CALL FOR CHAPTERS
FOR
ROUTLEDGE HANDBOOK OF COLLABORATIVE CONSUMPTION IN TOURISM

To: Potential Contributors

This file embodies the main constituents of the Handbook proposal as it has been approved by the Routledge, an imprint of the Taylor and Francis Group Publishing.

Editor: Saurabh Kumar Dixit, Professor, and Head, Department of Tourism & Hotel Management, North-Eastern Hill University, Shillong - 793022 (India)

The rationale for Publication:

Sharing economy is not a new phenomenon; it has widespread acceptance in different business sectors, including hospitality and tourism. Tapscotts and Williams *"Wikinomics"* (2006) explained collaborative consumption in the form of peer production and sharing of knowledge. The book *"What's Mine is Yours: The Rise of Collaborative Consumption,"* authored by Rachel Botsman and Roo Rogers (2010) considered to be major literature on sharing economy. Sharing economy, also known as collaborative consumption or collaborative economy, hybrid economy or peer economy (Hong, 2018), refers to different forms of coordinated sharing, trading, lending, renting, swapping, gifting, and bartering (Botsman and Rogers, 2010). Maximum utilization of idle resources and commodities can be achieved through the sharing economy, for instance, books, toys, apartments, and automobiles.

In the last decade, it has gained momentum due to the development of Information and Communication Technology (ICT) and disruptive technologies platforms such as smart cities, robotics, driverless cars, and artificial intelligence. Collaborative consumption has emerged as a form of alternative consumption which offers value at the lowest cost (Botsman and Rogers, 2010; Gansky, 2010; Lamberton and Rose, 2012; Dornier and Selmi, 2017). The exponential growth of the sharing economy has been accompanied by a proliferation of its academic research on different disciplines. The sharing economy has penetrated almost all the economies, and the tourism and hospitality marketplace is no exception (Tussyadiah and Zach, 2015). The popular examples of collaborative consumption in tourism are accommodation (e.g., Airbnb, Couchsurfing and, HomeAway), cars and bikes (e.g., Relay Rides, Wheelz, Rapido), Tour guide services (e.g., Vayable) and taxi services (e.g., Uber, Lyft). The digital platforms of disruptive technologies significantly impact destinations facilitating tourism, developing a tourism product, gathering data, accessing markets, and attracting visitors. Consequently, explorations of the collaborative economy and its linkages with tourism require a multidisciplinary and multi-faceted approach, and it needs us to assess the subject across different disciplinary lenses and frameworks.

Therefore, the present Handbook is conceptualized to provide essential understanding, evolution, implications, disruptions, and emerging business models of this emerging segment. It will also offer business operators, customers, and destinations recommendations to create, manage successfully, and market its tourism resources using collaborative consumption. This Handbook will also offer

theoretical and practical evidence to address the challenges and seize the opportunities in the arena of collaborative consumption in tourism. Therefore, the proposed Handbook aims to provide the updated comprehensive volume to give conceptual, theoretical and applied advancements concerning collaborative consumption in tourism. The Handbook will not merely be a collection of papers or case studies. Each chapter will seek to contribute to the conceptual understanding of one or more aspects of the topic, supported by a range of suitable examples from global collaborative consumption in tourism contexts. The Handbook comprises of contributions covering the broad themes of Sharing economy in tourism as enlisted below. In order to have the most recent inputs, the contributors will be invited from the diverse subject arena working on analogous fields of study.

Hence, in the present Handbook, an effort is made to enrich the existing body of knowledge on sharing economy by consolidating the scattered information in one place in a comprehensive volume. Though there are certain titles available on the present topic published from some reputed publishers, the present Handbook will be different from others, as it will cover wider sharing economy constructs in a detailed manner with the help of relevant cases from all around the globe that will make it unique from other titles.

Detailed Synopsis and Table of Contents:

The present Handbook shall fill the research gap by commissioning the volume comprising of contributions organized on both practical and academic approaches. The underlying idea is to publish a *'globalized'* edited volume, with contributors from all over the world. The Handbook would contain **45-50 Chapters** (Tentatively) classified into six parts plus Editorial introduction and conclusion:

Introduction: Editor

1. Theoretical underpinning

2. Disruptions, transformations, and emerging business models

3. Technology: A facilitator of collaborative consumption

4. Best global collaborative consumption practices: management and marketing perspectives

5. Economic, social, and community engagement

6. Impacts, challenges, and opportunities

Conclusion: Editor

Outline of indicative Handbook structure:

Chapter No	Chapter Title
	Introduction: Editor
Part 1	**Theoretical underpinning**
1.	A Historical Perspective of Collaborative Consumption
2.	Understanding the nature and significance of collaborative economy
3.	Drivers, mechanisms, and dynamics of the collaborative economy
4.	Sharing economy ventures and platforms
5.	Components of the collaborative economy
6.	Network culture in the collaborative consumption
7.	Policy and regulatory challenges for the collaborative economy
8.	Entrepreneurship opportunities through collaborative consumption

9.	The health and safety considerations in the sharing economy	
10.	Problems and prospects of the collaborative consumption in tourism	
Part 2	**Disruptions, transformations, and emerging business models**	
11.	Business models of the collaborative economy	
12.	Peer to Peer accommodation (e.g., Airbnb, Couchsurfing, HomeAway, Onefinestay etc.)	
13.	Ride-sharing (e.g., Uber, Ola, Zify, BlaBlacCar, Grab etc.)	
14.	Meal sharing (e.g., EatWith, Kitchensurfing, MealSharing delight foodies etc.)	
15.	Entertainment sharing (e.g., WillCall)	
16.	Tour guide services (e.g., Vayable)	
17.	Collaborative commerce in other tourism sectors	
18.	Other disruptive innovation and smart tourism ecosystems	
19.	Pre-, during-, and post-consumption stages of the sharing economies	
Part 3	**Technology: A facilitator of collaborative consumption**	
20.	Technology including CoBot (Collaborative Robot) as a driver of sharing consumption	
21.	Collaborative consumption and its linkage with information and communication technologies	
22.	E-commerce, social commerce, and collaborative consumption	
23.	Internet-based marketplace for peer-to-peer accommodation	
24.	New sharing and pseudo-sharing practices	
25.	Digital storytelling in sharing consumption	
26.	Opportunities for tech professionals and entrepreneurs	
27.	Blockchain technology and the sharing economy	
28.	eWOM and intention to book accommodation via a P2P website	
29.	Lodging Shared Economy (LSE) lodging solutions (such as Airbnb and Vacation Rentals by Owner VRBO)	
Part 4	**Best global collaborative consumption practices: management and marketing perspectives**	
30.	Understanding motivations and attitudes of peer-to-peer consumers	
31.	Segmentation of peer-to-peer users	
32.	Consumer behavior in sharing economy	
33.	Peer to Peer accommodation and Business Travelers	
34.	Consumers' adoption and evaluations of services or products	
35.	Sharing economy innovation	
36.	Brand personality, self-marketing, and persuasion in sharing economy	
37.	Cocreation Experience in sharing economy	
Part 5	**Economic, social, and community engagement**	
38.	Host-guest relationship in sharing economy	
39.	Social drivers of the sharing economy	
40.	Collaborative consumption and community development	
41.	Price determinants of sharing economy	
42.	Airbnb and its effect on hotel profitability	
43.	Sharing economy and negative neighborhood impacts	
44.	Impact of Airbnb on the hospitality industry	
45.	Regulating P2P accommodation	
46.	Pricing and revenue management strategies	
Part 6	**Impacts, challenges, and opportunities**	
47.	Sharing economy as a tool for inclusive tourism	

48.	Impacts of Airbnb / Collaborative consumption on host communities
49.	Impacts of COVID-19 on the sharing economy
50.	Ethical and sustainability contexts of collaborative consumption
51.	Impact of P2P accommodation on travel patterns.
52.	Pandemic preparedness of platforms and service providers
53.	Guest–host experience in sharing economy
54.	Macro-level impacts (e.g., residents and city tourism)
55.	Impact on pandemics in the sharing economy
56.	Sharing economy at the bottom of the economic pyramid
	Conclusion

Chapter Proposal Submission Procedure:

Researchers and practitioners who wish to contribute a chapter are requested to send a proposal / brief abstract up to **250 words** highlighting the theme, aim, and research objectives of the chapter. Prospective contributors are also requested to send a brief author's biography of no more than 100 words to the editor at **saurabh5sk@yahoo.com** by **June 30, 2022**. Complete details and author guidelines will be sent to the contributors on acceptance of the chapter proposal.

Key Dates:

Submission of the chapter proposal / abstract deadline: June 30, 2022
Submission of the first version of the manuscript: September 15, 2022

References:

Hong, J. (2018). Rise of the sharing economy and the future of travel and tourism industry. *Journal of Hotel & Business Management*, *7*(2), 5-11. https://doi.org/ 10.4172/2169-0286.1000180

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