

<b>Name</b>	Jaime López-Barranco Muñiz
<b>Full Title of Degree</b>	M.Sc. in Management of Information Systems
<b>Title of Dissertation</b>	Airbnb: ICT and the Sharing Economy Paradigm in the Traditional Hospitality Industry
<b>Supervisor</b>	Paula Roberts
<b>Year</b>	2015

## **Abstract**

The Traditional Hospitality Industry (THI) has been for years the only choice for travellers looking for accommodations. The emerging Sharing Economies are spreading over different fields and businesses reaching the markets that have been historically dominated by static well-established industries. With the help of the Internet and the ICT, the Sharing Economies are threatening the traditional business-to-consumer (B2C) models by implementing consumer-to-consumer (C2C) models, acting as intermediaries and directly connecting consumers, thus becoming an appealing alternative to the services offered by traditional industries. The Sharing Economy represents a paradigm shift in how services are provided to consumers in very various areas like transportation, accommodation, agriculture or money funding for example. Airbnb, the Sharing Economy focused on the lodging services, is significantly changing the way the consumers access accommodation services by offering an online platform where users can register and become guests or hosts.

This dissertation explores the paradigm of Disruptive Innovations and analyses Airbnb from an innovation standpoint to identify the type of innovation that Airbnb represents in the accommodation services market segment besides of its disruptive potential. The research is carried out using a multimethod quantitative study on two sets of data, one primary dataset and one secondary dataset, followed by a qualitative study of Airbnb inside four well-known Innovation Frameworks.

Findings of this dissertation showed an increase in the interest of individuals to make use of the services provided by Sharing Economies as opposed to the services offered by traditional industries. Findings also highlighted the key role played by the ICT and the Internet in their expansion and adoption. This dissertation concludes that Airbnb presents the characteristics of a Disruptive Innovation and is disrupting the Traditional Hospitality Industry thanks to its radically different business model.

**Keywords:** Sharing Economy, Disruptive Innovation, Airbnb, Collaborative Consumption, Hospitality, Accommodation