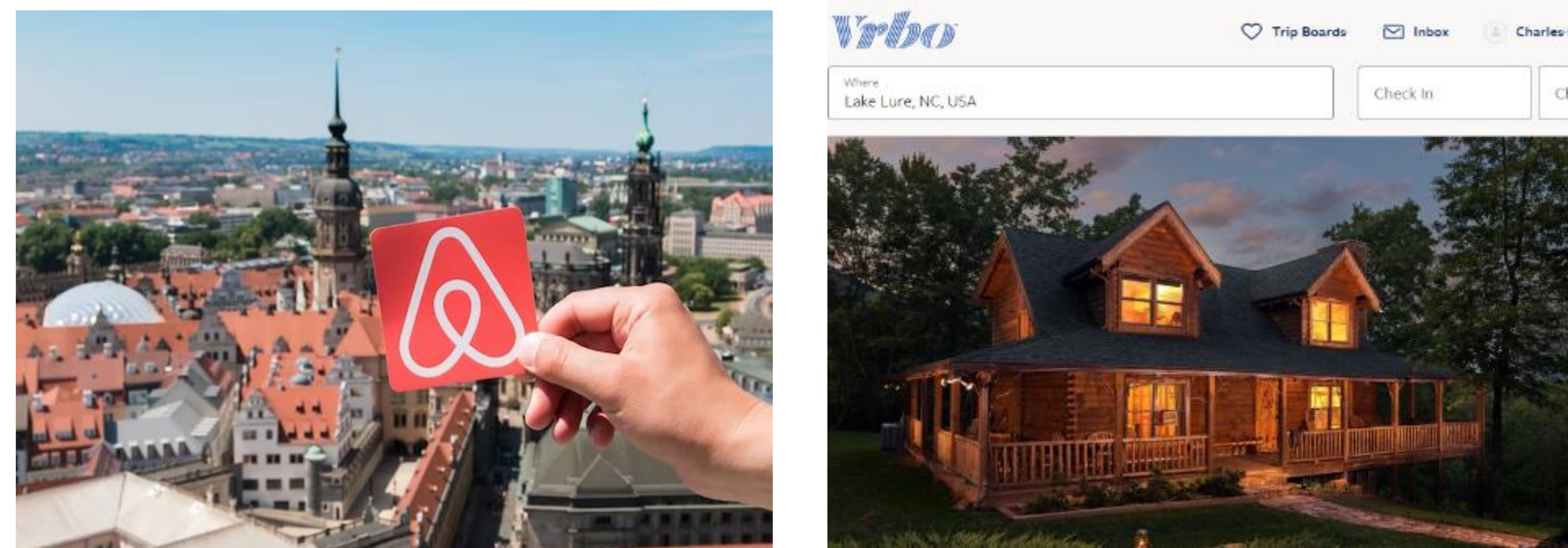


## Introduction

- The sharing economy is an economic model that “allows for shared creation, production, distribution, and consumption of goods and services among individuals.” (Tussyadiah & Pesonen, 2016, p.1022)
- Peer-to-peer (P2P) accommodations



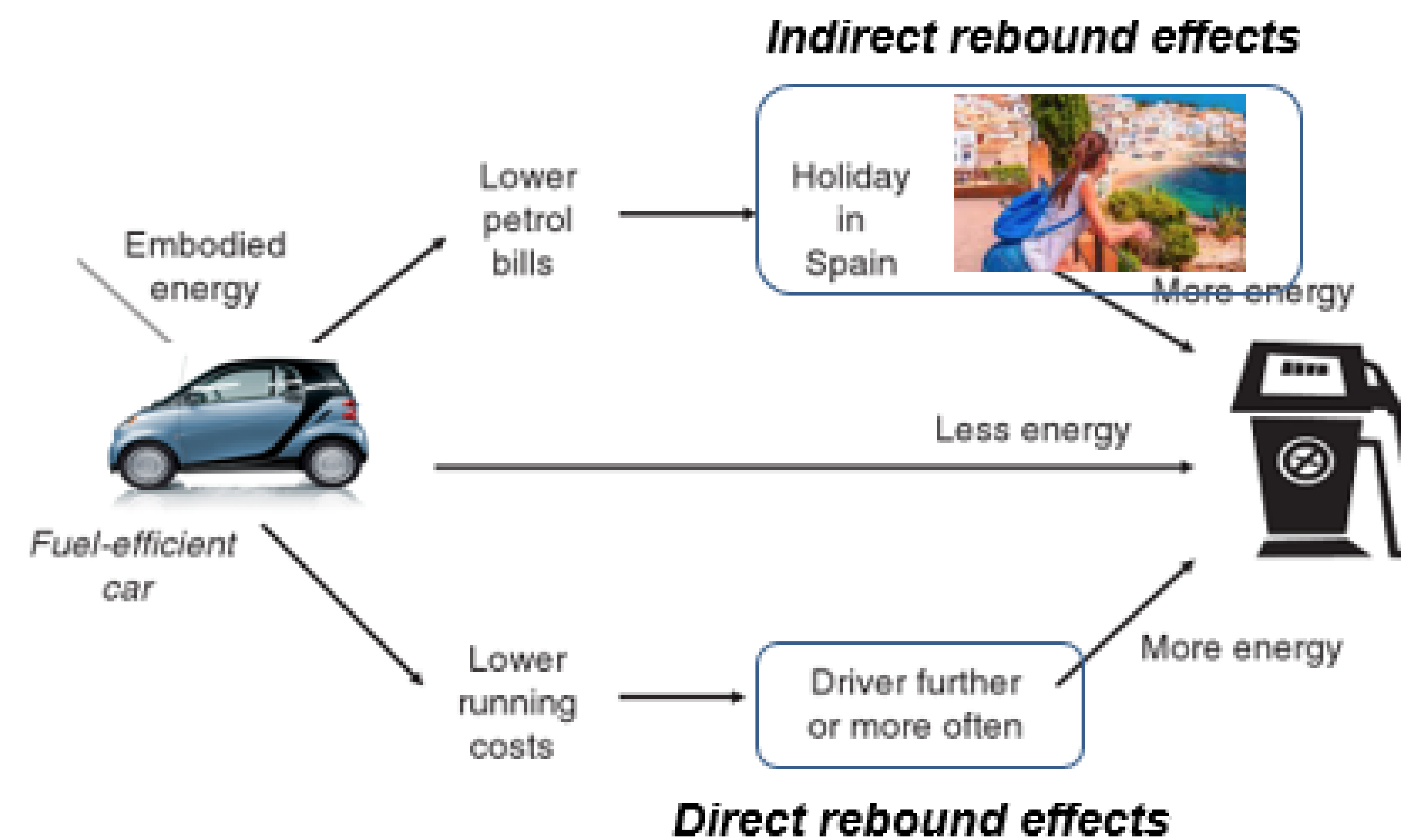
- More affordable than hotels (Griswold, 2016)
- Have challenged the traditional hotel industry, especially budget/economy hotels attracting price-sensitive travelers (Zervas et al., 2016)

## Literature Review

Rebound effects from energy economics literature (Chitnis & Sorrell, 2015; Jenkins et al., 2011; Owen, 2012; Thiesen et al., 2008)

- **Direct rebound effects** occur when the money saved due to the efficiency improvements or reduced costs is *re-spent* on the **same** goods or services.
- **Indirect rebound effects** occur when the money saved is *re-spent* on **other** goods or services.

## Examples of rebound effects



## Research Questions

- **Do the economic benefits of P2P accommodation (i.e., cost-saving by staying at Airbnb instead of a hotel) lead to rebound effects?**
- If there are rebound effects,
  - 1) **Why do the rebound effects present?**
  - 2) **Do the magnitudes of the rebound effects differ** contingent on seasonality, perceived uncertainty, or prior destination experience?

## Methodology

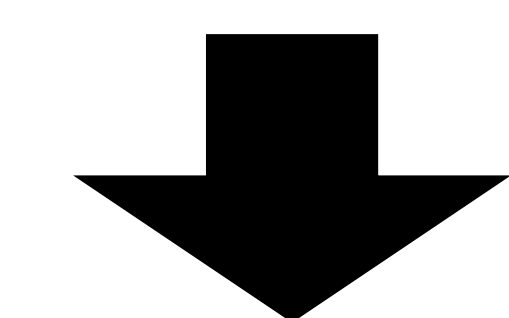
- Scenario-based experimental design
- 300 adult consumers in the U.S.

## Expected Implications

- Provide the possible influence of the collaborative consumption model in the tourism and hospitality sector.
- Apply the rebound effects in the context of P2P accommodations.
- Advance understanding of travelers' perceptions due to the price difference between hotels and P2P accommodations.

## Practical implications

Hotels hugely fund DMOs (destination marketing organizations) through accommodation taxes (Sheehan & Ritchie, 2005)



DMOs may have evaded publicly supporting P2P accommodations despite their various benefits (e.g., promoting a destination image as trendy, enabling event hosting, or offering a diverse accommodation alternative) (Guttentag, 2017; Sciacca, 2015)

- Help DMOs consider rebound effects and build strategies that can support local economic growth.