out of them, 36 publications were shortlisted from IEEE Xplore, 30 from Springer, 36 from Research Gate, 34 from Emerald Insight and 21 from Science Direct. Out of the selected 157 studies, 143 studies were selected based on the EC1 and EC3. Approximately 8.91% of studies were eliminated from the selected whole. Within 143 studies the authors have selected 72 studies by further looking for duplications (EC3) and the published only abstracts (EC2).

So, the removed studies were accounted as 49.6%. Then, the 13 full-text papers were selected by eliminating 59 retrieved papers from the previous stages. In this stage we removed 8 duplications and other 51 eliminated because of not satisfying IC1 up to a considerable level. At the last stage, 6 additional publications were discovered with the aid of snowballing. Then the selection criteria were performed throughout these selected 6 studies. Under that, 2 publications were selected, by removing the duplications and 15 publications selected as a result of the complex selection process.

In the study selection method, the authors aimed to find the relevant studies which are helpful to enhance the participation or entrepreneurship of sharing-based businesses. Because of the entire research study intended to provide the business model and guidelines for enhancement of rural-based participation for sharing-based accommodation businesses related to the tourism industry which are reaped through the Successful ICT integration.

IV. RESULTS AND DISCUSSION

In the section, discusses the answers to the research questions obtained through conducting the systematic literature review. We used the ID of the paper as a reference to answer the research questions.

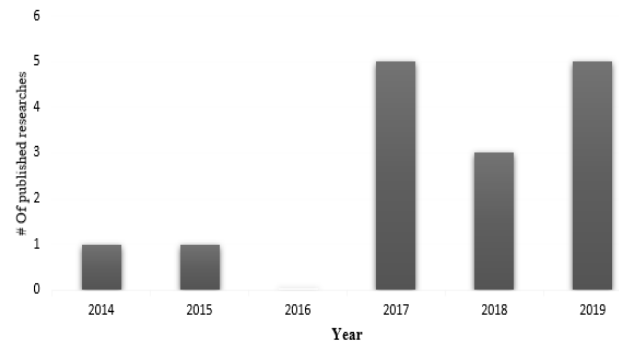


Figure 1: Distribution of the Selected Studies

As mentioned previously in the Figure 1, there are 15 studies have been selected within years from 2014 to 2019.

The authors have categorized the selected studies in to the four major areas for further analysis. Because, it is easy to extract the information from these papers by considering the below mentioned four areas. They are,

- Category1: Basic Concepts of Sharing Economy.
- Category2: Sharing Economy focused to develop new model, framework or platform.
- Category3: Sharing Economy related with the specific areas.
- Category4: Tourism or Hospitality industry with sharing economy.

The selected studies from the literature review expanded in to different areas by providing various solutions for sharing-based businesses spread through world-widely. There are several researchers proposed the conceptual models, business models, frameworks and guidelines as solutions to leverage sharing economy concepts in different domains. As well, there are researchers whose studies are aimed to understand underlying concepts of the sharing economy with the aid of empirical studies and diverse methodologies.

V. CONCLUSION

This paper contributes to the area of the sharing economy business models related to the accommodation sector of the tourism industry. The study considers the important facts like the publication year, keywords, methodology and research type when selecting final studies. Most of researches propose solutions rather than evaluations for problematic scenarios exists with the sharing economy. These solutions are expanded by proposing different conceptual frameworks and integrated business models, recommendations and so on. The articles help to obtain a deep understanding about sharing economy and has certain reference value for theoretical research and practical development in this field. Also, there are research studies which provide an assessment of sharing services and thereby provide some looseness as disadvantages.



Table 3: Bibliography References of the Selected Studies

ID	Bibliographic references
#1	H. Zhang, M. Li and H. Huang, "The Influence and the Development Path of the Sharing Economy on the Economy of China from An Empirical Study," <i>2018 5th International Conference on Industrial Economics System and Industrial Security Engineering (IEIS)</i> , pp. 1-7, 3-6 Aug 2018.
#2	I. Symeonidis, J. Schroers, M. A. Mustafa and G. Biczók, "Towards Systematic Specification of Non-Functional Requirements for Sharing Economy Systems," <i>2019 15th International Conference on Distributed Computing in Sensor Systems (DCOSS)</i> , pp. 423-429, 29-31 May 2019.
#3	J. Löbbers, M. v. Hoffen and J. Becker, "Business Development in the Sharing Economy: A Business Model Generation Framework," <i>2017 IEEE 19th Conference on Business Informatics (CBI)</i> , 24-27 July 2017.
#4	P. Gazzola, <i>Behind the Sharing Economy: Innovation and Dynamic Capability</i> , vol. 6, Springer, 2017, pp. 75-94.
#5	D. Siuskaite, V. Pilinkiene and D. Zvirdauskas, "The Conceptualization of the Sharing Economy as a Business Model," June 2019.
#6	S. Flie, W. Johnston and C. Sichtmann, <i>Fundamentals of Business-to-Business Marketing</i> , Springer, 2015, pp. 171-226.
#7	g. görög, "The Definitions of Sharing Economy: A Systematic Literature Review," June 2018.
#8	K. Frenken and J. Schor, "Putting the sharing economy into perspective," <i>Environmental Innovation and Societal Transitions</i> , 23 Jan 2017.
#9	R. Gatautis, E. Vaiciukynaitė and E. Vitkauskaitė, "Comparative Study of Sharing Economy Business Models in Accommodation Sector," in <i>31st Bled eConference: Digital Transformation – From Connecting Things to Transforming Our Lives</i> , 2017.
#10	C. F. Breidbach and R. J. Brodie, "Engagement platforms in the sharing economy: Conceptual foundations and research directions," <i>Journal of Service Theory and Practice</i> , 10 July 2017.
#11	Ministry of Tourism Development and Christian Religious Affairs, "Sri Lanka Tourism Development Plan (2017-2020)", 2017.
#12	S. Hofmann, Ø. Sæbø, A. M. Braccinib and S. Za, "The public sector's roles in the sharing economy and the implications for," vol. 36, 4 Oct 2019.
#13	T. ChristinaZhang, H. Gu and M. F. Jahromi, Computers in Human Behavior-What makes the sharing economy successful? An empirical examination of competitive customer value propositions, vol. 95, ScienceDirect, 2019, pp. 275-283.
#14	M.Ritter and H.Schanz, "The sharing economy: A comprehensive business model framework," <i>Journal of Cleaner Production</i> , vol. 213, pp. 320-331, Dec 2018.
#15	L. Zekanovic-Korona and J. Grzunov, "Evaluation of shared digital economy adoption: Case of Airbnb," <i>2014 37th International Convention on Information and Communication Technology, Electronics and Microelectronics (MIPRO)</i> , 26-30 May 2014.

By consideration of characteristics and dimensions of sharing economy, some researchers produced sharing economy business models which are more related with the research interest. In some research, they held qualitative surveys to collect information from the different stakeholder groups to create and assess to their results. Also, one of the ultimate goals of the entire research study is to enhancement of rural-based participation and entrepreneurship related with the tourism related sharing businesses in accommodation. So, the authors of the study believe that with the aid of ICT integration the participation with the tourism domain can be leveraged. Therefore, in this literature review is used by the authors to gather the domain knowledge and overall idea about the sharing economy businesses adopted in world-wide. Thereby intend to discover the most related studies associated with the research area.

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