

SHARING ECONOMY

An Airbnb Study

Bruno Santucci de Oliveira

Jonei Eger Bauer

Carlos Alberto Tomelin

Ana Paula Lisboa Sohn

Universidad del Vale do Itajaí

Balneário Camboriú, Brasil

Sharing economy had its beginning with the transformation of several characteristics of the current socioeconomic system. Some researchers believe that the sharing economy will shake the tourism and hospitality basis by changing the traditional dynamic of consumption. Especially the hospitality industry where new business models are aligning with the current competitive context. The main purpose is to understand the emergence of new business models that operates in the hospitality industry and base themselves on opportunities created by the sharing economy. This research takes order to present the case of Airbnb. As result, the impact of sharing economy on tourism and hospitality industry has drawn attention due to its speed of growth. The Airbnb is a new business model that rises as a disruptive innovation and reshapes the hospitality industry.

KEY WORDS: *sharing economy, disruptive innovation, hospitality, Airbnb.*