

COLLABORATIVE TOURISM

The Emergence of a New Business Model in the Brazilian Food Branch

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

Collaborative Tourism platforms enable tourists to obtain the goods and services they require from ordinary people. This new economic model has been conquering an increasing number of people around the world and, consequently, bothering the traditional companies of the industry. In Brazil, Collaborative Tourism is even more attractive because of the unfavorable economic conditions, meaning an alternative source of income for those who offer their own idle assets for tourists or even a reduction of costs for those who travel. Immersed in this context, this research aims to analyze the business model of Dinneer, a Brazilian Collaborative Tourism platform in the food branch, based on the Business Model Canvas. Such a company was chosen for this investigation because of its exclusivity in the market: it is the only one that provides a meal sharing service whereby the tourist participates of an exclusive meal in a chef's house. Therefore, it is intended to contribute to a revelation of the diversity of business of the Collaborative Economy, an emerging phenomenon that demands greater academic exploration.

KEY WORDS: *Collaborative tourism, collaborative economy, meal sharing, sharing economy, collaborative consumption.*