

Sharing Economy in Tourism and The Poor: An Explorative Study of Opportunities and Threats

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Abstract :

This study is intended to promote and disseminate the inclusive sharing economy model in the tourism sector, which allows for new flows of opportunities for the poor and low-income communities. It focuses on Egypt with the aim to explore the prospects of opportunities and threats associated with the model practices in the tourism sector for the poor. The study begins with a review of the latest academic literature, electronic articles and the media on sharing economy in tourism and the poor with presentation of global models and evidences. A survey is designed to explore current practices of sharing economy in tourism and the associated opportunities and threats for the poor in Egypt. results reveal that sharing economy in tourism in Egypt can provide economic and social opportunities for the poor, and it can also carry threats to the poor. The main opportunities offered by the model to the poor in Egypt are: enabling people to increase their income, providing new access to tourism services for those who couldn't previously afford it, as well as stimulating community capacity- building and development. The most likely threats are negative effect on the image of Egypt by low quality services, as well as the risk of misuse of users information on platforms. The study concludes with recommendations for enhancing the practices of sharing economy in tourism activities in Egypt, maximizing the opportunities and limiting the associated threats of sharing economy activities in tourism to the poor, and for future researches.

key words: Collaborative consumption, Inclusive business models, Low-income groups, Sharing economy, Sharing platform, Tourism, Peer to Peer Economy, Poor.

Introduction

According to Botsman and Rogers (2010, p.30) people after the global financial crisis of 2008 began to cynicism the capitalistic models. Consumers are moving to more conservative models of consumption, focusing on utility rather than ownership, collaboration over selfishness, and sustainability over wastefulness (Roxas, 2016, p. 20). Consumers are increasingly turning to exchange models for unused properties, goods, time, skills and money (Botsman 2015; Selloni 2017, pp.15-16). This not-so-new sharing economy model is exponentially expanding due to the successive technological changes and the innovations of the global digital marketplace. It attracts significant attention globally due to its potential to create new market, repair the economic distortions, encourage more efficient resource use, and promote inclusive and sustainable business model. (Botsman and Rogers, 2010; Botsman and Rogers 2011; Matofska 2015; Barnes and Mattsson 2016; Roxas, 2016, p. 20). Sharing economy global revenues is growing rapidly. In 2015 sharing revenues was roughly estimated at US\$15 billion (PWC, 2015), in 2018 'Uber' ranked the second world's largest emerging enterprise with a value of \$ 72 billion, 'We Work' ranked the fourth with a value of US\$47 billion, and 'Airbnb' ranked the fifth with a value of US\$ 29.3 billion (CBInsights, 2019). According to PWC (2015) by 2020 the global revenue of the sharing economy activities will exceed US\$335 billion.

In the tourism sector, sharing economy practices have significantly changed the supply chain. The emergence of several global sharing platforms in transportation (i.e. Uber, Couch Surfing, Lyft, Get Around, Hitch, Relay Rides), accommodation (i.e. Airbnb, Home Stay) and food supply (i.e Eat With), has challenged the traditional tourism business model introducing a new model (Fang and Law 2016, p. 265). An inclusive model that provides incredible potential to enable much greater access for people and communities who have often been excluded from or are unable to meet their needs through the traditional model (Belk 2014, p. 1579). A pro-poor model, by removing or reducing barriers such as ownership costs and complex, and inflexible distribution networks, sharing economy can have positive impacts on low-income people and underserved groups (Arias 2014; Kodransky 2014; Dillahunt and Malone 2015; Meiers and Davis 2015).

This more collaborative and inclusive approach is particularly attractive in the current time of growing dissatisfaction of people with the current economic model. Despite growing GDP and net productivity, increasing poverty rate represents an immense challenge to the current economic and social development efforts. In Egypt, over the past decade, the poverty rate has steadily increased. As of mid-2016, about a third (27.8%) of the population was below the poverty line. With the new poverty line, which is projected to be double the 2015 rate to LE 700 – LE 800 monthly per person in the fiscal year 2017/2018, economists predict a great rise in poverty rate in Egypt. Moreover, the high inflation rate accumulated over the course of fiscal years 2015:2018 has lowered the purchasing power of households, reducing the positive spillovers of economic growth, and taking a toll on social and economic conditions (WB, 2018).

This paper is intended to promote sharing economy model in the tourism sector and present the opportunities that it can provide for the poor and low-income groups in the Egypt. It also aims to explore the threats or negative effects of the model, and to propose a strategy to create a collective vision and set of principles for a more effective inclusive sharing economy model in tourism in Egypt which maximizes opportunities while limiting the negative impacts. The main research question is What opportunities and threats of sharing economy in tourism can exist for the poor and low income groups in Egypt, and how can we maximize opportunities and mitigate threats ?. The secondary research question is what are the current practices of sharing economy in tourism in Egypt and how can we motivate sharing practices in tourism in Egypt with a deliberate bias to the poor and low-income groups?

literature Review:

Conceptualization of Sharing Economy

Recent years have witnessed a remarkable growth of different terms used to describe an economic model. A model that allows the use of assets and skills at aggregate levels closer to their capacity, and optimizing the use of limited resources or underused assets, by matching different people needs cooperatively. These terms include collaborative consumption, collaborative economy, on-demand economy, zero-marginal cost economy, crowd sourcing, crowd-based capitalism and sharing economy. These terms are evidently marked as referring to the same

model of economy but from different perspectives (Kostakis and Bauwens, 2014; Selloni, 2017; Sundararajan, 2016; Aluchna and Rock, 2018).

Since the emergence of the sharing economy is the result of interrelated different drivers and the interaction of different players seeking different interests, different definitions have emerged to reflect the different aspects of the model. Some authors argue to frame the sharing economy as a reaction against capitalism, and an expression of anti-consumerism or collaborative consumption as opposed to hyper consumption (Botsman and Rogers, 2010; Botsman and Rogers, 2011; Heinrichs, 2013, p.229). Technology oriented definitions are also used to describe the model focusing on opportunities made possible by new technologies for people to engage in exchanges that make more efficient use of their property and overall resources, and the zero marginal cost model. (Morgan and Kuch, 2015, p.559; Sundararajan, 2016, pp.26-27). Others define the sharing economy from the supply side of collaborative consumption as exchanges can happen between different stakeholders, business-to-business, business-to-consumer or peer-to-peer through platforms, regardless of these exchanges are commercial or not (Belk 2014, p.718; Schor and Fitzmaurice 2015). Lisa Gansky (2010) introduces the notion of 'mesh' to describe the sharing economy. The central principle of the sharing economy according to Gansky is 'product/Service multiple times use'.

Codagnone et al. (2016, p. 22) provide a more comprehensive definition for the concept of sharing economy as it "indicates a wide range of digital commercial or non-profit platforms facilitating exchanges amongst a variety of players through a variety of interaction modalities (P2P, P2B, B2P) that all broadly enable consumption or productive activities leveraging capital assets (money, real estate property, equipment, cars, etc.) goods, skills, or just time"

Cesarani and Nechita (2017, p.33) describe briefly the new paradigm by the '4 Ts' of sharing economy:

- Trust to share resources (human and physical)
- Togetherness to link producer – consumer through peer-to-peer relationship
- Technology through platform and recently mobile applications
- Transformation of the conventional relationship/roles of producer – consumer

Accordingly, we can summarize the main features of sharing Economy in figure (1)

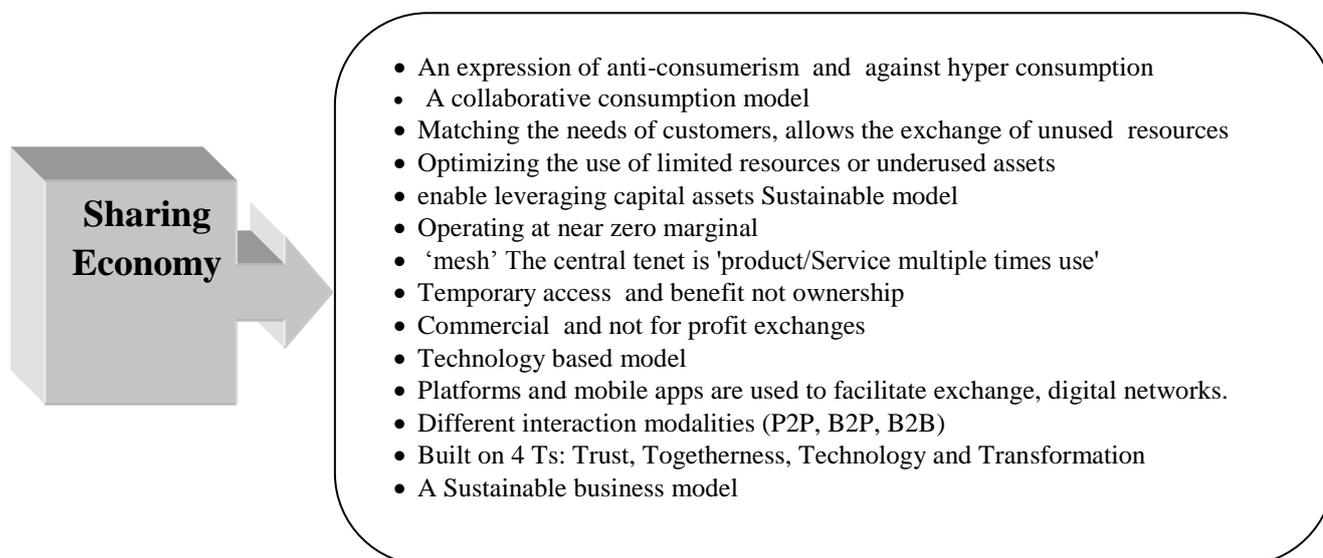


Figure (1)The main features of sharing Economy

Sharing Practices in Tourism

The growing practices of sharing economy in tourism have been stimulated by the modern trends and preferences of tourists seeking amusement and fun away from the conventional depersonalized mass trips. Tourists more recently strive to be fully engaged with the local environment, displaying greater appreciation for authentic and not contrived contexts (Tussyadiah and Pesonen, 2015; Forno and Garibaldi, 2015). These new trends reflect a modern model of tourism demand referred to in literatures as 'relational tourism'. It represents a human-scale tourism model which depends heavily on creativity and the interaction with the local contexts and services offered usually from local small size companies or SMEs raising up. In this model the local culture is the 'touch stone' of real tourist experience (Richards, 2014, p. 88). According to Paulauskaite et al. (2017, p. 620) the key driver of authenticity of the sharing platforms like Airbnb is "Living like a local", and "experience co-creation" is the facilitator of these authenticity feelings.

Other drivers for the growth and widespread of practices of sharing economy in tourism include; IT innovation in digital services by offering qualitative data on sharing platforms, the evolution of digital payment system which allows digital peer-to-peer payments following the completion of a service or the exchange of goods, in addition to the growing diffusion of smart phones among individuals (Bakker and Wa, 2018, p.15).

In the tourism sector, there are many platforms and mobile applications to market and offer tourism services, which sometimes leads to the confusion between them and the activities of the sharing economy. The Timbro Sharing

Economy Index (SEI) is the first prepared global index of the sharing economy. In this report 4,651 service candidates worldwide are considered, 286 only of which are classified as sharing economy services (Bergh, Funck and Wernberg, 2018). The current practices of the sharing economy in tourism appear to be more prevalent in accommodation, transportation, food supply, workspace, tours and guidance. (OECD, 2016; Bergh, Funck and Wernberg, 2018).

Accommodation:

Home sharing platforms add further to the inherent complexity of the accommodation choices by offering anyone with a spare room as a guest, and allowing home swaps between people who have never met (Woskko, 2014, pp.25-26). Tourists can easily reach hosts from all around the world with a wide variety of accommodation offers including extra rooms, entire homes, and unique accommodations, like castles and igloos. Existing platforms of accommodation sharing include 'Airbnb', (Airbnb.com), a global company that offers different property types, including a private room, entire home, vacation home, unique space, bed and breakfast, and boutique. Airbnb Plus and Airbnb Superhost are also running services of Airbnb and intended for travelers with upscale taste. According to recent stats in 10 years of work (2008-2018) Airbnb rent 4.5 million properties across the world in 81,000 cities, 300 million guests check ins, and US\$41 billion earned by Airbnb hosts (Jet, 2018). Other examples include 'Camp in my garden' (Campinmygarden.com), a global online garden camping platform that allows people to share their garden as a campsite and book accommodation. 'House-Sitting' (Housesitting.com), is also a global online platform offers taking care of other person house for a period of time. 'Couch Surfing' (Couchsurfing.com), 'Home Away' (Homeaway.com), 'Home Stay' (Homestay.com), 'The Room link' (Theroomlink.com), 'Shokak online' (Shokakonline.com), and 'Arab rooms' (Arabrooms.com) are also examples of accommodation sharing platforms .

Transportation:

Sharing models that exist in transportation include ridesharing and on demand transport. 'Uber' (uber.com) offers services including peer-to-peer ridesharing, ride service hailing, food delivery, and a bicycle-sharing system. 'BlaBla Car' (BlaBlaCar.com) is a long-distance carpooling platform that connects car drivers with empty seats to passengers looking for a ride, over average distances of 300km, with 60 million members in 22 countries. 'Spinlister' (Spinlister.com) is a peer-to-peer platform which offers bike rental. 'Boat Bound' (BoatBound.com) is a peer-to-peer boat rental platform. Other examples include 'Carmine' (Carmine.com) in Morocco, and 'Karhebtna' (Karhebtna.com) in Tunisia.

Work Spaces:

Instead of entering into a long-term lease on a large property, office and working spaces sharing platforms allow business travelers to rent a variety of working spaces ranging from renting a desk by hour, such as 'Near Desk' (NearDesk.com), to co-working spaces and start-up incubators, such as 'Tech Hub' (techhub.com). These platforms can cater for business travelers. Pop-up commercial space services, such as We Are Pop Up (wearepopup.com), also allow retailers and restaurants to get spaces for short-term business.

Food Supply:

Sharing models now exist at all stages of production and distribution for food that allow tourist to enjoy local kitchens or share a meal with local families. Examples include 'Meal Sharing' (mealsharing.com), which offers home cooking in more than 150 countries, and 'Traveling spoon' (travellingspoon.com) which allows tourists to eat in someone's home. Other examples include 'Viz Eat' (vizeat.com), 'Eat With' (eatwith.com), and 'Vocable' (vocable.com).

Tours and guidance:

Sharing models that exist in tourist activities include also guided tours designed and led by inspiring locals. They go beyond typical tours or programs by immersing tourists in the destination unique world. They provide the opportunity of sharing guests knowledge, experience and culture with host. Examples include 'Airbnb' Experiences (Airbnb.com) and 'Tours by local' (toursbylocal.com)

If these are the most important practices of sharing economy directly related to tourist services, it should be emphasized that the practices of sharing economy in other sectors can benefit the tourism sector. For example, crowd funding can provide an important source of finance for small tourism projects.

Sharing Economy in Tourism and the Poor: Controversy Surrounding the Phenomenon

Sharing practices in tourism have been transforming it into a more inclusive profit-oriented business model than the conventional model. As an inclusive model the sharing economy can present new opportunities for the poor and low income groups, On the other hand it can pose some threats to them. Previous studies have focused on the opportunities and barriers associated with the sharing economy practices in general (Pizam 2014; Skalska 2017; Bremser and Alonso-Almeida 2017). Assessment of the effects of tourism sharing practices on the poor and low income groups in particular is difficult due to the lack of analytical studies on how the sharing economy affects low-income communities, as well as the low participation of these groups in the sharing economy models in general (BSR 2016, p.5). Few studies attempt to extrapolate some of the potential values and threats based on proxy indicators and evidences or other context. The results of these studies can be summarized in the following parts.

Potential Opportunities:

More access to tourist services opportunities:

Sharing economy practices in tourism offer huge opportunities for lower-income tourists. Sharing platforms provide tourists the opportunity to obtain tourist services at lower prices compared to the conventional business model. They also provide new access for groups who were previously deprived of tourist services for economic reasons (BSR,2014, p. 5; Retamal and Dominish, 2017, p.2). Accommodation offerings on platforms hit hotels prices in the destinations where it exist. In London, Paris, and New York City, for example, on Airbnb offerings the average savings could exceed \$100 per night (Yaraghi and Ravi, 2017, p. 14). 'Love Home Swap' platform (LoveHomeSwap.com) offers a swap points system with 14 days free trial after which, annual membership starts from £144 for an unlimited number of swaps throughout the year, according to the system members save an average of £2,750 per trip (Cosslett, 2015). Some platforms, as 'Couch Surfing' (couchsurfing.com) and 'Home Exchange' (Homeexchange.com), offer home swaps or home sharing for free. In transportation, a study by Uber in Los Angeles reveals that UberX rides are available in 21 low-income neighborhoods providing services at lower prices than taxis, and arrive in less than half the time (BSR, 2014, p.6).

New economic empowerment opportunities for local people:

Digital platforms can enable small-scale providers by giving greater reach to smaller businesses (Retamal and Dominish, 2017, p.3). They can also contribute to poverty alleviation and provide important socio-economic benefits by offering jobs for the underemployed, and enabling people to increase their income. For example, local people providing tours and guidance for tourists have the opportunity to increase their income. A new study by JP

Morgan Chase and Co reveals that there is a negative correlation between labor platform earnings and changes in non-platform income. In other words, labor platform earnings are higher in months when participants experience a dip in non-platform income. This further suggests that labor platform earnings are used as a substitute for non-platform earnings (JP Morgan, 2016).

sharing activities can also be used to enhance the development in vulnerable or low income societies and targeting specific societal needs. In Philippine for example, Roxas (2016, p. 56) highlights that the majority of participants selling involved in food preparation are women housewives and homemade platforms.

Make job finding easier :

Online Platforms also add an important new element to existing labor markets. As finding a new or additional part time work typically involves a lot of effort and high transaction costs, platforms provide job opportunities in different areas and of different levels including on demand jobs (Jain, 2015).

Stimulate entrepreneurship in poor communities:

Sharing economy platforms can enable more micro-entrepreneurship in tourism services. Landing a platform business is typically easier, quicker and requires less capital compared to the traditional entrepreneurship model (Woskowsky, 2014, p.27; Welsum, 2016, p.14). Crowd funding also can provide opportunities for start up businesses in developing countries, where credit / funding is difficult to obtain.

Enhance community capacity- building and development:

It's also plausible that sharing platforms could provide a motivation for capacity building in weak communities. Users reviews and ratings for the quality of the offerings on platforms make providers strive to improve the services they offer and improve their self-efficacy. Also, data collected by the platforms and apps provides information for regulation and enforcement of safety and quality standards (Retamal and Dominish, 2017, p.3). It can also enhance a mechanism for light-touch monitoring and business registration (Roxas, 2016, p. 23).

Provide an avenue for business formalization:

Digital platforms may also provide an avenue for business formalization, which is considered necessary for the long-term economic stability, poverty reduction, and social welfare enabling.

A large proportion of developing economies are informal businesses of small and micro enterprises. The main obstacles to formal registration are the costs of setting up a headquarter, the paperwork, and the administrative and operational costs. The digital platforms can provide headquarters for small and micro enterprises and introduce some aspects of formalization. Furthermore, digital platforms generate useful data regarding business transactions, which can be a key input for governments to manage the informality (Retamal and Dominish, 2017, p.2).

Allow Resources Reallocation (Olympics in Rio Case):

Sharing activities can help destinations to expand their offerings and make a better use of the limited or underutilized assets. If people are able to rent out existing capacity to tourists during times of high demand, it will help a destination better use its resources by utilizing existing capacity rather than building new rooms and hence, reallocate resources in poor communities. The same can be said about other tourist services including transportation or food supply. An initial study by The World Economic Forum and MIT using Airbnb data demonstrate that over the course of the 2016 Olympics in Rio, 48,000 active listings offered through Airbnb hosted 85,000 of the city's estimated 500,000 visitors. A substantial portion of these listings were created in the run up to the Olympics. In order for the city to have provided accommodation for this surge of visitors, it would have needed to build 257 new hotels (WEF, 2016).

Potential Environmental Benefits:

As yet, there is little research on the actual environmental effects of sharing economy practices in tourism. However, the premise of the claim that sharing economy can achieve environmental benefits stems from the optimization of the ideal utilization of existing and underutilized assets (Roxas, 2016, p. 23). A study by the world bank group point out that the sharing model in accommodation has a relatively small environmental footprint in a destination. According to this study, sharing in accommodation limits the built footprint and preserves historic buildings as it allows the use of existing buildings instead of building new structures (Bakker and Wa, 2018, p.27). It is also claimed that sharing practices may lead to reduce the consumption of natural resource use and waste. A survey by Airbnb of 8,000 providers in Europe states that its guests use 78% less energy, consume 48% less water and produce up to 28% less waste compared with hotel guests. Although these findings pertain to guests staying in Europe, this could represent an indicative of the potential environmental benefits of home-sharing around the world (Bakker and Wa, 2018, p.27).

Potential Threats:

Enhance the informal sector activities:

On the negative side, digital platforms can represent an umbrella for the shadow economy and for unregistered and unregulated business (Roxas, 2016, p. 22). The unclear commercial exchanges provide a form of crowd-based capitalism which may affect government resources, jobs and social fabric (Sundararajan, 2016, p.26). Most of the sharing platforms are global and have no headquarters in the tourist destinations and thus do not commit to pay taxes on their work there. A well-known case is of Airbnb, which was confronted with legal charges in New York and Amsterdam. The tourism authorities sustained that private hosts did not pay tourism and income taxes, to solve the problem, Amsterdam City Council decided to impose some level of regulation for accommodation sharing activities by creating a new accommodation category, "private rentals", that allows local residents to rent their homes through global platforms (OECD, 2016). Another case for Uber, in November 2012 the California Public Utilities Commission issued \$20,000 fines against Uber for "operating as passenger carriers without evidence of public liability and property damage insurance coverage" and "engaging employee-drivers without evidence of workers' compensation insurance" (Morrison and Foerster, 2013).

Trust, Safe and Security Threats:

Sharing practices may expose individuals homes, memories and possessions, to the risks of damage, loss or theft. Lower income and vulnerable users, or providers of sharing services, have no legal framework to protect them, especially under Peer to Peer model of sharing (Davaine, 2014). Some global platforms, however, have provided arrangements to protect both users and service providers. Airbnb, for example, provides a 24-hour customer hotline for both guests and hosts. It has also recently introduced an insurance policy for hosts for any loss due to theft or vandalism. The program provides protection against liability claims—up to US\$1 million—that happen in a listing,

or on an Airbnb property during a stay. It also provides all hosts with free 'Host Protection Insurance', a third-party liability insurance in the event that someone files a lawsuit or claim against a host for bodily injury or property damage. (Airbnb Host Protect Insurance, 2018)

Privacy Risks:

Ranzini et al. (2017) raise a concern about the risk associated with the exposure of sensitive data of users for misuse, including name, geolocation, and contact data. They conclude that there is no adequate consumer protection for data privacy and security on sharing platforms.

Negative effect on the destination image:

Small-scale providers and P2P sharing platforms may negatively affect the image of a tourist destination. While there are quality standards within the B2C sharing model, and global platforms provide services providers with arrangements to develop their offerings, there are no quality standards or commitments under the P2P model and service providers rely on self capability and efficiency. Many of the small operators are often unable to meet the quality requirements for hosts using home sharing platforms – for instance around fire safety, food hygiene and payment protection (BSR, 2016, pp. 9-10). This negatively affects the satisfaction of hosts and the tourist experience, and thus, the image of the destination.

Cultural distortion and Discrimination threats:

The social engagement aspects of sharing platforms foster more relationships, which may distort local cultures. Gallagher (2017) described how Airbnb residents in many cities across the world experienced a loss of local culture and cohesion in their neighborhood. Social engagements on platforms may also reveal biases and prejudices that may lead to discrimination against users, based on race, income, gender identity, or disability. In 2015, a Harvard Business School study, through its analysis of Airbnb implication listings, provided evidence of what it described as a “widespread discrimination against African-American guests” (BSR, 2016, p.10).

Disruption to the local infrastructure:

Sharing economy activities are also blamed for disrupting local infrastructure on which underserved and low-income populations rely. Peer-to-Peer and short term rental accommodation platforms are blamed for rising housing prices and affecting the availability of affordable long-term housing in tourist destinations. Results of the analysis of Airbnb dataset listings in USA and Barcelona show that Airbnb increases both rental rates and housing prices (House Solutions Platform, 2019).

Negative effect on local incumbent businesses and industries

Sharing platforms may foster unfair competition, put pressure on and threaten the survival of local traditional businesses (BSR, 2014, p.10; Roxas, 2016, p. 22). In a study by Boston University researchers found that in Austin, where Airbnb supply is the highest in Texas, the entry of Airbnb contributed to an 8 to 10 percent decrease in hotel room revenue. Lower-priced hotels and hotels that do not cater to business travelers were the most affected (Zervas et al, 2016).

Other Environmental Threats:

Opponents also claim that sharing economy activities may have environmental threats stemming from potential rebound effect (Roxas, 2016, p. 24). According to a recent report by the European Commission the reduced prices of holiday accommodation due to sharing accommodation (e.g. Airbnb) may lead to increased travelling, which in turn may result in increased negative impacts, including noise caused by visitors (e.g. loud parties and drunken behavior), and issues with traffic, parking and waste management (European Commission, 2018, p.145).

Research Methodology

Research aims

This part of the study aims to find answers to the research questions about the current practices of sharing economy in tourism, and potential opportunities and threats of sharing economy activities in tourism to the poor in Egypt.

Research Hypotheses

- H1- Sharing economy in tourism provides economic opportunities for the poor in Egypt
- H2 - Sharing economy in tourism provides social opportunities for the poor in Egypt
- H3 - Sharing economy in tourism provides environmental opportunities for the poor in Egypt
- H4 - Sharing economy in tourism has threats to the poor in Egypt

Data collection

In order to answer the research questions, The survey method was used. A questionnaire was designed to collect data about sharing economy practices in tourism and the potential impacts on the poor in Egypt. It is made up of two parts, the first part aims at identifying sharing economy practices in tourism in Egypt. The second part explores the potential opportunities and threats of sharing economy practices in tourism for the poor in Egypt drawn from previous literature using five Likert scale. The questionnaire was pre-tested by four experienced executives. A stratified sample was selected to answer the questionnaire covering four segments academics, representatives of platforms, practitioners of sharing in tourism activities, and representatives of tourism governmental agencies in Egypt. The sample size was 133 respondents and the survey was administered in three ways, through email and messenger, by telephone and face to face interviews during the period of November 2018 – February 2019. The number of valid questionnaires reached 97 respondents which represent 72.9% of total population as shown in table (1).

Table (1) The Spread of study respondents

Serial	Segment	No	% of Total Sample
1-	Academics	18	18.6
2-	Representatives of platforms	22	22.7
3-	Practitioners	41	42.2
4-	Governmental representatives	16	16.5
	Total	97	100

Data Analysis Approach

- Descriptive analysis is used to draw a picture of the sharing economy practices in tourism in Egypt.
- Mean and Std. Deviation are calculated to assess the potential opportunities and threats of sharing practices in tourism for the poor in Egypt. Potential opportunities are classified under 3 groups economic, social and environmental.
- Analysis of variance (ANOVA) test is used to identify the significant difference between groups of opportunities.
- Tukey (HSD) honestly significant difference test is used to identify the means that are significantly different within the three groups of opportunities
- One sample T test is used to determine the significance of the research hypotheses.

Reliability Statistics: Cronbach's Alpha 0.928

Results and findings

Section A: Current Practices of Sharing Economy in Tourism in Egypt

-This section seeks information about sharing economy practices in tourism in Egypt. The first question concerns the level of participation in the activities of the sharing economy in tourism in Egypt. 53.6% of the respondents ranked level participating in the activities of sharing economy in tourism in Egypt as Low, 34% ranked it as moderate, while 12.4% of the respondents ranked it as high.

- Respondents were asked to identify the main barriers for sharing economy activities in tourism in Egypt, barriers are drawn from the work of Stenseth (2016). As Shown in table (2) all the respondents agreed on lack of knowledge of the opportunities (100%), followed by Lack of regulation and system resilience (80.4%) and Low personal capacity (67%).

Table(2) Barriers to participation in sharing economy in tourism activities in Egypt

Barriers	No	%
- lack of knowledge of the opportunities	97	100
- Lack of regulation and system resilience	78	80.4
- Low personal capacity	65	67
- Social norms of and ownership norms	43	44.3
- Lack of trust between (people, date, System, process)	33	34
- Critical mass and asset value deterioration	29	30
- Lack of infrastructure	64	65.7
- Uncertainty and lack of Security	32	32.9
- Lack of belief in the commons	33	34
- Lomplex monetary payment transactions	12	12.3

-As Shown in table (3)The respondents highlighted that the common area of practices of sharing economy in tourism in Egypt is transportation (72.2%), followed by Accommodation (30.9%), and Tours and guidance (27%). However, the majority of responses were between the moderate and low levels, and in line with the respondents' answers to the first question on level of participation in the activities of the sharing economy in tourism in Egypt

Table (3) Level of sharing economy practices in tourism services in Egypt

Tourism Services	Level of participation					
	High		Moderate		Low	
	n	%	N	%	N	%
-Accommodation	30	30.9	43	44.3	24	24.8
- Transportation	70	72.2	22	22.6	5	6.2
-Guidance and tours	27	27.9	42	43.3	28	28.8
- food Supply	5	5.2	10	10.3	82	84.5
- Work Space	2	2	5	5.2	90	92.8

-When respondents were asked about the level of income of participants in the activities of the sharing economy in tourism in Egypt, (66.7%) agreed on the level of middle income, 23% for high level income, and finally (10.3%) agreed on the low level of income. These answers reflect the low participation rate of poor and low income groups in Egypt.

-Finally, when respondents were asked about the motives for participation in the activities of the sharing economy in tourism in Egypt, economic motives came first (100%), followed by convenience (82%) and accessibility(33%).

Section B: Opportunities and Threats of Sharing Economy in Tourism for the Poor in Egypt
Opportunities of sharing economy in tourism for the poor.

Respondents were asked to assess the potential opportunities under three main areas: economic, social and environmental using 5 Likert scale between (very liely- and very unlikely) results are shown in table (4)

Table (4) Mean, Std. Deviation, Skewness, and Kurtosis of potential opportunities

	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
A-Economic:							
-Provide new access to tourist services for those who couldn't previously afford it	4.6598	.84022	.706	.156	.245	.011	.485
-Give greater reach to smaller businesses	4.0206	1.14546	1.312	.890	.245	.519	.485
-Create jobs for the underemployed	4.1649	1.06732	1.139	.229	.245	.858	.485
-Enable individuals to increase their income	4.8247	.38216	.146	.035	.245	.032	.485
-Enable vulnerable or underserved groups (women)	3.7629	1.14358	1.308	.085	.245	.176	.485
-Make finding a new or part time job easier	3.9691	.97311	.947	.045	.245	.149	.485
-Enable micro- entrepreneurship	3.0825	1.25624	2.743	.022	.245	.057	.485
-Provide an avenue for business formalization	3.1753	1.11429	2.000	.273	.245	.316	.485
-Allow resource reallocation in weak communities	3.0515	1.07213	1.883	.043	.245	.025	.485
B-Social							
-Stimulate Community capacity building	4.1959	1.27997	1.638	.172	.245	.837	.485
-Enhance cultural and behavior Development	4.0206	.96802	.937	.119	.245	.567	.485
- Diminish social inequality	2.2268	1.01897	1.740	.710	.245	.747	.485
- Promote interest in health and social Security	4.1340	1.11995	1.742	.362	.245	.487	.485
C- Environmental							
- Reduce material in construction	2.6701	1.09733	1.953	.308	.245	.185	.485
-Reduce energy and water consumption	1.8557	.96813	.937	.281	.245	1.048	.485
-Decrease waste production	1.7526	.89012	.792	.874	.245	.137	.485

According to the respondents the most likely opportunities are enable individuals to increase their income (4.8247), provide new access to tourist services for those who couldn't previously afford it (4.6598), stimulate community capacity-building (4.1959), create jobs for the underemployed (4.1649), promote interest in health and social security(4.1340), enhance cultural and behavior development (4.0206), give greater reach to smaller businesses(4.0206), and make finding a new or additional part time job easier (3.9691).

The very unlikely opportunities are decrease waste production (1.7526), reduce energy and water consumption (1.8557), and diminish social inequality (2.2268).

-As it is shown in table (5) according to the respondents, the overall evaluation of economic opportunities of sharing economy in tourism to the poor in Egypt is very likely (3.9168), and the overall evaluation of social opportunities is likely (3.6443). While the overall evaluation of environmental opportunities for the poor is unlikely (2.0928).

Table (5) Mean, Std. Deviation, Skewness, and Kurtosis of the three groups of opportunities

	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Economic	3.9168	0.9994	1.3538	0.0642	0.2450	0.3048	0.4850
Social	3.6443	1.0967	1.5143	0.0908	0.2450	0.4595	0.4850
Environmental	2.0928	0.9852	1.2273	0.0210	0.2450	0.2900	0.4850

- Differences in the evaluation according to the groups of opportunities

Anova test is used to determine the differences in the evaluation of groups of opportunities, results are shown in table (5). According to the table, there are significant differences between the three groups of opportunities A(economic), B(social), and C(environmental) because p-value of F value is $0.000 < 0.05$.

Table (5) ANOVA test the difference between groups of opportunities

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups (A, B, C)	179.8595	2	89.9298	85.0632	.000
Within Groups	304.4770	288	1.0572		
Total	484.3365	290			

Tukey HSD is used to find the means that are significantly different within the three groups of opportunities . Results are shown in the table (6). From Tukey HSD table, we can conclude that the source for this differences is (C) or environmental opportunities.

Table (6) Tukey HSD

(I)	(J)	Mean Difference (I-J)	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
A	B	-.2130	.3204	-.5608	.1348
	C	-1.7640*	.0000	-2.1118	-1.4162
B	A	.2130	.3204	-.1348	.5608
	C	-1.5510*	.0000	-1.8988	-1.2032
C	A	1.7640*	.0000	1.4162	2.1118
	B	1.5510*	.0000	1.2032	1.8988

Threats of sharing economy in tourism for the poor :

Respondents were asked to assess the potential threats of sharing economy activities in tourism to the poor using 5 Likert scale between (very likely- and very unlikely). Results are shown in table (7)

Table (7) Mean, Std. Deviation, Skewness, and Kurtosis of potential opportunities

	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
-Enhance the informal Sector	4.0206	.96802	.937	.019	.245	.167	.485
-Reduce government revenue	3.4330	1.28215	1.644	.090	.245	.459	.485
-Cause job losses	1.8969	.97344	.948	.033	.245	.330	.485
- Expose vulnerable users to safe and Security threat	2.7835	1.37103	1.880	.054	.245	.359	.485
-People sharing their properties could have them stolen or damaged	3.8866	1.06923	1.143	.066	.245	.139	.485
-User information can be misused	4.3196	1.10441	1.220	.009	.245	.109	.485
-Small-scale providers can negatively affect the image of a destination by low quality services	4.4639	.72258	.522	.007	.245	.257	.485
- Distort local cultures	3.3464	1.36184	1.880	.019	.245	.109	.485
-Social engagement could reveal discrimination against users (race, income, gender or identity)	1.9072	1.10002	1.210	.006	.245	.194	.485
-Disrupt local infrastructure	1.8763	1.25215	1.568	.169	.245	.787	.485
-Affects the availability of affordable long-term housing / raise houses prices	3.3464	1.36184	1.855	.019	.245	.335	.485
- Put pressure on local businesses	4.0412	.91193	.832	.008	.245	.365	.485
-Create employee-serfs who go without health insurance and job security	3.9043	1.16516	1.358	.077	.245	.107	.485
-Expose women and children to harassment	2.2051	.86412	1.021	.072	.245	.307	.485
- Cause noise, traffic problems	2.6701	1.09733	1.953	.062	.245	.109	.485
- Increase waste in the local environment	2.4557	.97344	1.143	.069	.245	.359	.485
T	3.3873	1.0882	.2414	0.0253	0.2450	0.3704	0.4850

According to respondents the most likely threats are that small-scale providers can negatively affect the image of Egypt by low quality services (4.4639), user information may be misused (4.3196), put pressure on local businesses (4.0412), enhance the informal sector (4.0206), and creates employee-serfs who go without benefits like health insurance and job security (3.9043).

According to respondents the very unlikely threats are disrupting local infrastructure on which underserved and low-income populations rely (1.8763), cause job losses (1.8969), and social engagement could reveal discrimination against users based on race, income, gender identity (1.9072).

As shown in table (7) the overall evaluation of the threats of the sharing economy in tourism for the poor in Egypt according to respondents is likely (3.3873).

Hypotheses Testing:

One sample T test is used to test the hypotheses. It tests what scientists call the null hypothesis and a claim is shown to be valid by demonstrating the improbability of the counter-claim that follows from its denial.

One-sample t test

	H0: mean = 3 vs. Ha: mean > 3					
	t-value	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	8.4436	96	0.0000	0.8568	0.655376	1.058224
H2	5.7861	96	0.0000	0.6443	0.655376	1.058224
H3	-9.0691	96	0.9980	-0.0928	-0.708638	-1.105762
H4	2.1477	96	0.0171	0.2373	0.017979	0.456621

For **H1** (Sharing Economy in tourism provides economic opportunities for the poor in Egypt). As the p-value is (0.0000) reject the null hypothesis, and the alternative is accepted.

For **H2** (Sharing Economy in tourism provides social opportunities for the poor in Egypt) as the p-value is (0.0000) so the null hypothesis is rejected, and the alternative is accepted

For **H3** (Sharing Economy in tourism provides environmental opportunities for the poor in Egypt. As the p-value is (0.9980) so the null hypothesis is accepted, and the alternative is rejected

For **H4** (Sharing Economy in tourism has threats to the poor in Egypt). As the p-value is (0.0171) so the null hypothesis is rejected, and the alternative is accepted.

These results lead to accepting **H1** and **H2** that sharing economy in tourism provides economic and social opportunities for the poor in Egypt, rejecting **H3** that Sharing economy in tourism provides environmental opportunities for the poor in Egypt, and accepting **H4** that Sharing economy in tourism has threats to the poor in Egypt.

Conclusion and Recommendation:

As advocated in the academic literature, as well as the wider practical discourses, the sharing economy in tourism represents a sustainable and inclusive business model which allows mesh or the multiple use of resources. Through its various practices in the tourism sector, whether in accommodation, transportations, tours and guidance, food supply, or even providing work space, it can have provided economic, social and environmental opportunities for the poor and low-income groups in many countries of the world. On the other hand, as demonstrated by evidence, it has carried various negative impacts on them.

Based on identifying current practices of sharing economy in tourism in Egypt and exploring the three sets of potential opportunities (economic, social, and environmental), as well as threats to the poor and low income groups. It is highly recommended to adopt a strategy with the vision of: "Promoting a sharing model in tourism sector in Egypt that harness the potential opportunities to improve livelihoods of the poor and low income groups while reducing threats to them".

Three main strategic goals can be proposed here: create a supportive environment, enhance capacity building, and monitor the impacts

1-Create a supportive environment : To ensure greater economic and social benefits to the poor and low income groups in Egypt, responsible governmental authorities should work in collaboration with and NGOs to create a supportive environment for sharing economy practices in tourism in Egypt, that provides regulation, enhances inclusion, and facilitates access to resources and technology. This could be done through:

-Providing flexible and responsive to technological innovation regulations to cope with the rapid development of the sharing economy model. This could include adjustments to tax frameworks, consumer-protection laws, quality assurance laws, compulsory insurance laws, and registration/ zoning codes

- Partnering with global sharing economy companies in tourism services (i.e. Airbnb, Uber, Homestay) to develop policies and provide incentives to enhance sharing practices in Egypt, with a deliberate focus on poor and low income groups, in a way that creates more benefits and mitigates negative impacts.

-Integration of sharing model in the short-term planning to address the shortfalls in existing capacity in tourist services in the event of temporary increase in demand. For example, sharing model could be used to raise the capacity of the Egyptian cities to host tourists during the 2019 African Nations Cup.

-Promoting public-private partnerships to create global sharing platforms that also attract more users from underserved communities and residents of remote areas throughout Egypt, especially in the south of Egypt and oases..

- Connecting sharing platforms to the Egyptian Tourism Authority pass and encourage successful participations that contribute to the promotion of Egypt as a tourist destination.

-Raising awareness of sharing activities in tourism and the associated potentials to improve the livelihoods of people.

-Propagating greater inclusion in all the supply chains of tourist services and disseminate cultural paradigms and norms to accept sharing economy in poor and low income communities

2- Enhance capacity- building

To ensure greater and effective inclusion of the poor and low income groups in sharing activities in tourism in Egypt, responsible governmental agencies and nonprofit organizations should work together with the private sector to enhance capacity building in poor, low income and marginalized communities. This could be done through:

-Establishing a unit in the Tourism Promotion Authority in its offices in the Egyptian governorates to receive the desires of individuals to participate in sharing activities, assess their existing capacities and provide financial and technical support to them.

-Designing biased awareness, educational and training programs tracing the potentials of communities and tackling existing barriers to participation in sharing activities.

-Providing technology support and access to credit for low-income tourist service providers or users and help start-ups to raise venture capital.

-Defining opportunities in sharing economy in tourism for improving quality of life for disabled individuals (i.e. deaf, deaf-blind, or hard-of-hearing).

3- Monitor the impacts:

Responsible governmental agencies should monitor the impacts of sharing activities to better serve disadvantaged groups. In addition to ensure participants' commitment to quality standards and performance efficiency to enhance Egypt's image as a tourist destination. This could be done through:

-Providing guidelines, standards, incentives and awards that motivate providers to adhere to standards and achieving high reviews.

- Ensure a level of control over peer to peer activities in tourist services.

- Support business formalization and enable access to social security and health insurance.

To conclude, sharing economy model in tourism could work well in Egypt as a pathway to sustainability. It could unlock significant opportunities for poor communities, underserved groups, and small businesses. Promoting sharing of assets within a well organized and regulated environment is also seen as part of national commitments to sustainability, especially when this enables efficient reallocation of resources and reducing waste of assets. Future researches should provide in-depth analysis of sharing economy activities in tourism in the different Egyptian tourism region within the various tourist services (accommodation, transportation, tours and guidance, food supply and work space).

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اقتصاد المشاركة في السياحة والفقراء: دراسة استكشافية للفرص والتحديات

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كلية السياحة والفنادق - جامعة الإسكندرية

تهدف الدراسة إلى نشر وتعزيز ممارسات نموذج اقتصاد المشاركة الشمولي في القطاع السياحي، الذي يوفر فرصاً جديدة للمجتمعات الفقيرة وذات الدخل المنخفض، مع التركيز في الإطار المكاني على مصر بهدف استكشاف آفاق الفرص والتحديات المرتبطة بممارسات النموذج في القطاع السياحي على الفقراء. تبدأ الدراسة بمراجعة لأحدث الدراسات الأكاديمية والمنشورات الإلكترونية ووسائل الإعلام حول اقتصاد المشاركة في السياحة وتأثيراته على المجتمعات الفقيرة ومحدودة الدخل مع عرض النماذج والأدلة العالمية. وقد تم استخدام أسلوب المسح بهدف استكشاف الممارسات الحالية لاقتصاد المشاركة في السياحة في مصر والفرص والتحديات المرتبطة بها على الفقراء ومحدودي الدخل. وكشفت النتائج أن اقتصاد المشاركة في السياحة يمكن أن يوفر فرصاً اقتصادية واجتماعية للفقراء في مصر كما يحمل تهديدات على الفقراء أيضاً. وتتمثل أهم الفرص التي يوفرها النموذج للفقراء في مصر في: التمكين الاقتصادي للأفراد من خلال زيادة الدخل، وتوفير فرص الوصول للخدمات السياحية للمحرومين منها مسبقاً لأسباب اقتصادية، بالإضافة إلى حفز بناء قدرات ومهارات المجتمع وتطوير الذات. أما التهديدات فكان أهمها التأثير السلبي على صورة مصر السياحية من خلال الخدمات منخفضة الجودة، فضلاً عن مخاطر الاستخدام الخاطئ لمعلومات المستخدمين لمنصات المشاركة. وتختتم الدراسة بتوصيات تهدف إلى تعزيز ممارسات اقتصاد المشاركة في الأنشطة السياحية في مصر وزيادة الفرص والحد من التهديدات المرتبطة بها على المجتمعات الفقيرة ومحدودة الدخل، وتوجيهات للبحوث المستقبلية.

الكلمات الدالة: الاستهلاك التعاوني، منصات المشاركة، المجموعات ذات الدخل المنخفض، اقتصاد المشاركة، السياحة، اقتصاد الند للند، الفقراء.