

# P2P Hospitality and Tourism Resilience. The Case of Milan, Italy

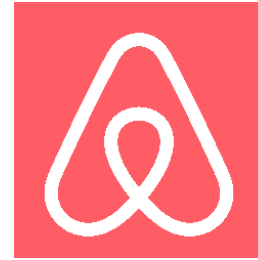
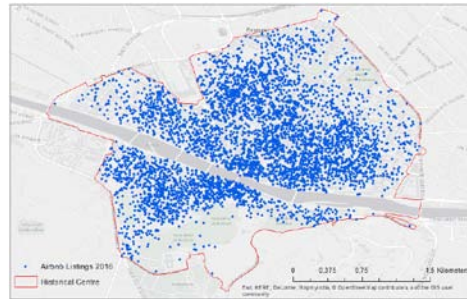


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# What Are We Talking About Today?

1. Airbnb
2. P2P and the Sharing Economy
3. Airification
4. Is this relevant to Smart Tourism?
5. The Trips Programme
6. The Experiences Programme
7. The Case of Milan, Italy



## Airbnb



**“Future research on Airbnb is of great importance because destinations are just beginning to respond to the pressing challenges and promising opportunities created by the rapid rise of an informal peer-to-peer accommodation sector.”**

- **Guttentag 2013**



## Understanding Airbnb



**“Achieving a greater understanding of Airbnb's disruptive emergence will offer tremendous practical value, and there is every reason to believe that such knowledge will only increase in importance as Airbnb continues to prominently and firmly establish itself within the worldwide tourism accommodation sector.”**

- Guttentag 2013





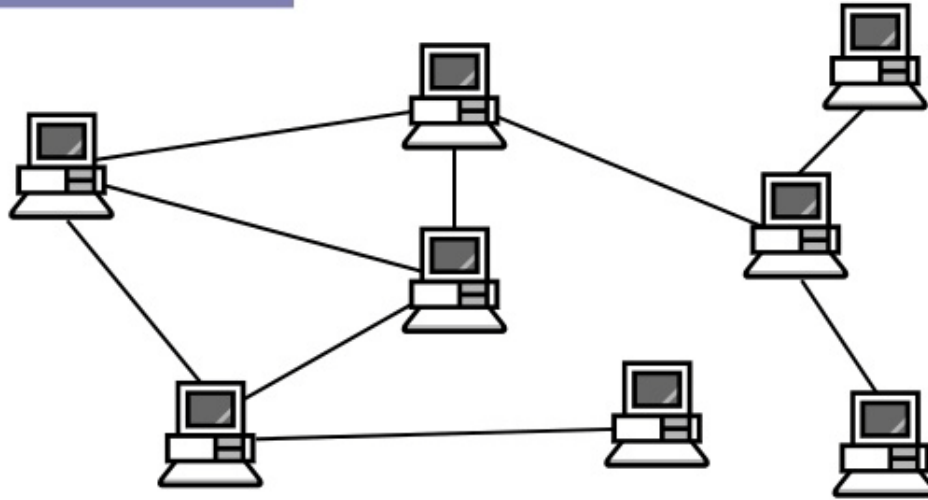
Industry	Big Bang Disruptor
Maps & dedicated GPS devices	<b>waze</b>
Taxi services	<b>lyft</b> Side-car
Hospitality – Hotels	
PCs and Laptops	iPad
Financial Services – Payments	<b>Google wallet</b> <b>ISIS</b>
Retail	
Education	
Travel agencies	<b>priceline</b>
Yellow pages	
Film rentals	
Low-end digital cameras	<b>iPhone</b>

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## Airbnb According To Downes & Nunes

# P2P




- No central server
- Clients connected to one or more peers
- Resilient
- Large #messages



Source: SlideShare, James Salter

# P2P In Tourism



**Authenticity**

- Authentic experiences
- Meeting local people



**Technology**

- Online and mobile platforms
- Social media functionalities



**Value**

- High value for money
- Advent of online micro-entrepreneurs

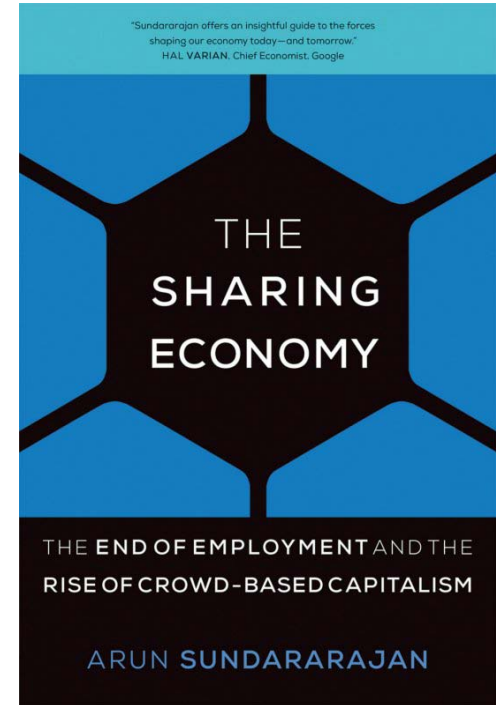


# The Sharing Economy



“Sharing isn’t new. Giving someone a ride, having a guest in your spare room, running errands for someone, participating in a supper club-these are not revolutionary concepts. What is new, in the ‘sharing economy,’ is that you are not helping a friend for free; you are providing these services to a stranger for **money**.”

Sundararajan 2016 explains the transition to what he describes as “**crowd-based capitalism**” – a new way of organizing economic activity that may supplant the traditional corporate-centered model.





# Destinations As Networks



# We're All Stakeholders

**Stakeholder** noun  
[countable]

Someone who has invested money into something, or who has some important connection with it, and therefore is affected by its success or failure.

**Stakeholder in...**  
- Citizens should be stakeholders in the society they live in.



Picture from [infinityimmigration.com](http://infinityimmigration.com), BC, Canada

Definition from Longman Dictionary of Contemporary English

## A Destination Is Its Stakeholders



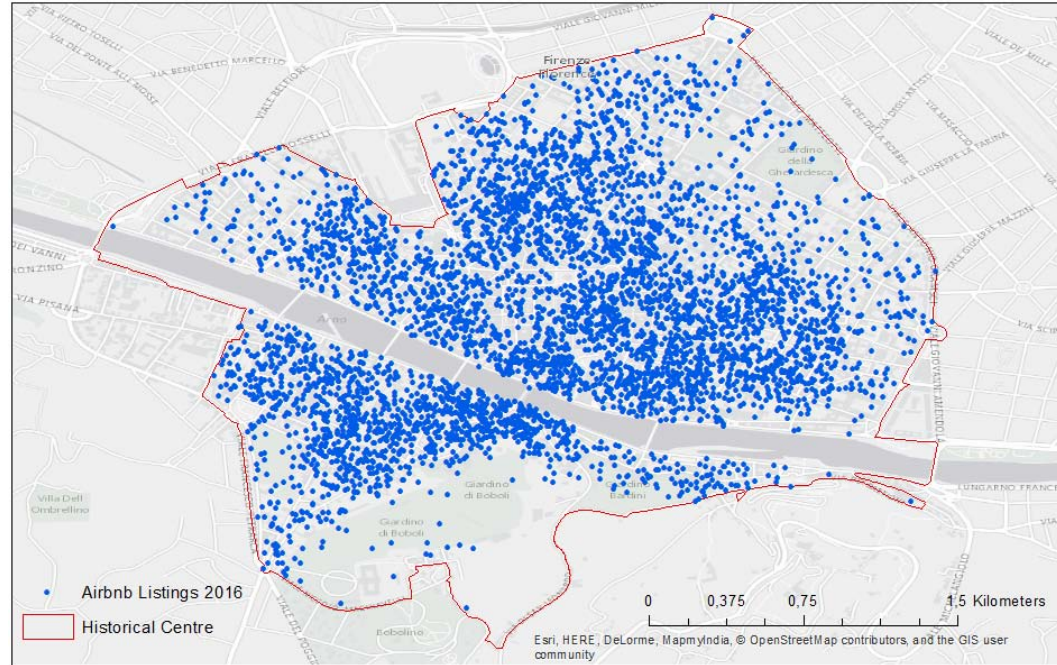
# Airification



A study from the University of Siena: **The airification of cities**

▪ Picascia et al. 2017

“The net result would be an even more unequal system, with an even **higher concentration** of the offer towards the delicate and already **compromised** environment of the historic centres.”





## Is this relevant to Smart Tourism?

“Smart tourism allows tourists to better communicate and **interact** with and in cities to establish **closer relationships** with not only residents but also local businesses, local government and city attractions.”

- Gretzel et al. 2015



## The Trips Programme

Brian Chesky, the Airbnb CEO, announced their new Trips programme during a **purposeful three-days meeting** held in Los Angeles in November 2016.

As summarized by **The Guardian**, the task was “taking on the tourism industry by **offering travellers excursions and experiences hosted by locals**, an ambitious expansion which will allow people to plan entire trips through the home-sharing site [...], the company said.”

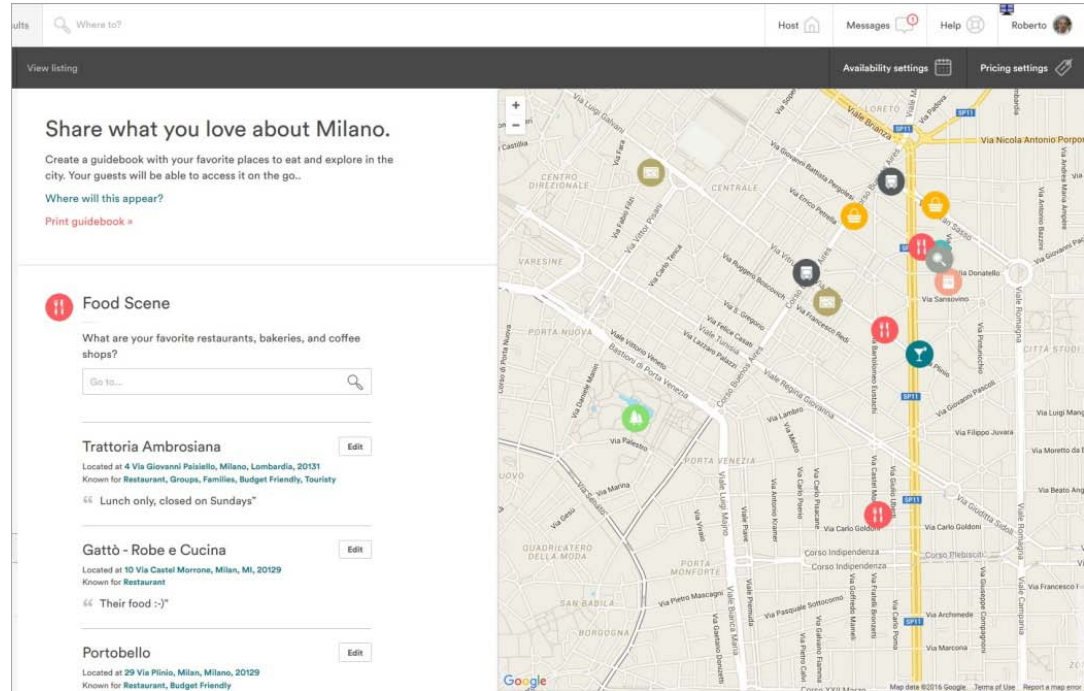


# The Experiences Programme



“The redesigned app works for a dozen cities, including London, Los Angeles, San Francisco, Paris, Tokyo and Nairobi, and will spread to dozens more next year, and eventually thousands.”

- The Guardian 2016



## Airbnb in Milan, Italy (January 23, 2017)

**“Over the last 12 months, we have supported the city during key events including the Design Week, Terramadre by Slowfood and many others, with hosts opening their homes to visitors. Earlier this year, we released a report highlighting the impact our community is having on Italy and Milan.**

**We are now proud to announce in collaboration with the Municipality of Milan and Collaboriamo that we have launched a course for over 50s in Milan who want to know more about the sharing economy, digital platforms and to explore the opportunities that they bring.”**



## Airbnb Responsible Hosts In Milan, Italy, 2017 (March 29)

**“La fondazione Vico Magistretti e l’Home Sharing Club degli host Airbnb di Milano organizzano una passeggiata nelle strade più esclusive del centro, alla scoperta delle creazioni dell’architetto Vico Magistretti.**

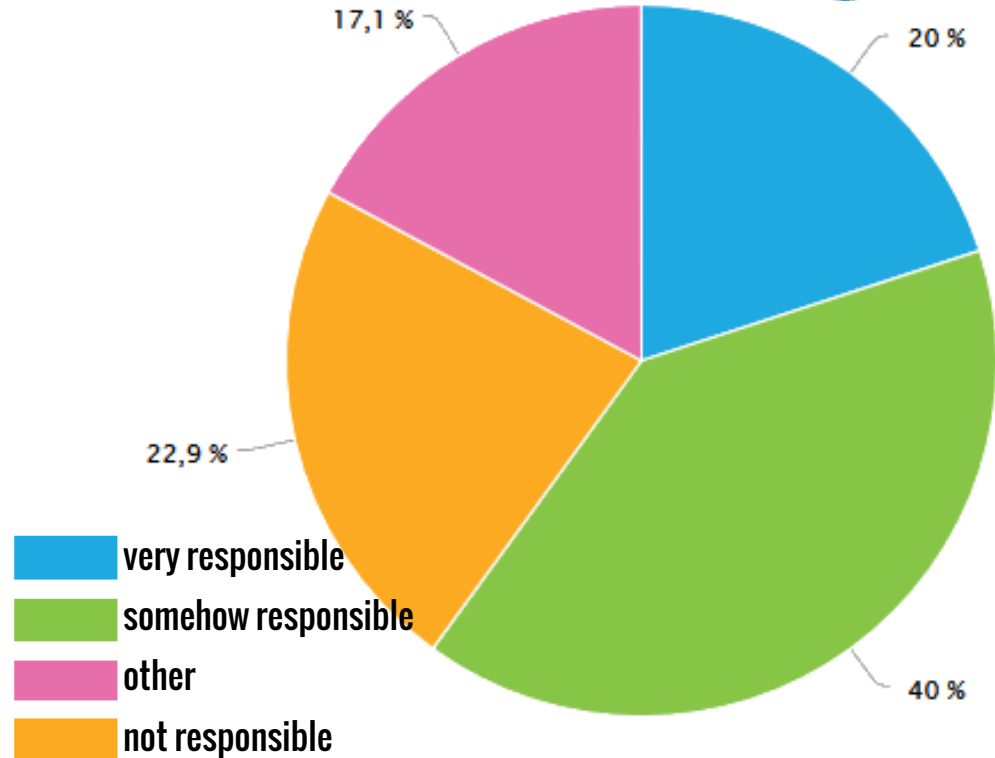
L’incontro sarà dedicato ai primi 30 host che si prenoteranno. Nel corso della passeggiata ascolteremo le storie di una città che è passata dall’antico al moderno in maniera unica. L’appuntamento è fissato per il 29 marzo, alle 18, in via Vincenzo Bellini 1, presso la Fondazione Vico Magistretti. Inserisci la tua email per prenotarti.”



## An Enquiry Among Responsible Hosts

To practice a **research** about the behaviours and the tasks of responsible hosts in Milan, an online **questionnaire** has been circulated among Milanese hosts starting from October 2017.

60% of the respondents **feel** somehow **responsible** about **heritage** interpretation; 20% feel very responsible.

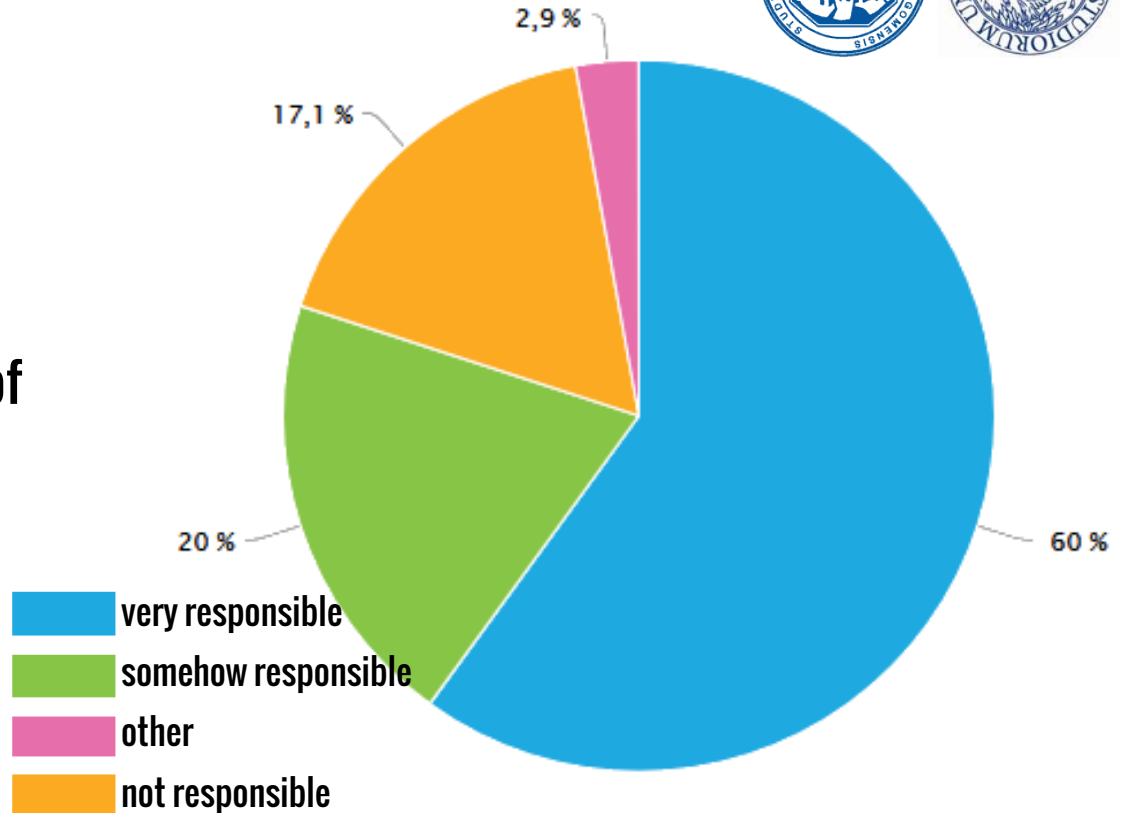


## Responsible Hosts About: The District



60% of the respondents already **care more** about their district after they've begun being hosts.

The idea of taking more care of the district is considered by **80%** of the respondents.



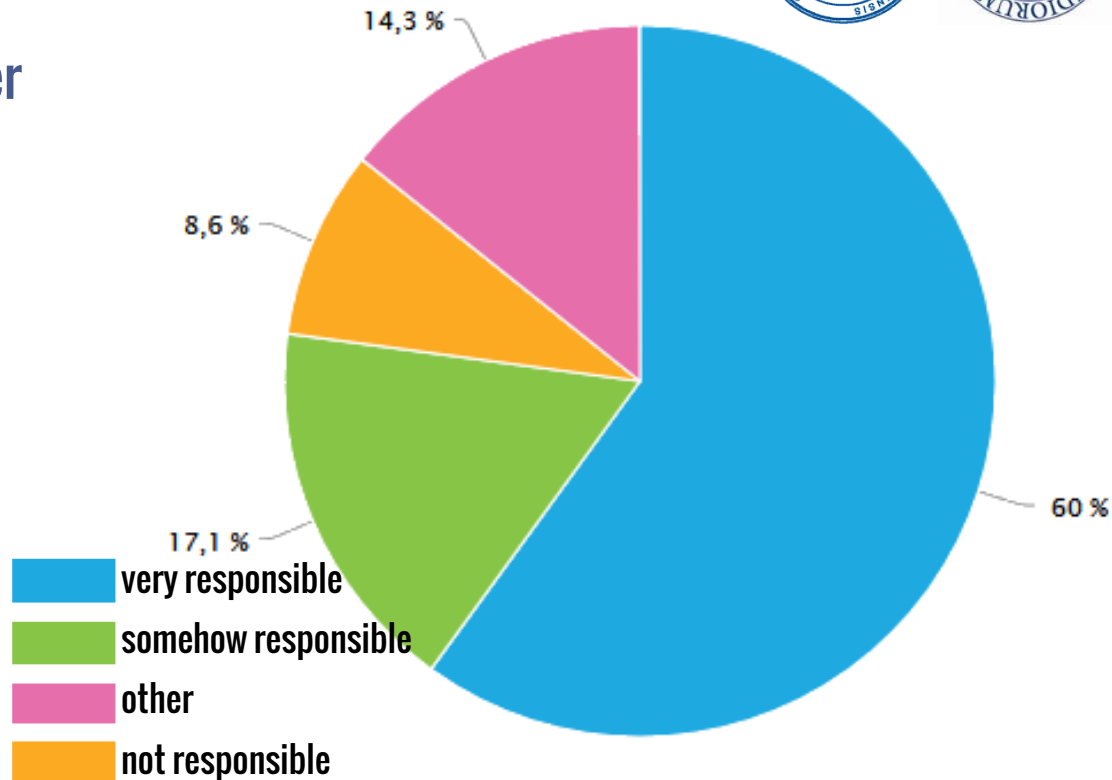


## Responsible Hosts About: Security

60% of the respondents **never** accept to **host** people they do not know anything about.

Nearly **80%** care about their guests identification.

Less than **10%** accept anybody no problem.



# Thanks for your attention



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