

Research on the Problems and Countermeasures of Shared Homestay Development under the Background of Shared Economy——Taking Airbnb as an Example

Zhang Qin

School of Management, Shanghai University, Shanghai 200444, China.
Corresponding Author:Zhang Qin

ABSTRACT: *In recent years, with the advancement of communication technology and the continuous development of Internet, consumers' personalization and socialization needs continue to increase, and the shared economy is booming. In the context of the shared economy, the tourism and hotel industries have also been impacted, inspiring a new business model—shared homestay. At present, the upsurge of shared homestay is continuously heating up and developing, and there is still huge step for development in the future. In the context of shared economy, this study analyzed the development of the accommodation and their difference with a traditional hotel. And the problems of the current development like serious homogeneity, unsound trust system and consumer safety hazards were further explored. Meantime, corresponding countermeasures was put forward, which provide certain guiding significance for the further development of shared homestay.*

KEY WORD: *Shared Economy, Shared Homestay, Airbnb, Problems and Solutions*

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I. INTRODUCTION

With the continuous development of the Internet and communication technology, "Internet +" has become increasing popularity and consumer demand has also changed to more diversified, personalized, and socialized. How to meet the individual and social needs of consumers has become significant in business model competition. Under such a background, the shared economy came into being, and it has demonstrated strong vitality in the increasingly fierce market competition with its emerging development model. (Albinsson et al., 2012) (Bonciu et al., 2016) The emergence of shared economy has subversively changed the role of consumers in the economic model, met people's personalized and customized needs in the new era, and opened a new era of service scenarios and user experience. (Na et al., 2018). The shared economy is also called collaborative economy, which covers a variety of business fields and is booming in all areas of our society, such as Shared car, shared bicycle, shared accommodation. (Cheng 2016) At present, there are large-scale abroad sharing platforms such as Liftshare, Uber, and Airbnb abroad. Followed by, Didi Taxi, Meituan Bicycle and Xiaozhu Short-term Rental, etc. were domestically occurred in China to provide consumers with sharing platforms. The shared economy has fundamentally changed the way people obtain transportation and accommodation services. (Tucker, 2014)

Chinese online short-term rental industry started late, but its development speed is very fast, and its strength should not be underestimated. With the continuous improvement of people's material living standards, tourism has become a form of entertainment for most people to enjoy life. In recent years, homestays have been brought into the eyes of more people by some variety shows that advocate slow life. The propaganda of self-media has made shared homestay more popular, which makes tourists choose shared homestay more instead of traditional hotel accommodation. Relevant data showed that in 2016, there were more than 40,000 shared homestays in China, with nearly 1 million employees in this industry, and the market size of the tourism industry reached 23 billion yuan by 2019. It is expected that in the future, the income scale of the industry will further increase. Even if affected by COVID-2019, the industry market size will reach 21.2 billion yuan in 2020.

However, along with the rapid development of a shared bed and breakfast, but also a lot of problems. The uneven quality of landlords indirectly leads to uneven quality assurance, infrastructure, and service levels of shared homestay. (Loureiro et al., 2008) Homogenization of the industry seriously, the existence of competing imitation and plagiarism of decoration and lacking of clear positioning and personalization and innovation all will cause the shared homestay to lose its human touch and feelings in the process of commercialization. Moreover, individualized decoration and large amounts of early investment have led to slow return of funds. At the same time, without sound financing channels, it is difficult for some high-quality brand names to expand and develop. The problems encountered in the development of shared homestay will affect consumers' choice of

holding on this new accommodation style, and even destroy the reputation of the entire shared homestay industry.

Based on, some measures must be put forward to enable this new economic system, the shared homestay economy, developing smoothly, avoiding obstacles on the road and taking the individualization of each shared homestay into consideration. Therefore, we use Airbnb as a platform to thoroughly analyze the operating mode of the shared economy and the living feeling of travelers. By comparing the difference between shared homestay and traditional hotels, it can provide travelers with better services on highlighting the advantages of shared homestay. Finally, some specific development issues were taken about several problems in operation and put forward related solutions. This article provides a theoretical basis and strategic guidelines for the standardized development of shared homestay and has important research significance.

II. THEORETICAL BACKGROUND

2.1 Shared Economy

Share economy refers to the use of Internet and other modern technology integration, sharing decentralized massive idle resources to meet the diverse needs of the total economic activity. Improving efficiency in the use of idle resources at the same time, it can be shared economic goods owners and users to establish mutual trust on a shared platform, helping each other. (Hossain, M. (2020) The essence of the shared economy is to integrate offline idle goods or services and generate economic benefits in the form of transfer of use rights. There are several basic characteristics of the shared economy as follows: firstly, the emphasis on the right to use, dilute the ownership, use more valuable than ownership. Second, this model provides services or goods to individuals from past businesses, turned to more personal services or goods to individuals. Therefore, the shared economy can maximize the utilization of resources and services to reduce unnecessary waste. Third, the rapid development of Internet technology has made sharing channels cheaper, making transaction and sharing costs nearly zero. (Curtis et al., 2019) For example: Airbnb breaks the mechanism of asymmetric information between landlords and tenants, and removes the redundant costs of various businesses of the hotel.

What the most prominent advantage of the shared economy is to break the traditional business model and form a win-win situation. For producers, the Internet has broken the situation of information asymmetry and reduced market transaction costs; for consumers, the reduction of transaction costs has caused people's consumption concept to change from "purchase-based" to "rent-based", which has increased consumer welfare. Secondly, unlike most large commercial organizations, the shared economy seeks to provide personalized services. Individual service providers can provide more diversified and non-standardized services or products, and even devote themselves to providing customers with unique and irreplaceable experiences and services.

2.2 Shared Homestay

Shared homestay is a new economic type derived from the shared economy model. Generally, the main purpose of the landlord is to obtain a certain rent, based on the temporary transfer of the tenant's right to use the idle house under the name of the landlord to increase and stimulate the effective value of the idle house. Note that the landlord as the supplier and the tourist as the demander will be satisfied immediately. Provide a unique experience environment under the conditions of travel and accommodation needs. Shared homestays originated from the effective use of shared network platforms in the homestay industry and played a positive role in the popularization and development of the homestay industry. As an important part of the tourism industry, the development of shared homestays has a huge impact in promoting the development of the national economy.

In the context of the shared economy, the development of shared homestay has increased the utilization rate of idle housing resources, alleviated the "hard to find a room" phenomenon in high season express hotels, and has become one of the main directions for the development of accommodation industry. (Dallen et al. 2009) believed that "a homestay was a hotel built in a rural environment, which mainly provided accommodation and catering services for tourists. And tourists can learn about the daily life and local culture of residents by staying at the homestay." Firstly, the business premises are owned by the operators, using residences or other conditions to engage in tourism operations, and the infrastructure construction is lower than that of traditional hotel operators. Therefore, homestay management should consider the operational obligations that some operators cannot undertake. Then combining local natural and cultural resources, the shared homestay is different from traditional hotel industry in terms of sanitary conditions and infrastructure guarantee.

2.3 Airbnb

Airbnb, known as "E-Bay in Housing", originated from the two designer founders who shared the rent and rented out their own inflatable mattresses and provided breakfast for the tenants. It means "airbed and breakfast" mainly through the Internet available to travelers looking for suitable short rental housing, also to help the owners of vacant homes to rental. This housing model that maximizes the use of resources has a great

impact on China's travel economy. (Bie et al.2018) Under the Airbnb model, buyers and sellers are no longer purely transactional relationships. In the communication process, a friendship relationship is established between consumers and homeowners. The exchange of cultures and customs between different ethnic groups and different countries brings infinite fun to the trip. Before placing an order, customers will generally browse the information and photos given by the owner, comments of past residents, and communicate with the owner about travel and daily life, which will enable the residents to have a deeper understanding of the surrounding environment and local culture. (Guttentag et al.2015)

III. THE DIFFERENCE BETWEEN SHARED HOMESTAYS AND TRADITIONAL HOTELS

3.1 More Fit the Travel Needs

The most prominent feature of traditional hotels is standardization, standardized check-in procedures, and unified standard hardware facilities and services, which meets most of the basic travel needs, and is more suitable for people with simple travel needs such as business and travel. The service characteristics of shared homestays are very distinctive, and the services are individualized, localized, and autonomous. Even we can chat with landlords by Airbnb if they can provide with some unique living and services such as car rental, ticket booking, and tour guides. Most of the time, we can prepare for coming travel in this communication. As a novel way of traveling and living, shared homestays make people feel at home, which is more suitable a traveler's mood in a relaxed and comfortable environment.(Yang et al.2019)

3.2 More Fit the Travel Needs

The traditional hotel is a kind of service management, and the hotel staff is more a mechanical way of checking in to leaving the guests in accordance with the established rules. Therefore, guests and staff will not have a lot of communication, let alone meet the social needs of consumers. The homestay is the homeowner using his surplus housing to decorate, presenting guests with a warm and comfortable home that we can find their pictures on Airbnb. In some homestays, guests eat and live with the host and chat. compared with hotels, homestays are more "humane". The design of a homestay is a creation of a person's soul radiating. The tenant can intuitively understand what kind of person the landlord is and what characteristics the area has from the furnishings of the room, location selection, article style and other aspects. In general, the daily necessities of homestay are better than those of the hotels because of these necessities being same of the landlord using.The time of staying in the homestay is also flexible, and you can communicate with the host at any time in case of encounter the situation that have to leave as soon as the check-out time is reached in traditional hotel.

3.3 More Fit the Travel Needs

The obvious feature of the traditional hotel industry is comprehensive standardization, which is achieved by building residential scale and customer service. For example, Home Inns uniformly equip room items, including bedding, toiletries, and style of necessary home appliances, to unify housing facilities standards; at the same time, the hotel has achieved standardized service training and unified service efficiency. But the shared homestayshave different decoration options, necessary facilities, and space division. They have outstanding personal styles and integrate local customs with cultural heritage to give tourists a more personalized service.Customers can choose the themed homestays of quite region and ethnicity containing elegant European style, warm and homely style and so on through Airbnb. In addition to personalization, there are restaurants, study rooms, etc. that can meet the needs of more residents. What's more, the owner of the homestay will modify and adjust the proposed services to the greatest extent according to the needs of the guests, which allows the guests to obtain more personalized services.

IV. PROBLEMS IN THE DEVELOPMENT OF SHARED HOMESTAYS

4.1 Serious homogeneity

The current development of homestays continues to grow, and the number of homestays has also increased sharply. However, the style and concept of homestays are always the same, and the problem of homogeneity is serious. Internet celebrity homestays and homestays filmed in variety shows are vying to imitate, so no matter where we travel, the styles of the homestays we can search for and book are the same, and the local folk customs and cultural characteristics are gradually lost. At present, the decoration styles and themes of the homestays tend to be consistent, which can easily cause consumer fatigue, and the characteristic advantages compared with traditional hotels are gradually lost.

4.2 Lack of trust between landlord and tenant

One of the differences between a homestay and a traditional hotel is that the main body of the service provided by the homestay is the "individual", a living landlord and a service body with personal characteristics.

Compared with traditional hotels having brand and corporate effects, it is more hard for homestays to give consumers a sense of trust. At present, the information of the landlord on the Airbnb platform is not perfect, the interaction between the tenant and the landlord is lacking, and the tenant credit system is not sound. Before moving in, the landlord and the tenant can only communicate through the platform. With pictures or text, there is limited mutual understanding and limited communication, resulting in a lack of trust between the landlord and the tenant, and the tenant's willingness to book decreases and the transaction is completed on the platform. rate limited.

4.3 Existing safety hazards

At present, due to the lack of unified management and incomplete related laws and regulations, there are still great hidden dangers in the safety of homestays. Take the Airbnb platform as an example, there have been incidents such as the installation of cameras in the room, the theft of the landlord's property, and the destruction of room equipment, which seriously threatened the landlord's and tenant's property, privacy, and even personal safety. According to the survey, there are still some people who choose chain hotels or star-rated hotels rather than homestays because of the hidden dangers of homestays. One of the major challenges the shared homestay industry and platform faced is to establish and improve the legal system, improve platform management, and solve hidden safety hazards.

V. SUGGESTIONS FOR THE DEVELOPMENT OF SHARED HOMESTAYS

5.1 Homestay specialization and outstanding personalized

The shared homestay and express hotels are essentially different. In addition to providing basic accommodation functions, the shared homestay should pay more attention to the "human touch" of accommodation and the experience of local customs and customs. The shared homestay should highlight the characteristics of local natural and human resources to form Own unique style. However, the development of the homestay and hotel industry has not focused on this issue, and the phenomenon of "thousand villages one side" is very serious. Therefore, enhancing the innovation and personalization of homestays is a big challenge that distinguishes shared homestays from traditional hotels. The style of homestay can be adjusted and renovated according to the local solar terms and surrounding environment. The layout and decoration of each room are frequently changed to increase the freshness and curiosity of sojourners.

5.2 Constructing the host-object trust system

Strengthen the interaction between the landlord and the tenants, so that the tenants can experience the warmth of being at home, and better show the value of "sharing" the house to attract more guests to order the homestays. (Mooncho et al. 2019). Today, shared homestay reservations rely on electronic contracts and verbal transactions concluded between the tenant and the landlord on the "online short-term rental" platform, and then the landlord and the tenant's offline contact to complete the rental details. A complete credit certificate and identity verification system are needed to achieve the above process. Before renting a shared homestay tenant, online identity verification like the hotel reservation system is required. In addition to relevant documents, a deposit system should also be included. This not only prevents the credit crisis that may occur during the leasing process, but also provides the landlord with economic protection during the leasing process. Moreover, the "online short-term rental" platform like Airbnb can also cooperate with relevant third-party payment platforms such as Alipay, WeChat to provide the "online short-term rental" platform with a complete credit certificate and identity verification system. A good host-guest trust system not only guarantees the landlord's economic income, but also provides more protection for the tenant's personal safety.

5.3 Strengthen platform security management

Since the internal system of the online short-term rental platform is relatively blocked, the data liquidity is not strong, and the interaction and openness with other credit platforms are low, there is an obvious problem of incomplete credit system. By cooperating with multiple parties, information can be made more completely transparent, and users can make certain expected evaluations based on the other party's comprehensive credit score before making corresponding decisions. For the safety of all parties, the online short-term rental platform exchanges information with public security departments, banks, and personal credit rating agencies (such as Zhima Credit), builds a unified national basic credit database, and shares data and exchanges among various industries Synergy. Use this comprehensive information system to determine whether the user is eligible to enter the platform, thereby increasing the threshold for platform users. Constructing and integrating a comprehensive personal credit system to improve the standard of integrity, which will greatly eliminate the various concerns of landlords and tenants in the transaction process, and promote the success of the transaction.

VI. CONCLUSION

In a summary, the shared economy is a product that conforms to the development of the times and the needs of consumers, and has changed people's lifestyles and the concept of resource utilization. It has been successfully confirmed in the fields of shared cars, shared finance, and shared homestays. In the travel and hotel industry, the realization of the shared economy model is also the general trend. You can just share room and even travel information, travel partners, travel resources, and so on. But currently, shared homestays are not mature enough existed certain problems. Based on the background of the sharing economy, this article discusses its current problems and countermeasures. And it is recommended to create characteristic homestays to avoid homogeneity and provide consumers with more personalized services. Moreover, the platform needs to build a host-guest trust system to strengthen the interaction and connection between the landlord and the tenant. Finally, platform security management should be strengthened to provide consumers with a safe and reasonable consumption environment. Based on, this article aims at the current problems of shared homestays and the proposed solutions to provide reference materials for the further development of the tourism and hotel industry in the future.

The paper has identified the factors that lead to increasing flow of FDI in Malaysia. They are increasing trend of GDP, rising inflation, increasing time spend on governing by the government and reducing tax rate.

By applying a GLS technique of regression it has been found that an increasing trend in GDP actually helps to capture more FDI inflow in the country. Inflation is also positively related with FDI inflow. That is with inflation price level increases which again increases the volumes of inflow of FDI in Malaysia. Similarly, time spend on governing is also positive and significantly related with inflow of FDI of the country. More time spend is an indicator of good governance power. On the contrary, tax rate is expected to be negatively related with the level of inflow of FDI because less foreign firms will be attracted to invest in a country with high burden of tax. The paper also conclude that the inflow of FDI has lead to fall in diversification of export and increases the export concentration ratio between the service, agriculture and manufacturing sector of Malaysia. This has been shown by the GLS technique of regression where the FDI and GDP has been identified as statistically significant with rising FDI leading to high export concentration ratio and rising GDP leading to high export diversification.

The rising FDI leading to high export concentration ratio can be interpreted from the explanation given by Varela (2013) that a resource-rich country will have more concentrated export structure and the flow of FDI will be tilted more in the resource-rich sectors than the other sectors. As Malaysia is a resource-rich country in terms of minerals so the concentration of export is more in those sectors. However, the positive relation between rising GDP and export diversification can be further studied through an empirical work and thus pave the way for another research.

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