

COLLABORATIVE ECONOMY IN TOURISM
A Comparative Study between Business Models of Traditional and Collaborative Tourism
Companies

*Cibele Lopes Souto Maior-Cabanne
Maria Conceição Melo Silva Luft
Aline França de Abreu
Universidade Federal de Sergipe
São Cristóvão, Brasil*

One of the great trends of the 21st century, Collaborative Tourism uses technology to enable the sharing of goods and services between ordinary people and tourists through profit and non-profit platforms, ensuring a more efficient use of resources and a greater cultural exchange. It is especially attractive in Brazil because of the economic recession. In this scenario, the present study aims to comparatively analyze the business models of monetized Traditional and Collaborative Tourism companies of the same branch of activity and operating in this country, based on the Business Model Canvas' components. In order to meet this objective, the multiple case study was adopted as research strategy, involving semi-structured interviews with managers of each of the two categories of companies. The results show that the Collaborative Tourism companies seek to serve customers with different demands from those of traditional tourism, which is reflected throughout their business model and thus promotes an even greater diversification of the tourism sector.

KEY WORDS: *collaborative economy, collaborative tourism, business model, sharing economy, collaborative consumption.*