

## *Original Paper*

# Research on Mode of Sharing Economy in Tourism

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### **Abstract**

*With the rapid development of Internet technology, the sharing economy model has gradually penetrated into all walks of life. As an important field, tourism has also been deeply affected by the sharing economy model. Based on the in-depth study of the model of sharing economy in tourism, this paper analyzes the specific application, advantages and challenges of sharing economy in tourism, and discusses its future development trend, aiming to provide new ideas and methods for the sustainable development of tourism.*

### **Keywords**

*sharing economy, Tourism, B&B, Carpooling tour, Tourism experience sharing*

## **1. Introduction**

With the continuous progress and popularization of Internet technology, the sharing economy model is booming around the world and has become one of the important features of economic development in the new era. As a new economic form, the core of sharing economy is to realize the optimal allocation of resources through the efficient use of idle resources, so as to bring many economic benefits and convenience to the society. This new economic model not only shines brightly in the fields of transportation, goods leasing and so on, but also shows strong vitality and broad development prospects in the tourism industry.

Tourism, as an important pillar industry of the national economy, plays an important role in the development of the national economy and the improvement of people's living standards. However, in the process of development, the traditional tourism industry is also faced with problems such as low resource utilization, high cost and service homogeneity. The rise of the sharing economy has brought new development opportunities to the tourism industry. Its core idea coincides with the development needs of the tourism industry, which not only improves the utilization rate of tourism resources, reduces the cost of tourism, but also provides tourists with more diversified and personalized tourism services.

This paper aims to explore the application of sharing economy in tourism and its impact, in order to provide new ideas and methods for the sustainable development of tourism.

## **2. Application of Sharing Economy in Tourism**

### *2.1 Home Stay Sharing: Breaking the Limitations of Traditional Accommodation Mode*

Home stay sharing is a bright application of sharing economy in tourism. The emergence of this mode breaks the limitations of the traditional hotel accommodation mode and provides tourists with a richer choice of accommodation. Through the online platform, homeowners can share their spare rooms or complete houses, so as to provide tourists with a more comfortable and local characteristic accommodation experience.

Compared with traditional hotels, home stay sharing has many advantages. First, the price is reasonable. As the B&B usually uses idle houses, its operating cost is relatively low, which makes the price of B&B generally lower than that of hotels of the same level. For tourists with limited budgets, home stay is undoubtedly a cost-effective option. Secondly, the experience is unique. Home stays often integrate the local cultural characteristics and life atmosphere. Tourists can not only feel the warmth and comfort at home, but also deeply experience the local customs and cultural charm. This unique accommodation experience makes home stay sharing popular with more and more tourists.

In addition, home stay sharing also has strong social attributes. In the home stay, tourists have the opportunity to have in-depth exchanges and interactions with homeowners and other tourists, and share each other's travel experience and life stories. This social experience not only enriches tourists' travel life, but also helps to broaden their interpersonal circle.

### *2.2 Carpool Tourism: Save costs and Promote Exchanges*

Carpooling tourism is another innovative application mode of sharing economy in tourism. Through the online platform, tourists can easily find peers to the same destination and carpool to the destination. This way not only saves the cost of tourism for tourists, but also provides them with the opportunity to communicate with people from different backgrounds, which increases the interest and richness of tourism.

The advantages of carpooling tourism lie in its economy and environmental protection. By carpooling, tourists can share the cost of fuel, tolls and so on, so as to reduce the cost of tourism. At the same time, carpooling tourism also helps to reduce traffic congestion and environmental pollution and realize green travel. In addition, carpooling tourism can also promote exchanges and cooperation among tourists and create a more harmonious tourism atmosphere. In the process of carpooling, tourists can make new friends, share their travel experience and experience, and make the travel more interesting and unforgettable.

However, carpooling tourism also has certain security risks and trust problems. In order to ensure the safety and reliability of carpooling tourism, tourists need to choose a regular carpooling platform and carefully check the identity information and vehicle information of carpooling partners. At the same

time, the government and relevant institutions should also strengthen the supervision and regulation of carpool tourism to protect the legitimate rights and interests of tourists.

### *2.3 Tourism Experience Sharing: Making Travel More Colorful*

Tourism experience sharing is one of the emerging applications of sharing economy in tourism. With the popularity of social media and online travel platforms, more and more tourists are willing to share their travel experience and what they have seen and heard on the Internet, providing valuable tourism information and suggestions for other tourists. This way of sharing tourism experience not only enriches tourists' travel life, but also helps to improve the popularity and attraction of tourism destinations.

Through tourism experience sharing, tourists can have a deeper understanding of the local customs and cultural characteristics of the tourism destination. They can draw inspiration and experience from the sharing of other tourists, and make better preparation and planning for their own travel. At the same time, tourism experience sharing also provides a platform for tourists to show their talents and personality. They can record their travel experience and share their feelings and opinions with others by writing travel notes, taking travel photos and videos.

In addition, tourism experience sharing has also played a positive role in promoting the marketing and promotion of tourism. The real experience and word-of-mouth communication of tourists are often more convincing and credible than traditional advertising. Therefore, more and more tourism destinations and scenic spots begin to pay attention to the power of sharing tourism experience, and enhance their brand image and popularity through interaction and cooperation with tourists.

However, tourism experience sharing also has the problems of authenticity and objectivity of information. In order to ensure the authenticity and objectivity of the shared content, tourists need to choose a reliable sharing platform and source, and make judgments and decisions based on their own actual situation. At the same time, the government and relevant institutions should also strengthen the supervision and regulation of tourism experience sharing to prevent the spread of false information and malicious evaluation.

In general, the application of sharing economy in tourism provides tourists with more diversified and personalized tourism service choices. These new application models not only improve the utilization rate of tourism resources and reduce the cost of tourism, but also bring more colorful and in-depth travel experience to tourists. However, there are also some risks and challenges in these emerging models, which need the joint efforts of the government, enterprises and tourists.

## **3. Advantages and Challenges of Sharing Economy in Tourism**

### *3.1 Advantages of Sharing Economy in Tourism*

#### **3.1.1 improve Resource Utilization**

The core value of the sharing economy model lies in its efficient use of idle resources, which is particularly prominent in the tourism industry. Under the traditional tourism mode, many tourism

resources, such as home stay and transportation, are often idle due to time, space and other factors. However, under the mode of sharing economy, these idle tourism resources have been fully utilized. For example, homestay sharing enables homeowners to rent vacant rooms or complete houses to tourists, avoiding the waste of resources. Carpooling tourism can make use of idle seats and reduce the waste of traffic resources. This way not only improves the utilization efficiency of resources, but also makes the allocation of tourism resources more reasonable and efficient.

In addition, the sharing economy has further improved the utilization rate of resources by promoting the recycling of resources. In the process of tourism, tourists can share various resources, such as tourist supplies, guide services, etc., so as to reduce unnecessary waste. This recycling method not only helps to save resources, but also reduces the impact of tourism activities on the environment.

### 3.1.2 Reducing Tourism Costs

By removing intermediate links and reducing operating costs, the sharing economy model provides tourists with more economical tourism services. In terms of home stay sharing, since the homeowner rents the house directly, the high operating costs of hotels and other institutions are saved, so tourists can enjoy a comfortable accommodation experience at a lower price. Carpool tourism reduces everyone's travel cost by sharing transportation costs. In addition, tourism experience sharing also provides tourists with a large number of free tourism advice and suggestions to help them plan their travel more efficiently and reduce unnecessary expenses.

Reducing the cost of tourism not only enables more tourists to enjoy the fun of tourism, but also helps to promote the sustainable development of tourism. By attracting more tourists to participate in sharing economic activities, we can further promote the optimal allocation and efficient use of tourism resources.

### 3.1.3 Provide Diversified Services

The sharing economy model provides tourists with more diversified and personalized tourism services. In terms of home stay sharing, tourists can choose different types of houses according to their preferences and needs, so as to obtain a more unique accommodation experience. Carpooling tourism provides tourists with the opportunity to communicate with people from different backgrounds, which increases the interest and richness of travel. In addition, tourism experience sharing also provides tourists with a large number of tourism information and suggestions to help them make personalized travel plans according to their interests and needs.

This diversified and personalized service not only meets the different needs of tourists, but also makes tourism activities more colorful. By participating in sharing economic activities, tourists can obtain more unique and unforgettable travel experience.

## 3.2 Challenges of Sharing Economy in Tourism

Although the sharing economy has shown great potential and advantages in tourism, it also faces some challenges and problems. The following is a detailed analysis of these challenges:

### 3.2.1 Regulatory Challenges

As the application of the sharing economy model in the tourism industry is still in its infancy, the relevant laws and regulations are not perfect, which has brought some difficulties to the government supervision. On the one hand, the government needs to formulate and improve relevant laws and regulations to ensure the legitimacy and standardization of sharing economic activities; On the other hand, the government also needs to strengthen the supervision of the sharing economy platform to prevent its violations or damage to the rights and interests of tourists.

### 3.2.2 Safety Issues

Under the mode of sharing economy, there is a certain risk of information asymmetry between tourists and homeowners, carpooling partners, etc. Because tourists often trade with strangers through online platforms, how to ensure the safety of tourists has become an urgent problem to be solved. In addition, carpooling tourism also has certain hidden dangers of traffic safety, which needs to be paid enough attention.

### 3.2.3 Unstable Service Quality

Since most of the service providers under the sharing economy mode are individuals or small enterprises, the service quality may be unstable. On the one hand, the professional level and experience of service providers may be uneven; On the other hand, due to the lack of uniform service standards and specifications, service providers may provide services according to their own understanding and methods, leading to the instability of service quality.

## 4. Future Development Trend of Sharing Economy in Tourism

### 4.1 *Intelligent Development*

With the rapid development of science and technology, intelligence has become a major trend in the development of various industries. For the application of sharing economy in tourism, intelligence not only means the improvement of operation efficiency, but also represents a leap in service quality. With the in-depth development of Internet technology, especially the application of advanced technologies such as big data, cloud computing and artificial intelligence, the intelligent level of the sharing economy in the tourism industry will be greatly improved.

#### 4.1.1 Accurate Matching and Prediction

With the help of big data and artificial intelligence technology, the sharing economy platform can more accurately analyze tourists' behavior patterns, consumption habits and tourism preferences. Through these data, the platform can achieve the efficient matching of tourism demand and idle resources, which not only improves the utilization rate of resources, but also greatly improves the satisfaction of tourists. In addition, based on historical data and tourists' real-time behavior, the platform can also predict future tourism hotspots and demand trends, so as to carry out resource layout and Optimization in advance.

#### 4.1.2 Intelligent Services and Recommendations

With the progress of artificial intelligence technology, intelligent voice assistant and intelligent recommendation system will gradually integrate into the sharing economy platform. These intelligent systems can provide personalized service suggestions and travel recommendations according to the historical data and real-time needs of tourists. For example, when tourists use the home stay sharing platform, the intelligent recommendation system can recommend the most suitable houses according to their past accommodation habits, evaluation and browsing records.

#### 4.1.3 Automatic Operation and Management

In the future sharing economic tourism platform, automation will become an important means of operation. Through the intelligent management system, the platform can automatically process the order, payment, evaluation and other processes, greatly improving the operation efficiency. At the same time, the automated risk control system can also monitor the transaction process in real time to discover and deal with potential risks and problems in time.

### 4.2 Standardization Management

With the vigorous development of the sharing economy, how to ensure the quality of service and the rights and interests of tourists has become an important issue. Therefore, standardized management will play an important role in the development of sharing economy and tourism in the future.

#### 4.2.1 Improvement of Regulations and Policies

The government will issue more specific and perfect laws and regulations to regulate the operation of the sharing economy in the tourism industry. These regulations will not only clarify the rights and obligations of service providers and tourists, but also strictly regulate the platform's operational responsibilities, data security and other aspects.

#### 4.2.2 Establishment of Service Quality Standards

In order to improve the service quality, the sharing economic tourism platform will establish a set of unified service quality standards. These standards will cover housing quality, service attitude, transaction process and other aspects to ensure that tourists can enjoy consistent high-quality services on any platform.

#### 4.2.3 Strengthening of Supervision Mechanism

The government will strengthen the supervision of the sharing economic tourism platform to ensure its compliance operation. This includes regular inspection of the platform, handling violations and complaints, and promoting industry self-discipline. These measures can effectively protect the legitimate rights and interests of tourists and promote the healthy development of the sharing economy.

### 4.3 Cross Border Integration

In the future development, the application of the sharing economy in the tourism industry will no longer be limited to the accommodation and transportation fields, but will be deeply integrated with other related industries to provide tourists with a richer and diversified tourism experience.

#### 4.3.1 Integration with Catering and Entertainment

The sharing economy platform can cooperate with local catering and entertainment places to provide one-stop services for tourists. For example, when booking a room on the home stay sharing platform, you can also book tickets to nearby specialty restaurants or entertainment places. This cross-border integration not only increases the attraction of the platform, but also brings great convenience to tourists.

#### 4.3.2 Integration with Cultural Tourism

With the rise of cultural tourism, the sharing economy platform can cooperate with cultural institutions such as museums and art galleries to launch characteristic cultural tourism products. This integration not only enriches the cultural experience of tourists, but also helps to promote local cultural characteristics.

#### 4.3.3 Integration with Health Tourism

With the improvement of health awareness, more and more tourists begin to pay attention to health tourism. The sharing economy platform can cooperate with local health institutions such as gyms and yoga halls to provide tourists with personalized health tourism services. This integration not only meets the health needs of tourists, but also brings new profit points for the platform.

### 5. Conclusion

Through in-depth research and analysis of the application of sharing economy in tourism, this paper believes that sharing economy has brought great changes and opportunities to tourism. The sharing economy model brings tourists a more convenient and economic tourism experience by making rational use of idle resources, reducing tourism costs and providing diversified services. However, this emerging model also faces many challenges and problems, such as regulatory challenges, security issues and unstable service quality. The solution of these problems needs the joint efforts and cooperation of the government, enterprises and tourists.

Looking forward to the future, the application of sharing economy in tourism will show a trend of more intelligent, standardized and cross-border integration. With the continuous progress of science and technology and the gradual improvement of laws and policies, we have reason to believe that the sharing economy will inject new vitality into the sustainable development of tourism. At the same time, we should also see that the potential and challenges of the sharing economy coexist in the tourism industry, and we need to constantly explore and innovate to adapt to the changes of the market and the needs of tourists.

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