

Current Collaborative Economies Business Model Airbnb: Changing the Hospitality Industry

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ABSTRACT

This paper focuses on the study of one of the most recent and successful technology-based startups, whose nature is the hospitality industry. Airbnb is part of the model peer to peer of the collaborative economy, which means it is participating in a community market based on trust the host-guest experience for travelling richer than it would simply stay in a hotel. For the development of this work the research methods will be descriptive and analytical due to the interest of not only explain the origin and strategies that practices the company, but also doing an analysis of the tendency of users, both the hosts and guests about their perception of the services offered and whether it will become the preferred way to rent a space. The trends show that the explosive growth since its inception continues to be a trend, as long as the regulations imposed by different governments are met and that trust between users stays strong.

KEYWORDS: Airbnb, disruptive innovation, Hospitality industry, Hosting entrepreneur, Sharing economy.

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