

The Sharing Economy – An opportunity for individuals to become entrepreneurs

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The phenomenon of the sharing economy is a relatively new one, emerging as a result of the development of the technology field, but also of the changes in people's consumption behaviour. The collaborative economy is a way to stimulate entrepreneurship and to open new horizons for ordinary people. This type of economy can stimulate people with different levels of training and bring them into the economic market much more easily, thus contributing to economic development. Access to the collaborative economy is driven by the development of technologies, while through the development of sharing economics new value is created. This article sets out to highlight the way in which the sharing economy can make ordinary people successful entrepreneurs, the opportunities in such a situation, and the impediments encountered in such an economy.

Keywords: sharing economy; entrepreneurs; changes; benefits.

1. Introduction

Entrepreneurial activity has a huge impact in terms of its contribution to economic growth, employment, social inclusion, and stimulating the economy etc (Hatos et al. 2015). Over the last few years, the world economy has gone through a series of changes. The economic crisis in 2008, as well as the rise of the Internet and everything related to technology and the digital world has led consumers to adopt a new attitude in relation to their consumption habits and to the way they spend their money. The collaborative economy seeks to share the resources/properties that people hold in order to save resources as well as creating added value.

Botsman (2015) defines the collaborative economy as “an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen.”

Small entrepreneurs on such a market are no others than individuals or providers who supply goods and services on this market. At the same time, it is interesting to find out whether the entrepreneurial aspirations of consumers are being explored.

The collaborative economy, through its mechanisms helps maintain a less polluted environment, and also contributes to economic growth. Helped by technology, the collaborative economy establishes a link between people-goods-services in a more efficient way, creating new business opportunities and giving people the chance to become entrepreneurs as well.

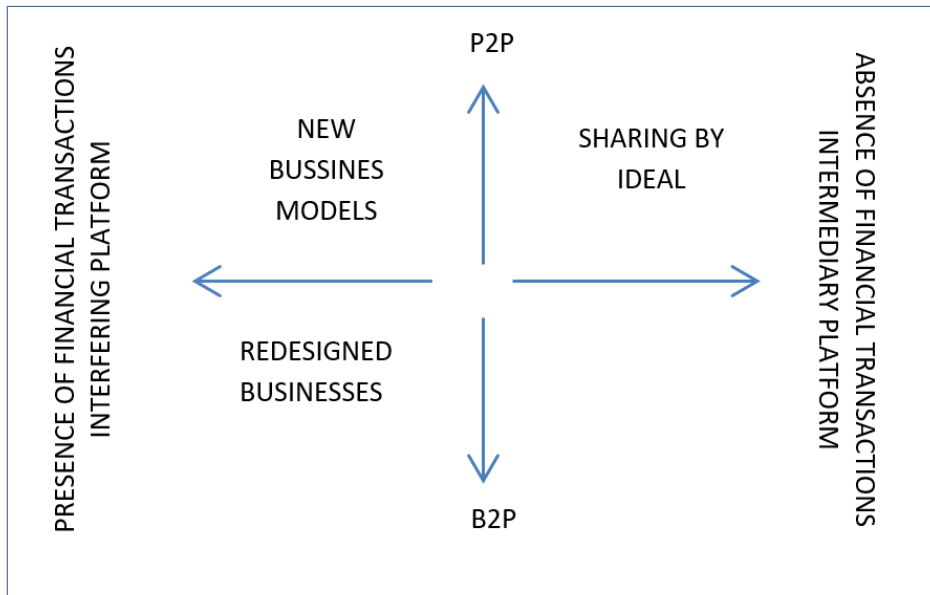
This type of economy has evolved rapidly thanks to its low barrier to entry, flexibility, convenience, and minimal regulations, and will continue to grow because it is based on technology, and technology is increasingly present and indispensable in people's lives.

In the first place, the collaborative economy may initially mean only a source of additional income, but this mechanism can be developed so that ordinary people can become small entrepreneurs with great chances of growing. The economy is changing rapidly and governments should support this type of economic development and come to support new types of business generated by the collaborative economy.

In all its manifestations, the collaborative economy has the ability to create the right environment in which people can grow their own business much more easily than by means of the classical economy. The mere fact that you have an affinity for a particular good, can lead to successful entrepreneurship.

The two models of sharing: access and transfer were identified in the two market structures: P2P and B2P. No B2P market structure was identified when there was the absence of financial transactions. Therefore, three archetypes were identified: new business models, redesigned businesses, and sharing by ideal (Petrini et al. 2017) (Figure 1).

Figure 1 Typology of sharing economy



Source: Petrini, M. and Freitas, C. S. de. and Silveira, L. M. da S. (2017)

2. Collaborative economics and entrepreneurship

2.1. Entrepreneurship and the entrepreneur

Entrepreneurship is a much discussed topic, almost anyone will be open to discuss or express an opinion on this topic. Sexton–Bowman (1991) said that entrepreneurship is a general approach to management that begins with identifying opportunities and culminates with their exploitation. This environment offers you plenty of advantages. It is an innovative, thrilling, dynamic, creative environment with potential to create the desired product/ service. Besides the advantages of creating your own business, it puts you face to face with certain risks and threats, and overcoming them requires a lot of work, involvement, determination, responsibility, and entrepreneurial spirit. We can consider entrepreneurship as a permanent domain where the entrepreneur plays a decisive role. Entrepreneurship means the capacity and ability (differing from one person to another, from one company to another) to coordinate the re-allocation (Cadar–Badulescu 2017). The entrepreneur theme is the idea that entrepreneurship involves individuals with unique personality characteristics and abilities (Gartner 1990). The entrepreneur is a person possessing abilities to solve crisis, a leader, motivated to undertake risks. Marshall suggests that the qualities associated with a good entrepreneur are rare and limited, being "so great and so numerous that very few people can exhibit them all in a very high degree" (Burnett cited in Cadar–Badulescu 2017). At the same time, entrepreneurship is an activity that has implications on more people, not just the entrepreneur. He cannot act alone because he needs collaborators to be able to achieve his own vision of the business he has initiated. Entrepreneurship involves entrepreneurs mastering several qualities such as: vision, intelligence and creativity, determination, responsibility, problem-solver, gut-feeling, positive thinking, professional ethics, and not least passion for their own business (Constantin 2014).

The innovative spirit of the entrepreneur in all its forms is very important when it comes to entrepreneurship in the sharing economy. This is an area in continuous flux and transformation, so the way in which the entrepreneur manages to capitalize and materialize his knowledge and abilities means a plus of value added to the business.

The entrepreneurial spirit is a starting point with a beneficial impact on the economy and on all of society. Through their activity, new labor markets and opportunities are created, which in turn leads to higher incomes and to social benefit in general. Through these dynamics and through the advantages that it creates, this area has a unique charm.

- The importance of entrepreneurship is given by a series of reasons:
- Entrepreneurs create new business: By creating new business in the form of goods and services, new jobs are being created and that has a beneficial effect on the economy.
 - Entrepreneurs also create social change: Through their unique offerings of goods, entrepreneurs indirectly support freedom by reducing dependence on

old technology systems. Overall, this thing leads to an improvement in the quality of life, a greater moral and economic freedom.

- Community Development: entrepreneurs regularly support entrepreneurial ventures by other similar individuals. They also invest in community projects and provide financial support to charities. Some famous entrepreneurs such as Bill Gates, have used their money for financing noble causes, be it education or health.
- The Role of States: Regulations have an essential role in stimulating entrepreneurship.

These regulations require a fine balancing act from regulatory authorities.

Unregulated entrepreneurship can lead to undesired social results, including unfair market practices, financial crisis, and corruption. Paradoxically, a large number of entrepreneurs could lead to fiercer competition and the loss of career choices for individuals. Also, in these conditions, aspiratory levels usually also rise. Given the variability of success in entrepreneurship, the case of having too many entrepreneurs can also lead to income inequality, weakening social cohesion. Meanwhile, the interesting interaction between entrepreneurship and economic development is providing key contributions and inferences to policy makers, development institutes, business owners, change agencies, and charity.

If we understand the advantages and disadvantages, a balanced approach to entrepreneurship will certainly have a positive impact on the economy and society. The entrepreneur has an attitude and behavior based on receptivity to new information and people; he makes independent decisions, sees opportunities in rapidly changing and uncertain economic environment, he is persistent, available to assimilate technical knowledge, has outstanding personality, leadership, and management abilities (Johnson 2001).

However, as a basic definition of entrepreneurship, it's a bit limiting. The more modern definition is also about transforming the world by solving big problems. Like initiating social change, creating an innovative product, or presenting a new life-changing solution (Ferreira 2018).

2.2. The entrepreneurship through sharing economy

Sharing tends to be a communal act that links us to other people. (Belk 2010). One of the first books on this topic was “What’s mine is yours”, in which Botsman and Rogers described in 2010 how the collaborative economy changes our lives. Botsman defines the collaborative economy as “an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen” (Botsman–Rogers 2010).

Entrepreneurship is the symbol of business tenacity and achievement; it is a vital source of change in all facets of society, and its integration into the collaborative economy can be a real success (Pahuja–Sanjeev 2015). Collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation (Belk 2013).

In order to become an entrepreneur, in a traditional economy one has to perform certain steps. The first step to be accomplished is to identify the domain in which one wishes to be active, in fact, one must find a niche in the respective domain. It must be chosen in accordance with the skills and qualifications that the person who wants to become an entrepreneur has. A second step would be to conduct market studies that would result in the profitability of activity in that particular domain. Education in the chosen field and then the actual construction of the business would be another stage that is required. The business world is extremely competitive, and the development of technologies makes finding a new or innovative niche that is not already exploited increasingly difficult. Collaborative economics helps people who want to start a business, offering them a variety of opportunities to rethink their business ideas. Thus, the process of becoming an entrepreneur, in the sharing economy, is accelerated by the fact that there is no need to identify the field in which to become active. It is enough to have a good idea and be willing to share it in order to receive a benefit. Thus the possibility of becoming an entrepreneur is much greater, also overcoming the significant barrier of requiring access to a lot of money to start a business. By comparing the path to becoming an entrepreneur in a traditional economy with that experienced in the sharing economy, it can be observed that in the sharing economy everything happens faster and with less financial resources, due to the lack of a complex legislation in this field.

Unlike traditional entrepreneurship, integrated entrepreneurship in the collaborative economy is much more accessible. This is primarily due to the fact that in order to initiate such entrepreneurship, one only needs to possess a good and be willing to share it, and to share a good or anything else with a person or a group of persons involves finding partners for teams, projects, and entrepreneurship (Bouncken–Reuschl 2018).

These things mean much more than sharing something with someone, it actually means social interaction, creativity, exchanges of ideas and knowledge, representing the perfect climate for what entrepreneurship means. Entrepreneurial performance is improved through the collaborative economy system by individuals working together, exchanging information, and thinking about the efficiency of their work. This type of cooperation is based on values such as trust, transparency, and loyalty. In the absence of these values, it is very difficult to exist and to develop an entrepreneurial collaboration. All concepts, which mean the collaborative economy, have a positive aspect. However, there are often divergences, gaps in communication, intentional or unintentional leakage, which will affect the development of entrepreneurship and the respective community.

Being an entrepreneur means constantly being in search of new business opportunities. In the long run, entrepreneurship can be a problem due to the fact that different resources are needed in this activity and, in different countries, some resources begin to deplete. Although, at a national level, they are trying to solve the problem, financial barriers often arise and there is no concrete solution. The specificity of the collaborative economy is to share resources. This aspect can help society, first of all by reducing costs.

Consequently, this type of economy can be applied to reduce costs but also to increase long term business efficiency. The collaborative economy is the perfect framework that promotes opportunities for entrepreneurs (Huarng 2018).

Collaborative consumption is rising today. One major factor contributing to this is the generalization of the internet and easier ways of accessing it. The Internet has brought new ways of sharing but it also facilitates older forms of sharing on a larger scale.

The phenomenon of collaborative consumption helps the stimulation of economic activity even in areas where it has been limited or almost non-existent. At the same time, new horizons and opportunities are being opened up to ordinary people through which they, themselves can create their own business and become entrepreneurs, mainly because the investment may be insignificant at first. An example of this might be in the gastronomy sector: the cook can use his own kitchen as a cooking space.

There are some firms that are trying to develop their own business models, so they put their web platforms at the disposal of their partners to assist foreign entrepreneurs and ease their transactions.

Moreover, these platforms can represent the market for entrepreneurs and they do not need to search for potential customers anymore (Perren–Grauerholz 2015).

This type of consumption is gaining more and more ground. People find it easy to enter into such a market as entrepreneurs mainly because they can use the skills and all the assets they possess.

Collaboration consumption, estimated at over \$ 3.5 billion in 2013 (Geron 2013) allows income to go directly into people's pockets (Perren–Grauerholz 2015).

Walsh (2011) says Collaborative Consumption was one of the ten ideas that will change the world in the next few years. It can be said that sharing economy is based on exchange. Even if these exchanges have existed since antiquity, so, long before the emergence of the concept of sharing economy, these exchanges were carried out by traditional, face-to-face methods and took place in a limited framework, especially because of the large geographic space. In addition, some shifts have a temporary character and their activity is limited to a niche market.

Opportunities in the collaborative economy are related to the fact that people can use the unused capacity of tangible, as well as intangible goods, adding value and guiding people to the field in which to open their own business. Almost everyone has a tangible or intangible asset that they are underutilizing, and that can mean the chance to receive a financial benefit. It connects distribution networks for both individuals and assets. Another opportunity is related to the fact that they activate technologies such as the Internet, which helps the interaction between people at even considerable distances from each other. It encourages meaningful and trustworthy interactions, and embraces openness, inclusiveness, and common ownership.

With the emergence, development, and easy access to these technologies, traditional consumer markets have increased their spectrum, from limited economic activities, through the geographic area and the way they interact, to economic activities that are now taking place on a global scale. All these transformations are

having a positive impact from the economic, social, and environmental, etc. points of view. Peer-to-peer businesses lead to the expansion of entrepreneurship and innovation. If the idea of sharing economy did not exist on the market, many of those who are today entrepreneurs would not exist. In this collaborative environment, individuals have used their own skills and properties they own to create a business that would not have started in a different situation. Probably, for many, at first, it meant only a way of earning supplementary income, but, eventually it was the road to successful entrepreneurship. Through the collaborative economy the poorly used assets are optimized, bringing value and creating financial benefits. This category can include both tangible assets such as apartments, houses, cars, and intangible ones, for example skills, knowledge. Their optimization is possible through digital platforms that give people access and at the same time their efficiency. Table 1 describes the overview of assets and actors in the sharing economy (Hyup 2016).

Table 1 Overview of assets and actors in the sharing economy

Sharing Asset	Example	Actor: International	Actor: Korean
Tangible	Transportation	Zipcar, Uber, Zilok.com, Lyft, Car2Go	Socar, Greencar
	Property	Airbnb, DestNearMe	Cozaza, Bnbhero
	Utility/Food	NeighborGoods.com, thredUP.com, EatWith	Libpia, Bookoob, CoLux, Kiple
Intangible: Service	Professional	Innocentive, oDesk	
	Personal	Landshare.net, TaskRabbit	Zipbab, PumasiPower
Intangible: Financial	Zipbab, PumasiPower	Kickstarter, Indiegogo, gofundme, CircleUP, crowdfunder	Tumblbug, Ssiatfunding
	P2P Lending P2P Lending	KIVA, LendingClub, Prosper	Popfunding

Source: Hyup, R. T. (2016)

Thanks to technology, access to these assets has become much easier, and this has led to the growth and development of the sharing economy, which in turn promotes entrepreneurial behavior. In the sharing economy everyone has to win. The customer receives what they are looking for quickly, cheaply in an authentic way, and the one who provides the services earns money. The opportunities offered by this new type of economy also extend in the financial field. Companies like Lending Club demonstrate how you can bypass traditional banking to benefit both investors and customers in this innovative new business environment. There are still regulations, of course, but in general, the process is much less complicated than setting up a bank, credit union, or traditional lending company to meet people's financial needs.

An opportunity of sharing economy is given by the fact that it is based on the exchange economy, and it is much easier for ordinary people to access such a market to create their own business.

3. Tourism and the Sharing economy

3.1. Airbnb – general aspects

The entire tourism industry is in a state of continuous transformation, and is therefore adaptable to the new. Thus, tourism cannot remain unchanged by the new trend in the economy: the sharing economy. In a broad sense, sharing can be anything to which access is enabled through pooling of resources, products or services (Hyup 2016). The sharing economy, even if it is a fairly new concept on the market, has seen a remarkable climb lately and shows all the signs of a having a remarkable future. The new business models based on sharing economy and new technologies give a fresh look at the tourism scene, giving people new options when it comes to the place they want to travel, where they want to stay, and what they will do during their stay and beyond. All these are aspects that give tourism a new look, but at the same time a challenge in terms of regulation.

The sharing economy has had a positive impact on tourism, but there are voices claiming it also has a negative impact. The positive aspects refer to the fact that it offers people easier access to a wide range of services, which by traditional methods they could not have accessed. Critics, on the other hand, claim that the sharing economy provides unfair competition, reduces job security, avoids taxes and poses a threat to safety, health and disability compliance standards (EPRS 2015). Looking beyond the criticism, the collaborative economy creates the perfect framework for anyone that wants to open a business, especially in tourism. What facilitates the efforts of people wishing to open such a business are online platforms. Through these, small entrepreneurs can find their clients, and thus do not have to advertise by other means, usually more expensive. With the flexibility it offers, a growing number of tourists take advantage of the benefits of this new trend. Some tourists appreciate these platforms for their personalised approach, authenticity and contact with local citizens (EPRS 2015). According to the OECD, sharing companies may bring tourists to destinations that were previously less popular. For example, a 2016 study by the Observatoire Valaisain du Tourisme looking at the impact of Airbnb on tourism in Switzerland found that Airbnb had expanded the city-break niche market in some Swiss cities where the high cost of hotel stays had previously hindered some tourists from staying there (EPRS 2015).

Criticism of sharing economy refers primarily to legislation. At present there are no serious regulations. Those who come to attack this type of economy say that lack of regulation can lead to illegality, evasion of various taxes, illicit business, unfair competition, and disruption of the resident population. At the same time, if we refer to accommodation services, one might add to the negatives with the fact that the

owners of houses that provide tourists do not need to hire personnel, and this contributes to the increase of the unemployment rate.

Tourism is not just fun trips, but also business trips, attending various events, visiting relatives or even traveling for medical purposes. The travel and tourism industry is generally viewed as consisting of largely six segments including airlines, lodging, car rental, cruise, rail, and travel packaging (Hong 2018). That is why it is important to capitalize on each of these tourism-related segments, which have as a consequence the sustainable growth of the economy.

Table 2 Impact of the sharing economy on the different stages of the tourism customer journey

Pre-trip (booking)	Journey	Destination	Post-trip
Accommodation	Land-based passenger Transportation	Sporting, recreational and entertainment activities	Review platforms
Traditional	Share the cost of travel	Equipment rental	Exchange of views and recommendations on the quality of tourist services
House swap between two individuals	Taxi services	Tours and tourist activities	
House sitting		Workshops and classes	
Work in exchange for accommodation		Food and drink services	
Hotel booking resale platforms between individuals		Gastronomic activities	
Review platforms		Vehicle rental between individuals (bicycles, boats, cars, etc.)	
Exchange of information between users			

Source: Ferrer, R. (2018)

In recent years, with the increase of income, in most of the emerging world, there has been an increase in tourism and all its aspects. The sustained and healthy growth of this industry is driven by the increase in travel numbers. A large proportion of them is booked through online platforms, which tells us that sharing economy has made a contribution to this. In 2015, online revenue accounted for 21.6% of global sales, and that number is expected to grow to 27.7% in 2017 (Hong 2018). Tourism is a very influential area, and everything that happens on the market: economic

fluctuations, political changes, natural disasters, and changing consumer habits change the tourism scene. Additional changes in the industry such as evolving consumer mindsets, technologies, and new platforms may all transform travel in the future (Hong 2018) (Figure 6).

Through the sharing economy, the places and activities less known by tourists are becoming more attractive. The travel industry focuses mainly on major hotels and activities suggested by various tour operators. Instead, if you organize your own trip yourself, by using the services provided by the sharing economy, it is very possible to have a unique experience and also have the opportunity to do various activities, and to get to know the locals, i.e. enjoying the beauty and the places your trip offers. In the figure below we can see how the sharing economy is changing the way in which some tourism services are provided and has generated new ways of travelling (Ferrer 2018).

3.2. The case of the Airbnb platform can be used to exemplify the sharing economy model

Regarding services, in the case of sharing economy, they cover a very large range from accommodation to finances. In the field of accommodation a very good example for sharing economy are collaborative platforms. Acquiera (2017) said that the platform economy forms a second core of the sharing economy. They also defined the platform economy as a set of initiatives that mediated decentralized exchanges between peers through digital platforms.

Airbnb is an online platform set up in 2008 that provides tourists and others, homes that owners own but are unoccupied for rent, usually for short periods of time. In other words, we can say that this platform responds to the accommodation needs of people and also creates a connection between them. The company, founded in 2008, has grown exponentially in the past few years, and by now it lists over 1.5 million properties, with a presence in over 190 countries and 34,000 cities (Quattrone et al. 2016). Renters can obtain accommodation at lower prices from Airbnb than from hotels in most cities (Permalink 2013). As a result, Airbnb offers a double advantage, on the one hand, for those who can earn extra income, and on the other hand, tourists who can rent at lower costs than the hotel accommodation costs.

This platform is attracting a growing number of tourists, but there are not many studies that explain why they choose to stay in the airbnb platforms. This is primarily due to the fact that Airbnb is a new phenomenon on the market. Many studies have explored tourists' hotel choices, typically by having respondents rate the importance of different hotel attributes (Guttentag 2017). The choice of the hotel is determined by factors such as location, cleanliness, services offered, price, security, room comfort. At the opposite end, there are studies that provide information on why people choose to use the Airbnb service (Guttentag 2017). Guttentag (2015) proposed three key appeals – price, household amenities, and authenticity; Tussyadiah (2015) found peer-to-peer short-term rental users were motivated by three factors – sustainability, community, and economic benefits; and Nowak et al. (2015) found the top reasons Airbnb users chose the service were “cheaper price,” “location,” and “authentic experience” (Guttentag 2015).

Table 3 Descriptive statistics for the motivations to choose Airbnb

Dimension (as originally proposed) Motivation	M	SD	N
Price			
For its comparatively low cost			
Functional attributes			
For the convenient location	4.99	0.99	841
For the access to household amenities	4.70	1.31	840
For the homely feel	4.41	1.30	842
For the large amount of space	4.13	1.39	843
To receive useful local information and tips from my host	3.90	1.44	842
Unique and local authenticity			
To have an authentic local experience	4.46	1.29	841
To have a unique (non-standardized) experience	4.36	1.34	841
To stay in a non-touristy neighborhood	4.33	1.41	844
To interact with host, locals	3.46	1.51	839
Novelty			
I thought the experience would be exciting	4.06	1.30	841
To do something new and different	4.04	1.39	840
I thought the experience would be unpredictable	2.63	1.27	843
Bragging rights			
To have an experience I could tell my friends/family about	3.40	1.40	841
Sharing economy ethos			
I prefer the philosophy of Airbnb	3.91	1.34	839
I wanted the money I spent to go to locals	3.69	1.36	843
Staying with Airbnb is environmentally friendly	3.25	1.31	842

Source: Guttentag, D. A. (2016)

Table 3 summarizes the results of a poll taken to see why people choose the Airbnb platform. All items were measured on a six-point Likert scale ranging from 1=“Strongly disagree” to 6=“Strongly agree.” As can be observed, respondents on average agreed with nearly all of the proposed motivations (with 3.5 as the mathematical midpoint of the six-point scale) (Guttentag 2016).

Thanks to tourist choice for this type of accommodation, ordinary people are given the opportunity to form their own business. This business model is relatively simple, giving the individuals the confidence to get involved in this field by creating their own business. The business model offered by this service, which is an integrated part of the sharing economy, requires only three elements: the host, the lists and the guests.

Hosts list their property on the platform and establish their own nightly, weekly or monthly price, and offer accommodation to guests. Listings – properties – may include entire apartments, private rooms or shared rooms. The ‘host’ of a space may be living there at the time of the rental, as with a typical bed and breakfast (B&B), or may be absent, possibly away on vacation or even operating the space as a permanent rental. Airbnb claims that 57% of its listed spaces are entire apartments and homes, 41% are private rooms, and 2% are shared rooms (Guttentag 2015)

In September 2016, Airbnb was valued at more than \$30 billion, making it the second most valuable start-up in the world, after Uber (Farrell–Bensinger 2016).

Airbnb was generally expected to outperform budget hotels/motels, underperform upscale hotels, and have mixed outcomes versus mid-range hotels, displaying – but not completely – consistency with the concept of disruptive innovation (Guttentag–Smith 2017).

Airbnb is operating amidst continuous development on the market, and many sources seem to predict that the sharing economy and companies like Airbnb are here to stay (Rusli et al. 2014). Thus, there is a need for the cities and other locations where this type of accommodation works, to prepare, adapt, and find innovative ways to stimulate business in the area. Even if cities need to be prepared and find new opportunities to do so, they must comply with existing regulations and not allow abuses to occur. This means that the competent authorities must be just as innovative in order to continue to adapt in an unprecedented and quickly changing economy and world, especially as the sharing economy, in all its aspects, not just in terms of Airbnb, is controversial and at the same time flawed (Mehmed 2016). Hirshon et al. (2015) explains the lack of regulations through the rapid evolution of these new business models, and the absence of any clear precedent in the regulatory process. Given this context, each city has to determine who will handle this and this takes time. At the same time, we could point to the self-regulation of the market that often emerges as a natural by-product of economic exchange and has a long history of success. On the one hand, we can talk about “partial self-regulation”, which refers to situations in which private parties are responsible only for rulemaking, while enforcement is the domain of either public bodies or the market. On the other hand, “full self-regulation” occurs when the industry engages in both rulemaking and enforcement (Cohen–Sundararajan 2017).

The different market inefficiencies for peer-to-peer transactions will require different entities to act as partners in any self-regulatory solution. If this approach is based on principles such as trust and transparency, it could provide timely solutions for regulating this field. Policymakers, however, should take account of the effectiveness of these platforms and eliminate unnecessary requirements and protectionist rules that benefit primarily the current operators (Edelman–Geradin 2016).

Schor (2017) finds that the site that has been most successful at creating new social ties is Airbnb (Frenken–Schor 2017). Airbnb is growing at a rapid rate. It is attracting hosts and guests with alluring experiences that make them fall in love with the company, while about 2 million people stay in Airbnb rentals across the world during an average night in 2018 (Airbnb Statistics 2019). This means economic growth, because through this type of accommodation, even people who do not have large incomes can afford to travel. Among the benefits of this accommodation system are the promotion of less known places for tourists, and the interaction of the tourists with the locals, giving tourists a stay during which they can enjoy the authenticity of the place. Research conducted by the Morgan Stanley Research (2015) shows that over 50% of Airbnb users in 2016 gladly used it to replace a traditional hotel stay. Consequently Airbnb is creating a massive profile, and setting new trends across the world.

4. Conclusion

The sharing economy has its roots in the exchange and the willingness of the individual to share. If we refer to exchange, this can range from a simple exchange of ideas and opinions to those more property-related. Through the sharing economy, values such as trust and transparency are created, and at the same time barriers between people are broken down, new intercultural relationships being created. One can say that one of the factors that determine the sharing economy is the desire of people to connect and interrelate.

In a traditional economy, the process of becoming an entrepreneur involves observing a set of steps mentioned in this paper, but the collaborative economy comes to mitigate this process and bring opportunities to people who want to open a business.

This interaction between people and the way they work together can be endangered by a lack of fairness, by violating various social norms, but also by non-involvement. In addition to what has been said above, a danger or a barrier to sharing the economy may be the desire for people's intimacy. According to Durkheim (1964), the desire for intimacy with others is the most important determinant of human behavior. Everything that means belongingness and building a sense of community acts as a driver for sharing, whereas on the other hand, possessiveness, attachment, and independence inhibit and limit sharing (Belk–Llamas 2011).

Nowadays, consumption has taken on a very large scale, and the idea of sharing when it comes to consumption in any way would bring major benefits both at

the individual level and at societal level. Looking at the macro level, the sharing economy has positive consequences from the economic, social, and environmental point of view. At a personal level sharing goods / resources (money, time, space) may mean, at first, an additional source of income, and as it develops, it may even be a chance for individuals to become entrepreneurs. Sharing is a new contemporary subject, and the choice of sharing instead of monopolization can bring major benefits to a world which, it can be said, still accentuates individualism. The new trend, meaning sharing economy, contributes to collective welfare.

Sharing models are used in a growing number of areas, such as research, transport, communication, and not least in tourism. The tourist sector has followed this trend and reaped a number of advantages.

The collaborative economy is a phenomenon that will continue to develop over the coming years, and perhaps even become predominant. Thus, sharing economy will be included in hybrid economics where multiple modes of exchange (Scaraboto 2015) exist.

Concluding, it can be said that Airbnb has begun to heavily infuse the nature of business in the hotel industry. This is largely due to innovation, the development of technologies, and the very easy access of all people to the internet. Habel, the founder of Voyat, an e-commerce optimization platform, pointed to the fact that “hotels need to steal basic things out of the Airbnb and online travel agency playbooks, like making their webpages load quickly on mobile devices and reducing the number of clicks it takes to finalize a transaction.” (O’Neil 2017). Botsman–Rogers (2011) said the most important reasons why people use alternative solutions of sharing economy are the economic and social characteristics.

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