



**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

THEME ALLOCATED:	Green Skills for the Economy
PARTNER ORGANISATION:	Future in Perspective Ltd.
TITLE OF THE WEBQUEST:	Share & Share Alike: The Sharing Economy [Basic Level]
INTRODUCTION:	
<p>The sharing economy is a socio-economic approach constructed on the sharing of resources. The sharing economy works to promote alternative consumption models and has grown in popularity in recent years. The relationship between services and consumers is changing significantly in our modern society. The advantages of the sharing economy business model are diverse. It boasts; monetary savings, sustainable development, resource management, and environmental benefits.</p> <p>Within the tourism sector, the sharing economy can open many doors. In other words, the collaborative economy in tourism offers new ways of traveling, staying, and integrating into the local culture at a lower cost. This context requires new approaches among conventional tourism agents that encompass hoteliers, carriers, travel agencies and restaurateurs, who are forced to implement a business model that includes personalization and experience in the service offered. It is important to consider a new tourism reality that is imposed in the social and economic environments. In this sense, the alternative is to consider the client more than the product or service; adapting the client's demands and exceeding their expectations with a quality service. Tourism intervention would present an opportunity for workers in this sector to implement a business model focused on personalisation and experience, in the service offered. In this sense, the sharing economy in tourism represents new opportunities as a whole.</p> <p>Contrary to the traditional market model, based on ownership, the sharing economy is based on the shared use of products and services through technology. This principle has already been applied in areas such as the agricultural sector, laundry services and car rental services. Technology has allowed us to create Peer to Peer transactions, resulting in new business models. This indicates a new economic phase of 'post-ownership' (Belk, 2014). This does not necessarily indicate a more equal distribution of resources but rather a structure that practises quality over quantity and a better use of products publicly or privately owned; in a world where resources are finite (Richardson, 2015).</p> <p>Consumers benefit from the sharing economy by gaining temporary access to products or services rather than buying it to use only a few times. Owners of idle resources such as apartments, cars or garages can share their assets with others, generating income, increasing efficiency, and decreasing the environmental impact of consumption. This shows that the sharing economy comprises an alternative, hybrid economic model, affirmed in technology, rooted in cultural moral and ecological precepts.</p>	

TASKS

You are fascinated by the sharing economy and how it can impact the tourism sector. You begin to think that the practices of the Sharing Economy could positively affect not just the tourism sector but also the environment. The great adherence of tourism in the sharing economy is due to the ease of that economy in allowing access to high-cost and low-use goods, making accommodation and transportation within the tourism sector perfect candidates for this new model.

With this, you believe that the key to a successful sharing economy business model in the tourism sector is the identification of consumer needs and the reach of potential customers. You want to base this on personalised and current services and products. The sharing economy in the tourism sector arises as a response to that demand, based on the principles of reciprocity and mutual collaboration. Through the flexibility of the sharing economy, this business model in the tourism sector offers tourists the opportunity to rediscover the beauty and uniqueness of historical heritage, art, folklore, local food and drinks and humanity in general.

You think that implementing a sharing economy approach in your hotel would be a great way to not only reduce costs but also promote sustainability among staff, the locals, and tourists! You know that in order to implement some changes that you will first need to conduct some research and figure out a business plan.

In this WebQuest – Sharing Economy [Basic Level], you are going to be guided through a series of tasks that will help you to learn about the sharing economy. You will complete the tasks in small groups of 2-3 people. When you complete the tasks, you will have a general idea of the type of sharing economy business model you would like to implement. This will contribute to your wish to implement sustainable practices within your hotel. You hope that this will reduce the impacts of global warming and sustain our planet's natural resources. This process will encourage the local community to discover proactive measures that they can implement to make a difference in tackling climate change. You know that this will not only have a great impact on the environment, and your business, but also on future generations to come. Let's get started!

PROCESS

Step 1: The Sharing Economy – Explained

Before you start to plan your new initiative, you must first find out all about the sharing economy, how it works, and what advantages it could bring to the tourism industry. As a first step in your challenge, you will need to conduct some research to explore the concept of the sharing economy.

For information on **what the sharing economy is**, click on the following links:

- [Sharing Economy: Definition, Examples and Figures](#)
- [The Sharing Economy - Explained](#)
- [What is the Sharing Economy?](#)

For information on **the benefits of the sharing economy**, click on the following links:

- [Benefits of the Sharing Economy](#)
- [The Transformation of the Sharing Economy \[Infographic\]](#)
- [5 Benefits of the Sharing Economy](#)

For information on **the sharing economy in the tourism sector**, click on the following links:

- [The Sharing Economy and Tourism](#)
- [The Role of the Sharing Economy in Tourism](#)
- [5 Things You Should Know about The Sharing Economy in Tourism](#)

Step 2: Why the Sharing Economy?

Now that you know all about the sharing economy, it's time to think about how you could bring this business model to your hotel. You will need to identify which idea you think is most suitable, most efficient, and most practical for your area. Remember that technology plays a major role in the sharing economy. Your plan will need to be facilitated by the use of internet and digital technologies.

For information on **the role of technology in the sharing economy**, click on the following links:

- [The Role of Technology in the Sharing Economy](#)
- [How does Technology affect the Sharing Economy?](#)
- [How Technological Advancements are Beneficial for Sharing Economy](#)

For information on **sharing economy business ideas**, click on the following links:

- [Sharing Economy Business Ideas](#)
- [5 Sharing Economy Ideas](#)

For information how you can **implement a sharing economy business idea**, click on the following links:

- https://www.slideshare.net/jeremiah_owyang/sharingnewbuying
- <https://www.youtube.com/watch?v=K26oSmXxiNg>

Step 3: Where to Share?

You have learned a lot of information about the sharing, or collaborative economy. Now it's time to figure out how it can be implemented in your hotel. In order to decide on your idea, you will need to do some brainstorming in the next step to pinpoint your plan of action! Perhaps you want to establish a ride-share company that facilitates tourists in your area, like Uber or BlaBlaCar? Or maybe you think a freelancer platform could help people living in the area sell goods to tourists? You could choose to set up a food sharing business, or a second-hand clothes store? There are so many possibilities!

For information on how to **brainstorm using a mind map**, click on the following links:

- [How to Mind-Map](#)
- [How to Brainstorm Ideas with a Mind-Map](#)

Once you have brainstormed your own sharing economy business idea, complete the following table:

Sharing Economy Idea	Area of Recognition	Benefit(s)	Person(s) Impacted / Affected

Great work! With your research and brainstorming, you have managed to come up with one or several ideas that work to implement a sharing or collaborative economy within your hotel. Not only will this benefit you, and your consumers; it will also work to protect and preserve the environment! Continue with the Advanced Level WebQuest to discover how you can put your Green Skills for the Economy into practice!

EVALUATION

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 300 words about how you found the experience. The following questions will guide your self-reflection exercise:

- Did you learn new things about the sharing economy by completing WebQuest? List them.
- Do you think that implementing measures to promote a sharing economy sustainable approach is beneficial for your business, tourists, and staff? Why?
- How do you think that implementing environmental change within the tourism industry can promote awareness about climate change? Explain your answer.
- Did you enjoy learning about this topic in a small team? Why? Why not?

CONCLUSION

Congratulations! Learning more about the sharing economy and advocating for the environment is a great way to reimagine the tourism sector and emphasise the importance of sustainability. With your innovative ideas, you will enable your business and consumers to save money and resources and reduce the environmental impact of the tourism industry. This has the power to preserve Earth's natural resources and encourage others to make environmentally friendly choices. By considering a sharing economy approach, you can reduce pressure on the environment, improve the security of raw materials, increase competitiveness, stimulate innovation, and boost economic growth! What's stopping you?

"The more we share, the more we have."

- Leonard Nimoy



