

EXTENDED ABSTRACT

ANALYSIS OF THE SHARING ECONOMY IN URBAN TOURISM. STUDY OF THE IMPLEMENTATION OF AIRBNB IN MADRID AND BARCELONA

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INTRODUCTION

This study aims to contribute to the research of urban management models that take into account the collaborative economy. This contribution will add an integrating perspective that assesses the real impact on the territory of regulated and non-regulated accommodation, in order to guarantee the sustainability of the long-term destinations, the tourist experience and the quality of life of the residents.

The main objective of this research is to analyze the situation of the collaborative economy in the accommodation sector, in order to offer an inclusive urban management model. This model adds an integrating perspective that assesses the real impact on the territory of regulated and non-regulated accommodation in cities in order to guarantee the long-term sustainability of destinations, the tourist experience and the quality of life of residents. It is tested through the case studies of Madrid and Barcelona.

The reason for choosing these cities is that both are European leaders in tourism, according to the report on the Global Destination Cities Index. Both cities are among the top ten in Europe in receiving tourists (Barcelona in third place and Madrid in fourth) and among the top twenty in the world in terms of spending for overnight stays by international visitors worldwide (Barcelona in tenth place and Madrid in twelfth).

The article is organized as follows: first, literature review on the characteristics of the collaborative economy in the tourism sector. Secondly, the reasons why Madrid and Barcelona are international referents of urban tourism are analyzed, and then the regulated accommodation offer of both cities is described. Subsequently, an analysis of the impact of

Airbnb in Madrid and Barcelona is carried out in terms of number of apartments, density of tourist places per square kilometer and prices (distributed by district). Next, the research methodology is developed and then, the results of the study are presented. Finally, the conclusions of the study carried out are elaborated.

METHODOLOGY

The research methodology is based on case studies (Madrid and Barcelona). In both case studies, a descriptive analysis of tourism demand and supply is carried out (the variables used to reflect this demand and supply have been extracted from the National Institute of Statistics).

The study carried out makes a complementary contribution from two types of accommodation, hotels and tourist apartments, in order to realistically reconcile the current situation of both. In addition, an external contribution will be made to the INE, extracting from the database of the researcher Tom Slee: the number of Airbnb accommodations, their location and their price (both in Madrid and Barcelona) to quantify the real situation of the tourist apartments in both cities.

This contribution is motivated by the limitations on the part of the INE to quantify the reality of tourist apartments in both cities, so the data was extracted from the database of researcher Tom Slee, allows us to get into the panorama that both cities are experiencing with the appearance of said platform.

The reason for choosing the Airbnb platform is given because this platform represents one of the most paradigmatic examples of the well-known collaborative economy, in which anyone can rent their home or room in their private residence as tourist accommodation, with the particularity of focus on leasing for short periods of time.

On the other hand, Airbnb has such an expansive capacity that in a few years it has become one of the great tourist platforms, transforming the demand and accommodation supply of the tourism sector as a whole. For all these reasons, it can be said that the Airbnb's relevance in the tourism sector goes far beyond a collaborative profile.

In this research, data from hotels and tourist apartments are analyzed together with those from Airbnb. After that, the distribution of new indicators capable of reflecting the real situation experienced by the demand and the supply of accommodation in Madrid and Barcelona is mapped. These indicators will facilitate the structuring of a model that can direct the exchanges between collaborative economy and smart economy towards the purpose of the model: the sustainability of destinations.

RESULTS

One of the most important differences is the distribution by districts, which can be analyzed using the density of apartments per km², so it is observed that the central district of Madrid practically triples the figure of the district with the highest density in Barcelona. Therefore, the figure collected by the central Madrid district is clearly alarming.

Add to these differences, that the concentration in the central district of the city of Madrid is much more evident than in the central area of Barcelona, because the central area of Barcelona is made up of various districts.

On the other hand, the average price of both cities differs greatly. While in Barcelona it is 138 euros, in Madrid it is 94 euros.

To conclude, it can be stated that, both results are far from the contributions made by the INE. This fact is an indicator of the need to enrich the information provided about tourist apartments by official statistics.

CONCLUSIONS AND IMPLICATIONS

The situation of the tourism sector is being transformed in a dizzying way with the massive generalization of the collaborative economy and the appearance of a type of hyper connected consumer. The collaborative economy, in the tourist field, offers new ways of traveling, staying and integrating into the local culture at a lower cost. This context requires new approaches among conventional tourism agents, who are forced to implement a value proposition that includes personalization and experience in the service offered.

Spain is the undisputed leader in tourism competitiveness but maintaining that competitiveness by guaranteeing the conservation of destination resources becomes a complicated issue in the long term. It is important to show that excess competitiveness, motivated by a lack of constant investment in innovation and tourism intelligence, can lead to undesirable situations for tourist destinations.

Based on this idea, it is considered necessary to be able to measure these limits, but for this, deficiencies are found in the current indicators. For this reason, new needs are detected, which require new indicators that incorporate not only the collaborative economy and the smart economy, but to all the variables that are affected by the development of these economies. In addition, early warning indicators are required, which can try to detect the real limit of the load capacity of destinations, taking into account all these new variables that are integrated into the environment.

In the course of the investigation, various limitations occurred, highlighting the absence of available data to quantify the real impact of touristic accommodation. Despite this, it has been treated from a key point to develop the project, basing it on trying to measure the need to assess the real impact.

It is necessary to remember that both cities, Madrid and Barcelona, have suffered a lot of pressure from the residents against touristification, which highlights the importance of being able to quantify the current situation in order to establish appropriate measures to this panorama.

All these contributions are necessary to recognize the importance of being able to assess the tourist reality of both metropolises, in order to regulate them and improve the situation of residents and destinations. Well, there is no more solid basis than knowledge, to make a tourist destination truly smart and collaborative. It is the path to sustainability in all its areas, of environmental, cultural and socio-economic conservation.