



GROWTH OF SHARING ECONOMY IN TOURISM: DEVELOPING A BALANCED POLICY RESPONSE

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Growth of the sharing economy in tourism

- Exponential growth of peer-to-peer and shared usage platforms is changing the tourism landscape, driven by technological advances and cultural shifts
 - Accommodation, transport, travel, dining etc.
- As the sharing economy matures, so too do the business models and services available to travellers
 - Segmentation of leisure and business market, partnership between sharing economy and traditional tourism actors
- *A key question for policy makers is how to adapt to the development of the sharing economy in tourism?*



Implications for tourism not yet fully clear

- Sharing economy presents opportunities to stimulate innovation and expand consumer options, complementing and competing with traditional tourism offerings
- Developments pose challenges for established tourism actors and raise important questions e.g. consumer protection, regulation, taxation, public interest
- Limited data available to quantify the scale and impact of this dynamically evolving and relatively new phenomenon
- Widespread acknowledgement of the strong growth potential



Balancing interests of traditional tourism and sharing economy actors

- Policy makers are struggling to keep up with these developments and understand what they mean for people, places and businesses
- Different actors are affected in different ways – need to balance interest of tourists, tourism businesses, sharing economy platforms, new service providers and communities
- Policy responses can be largely characterised as ‘wait and see’ - policy makers have been cautious about changing rules and regulations to support the growth of these new business models or protect existing operators



Path forward for tourism policy makers

- Rapid growth of sharing economy is placing pressure on existing policy frameworks
- To help take advantage of opportunities and respond to challenges, policy makers need to:
 - Better understand how the sharing economy is changing tourism and impacting economies
 - Strengthen the strategic operating framework that articulates key considerations and preferred policy options
 - Re-think political and cultural incentives
 - Modernise policy and regulatory approaches



To find out more –

www.oecd.org/cfe/tourism

<http://dotstat.oecd.org/>



Publications

- Tourism Trends & Policies (2008, 2010, 2012, 2014, 2016 forthcoming)
- Effective Policies for Tourism Growth (2015, available online)
- Supporting Quality Jobs in Tourism (2015, available online)
- Tourism and the Creative Economy (2014)
- Indicators for Measuring Competitiveness in Tourism (2013, available online)
- Green Innovation in Tourism (2012, available online)