



GROWTH OF THE TOURISM SHARING ECONOMY – BALANCING INTERESTS AND RE-THINKING POLICIES

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The value of tourism today

OECD area

4.7% direct
GDP



57% international
tourist arrivals



6% employment



21% service
exports



€1 Value Added in
tourism results in 56c
VA in upstream
industries

78% domestic
consumption





Growth of the sharing economy in tourism

- Exponential growth of peer-to-peer and shared usage platforms is changing the tourism landscape, driven by technological advances and cultural shifts
- Sharing economy presents opportunities to stimulate innovation and expand consumer options, complementing and competing with traditional tourism offerings
- Developments pose challenges for established tourism actors and raise important questions e.g. consumer protection, regulation, taxation, public interest
- Limited data available to quantify the scale and impact of this dynamically evolving and relatively new phenomenon



Balancing interests of tourism and sharing economy actors

- Policy makers are challenged to keep up with these developments and understand what they mean for people, places and businesses
- Different actors are affected in different ways – need to balance interest of tourists, tourism businesses, sharing economy platforms, new service providers and communities
- Policy responses to date can be largely characterised as ‘wait and see’ – when action has been taken, it has primarily been at the local rather than national level



Path forward for tourism

- Rapid growth of sharing economy is placing pressure on existing policy frameworks
- To help take advantage of opportunities and respond to challenges, policy makers need to:
 - Better understand how the sharing economy is changing tourism and impacting economies
 - Strengthen the strategic operating framework that articulates key considerations and preferred policy options
 - Re-think political and cultural incentives
 - Modernise policy and regulatory approaches



To find out more –

www.oecd.org/cfe/tourism

<http://dotstat.oecd.org/>



Publications

- **Tourism Trends & Policies** (2008, 2010, 2012, 2014, **2016 forthcoming**)
- Effective Policies for Tourism Growth (2015, available online)
- Supporting Quality Jobs in Tourism (2015, available online)
- Tourism and the Creative Economy (2014)
- Indicators for Measuring Competitiveness in Tourism (2013, available online)
- Green Innovation in Tourism (2012, available online)