

# Impulse Paper No.9



## *The impact of regulatory approaches targeting collaborative economy in the tourism accommodation sector:*

*Barcelona, Berlin, Amsterdam & Paris*

Prepared by: Aalborg University, Copenhagen, Denmark (May-June 2016)

# *Aims*

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1. To compare and contrast the different regulatory measures in 4 cities.
2. Assess the impacts of regulatory approaches on different groups of stakeholders and on the destination.
3. To analyse policy practices and make recommendations with respect to good practice.

# Definition

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## **Collaborative economy tourism accommodation**

*... peer-to-peer digitally mediated accommodation that is used predominantly, but not exclusively, for tourism-related short stays.*

# Methodology & data

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## Context

(housing, tourism, social, political)

Mapping of policy issues/controversies

Analysis of policies/regulations

Consultation, interviews

Collaborative economy accommodation activity

## Data included:

- Analysis of literature, social media, blogs, etc.
- Issue mapping – news content (ProQuest database) 158 articles imported into CorText
- City tourism and housing data (Euromonitor, DMO data, city data)
- Analysis of policies and regulations, official government websites and media releases
- Insideairbnb data as a proxy for collaborative accommodation activity

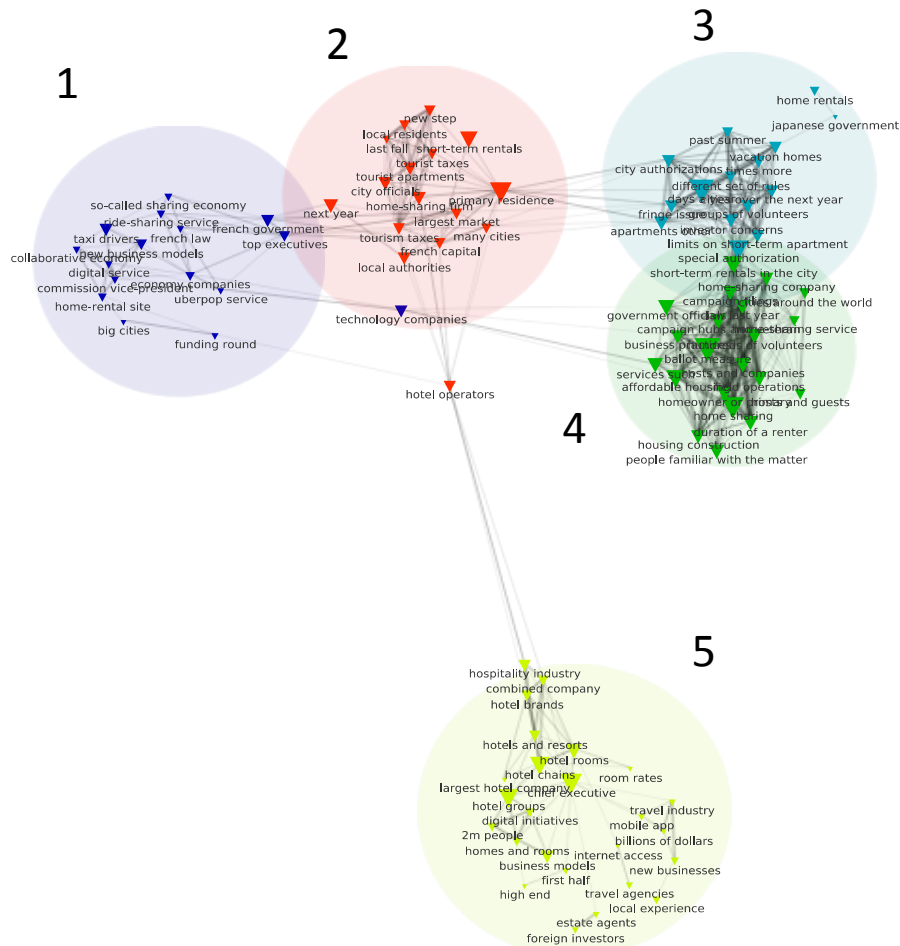
# *Context: A “Perfect (Policy) Storm”*

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- Unprecedented tourism growth in each city
- Increasing investment/growth in hotel/apartment accommodation
- Housing supply and affordability issues underpinned by pre-existing issues
- Concern over conversion of residential properties
- Changing demographic profile of cities, high resident mobility, property investment, etc.

# Mapping of the policy issues



1. Business innovation and disruption
2. Conversion of housing/taxation
3. Complexities of regulation
4. Land use, planning, housing
5. Impacts on incumbent hospitality, tourism and service sectors



# Amsterdam

Holiday rental (60days/max 4 guests)

B&B permitted (rules apply)

Airbnb collects local tax, education role



# Berlin

Whole apartment rental not permitted

B&B permitted (rules apply)

Platforms have an educational role

## REGULATORY ELEMENTS

- Primary residence
- Length of stay
- No. of bookings/yr
- No. guests
- Floor area
- Co-op approval



# Barcelona

Homes for tourist use (31 days/yr)

B&B permitted (rules apply)

Platforms must adhere to advertising requirements / have an educational role



# Paris

Whole apartment permitted (4 months max)

B&B permitted (rules apply)

Platforms have an educational role



# Overall observations

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- Regulatory responses do not target particular platforms
- Regulatory measures directed at:
  - ❖ tourism codes
  - ❖ housing
  - ❖ planning
  - ❖ economic policies
- Collaborative economy accommodation has not caused (but may have exacerbated) housing shortages & affordability
- Social media has inaccurately portrayed regulatory responses
- Critical lack of information and knowledge sharing for governments





# Impacts on stakeholders

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## Governments

lack of information -- politics --policy complexities & inter-linkages



## Incumbent industry operators

increased competition -- inequities in regulatory -- uncertainty



## Local residents /communities

housing supply/affordability – community -- participation

# Impacts on stakeholders

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## Collaborative economy platforms

blame/causal connections -- politics -- responsibility



## Consumers (visitors)

consumer choice – consumer protections – health/safety



## Accommodation providers (hosts)

Regulatory uncertainty – rights of owners -- responsibility

# Recommendations

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1. Subsidiary principle – treated at lowest, most efficient level
2. EU Law, the Services Directive, the E-commerce Directive and the EU consumer acquis set out rights/obligations [Communication on the European Agenda for Collaborative Economy](#)
3. Map policy interrelations
4. Develop collaborative knowledge/learning networks
5. Encourage diversity of collaborative economy models
6. Create collaborative governance spaces
7. Articulate clear position on collaborative economy
8. Mixed instruments, public-private responses
9. Define/clarify key concepts using “regulatory elements”

## Further information:

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Dredge, D, et al. (2016). *The impact of regulatory approaches targeting collaborative economy in the tourism accommodation sector: Barcelona, Berlin, Amsterdam and Paris*. Impulse Paper No 9 prepared for the European Commission DG GROWTH. Aalborg University, Copenhagen.

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