An investigation of the perception sharing economy has on the hospitality industry: case study of impacts from Airbnb on consumers’ choice of accommodation.

Ivy Fang

**AIM**

- Critically review secondary data on the effect of sharing economy and Airbnb onto the hospitality industry, with respect of consumer behavior series
- To conduct primary research to evaluate how Airbnb affects consumer’s behaviors
- To propose recommendations based insight of this study to help hotel operator to overcome challenges

**OBJECTIVE**

- An analysis of the perception if the sharing economy has done a great impact on hospitality industry
- By adopting recent performance of Airbnb to understand consumers’ behavior on accommodation choice

**METHODOLOGY**


**REFERENCE**

- Quantitative research online questionnaires, i.e. formal or current Airbnb users;
- Secondary research i.e. consumer behavior related such as spending patterns and trend analysis

Supervisor: Mr. Ioannis Evagelou