

THE DISCOURSE OF COLLABORATIVE CONSUMPTION IN TOURISM

Analysis from the Airbnb Travel Platform

Luana Alexandre Silva
Maria de Lourdes de Azevedo Barbosa
Universidade Federal de Pernambuco
Recife, Brasil

New consumer practices have been formulated and reformulated to meet the demands of a constantly changing society. The collaborative or shared economy has gained space in this context by facilitating person-to-person transactions from digital platforms, providing new forms of consumption, including travel. In tourism, collaborative consumption has been established, generating competitive and sustainable business models, such as the Airbnb travel platform. In order to grow in the market, these platforms have been committed to use communication channels to get their messages across and to advertise their services, spreading information that can reveal aspects of the reality under construction and influencing consumer behaviors and perceptions about services and destinations. In this sense, the present study sought to analyze the discourse of collaborative consumption in tourism using the critical analysis of the Airbnb website, for its representativeness in the market. With the research it was possible to understand that among the platform's main messages is the idea of an experience and accommodation market that is reliable and safe for guests and hosts. There are, however, discourses that seem to be tied to moral and identity issues, as well as messages that seem to be contradictory to users.

KEY WORDS: *discourse, collaborative consumption, tourism, travel platform.*