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Master thesis

Shared accommodation: Current state and possibilities of its development on the Island of Madeira

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Cíl práce:

The aim of the thesis is to analyze current state and identify the potential for development of shared accommodation in a chosen destination. Next goal is to identify barriers of its development based on the results of research about this type of accommodation and reduce them.

Metodický postup:

1. Create theoretical framework for the topic of shared accommodation.

2. Use the appropriate methods for data acquisition.

3. Analyze acquired data.

4. Synthesize the results of analysis and summarize them to the conclusions.

Rámcová osnova:

1. Preface 2. Literature review 3. Aims and methods 4. Analysis and synthesis of knowledge from own research 5. Suggestions 6. Conclusion 7. References

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                  Date   Alena Pucová

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1. Preface

In the 21st century, people are used to travel as never before. Thanks to globalization and the ability to speak foreign languages, especially English, it is easy to visit places that our older generation could have just dreamt about. The trend "Living like a local" is becoming more and more desirable and platforms for shared accommodation seem to be a way, how to achieve this desire. It is not all about shared accommodation but about sharing economy in general. People want to share cars, bikes, tools and (so one) other things.

This thesis is focused primarily on shared accommodation, the research itself is focused just on AirBnB.

The first part of the thesis describes tourism prerequisites, localization, selective and realization assumptions. The next part of the paper is focused on the basic concept of a sharing economy, on the advantages and disadvantages. The thesis contains a description of key players of sharing economy in the Czech Republic such as Uber, SharyGo and Rekola. A big part of the theoretical part is dedicated to shared accommodation, especially AirBnB, Homeaway and Couchsurfing. The two biggest providers of shared accommodation, AirBnB and Homeaway are compared and the last part is focused on the regulation of AirBnB and future of AirBnB in Prague as a case study for future use.

The thesis continues with practical part firstly providing information about the area of research, Madeira, and all the assumptions mentioned in the paragraph above. Next, the paper continues with the research. The research itself was divided into a few sections. The first section is based on online questionings and the second on individual interviews. Online questionnaire survey is split up into two parts, the first part is focused on providers of shared accommodation on the island of Madeira, and the second part is focused on visitors from all over the world, who use shared accommodation. The base of individual interviews is similar to the questionnaire for visitors, but it is directed more in-depth. The thesis includes suggestions which turned out from the whole research and could be transferred into practice.

2. Literature review

The literature review offers the basic understanding about tourism itself followed by information about sharing economy, but bigger focus is then on shared accommodation. The literature review also targets on the regulation of AirBnB in the world and the situation with AirBnB in the capital of the Czech Republic, Prague.

2.1. Tourism

The idea of travelling is known for thousand years. People were travelling no matter war, hunger, suitable routes. For some nations, travelling has become a way of life, they were traveling because of climate change, food, water. One of the first famous travellers was Marco Polo, but the beginnings of modern tourism are dated from the 18th century when Thomas Cook started to organize tours for people. (Beránek, 2013) Tourism is one of the world's most important economic sectors, that create opportunities often without big investment and adds values in many ways. Tourism is a cross-sectional sector, that means that tourism has an effect on many other sectors, for example, transportation, agriculture, construction, translation services, hospitality. (Ryglová, Burian & Vajčnerová, 2011)

Tourism has many definitions. The basic understanding of tourism is the short-term movement of people to other places than their homes to spend their time with enjoyable activity. The definition sounds simple, but does not include all the aspect of tourism, for example travelling for work is not considered as tourism. It is also not easy to determine how far the person has to travel or how much time people spend in the destination. (Horner & Swarbrooke, 2003) UNWTO defines tourism as following *„Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."* Second, more extensive definition of UNWTO says *"Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure"* (UNWTO, 2019)

2.2.Tourism prerequisites

In tourism, there are prerequisites that affect the existence and development of tourism. Assumptions are localization, selective and realization.

2.2.1.Localization assumptions

Localization assumptions decide about the function of tourism in a specific area, from a natural and cultural point. They are limited and have a positive or negative influence for next development. These assumptions include the place where tourism can be developed, and it depends on geography and historical evolution of the area.

Natural conditions are relatively stable, cannot be changed. Climate is one of the main conditions of tourism realization (temperature, sunshine, humidity) and depend on geography.

- Geography,
- Climate,
- Fauna and Flora,
- Hydrological conditions.

Cultural conditions are the attractivities that have been made by people

- Cultural and historical monument,
- Cultural facilities and events (museums, theatres, galleries),
- Sports facilities and events (stadiums, aqua-parks, Olympic games) (Hamarneh 2012).

2.2.2.Selective assumptions

Selective assumptions could be marked as stimulating, they stimulate the development of tourism based on demand. These assumptions express the competence of the area to participate in tourism, passively or actively and are divided into objective and subjective.

- Objective - Factors that influence tourism in the area.

- Subjective - Factors that influence tourist decision about participation in tourism.

Table 1 Selective assumptions

Objective	Subjective
Policy	Social and professional group
Economy	Language barrier
Demography	Influence of advertising of tourism agencies
Environment	

Between fundamental political factors belong peaceful disposition of the world, without war conflicts, internal political situation and the character of the political system. The key factors from the economic point of view are standard of living and fund of free time. The standard of living is based on the stage of development of the productive forces, that are shown in healthcare, living, education, nourishment, culture, working conditions, the length of working time, salary etc. Demographic characteristics are mainly employment, education and age structure of the population. (Hamarneh, 2012)

2.2.3. Realization assumptions

Realization assumptions ensure the realization of tourism in specific areas and create the conditions for the use of the localization assumptions. They can be divided into accommodation services and infrastructure.

Conditions that enable tourist requirements in tourism.

● Transportation and infrastructure,
● Accommodation (Hladká, 1997).

2.3. Sharing economy

Sharing economy, also known as peer to peer based sharing, is a concept that emphasizes the ability and preferences of people who prefer to rent or borrow something instead of owning it. This type of sharing became a trend at the turn of the 21st century.

People have always been exchanging goods or services but nowadays thanks to technologies and free information, there is a new market model. There are three forces that started this model – modern trust, technologies and economic pressure. (Siuskaite, Pilinkiene, & Zvirdauskas, 2019) Modern trust - the concept of sharing economy depends on something that previously seemed foolish or unthinkable, trust. People rely on other people cars (e.g. Uber), welcome strangers into their homes (e.g. AirBnB, Homeaway) or lend their belongings to the strangers. (Stemler, 2016) For someone, it might seem inconceivable to let strangers stay in your place or to accommodate yourself by strangers, but surprisingly, it works very well.

Technology – technology is necessary for the development of the sharing economy in three ways – free information, lower transactions costs and it regulates behaviour. In the 21st century, many people have access to the internet (2018, 55 % of the population), (Statista, 2019) and it is incredibly easy to contact someone when you have free bedroom or spot in a car. Thanks to high-speed internet and lower costs of smartphones (the average price of smartphones is 250 €, (GfK Czech Republic)).

Economic pressure - economic pressure greatly participated in the formation of the sharing economy. Many of the sharing economy companies were founded between 2008 and 2010, in the aftermath of the global financial crisis. In this time, people were looking for different ways to save money and for ways how to make money. *"With fewer full-time jobs, Americans were forced to take temporary work, and the sharing economy provided many sources of temporary work.* "(Stemler, 2016)

2.4.Where can we find sharing economy?

Sharing economy surrounds all of us and sometimes we do not even know about that. The Most known is probably apartment renting or car sharing, but sharing economy appears in more and more fields today. We can find the elements of the sharing economy in knowledge and talent-sharing, peer to peer lending, reselling and trading, co-working or even healthcare. (Sundararajan, 2016) The basic concept of peer to peer sharing shows the picture number 1 bellow.

Picture 1 The concept of peer-to-peer sharing
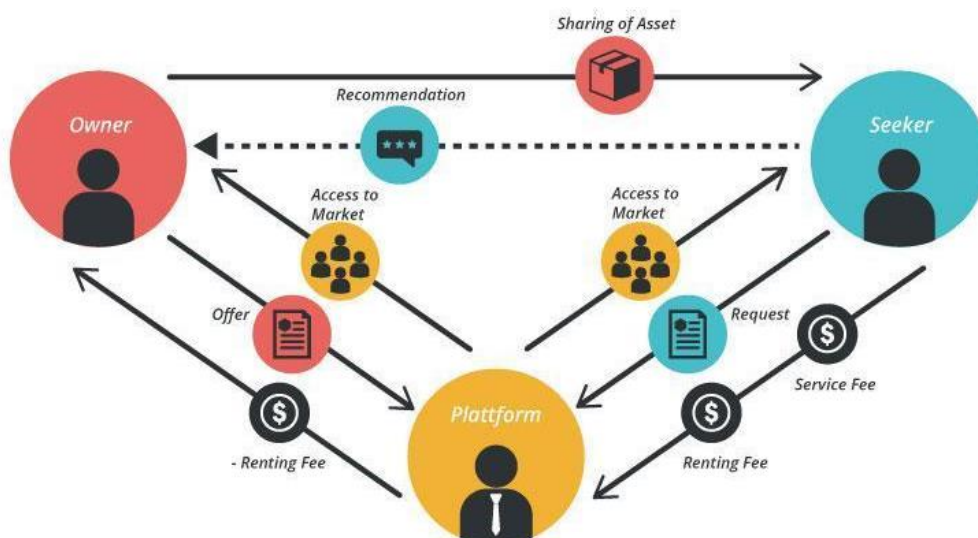
Advantages

Cheaper goods and services – it is very common that people need a specific thing only one time per year or even one time per decade, for example a tool for renovation. In that case, it is not very practical to own this thing, but it is more reasonable to hire it, pay a much smaller amount of money and save the rest of the money, instead of buying a brand-new thing. Extra income for providers – this is the opposite example from the text above. When people do not need something all year round, they can simply offer it and gain some extra income. New and better opportunities – people often want/need to own something, but they are not sure about it. In this case, they can easily borrow it, try it and then decide whether or not they want to buy it. Stronger communities – the sharing economy has built up a strong community because the most important aspect of the sharing economy is building a trust amongst community members. Many sharing companies provide ratings that can help other people to decide and to help keep all participants honest.

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Disadvantages

Privacy/Safety concerns – safety might be a big concern for a lot of people, especially in the accommodating field. It might be scary for someone to accept a stranger into their home. No or few guarantees - as was already mentioned, the sharing economy depends on trust. Because of that, there will always be the risk that people would not get paid or the borrowed item would get destroyed or never returned. Market Distortions - this disadvantage is focused especially on accommodating because, in cities, where there are many places to find accommodation throw sharing economy, the prices of rents and houses are growing fast. (Martucci, 2018)

2.4.1.Uber

Uber is a location-based application launched in San Francisco, California, that allows people to hire a driver when they need. The service is presented as a convenient, unexpensive and a safe taxi service. Uber currently operates in more than 675 cities of 77 countries and is valued at roughly $70 billion. User, who has the application on his/her smartphone can easily hire a driver to pick him up and take him to a destination with the tap of a button. The driver who is nearby will pick him up in a minute. As a user, the person will see the drivers nearby and can choose who he/she would like to hire. As an uber driver, the person needs to have his/her own car, a car insurance, clear criminal history and a drivers' licence for at least a year. Uber offers to drivers to set their own hours, so they can work as much as they want to. The car needs to meet Uber's requirements about the type, size, age of the car and sometimes even how the drivers look like. (UberEstimate.com, 2018)

Uber offers driver's positions for groups with different conditions as following:

- UberX – most popular, referred as a low-cost option, the car - made 2006 or newer, must have at least 4 doors, working A/C and Heat.
- UberBLACK – very first car service, luxury version of UberX, the car - made 2010 or newer, black colour, must have black leather interior.
- UberSELECT – similar to UberBLACK, but the car does not have to be black, the car - made 2007 or newer, leather interior, working A/C.
- UberXL – inexpensive car service, the car - made 2006 or newer, space to fit at least 6 riders.
- UberSUV – similar to UberXL but with higher comfort for passengers, the car - made 2010 or newer, exterior must be black, leather interior.

- UberLUX – most luxurious, the car - made 2012 or newer, 4+ doors, leather interior (UberEstimate.com, 2018).

Currently, Uber is facing an issue about price discrimination due to surge pricing. Customers are being charged differently, based on the demand in the location. The cost of the trip in the certain areas can be even triple than the common price of the trip. This situation is causing a loss for drivers outside the specific areas. Price discrimination is normally prohibited by the Robinson-Patman Price Discrimination Act of 1936.

This act says that product cannot be given a price advantage for customers, but the loophole of Uber is, that Uber is no a product, Uber is a technology platform. Because of that, Uber is not affected by the Act from 1936. (Griffith, 2019)

2.4.2. Liftago

Liftago is a Czech start-up that provided taxi services. The communication with drivers is through mobile application and works on a similar principle as Uber. The main difference is that Liftago offers services only with certified taxi drivers. As a user, the person can choose a driver based on his/her portfolio, that includes his/her picture, type of car, arrival time or a price. (Liftago, 2017)

2.4.3. Blabla Car

Blabla car is sharing company, founded during Christmas 2006 in France. The idea came from Frédéric Mazzella, at that time Stanford student. The story says that Frédéric wanted to go to visit a family in the countryside of France. There were no train tickets and at that time he had realized how many people drive alone in their car. He together with two friends built a world's leading carpooling platform that connects people who are going the same way. Nowadays, Blabla car operates in 22 countries and has over 80 million members. (BlaBlaCar, c2019)

The difference between Uber, Liftago and Blabla car is that Blabla car is not profitable for the driver. He/She is paid only the amount that covers fare costs such as fuel. Because of that, Blabla car is not a part of difficulties with taxi drivers such as the strike in spring 2019. Even the founders say that they do not want drivers to have a profit, because if they do, the driver will need a licence and Blabla car could face a regulation issue. (De pommereau, 2014)

2.4.4.SharyGo

SharyGo is another Czech star-up, founded in 2015, that is focused on sharing economy. Unlike other companies, this start-up is not focused on only one product (car, bike, etc.). SharyGo offers a huge number of products that people use in daily life. It could be bikes and cars, but also electronics, tools, furniture, constructions, things for gardening, travelling and camping or even clothes. SharyGo is one of the quickest growing companies on the Czech market. (SharyGo, 2018) All goods have to be described and valued before someone can rent them. Customer chooses the product, dates and then send the tentative order. The owner has 24 hours to respond but it usually takes only a few minutes. The next step is payment and after receiving the right amount, the goods are ready for handover that is usually realized the same day. (Divinová, 2017)

2.4.5.Rekola

The company was founded in 2013 with the thought, that every city deserves its own system of bike-sharing, without millions on accounts. They share the idea that bike is useful and entertaining transport in cities. In the beginning, bikes were old, from people who have forgotten that they have bikes in the basement. Group of volunteers has spent hours with servicing and painting bikes. (Bikes are pink – less stealing and they are more visible) Nowadays, bikes are available in bigger cities in the Czech Republic, such as Prague, Brno, České Budějovice etc. In 2016, Rekola had 95 000 borrowings. (Rekola Bikesharing s.r.o., n.d.) The bike borrowing is very simple. All what a person needs is an application on a phone, where he/she will see a map with all the bikes and their current location. After finding the bike, it is necessary to put the code that is written on the bike into the application and then the person will receive the code for unlocking the bike. Another step is to lock and take a photo of the bike after riding it. The location gets saved in the application and the bike is ready for the next user. The money is deducted from the rider's account according to the time of utilization.

2.5.Shared accommodation

The principle of shared accommodation has been known for many years, based on the fact about people sharing their living with people that are not family members.Growing rents and basically the unaffordability to rent a whole appartment/flat/house has been one of the major reasons for this type of living.

The majority of people who live like this are single, mostly young people, for example students. (Heath, Davies, Edwards, & Scicluna, 2017) However, shared accommodation on which this thesis focused, has different principle.

While the principle from a paragraph above talks about a long-term living, modern shared accommodation is mostly for a short-term, for a holiday rent, business trip etc. Sharing economy in general has experienced rapid growth in the past five years and shared accommodation business keeps growing due to the preferences changes. Travelers prefer to manage their own program, they do not seek any support of travel companies and they like the benefits of the apartments and feeling there at home. (Surugiu, Surugiu, & Mazilescu, 2019)

The following part of the thesis describes the most known companies. Some of them are international, some of them operate just in the Czech Republic.

2.5.1.AirBnB

AirBnB is probably the most famous portal for sharing accommodation. The company was founded in 2008 by schoolmates, Brian Chesky, Joe Gebbia and Nathan Blecharczyk. The company is headquartered in San Francisco, California and has currently about 3100 employees. *"Airbnb's mission is to create a world where people can belong through healthy travel that is local, authentic, diverse, inclusive and sustainable."* AirBnB offers more than 5 million places to stay, operates in more than 81000 cities in 191 countries in the whole world. The access to the service is via their website and mobile application. (Airbnb, 2018)

The largest Airbnb cities outside of the US are Paris (47 000 places), London (31 000), Rome, Rio de Janeiro, Barcelona, all about 19 000 places, Copenhagen (15 000), Milan (14 000), Sydney and Amsterdam (13 000). Hosts in London, Dubai, Zermatt, Cannes, Venice and Sydney make the most money and on the other hand, the cheapest accommodation can offer Salvador, Havana, Sarajevo, Bucharest, Sochi and Sofia. The highest AirBnB demand is in Tokyo, Melbourne, Osaka, Vancouver, Lisbon, Berlin and Amsterdam. (Shatford, c2015-2018) Booking a home through AirBnB is very simple. The guests can search for a place using filters such as a size, location, price and dates. Personal and payment information is necessary to provide to the host before booking and after that, the person just has to wait for the message of acceptance. The hosts choose dates when their offered accommodation is going to be available and then it is time to wait for possible guests.

While some people really love the idea of AirBnB, AirBnB is becoming a quite controversial topic to discuss. The the idea of cheaper accommodation might sound phenomenal for tourists, but for people who live in the cities such as Amsterdam, Berlin or others often visited cities, AirBnB is becoming a bit a nightmare.

The reason is that the he prices of apartments are growing rapidly, the AirBnB owners sometimes do not pay taxes, some tourist on holiday might be loud, especially young people so owning an apartment next to the AirBnB one might not be very pleasant. (Heckman, 2017)

AirBnB advantages vs disadvantages for users

Table 2 Advantages and disadvantages of shared accommodation

Advantages	Disadvantages
Sometimes cheaper accommodation	Trustworthiness
Mostly more space than in hotel	Security
Local neighbourhood	Communication with host
The feel being at home	

Source Author

2.5.2.Couchsurfing

Couchsurfing was founded in 2004 by a small group of people who love travelling, exploring and meeting new people on their journeys around the world. They wanted to change the world by providing opportunities to cultural exchange, meeting locals and not spending an enormous amount of money on accommodation. The platform has grown rapidly and in January 2018 there were 15 000 000 members (including hosts and visitors). Couchsurfing is accessible via website and also via a mobile application. The main point of this platform is a gift economy. People offer their couch to the travelers and they are not allowed to charge anything for lodging. That makes travelling accessible to a lot of people. Couchsurfing does not offer only lodging but also organizes events for people with the same hobbies, dreams or current location. (Couchsurfing International, 2018)

Both visitors and hosts need to set up an online identity, they share how they live, what they do in life, hobbies etc. A visitor will search for lodging in the destination and he/she can choose a host by sending a request. The host can accept the request or not, that depends on her/his decision. Powerful tools for finding accommodation and for finding a suitable visitor are reviews. It might be difficult for both hosts and visitors in the beginning, because it seems a little dangerous to invite a complete stranger to your own home, or to get accommodated in someone else's home if the people do not have any information about each other.

2.5.3.Flatio

Flatio is a Czech company founded in 2015 and the idea is to offer medium terms rentals. They offer fully furnished flats with fair prices, you can rent a flat from 1 month to 1 year. This idea is for people who must travel, and they do not want to give up their own home so they can rent it out for a certain time and after that time return back home. (Flatio, 2017)

A temporary tenant can stay in this flat and meanwhile looking for long term rental that would suit him/her perfectly. It is worthy not to hurry up with choosing the right place for long term rental and sometimes the time helps to avoid problems in the future.

On the other hand, if a person knows that the stay in the city is only for a certain time, it might be a good option to rent a flat with Flatio, because in normal circumstances, it is not a secret that property owners prefer long term rental than a few months rental. All visitors can take a virtual tour, view photos, read reviews and landlord's profile before choosing the right apartment. If the person is not happy with the place, a hotel room will be paid and another place that suits him more will be founded for him/her. A guest can book the place after choosing it, the process will continue by 19 € being blocked on his/her credit card as a registration fee. There is also the request to set up a personal profile. The landlord makes decisions according to people ́s profile. The landlord has 24 hours to approve the reservation, then it is necessary to conclude the contract and, the flat is available to the guest after that. (Flatio, 2018)

2.5.4.Flatmates.com

Flatmates is another peer to peer listing site for people who are looking for shared homes or for those who are looking for a flatmate. The company is based in Melbourne, Australia and operates only there. The way to find a flatmate is like the other ones, already mentioned. The first step is to set up a profile with requirements, personality and so one. People can search for the right place or for the right flatmate after that. They can get in touch with the person and then decide whether they want to live with that person. (Flatmates, 2018). Some other cities also provide this concept, for example in UK it is Flatmate.com. (flatmate.com, c1998-2019

2.5.5.HomeAway

HomeAway was founded in 2005 by Brian Sharples and Carl Shepherd and has a very similar concept as AirBnB. People can find many options for accommodation, beach houses, cabins and condos on this platform. The company operates in 190 countries with more than 2 million places to stay. (HomeAway, 2018) The biggest difference between AirBnB and Homeaway is probably that Homeaway does not allow shared places, so travellers do not share the space with the owner or other travellers. The second difference is a damage insurance. While AirBnB security deposits are not charged in advance, Homeaway enable takes refundable damage deposit that can be collect together with the amount of rent. If no damage is made, the deposit will be returned after the stay. (INFO GLOBAL SERVICES, c2019)

HomeAway is a member of HomeAway Family, the others are VRBO, VactionRentals.com, Homelidays, Toprural, Stayz and more. The concept is always the same. (HomeAway, 2018)

2.6. Comparison of HomeAway and AirBnB

There is a big competition right now in this industry and the two biggest competitors are HomeAway and AirBnB. Although they have very similar concept, they still have a few differences. There are described more types of shared accommodation in this thesis, but only these two seem to be comparable thanks to worldwide coverage.

In the table below we can see a comparison between companies. Even though HomeAway was founded earlier than AirBnB, AirBnB is a clear winner of the size and growing popularity. We can assume, that the main reason for fast growth for AirBnB is the option to rent only a room, not necessarily the whole house. HomeAway seems to be more helpful, because it offers support to the host and visitors no matter situations, compare to AirBnB, which only helps when really needed, otherwise they leave hosts and visitors to try to solve the issue. HomeAway also offers much longer period to leave a review on their webpage than AirBnB.

Table 3 HomeAway and AirBnB comparison

	HomeAway	**AirBnB**
Size	2 million places to stay	7 million places to stay
Foundation	2005	2008
Customer service	- offer support no matter the situation 1 year to leave the review and rate the host	- offer support only in press situations 2 weeks to leave the review and rate the host
Fee	7,16 %	9,19 %
Conclusion	- more traditional rentals - for big groups, families - offer only entire houses	- offer entire houses but also rooms for individuals - option to be in touch with locals - bigger offer of rentals

Source Lodgify, c2012-2019

2.6.1.Regulation of AirBnB

Through the last few years, the main concept of AirBnB has changed greatly. It is not only about offering spare place anymore, it has become a huge business opportunity. That causes a problem for many cities. People rent their property through AirBnB rather than renting the property to locals because the income in higher. Some cities have already decided to regulate the renting because basically, the locals do not have a place to stay anymore.

San Francisco

The hometown of AirBnB has decided to regulate the amount of renting days. The renting is unlimited in the case of the host is present in the property, but only 90 days per year if the host is not present. (Steinmetz, 2015) The area of the city is 121 km^2 and there are currently 5778 rentals (7.12.2018) with average daily rate 229\$. (AirDNA, c2015-2018) We can see the map of listings in the picture number 3.

Picture 1 Map of AirBnB, San Francisco
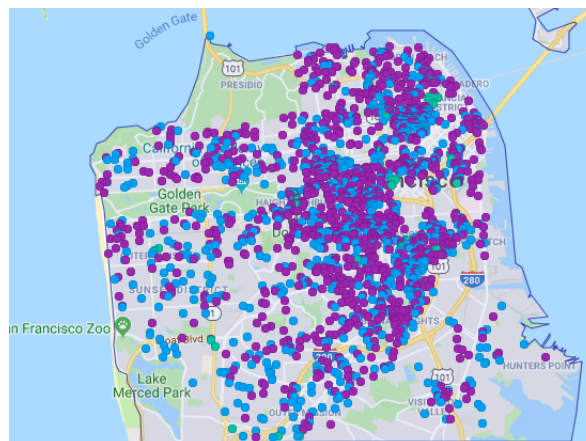
Source: AirDNA, 2019

Paris

There are also rules for renting in Paris. The host can offer the property only 120 days per year. The other problem is that more than 43 000 places listed on AirBnB are unregistered with the government, so Paris took AirBnB to the court. (Carey, 2019) The map of listing is presented in the picture number 4. There are 38 385 active rentals on AirBnB in Paris in the area of 105 km^2.

Picture 2 Map of AirBnB, Paris
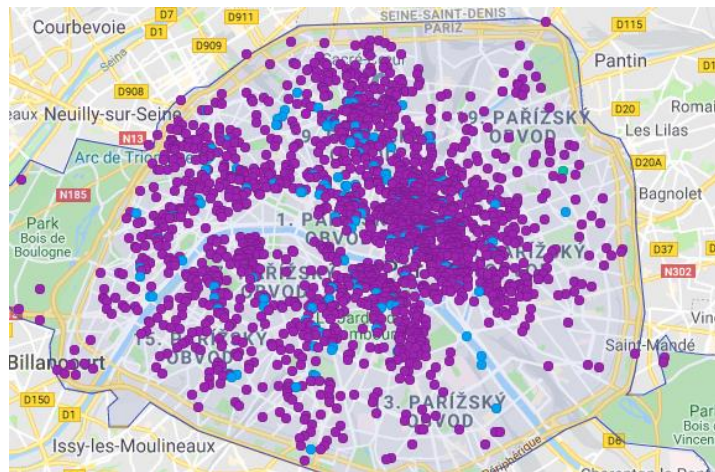
Berlin

Berlin has probably the strictest rules for AirBnB. The decision about regulations was made in 2016, that forbids renting unless the hosts occupied at least 50 % of the home themselves. In the case of infraction, the fine is $100 000. As you can see from the graph below, the number or listing (entire homes) has fallen but at the same time the number of listings (shared homes) has grown rapidly. The correlation was 99 % before May 2016 and from that time, the correlation is only about 22 %. (AirDNA, c2015-2019)

Picture 3 Number of listings, Berlin
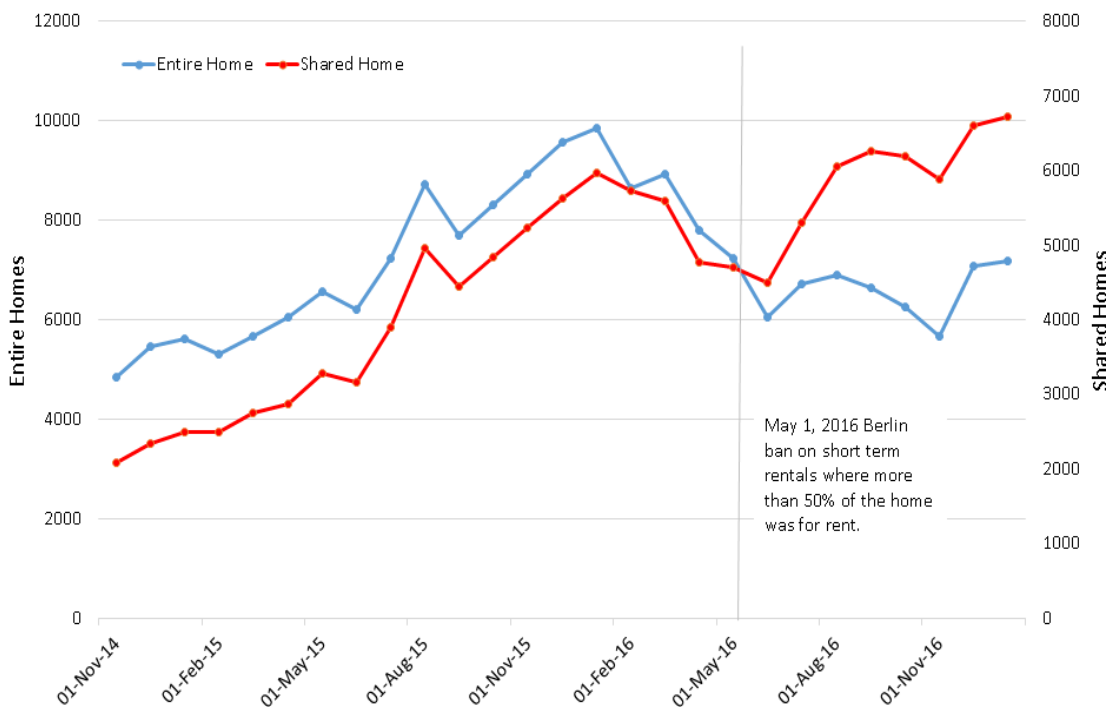
19

London

There is a limit of 90 days per year in London. If someone wants to rent for a longer period, it is necessary to apply for a planning permit at the local council. (LuckeyHomes, 2018) The area of London is 1 572 km^2 and the number of active rentals is 60 979. The next picture, number 6, shows that the offers of accommodation are mostly in the centre of the city as it is also common in other cities.
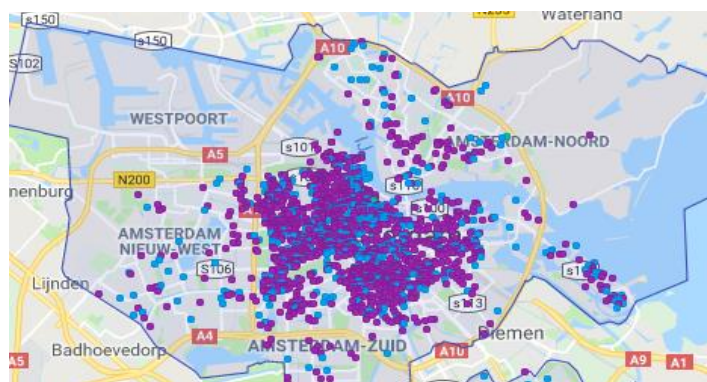
Picture 4 Map of AirBnB, London
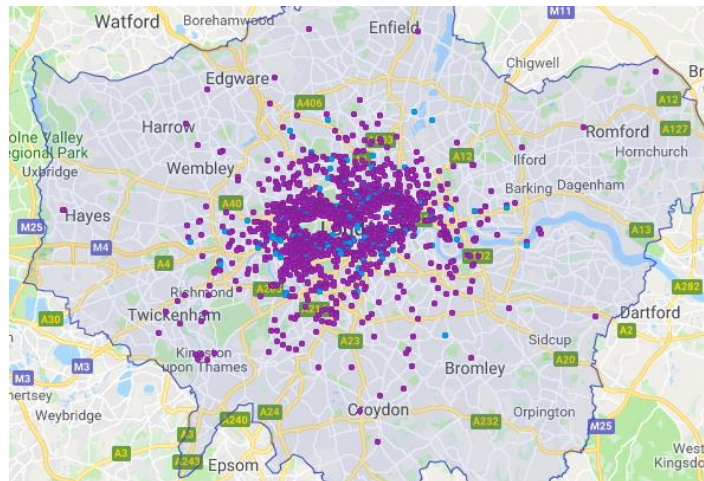
Amsterdam

In 2018, there was a limit for renting 60 days per year, however, the city has decided to reduce the number to a half in 2019, to 30 days per year. (Locklear, 2019) There are 11 795 active rentals in Amsterdam at present, on the area 219 km^2, as we can see from picture number 7.

Picture 5 Map of AirBnB, Amsterdam

Barcelona

The cosmopolitan Catalan capital Barcelona has decided to do some relatively extreme steps in regulations. The city fights against overcrowded parts of the city. All types of holiday accommodation need a licence and, Barcelona's new mayor Ada Colau suspended all new accommodation licences, not only AirBnB but also hotels and hostels in 2015. Some licenses we already suspended in specific parts of the city, that was congested with tourists before the decision in 2015. For example, L'Eixample, Vila de Gràcia, Poblenou, Camp d'en Grassot and Gràcia Nova and few others. (AirDNA, c2015-2019) Because of that step, the number of listings is limited, and all hosts need to pay an annual fee to the government. Listings on the website are checked frequently and if they do not have a licence, they are removed from the site. The city tries hard, but there are still many rentals illegal. (Rodés, 2017) The area of the city is 101 km^2 and has 17 719 active rentals, which seems too many already from the map below.

Picture 6 Map of AirBnB, Barcelona
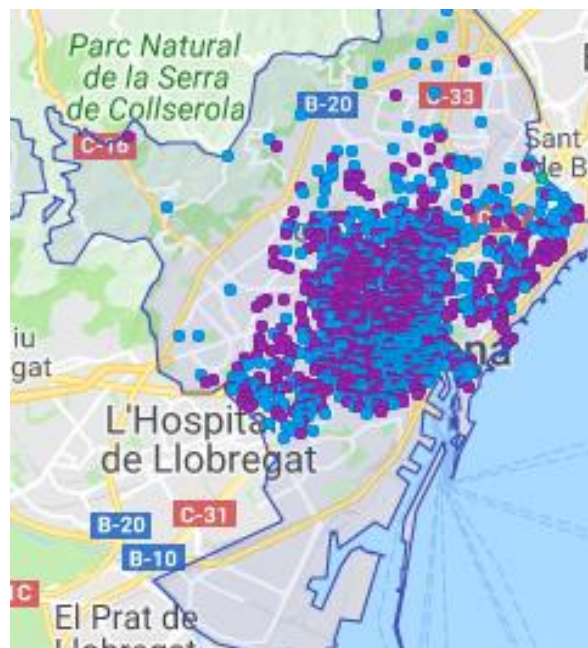
AirBnB in Prague, Czech Republic

AirBnB also found popularity in the Czech Republic. There are 12 859 active rentals with 5 615 active hosts (as per January 2019), 80 % of this supply are entire houses and only 2 % of the rentals offers a shared room. The average daily rate is about 2 089 CZK (82 €). (AirDNA, c2015-2019) As you can see from the map below, it is obvious that the highest offer is in the centre of Prague.
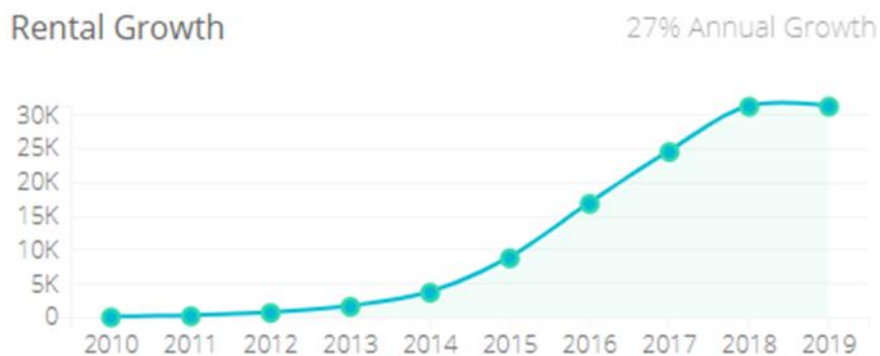
Picture 7 Map of AirBnB, Prague
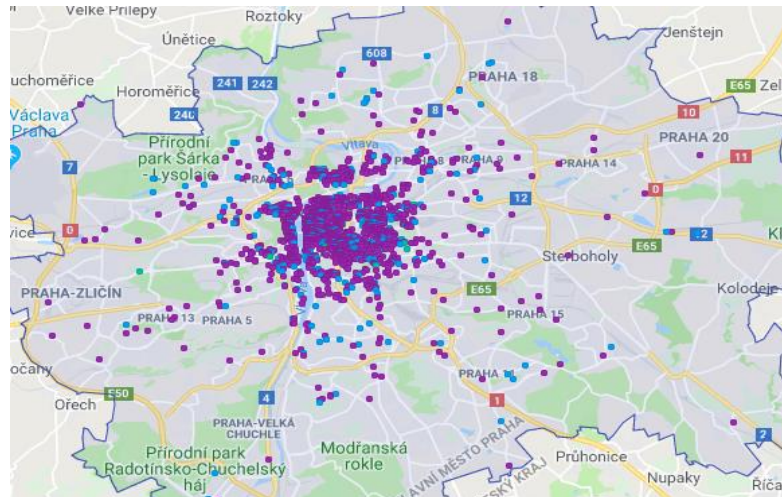
In the last few years, there was a massive increase of rentals. The number of rentals has been growing very fast since 2014, the annual growth has got to 27 % as we can see from the graph number 1.
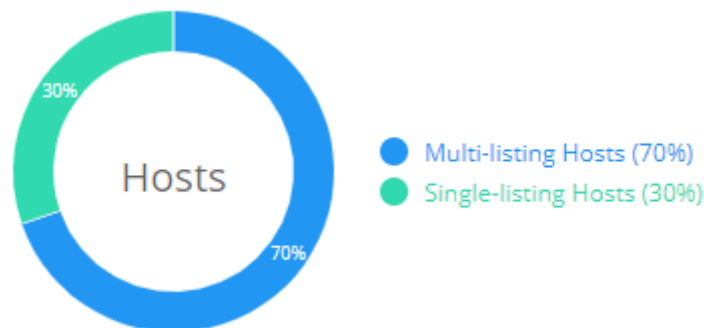
Graph 1 The rental growth

AirBnB has turned into business like in many other cities. Picture number 11 shows that 70 % of hosts offer more than one place for rent.

Picture 8 The situation in Prague

Future of AirBnB in Prague

AirBnB has often been discussed in policy, mostly because of problems that AirBnB is responsible for. There has not been any regulation yet and neighbours are often unhappy with these rentals. More people than allowed and damaged apartments as a result of renting the property is the main problem. Prague is often visited by young people who drink alcohol and they are staying for 2-3 days, nevertheless they are not very considerate about neighbours. (Tomanka, 2018) Neighbours are not the only ones, who are unhappy with the growth of AirBnB. Hotel owners are also complaining because Prague visitors prefer private accommodation rather than nights in hotels. The hoteliers request the same regulations as in another European metropolis. (Tomanka, 2018) Prague wants a change of law because here is not a legal way to fight with this problem at present. The idea is, that owners of apartments would have to provide information about accommodated and the number of days per year the apartment could be rented through AirBnB or completely forbid this service in specific areas of the city. (Bukovský, 2018)

The government decided about accommodation fees at the end of the year 2019, which has been valid since the January 2020. The fee of 21Kč/0,84€ per night influences now each place listed on AirBnB. The fee should increase in 2021 up to 50Kč/2€ per person per night. These fees could affect the increase of the yield of the city by 14%. (ČTK, 2020)

3. The goals of research and methodology

The aim of the thesis is to analyse the current state and identify the potential for the development of shared accommodation in Madeira Island. Next goal is to identify barriers of its development based on the results of research about this type of accommodation and reduce them.

The first step of the thesis was the study of the theoretical background and elaboration of a literature review based on printed publications, web portals and professional publications. The literature review is related to sharing economy in general, followed more specifically to shared accommodation.

The next part of the thesis focuses on qualitative research, that consist of two kinds of survey, interviews, the analysis of data and suggestions for owners that offer places through AirBnB.

The first survey was aimed at the visitors, trying to find out, how travellers evaluate this specific type of accommodation. The number of respondents that were engaged in the data collection was 157. The questionnaire was shared mostly through social media, through Google Form, because the aim was to gain as many different cultures' representatives as possible. At the end of the research, there were people from 40 countries engaged, 68 % women and 32 % men.

The second survey was focused on providers of accommodation that offer place on Madeira Island. This segment was much smaller, so the number of questionnaires was estimated to 30. It is impossible for researcher who does not have access to details of AirBnB to find out the exact number of home providers. The number of listing in Madeira is about 5000, but some properties are owned by the same person or even a company, so the exact number remains a mystery. Owners were contacted through AirBnB portal. The gender representation was 47 % women and 53 % men.

The structure of both surveys was very similar. The questionnaire included open-ended and closed-ended questions, obviously demographic questions and also Likert scale questions.

The data provided by questionnaires were collected in the year 2018 and the beginning of the year 2019. The data from both surveys were processed in program PSPP that enable to sort the data and to make contingency tables. For the graphical representation, Microsoft Excel was used.

To find out more opinions about shared accommodation, 10 individuals were approached. The individuals were asked questions, which were similar to the first survey, but more in depth. Respondents were asked for reasons and any thoughts about AirBnB.

After all the information have been gained, some tips were suggested to the AirBnB providers with the goal to make a stay for visitors more enjoyable.

4. Results of research and analyses

In this part of the thesis, the information about the destination, Madeira Island is presented, followed by the analysis of demand and analysis of supply.

4.1. Tourism resources

This part describes tourism prerequisites, localization, selective and realization assumptions such as tourist attractivities, geography, climate, economy, demography etc. in the destination.

4.1.1. Localization assumptions

Picture 9 Map of the location

Madeira is an archipelago surrounded by the Atlantic Ocean. It comprises of the islands Madeira ($736km^2$), Porto Santo ($43km^2$), Desertas ($14km^2$) and Selvagens ($4km^2$). Only Madeira and Porto Santo are inhabited. The archipelago belongs to Portugal, 978km southwest of Lisbon. (NEWCO, 2013)

The archipelago is of volcanic origin but nowadays there is not any volcanic activity. The island is about 57 km long and around 22 km wide. (MadeiraWeb, c1997-2019) It seems like a small island but there are so many places to explore. As a result, from volcanic activity, it is not very easy to find access to the ocean. There are a few beaches (mostly with pebbles) with gradual access but very often it is necessary to use ladders into the ocean. The second result of volcanic activity is that this island is very often sought after by hike lovers.

Madeira offers many peaks with stunning views, hiking tours and much more. For tourists who would rather enjoy sandy beaches, there is an island Porto Santo with 9 km long coast with golden sand. The main island has a sub-tropical climate, which is very influenced by altitude. The northern part of the island is more often rainy then the south part. (GlobalSecurity, c2000-2019). There is sunny in Funchal (the capital) in the morning most days but after midday, the clouds are coming from the north and the rest of the days is cloudy. The weather in Madeira is unfathomable. When it is sunny in the north, the south is probably cloudy and vice versa. The island is called an island of eternal spring because the temperature is not very high even during the high season.

The following table describes the average temperature on the island

Table 4 Average temperatures

Funchal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Min (°C)	13	13	13	13	15	17	18	19	19	18	16	14
Max (°C)	19	19	20	20	21	22	24	26	26	24	22	20

Source Climates to Travel, 2017

Rainfalls are usual during the period from October to mid-April and during summer it almost never rains. (Climates to Travel, 2017)

The island is surrounded by the Atlantic Ocean, average temperatures show the table below.

Table 5 The average temperature of the ocean

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Min °C	17.8	16.9	16.6	17.3	17.8	18.8	20.6	21.6	22.8	22.2	20.1	19
Max °C	19.9	19.3	19	19.1	20.2	22.2	23.1	24.7	24.7	24.1	23	20.9

Source World sea temperature, c2019

Madeira does not have any lakes or rivers but has many tiny lagoons with waterfalls around the whole island. The island is interlaced with levadas. Levadas are channels of water that has been built in the past, mostly in the 15th century. The reason for creating them was to have access to water in the south of the island. Northern part of the island is more humid, and this was to way to get water to fields with plantation of sugar. Nowadays, levadas are one of the most famous ways for exploring the island. The network of levadas is now 1,400km long and these routes are often followed by tourists, but also by locals. (Quintal, 2010)

Madeira is a unique island with impressive biodiversity. It is no coincidence that Madeira is also known as the pearl of the Atlantic or as a botanical garden in the middle of the Ocean. You can find there Laurel Forest that is classified as a World Heritage by UNESCO where plants and animals cohabit in complete interdependence. There are thousands of plants and species on the island and thanks to Madeira climate you can enjoy beautiful flowers throughout the year. About 16 % of plants are endemic, which means that these species exist only in Madeira and it is impossible to find them in any other place in the entire world. (Madeira A - Z, c2008-2017)

Fauna on the island is also very rich. The island is famous for smaller species of animals such as birds, insects, and reptiles. Many tourists are going there for bird watching or for biology studies. There are about 700 species of insects, many of them are endemic as well. The ocean offers many species of fish, dolphins and whales. (Madeira A - Z, c2008-2017)

Nature attractivities

Vereda da Ponta de São Lourenço

The trail follows the eastern peninsula of Madeira island with completely unique landscape compared to the rest of the island. This part is without any trees, bushes and is classified as a partial natural reserve. There is a viewpoint at the end of the trail, and this point is considered as the most eastern point on Madeira at all. This land used to be longer in the past but with time and increasing water level in the ocean, the island was separated. (Madeira Islands Guide, 2019)

Picture 10 Vereda da Ponta de São Lourenço

Source visitmadeira.pt, 2020

Pico Ruivo

The highest peak of Madeira Pico Ruivo (1861 m) offers a stunning view after a not very easy hike. Together with Pico Areero this is one of the most recommend hikes on Madeira island. The hike is about 10 km long, exhausting but definitely worthy. (Madeira Regional Tourism Board, 2018)

Picture 11 Pico Ruivo

Source visitmadeira.pt, 2020

Levada das 25 Fontes

Another amazing spot on the island and one of the most sought-after walks for tourists. This walk leads through a narrow path surrounded by trees that form natural tunnels. At the end of the trail, there is a huge waterfall with lagoon. There is only one big disadvantage of this trail. Because it is "the" number one in all walking guides it is very often crowded with tourists.

Picture 12 Levada das 25 Fontes

Source visitmadeira.pt, 2020

Vereda do Fanal

This trail is part of the Laurel forest and is about 10 km long. A big advantage of this trail is that it is not well known by tourists, so it is great for travellers who do not like crowded places. This place is located very high, it is usually very foggy, which just helps to justify the atmosphere about a mystical forest. There are trees more than 100 years old covered with moss in the forest.

Picture 13 Vereda do Fanal

Porto Moniz

Porto Moniz is a small city located in the north of the island. It is known mostly because of huge natural swimming pools. Pools were created by cooling lava and offers amazing experience for tourists.

Picture 14 Porto Moniz

Madeira offers much more natural attractivities, more than 60 levada walks, amazing beaches and many hidden nooks.

Culture assumptions

Monuments

- Tristão Vaz Statue – a statue located in Machico that has been built in honour of the discoverer Tristão Vaz.
- Garajau Christ King Statue – the statue with open arms facing the ocean located on the viewpoint

Museums

- Vine and Wine Museum – the museum is located in Santana and shows tools which have been used over the years for wine production
- Funchal Municipal Museum Natural History – a museum located in the capital shows many kinds of animal collection, plants and rocks
- CR7 Cristiano Ronaldo Museum – a museum built in the honour of the football player Cristiano Ronaldo, who was born in Madeira
- Whale Museum – a museum located in Canical offers interesting tours about whale hunting years ago (Průvodce Madeira, 2014)

Picture 15 Whale Museum

Source visitmadeira.pt, 2020

Events and festivals

Flower festival

Madeira organizes many famous festivals and events all year round. One of them is the Flower Festival in April, which signifies the celebration of spring. Flower carpets are made on the main road in Funchal and you can see flowers all over the city. The part of this festival is a parade where people are wearing costumes made from flowers. (Turismo de Portugal, 2013)

Atlantic festival

Atlantic festival celebrates the beginning of summer with excellent performances and huge fireworks every Saturday. (Quinta da Casa Branca, 2019)

Madeira Carnival

One of the biggest street festivals in Europe looks a bit similar to the one in Rio de Janeiro. The whole festival takes about 2 weeks including the main parade with fantastic costumes. (MadeiraWeb, c1997-2018)

Picture 16 Flower festival

Source visitmadeira.pt, 2020

4.1.2.Selective assumptions

Madeira is considered as an autonomous region of Portugal since 1976. The President, Miguel Albuquerque, has been elected in 2015. Madeira is part of OECD and EU. The participation in the last election was the lowest ever, with 49,6 % voters. (NEWCO, 2013) Madeira, as a part of Portugal, participates in both elections, national and regional. National elections take place at least every four years. The local government consists of 47 members. (MadeiraWEB, 1997-2018) The government is composed of the presidency and eight regional departments. The departments are the following:

- Parliamentary and European affairs
- Finance and public administration
- Inclusion and social affairs
- Economy, tourism and culture
- Education
- Environment and natural resources
- Health
- Agriculture and fisheries

The economy of Madeira is mainly focused on the tertiary sector. It provides jobs for 72,6 % of the population. 84,4 % of the regional Gross Value Added (GVA) comes from the tertiary sector, 13.3 % from the secondary sector, and 2.3 % from the primary sector. The island is highly dependent on tourism, restaurants, hotels and vehicle trade, which generate 28.4 % of total employment. According to June 2018, the unemployment rate was 8.8 %, down 1.6 % from the previous year. (European Commission, 2019) Even today, the economics of Madeira is very dependent on the ocean. The port of Funchal is very important for trade but also for cruise shipping companies because they consider this as their main dock. This port is responsible for 88 % of imports and 12 % of exports. (ToMadeira, 2017) The export is also very important for the island, mainly of agricultural commodities (sugar, wine, fruit, flowers). Even though the emigration to the mainland, Madeira is not completely self-sufficient, it is necessary to import meat, corn and so one. (EURES, 2018)

Madeira has about 260.000 inhabitants, 75 % of all inhabitants live on 35 % of the island. This populated part is the south of the island, mainly in the capital, Funchal. In Funchal live about 45 % of the whole population in Madeira. In 2014, there were 46,8 % of males and 53,2 % of females. The average age on the island is 40 years. (Direção Regional de Estatística da Madeira, 2018) There are 69 % of people with age between 15 – 64 years, 19 % are older than 64 years old and 12 % of people with age less than 15 years on Madeira. The island is inhabited mainly with Portuguese (97 %). (CityPopulation, c1998-2019)

4.1.3. Realization assumptions

As Madeira is an island, the most common way to get there is by plane. The airport is named by Cristiano Ronaldo and was opened in 1964. At the beginning the runway was only 1600 m long but after a huge accident, the runway was extended to 2781 m. The airport is considered as one of the most challenging because of the winds so it is necessary for pilots to have special training for landing in this area. (MadeiraWEB, c1997-2018)

The main cities on the island are connected by highway, that adds many benefits for travelling. Madeira is also famous for the number of bridges and tunnels (in total about 100) through huge rocks, that have been mainly built in the 19th century. The total highway network consists of 140 km of roads and even it does not seem like a lot, it is important to mention, that the island measure only 57 km in length, 23 km in width. (The Escape Hunter, 2014)

There are plenty of options for accommodation on Madeira. Booking.com offers nearly 2,500 places on their websites. AirBnB.com offers about 5,000 rentals (mentioned in detail later). Hotelscanner.com offers more than 2,000 hotels on Madeira and about 1,000 are only in Funchal. There is also a huge network of hotels. Some of the biggest group are Pestana Hotels or PortoBay Hotels and they belong to the 4* or 5* hotels on the island and the price (according to Booking.com) can be from 120€ per night up to 300€ per night. Most of the hotels are not located in the old town but a little further, in part of the town called LIDO. You can also find hostels and apartments as a cheaper way to accommodate in Funchal. The prices (according to Booking.com) can be from 12€.

4.2.Madeira shared accommodation situation April 2018

Madeira is very open to shared accommodation. There were **4,604 rentals** including Porto Santo with 110 rentals on the 18th of April 2018. The visitor can choose an entire home, a private room (shared common areas) or shared room (with someone else). The most extended offer is to rent the **entire home** (4 220 rentals, **92 %**). There are 350 private rooms (7 %) and only 34 shared rooms (1 %). Each rental has a different size. The most common rental (entire home) has two bedrooms (32,5 %) and one-bedroom (32,5 %), the others (35 %) - studio 2 %, three-bedroom 22 %, more bedrooms 11 %. The price obviously depends on the visitor's choice (entire house, only room etc.). The average price for an entire home is 58 €, for a private room 37 € and for a shared room 16 €. August followed by July and September generate the highest revenue per available rental. The weakest parts of the year are the second half of January and the first half of December. During March 2018, 2 221 rentals had at least one booked night. That means that the occupancy was 55 %.

Naturally, the most rentals are in the capital, Funchal, but whole south seaside is full of rentals. In the north, there are rentals only in bigger cities such as Porto Moniz, Sao Vicente, Santana or Porto da Cruz. (AirDNA, c2015-2019)
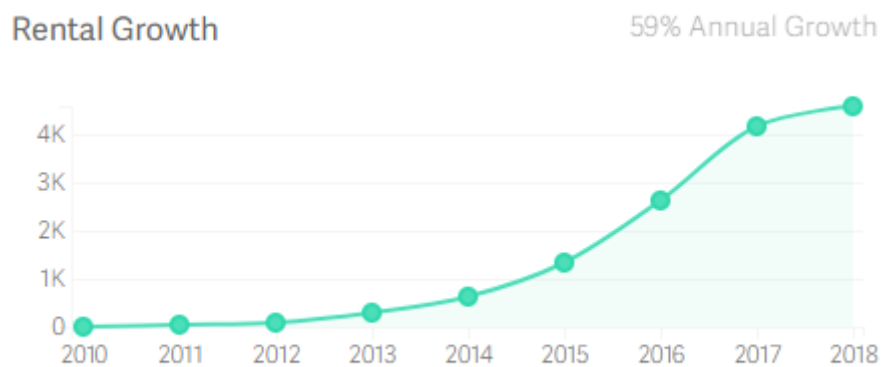
Picture 17 Map of AirBnB, Madeira
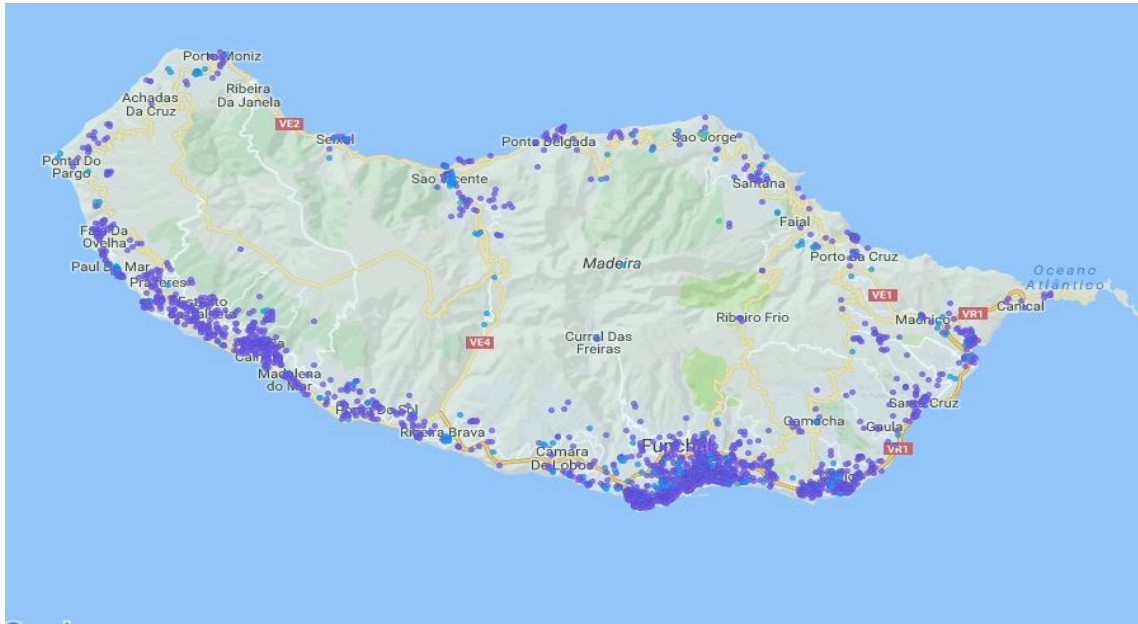
The number of rentals is growing rapidly. In 2010 there were only 3 rentals, in 2014 already 624 rentals and in 2018 4,604 rentals. That means **annual growth of 59%.**
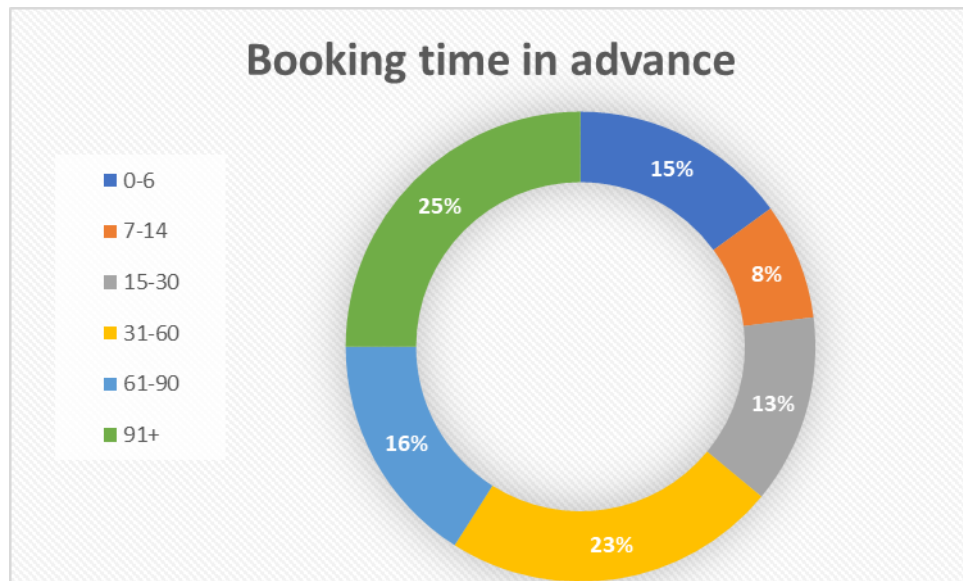
Picture 18 The rental growth

The following picture shows how many days in advance people are doing their reservation for their stay in Madeira.

Picture 19 Booking time in advance

The picture number 19 shows that most people (25 %) do their bookings more than 3 months in advance; 23 % of reservations were made 31-60 days in advance, 15 % of reservations were done less than one week in prior to the arrival. On average, people are booking their accommodation 66 days in advance. (AirDNA, c2015-2019)

4.3.Madeira shared accommodation situation August 2019

The number of active rentals was 5,292 on the 18th of August 2019. The structure of rentals remains similar. The most extended offer is still to rent the entire home (92 %). There are 7,7 % of private rooms and only 0,3 % of shared rooms. Size of rentals and seasonality remain the same as in 2018. Prices stayed nearly the same as in 2018, except the price for entire home, which has risen from 58 € up to 70 €. The price for private room is 34 € and 15 € for shared room. The occupancy rate has increased from 55 % to 65 %. Most visitors that came to Madeira in August 2019 were from London. 97 % of all visitors are international and the number of arrivals in June 2019 was 2,352. The biggest website for booking accommodation online (Booking.com, 2019) offers over 2,500 places in Madeira, including 1170 apartments, 164 hotels and 625 holiday homes. Considering this information, it looks like that AirBnB offers more places to stay, but it is not possible to find exact numbers, because Booking.com and AirBnB.com often offer the same places on their sites.

Booking habits have changed, more visitors are booking their rental more ahead. Only 25 % of people were booking rental more than 3 months in advance in 2018, but the number increased to 45 % in 2019.

Picture 20 Booking time in advance
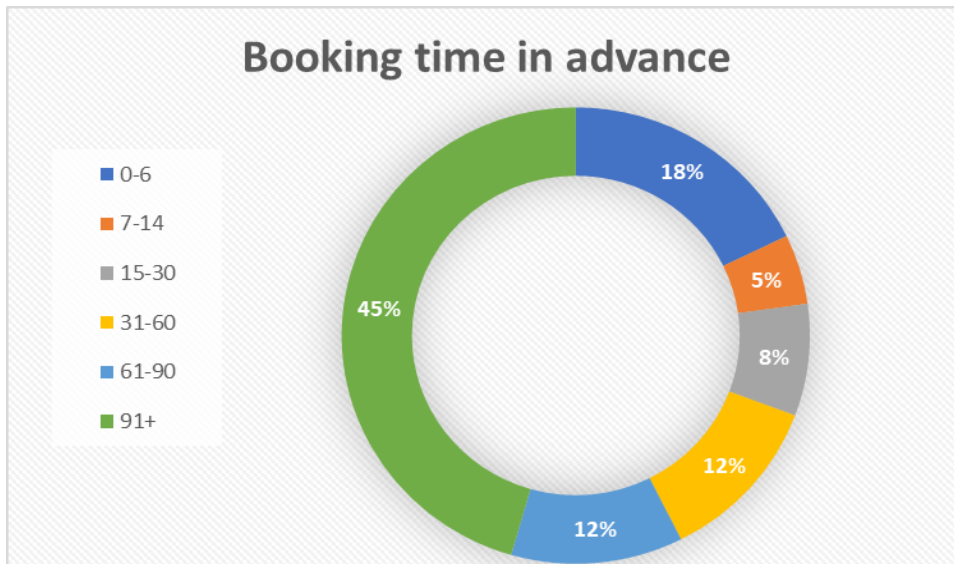
Source AirDNA, 2019

4.4. Comparison April 2018 and August 2019

In the table below, we can see the comparison of years 2018 and 2019. The biggest differences are in pricing of entire home, which has risen by 20 %, on the other hand, prices for private and shared rooms have decreased approximately by 8 %. As was already mentioned above, the number of rentals has risen, specifically by 15 %. However, the biggest difference was in the number of shared rooms that has decreased by unbelievable 50 %.

Table 6 AirBnB comparison in time

Period	April 2018	August 2019	Results
Pricing			
Entire home	58 €	70 €	+ 20 %
Private room	37 €	34 €	-9 %
Shared room	16 €	15 €	-7 %
Occupancy	55 %	65 %	+18 %
Number of rentals	4 604	5 292	+15 %
Entire home	4 220	4 850	+14 %
Private room	350	425	+21 %
Shared room	34	17	-50 %

Source AirDNA, 2019

4.5. The Analysis

The results of the research will be presented in this chapter and it will be divided into three parts. The first part focuses on the analysis of demand, the second part is based on the analysis of supply., The third and the last part presents the results of individual interviews.

4.5.1. The analysis of demand

At the beginning of the research, respondents were asked where they found the option of accommodation with AirBnB. Graph number 1 shows that most frequent answers was - the internet with 49 %, the next was from a friend with 31 %, social media with 15 % and 5 % of respondents have used another option. We can see the differences among ages, especially with the social media users, nobody older than 50 years has chosen this source. The social media users were mostly recorded from respondents within 21-30 years, specifically 17 respondents.

Graph 2 The way of finding AirBnB
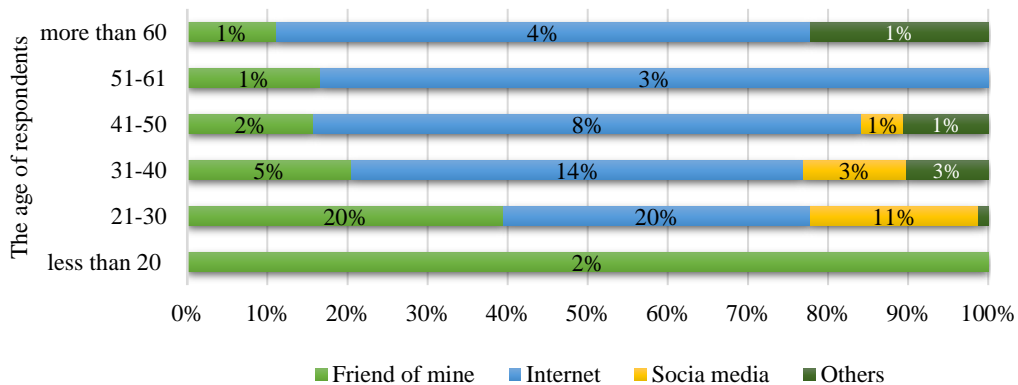
Source Own elaboration, 2019

The next question focuses on the year of becoming a member of the AirBnB community. The graph below shows that this style of travelling is still quite young, many people joined the community just a few years ago. The most common year was 2016 with 39 responds, 2017 and 2018 with 28 responds. Only 7 % of respondents joined the community earlier than in 2013. In comparison among genders, we can see that the most females joined AirBnB in 2016 (28 females), meanwhile most males joined AirBnB one year earlier, in 2015 (11 males).

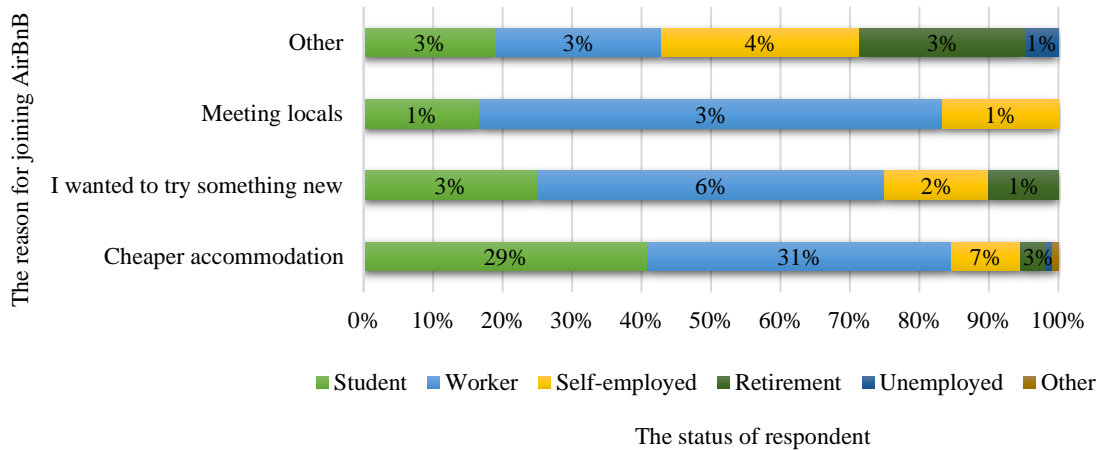*Graph 3 The year of joining AirBnB according to the gender of respondent*

The graph number 3 shows the reason for joining the community. The majority answered "Cheaper accommodation" with 70 %. 14 % of respondents chose "other" that includes local experiences, bigger accommodation than just a hotel room, accommodation with a kitchen and living room, options for travelling with a group, residential neighbourhood. Another 12 % chose "I wanted to try something new" and almost 5 % wanted to meet more locals. The most students choose AirBnB because of the price, the same were workers, but workers have a bigger impact in section "I wanted to try something new.", meanwhile students do not.

Table 7 The reason for joining the AirBnB community according to the status of respondent

|	Student		Worker		Self-employed		Retirement	
	Abs.	Rel.	Abs.	Rel.	Abs.	Rel.	Abs.	Rel.
Cheaper accommodation	45	82 %	48	72 %	11	52 %	4	36 %
I wanted to try …	5	9 %	10	15 %	3	14 %	2	18 %
Meeting locals	1	2 %	4	6 %	1	5 %	0	0 %
Other	4	7 %	5	7 %	6	29 %	5	45 %

Graph 4 The reason for joining the AirBnB community according to the status of respondent

The next question focuses on the frequency of using AirBnB. 43,9 % of visitors use AirBnB only once per year, 37,6 % 2-3 times per year, 11,5 % 4-5 times per year. The majority of respondents use AirBnB for bigger holidays, which are commonly once a year as it is pretty clear from the numbers described in this graph

*Graph 5 The frequency of using AirBnB according to the status of respondent*
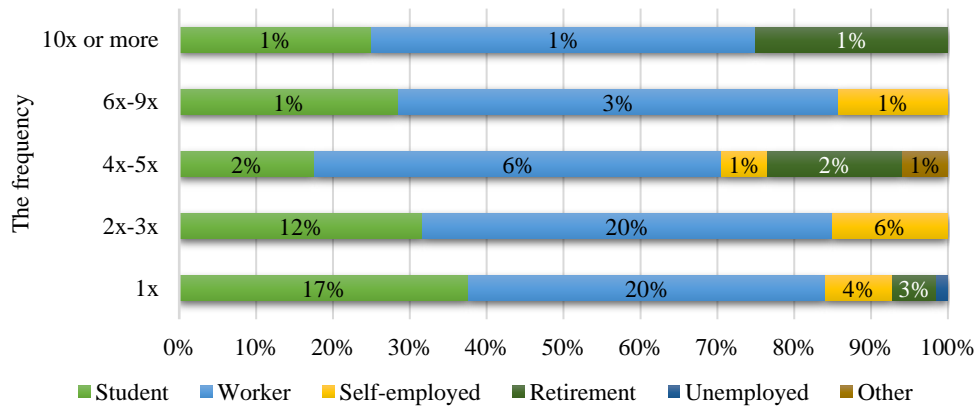
Visitor´s preferences

In the graph below are showed the preferences about separated and shared accommodation. The results are quite one-sided as most people would rather choose separated accommodation (88 %) than sharing the place with other host (12 %). This might be a little surprising, because one of the main purposes of AirBnB is to live like local and meet locals, which is easier when you live with one.

Graph 6 Guest´s preferences about type of accommodation

Preference of shared or separated accommodation
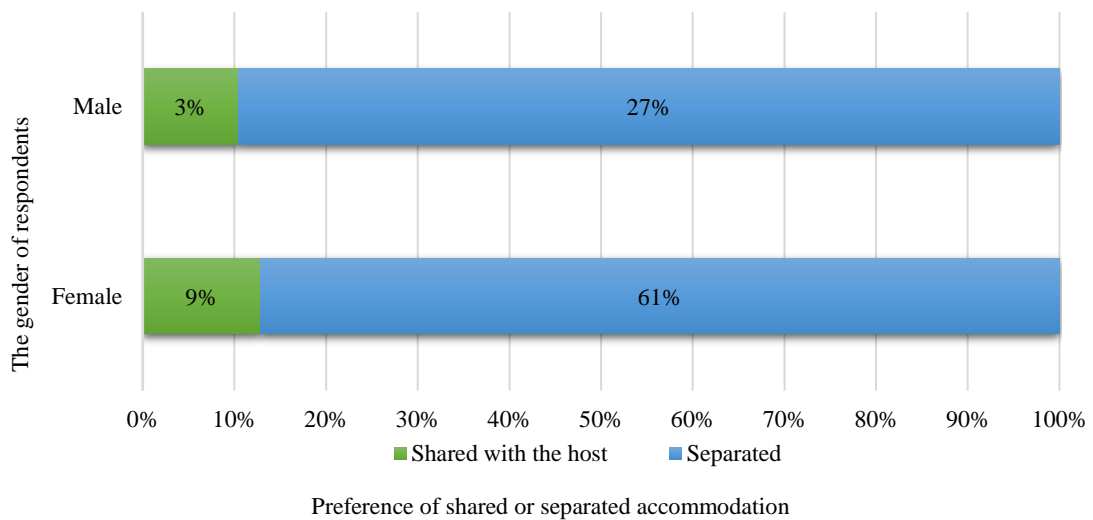
The following graph shows results from the question about preferences of the gender of the host. 83 % do not mind the gender, 15 % prefers females as hosts. We can assume that it is because in most cases, there is separated accommodation and the contact with the host might be very limited. However, when someone prefers a gender of the host, women prefer women rather than men as hosts in most cases.

Graph 7 Gender preferences
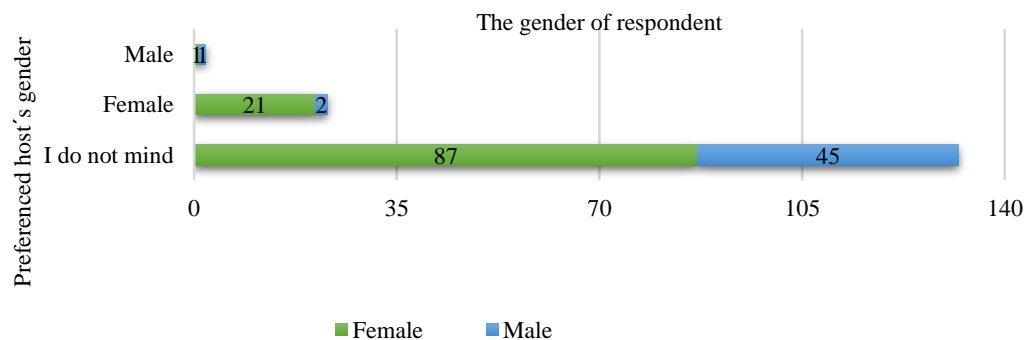
The few following questions deal with reviews. The graph number 10 demonstrates, that the majority of respondents (96,2 %) do care about reviews and only 3,8 % do not. The question about reviews asked if people would accommodate themselves in a room without reading a review, 47,1 % would not, 19,1 % would, and the rest is not sure.

*Graph 8 Review importance based on gender*
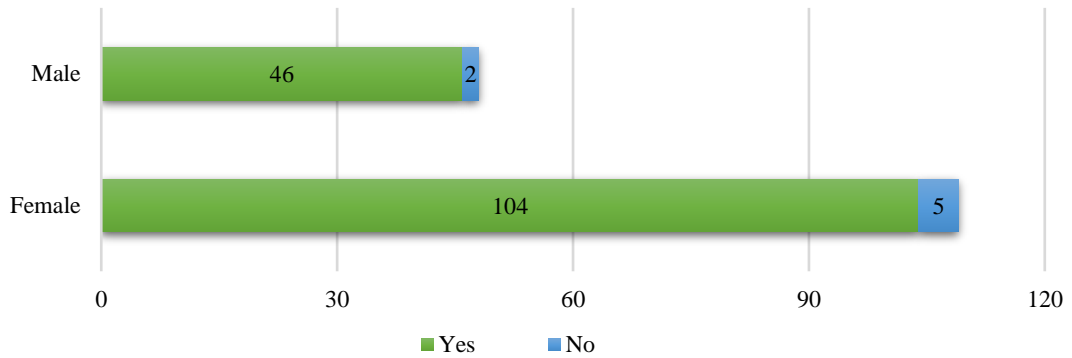
Graph 9 Ability to accommodate in a room without review
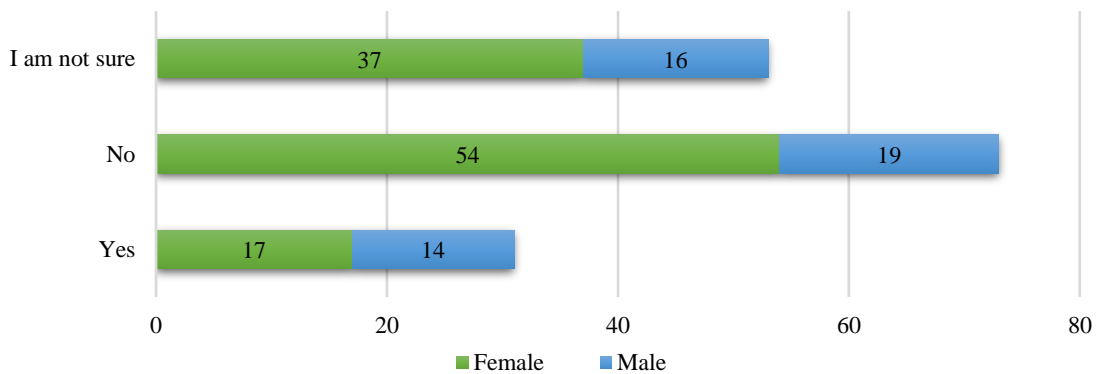
The last question in this review set asked if people would accommodate themselves in a room with a bad review, 13, 4 % would and 86, 6 % would not.

More males are willing to accommodate themselves in a room with a bad review and thereby give the host a second chance as we clearly see in the comparison among genders.

*Graph 10 Ability to accommodate in a room with bad review*
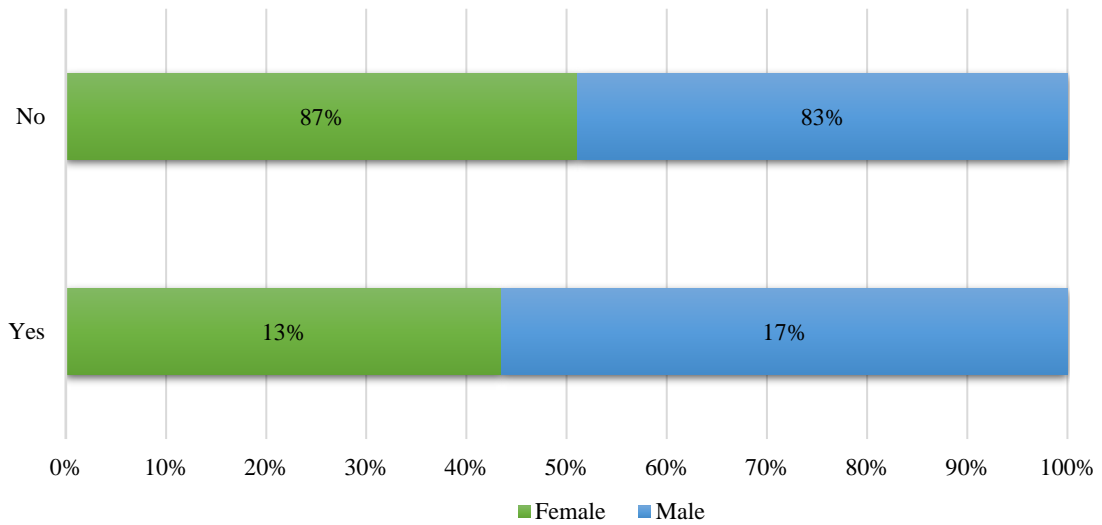
Experiences

The aim of this shorter block was to find out the positive and the negative experiences. The question asked if people have a negative experience with AirBnB and the answers were almost even, 53 % of respondents have not faced any negative experience so far instead of 47 % who have.

The negative experiences are mostly smell, noise, dirty place or a host who does not speak English, a cat in the house without warning, keys that did not work, a flat above noisy pub, fake pictures, unprofessional approach of the host, high service fees and a lack of support from the company.

Graph 11 Negative experiences
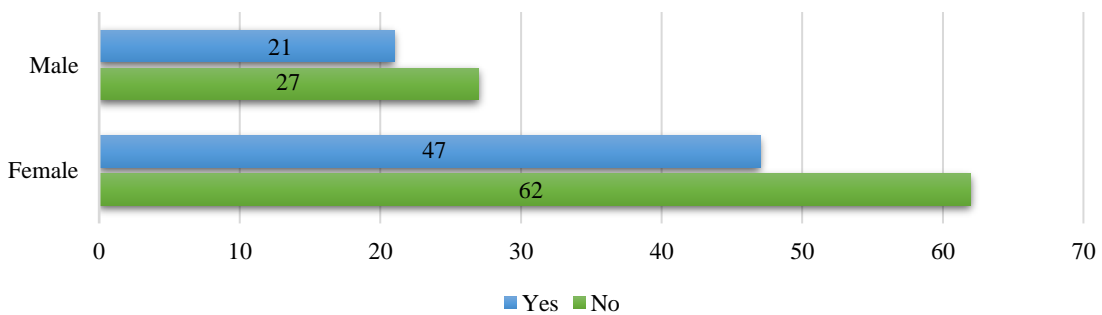
On the other hand, visitors also have positive experiences such as a box of chocolate or fruits as a welcoming surprise, nice talkative hosts, a pleasant accommodation, low price, cleanliness, meeting wonderful people, home feeling, privacy, fully equipped kitchen and so one.

Visitor´s perceptions

The following set of questions offered respondents the answers: "Definitely yes", "Rather yes ", „Rather not" and "Definitely not" depending on their discretion.

Respondents were asked if AirBnB offers a better experience than hotels. More than 70 % of respondents said, "Definitely yes" or "Rather yes", 30 % said "Definitely not" or "Rather not". In this case, males tend to have positive perception more than females.

Table 8 Hotel vs AirBnB according to the gender

	Female		Male	
	Abs.	**Rel.**	**Abs.**	**Rel.**
Definitely not	1	1 %	1	2 %
Rather not	27	25 %	8	17 %
Rather yes	50	46 %	27	56 %
Definitely yes	31	28 %	12	25 %

Source: Own elaboration, 2019

Graph 12 Hotel vs AirBnB according to the gender
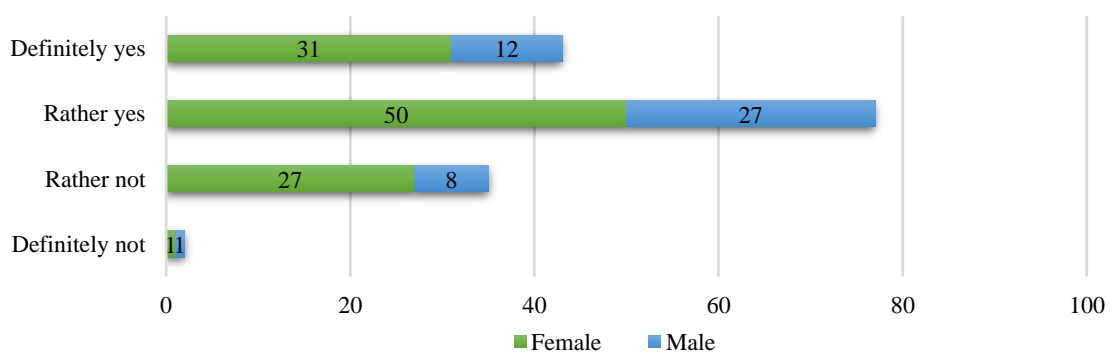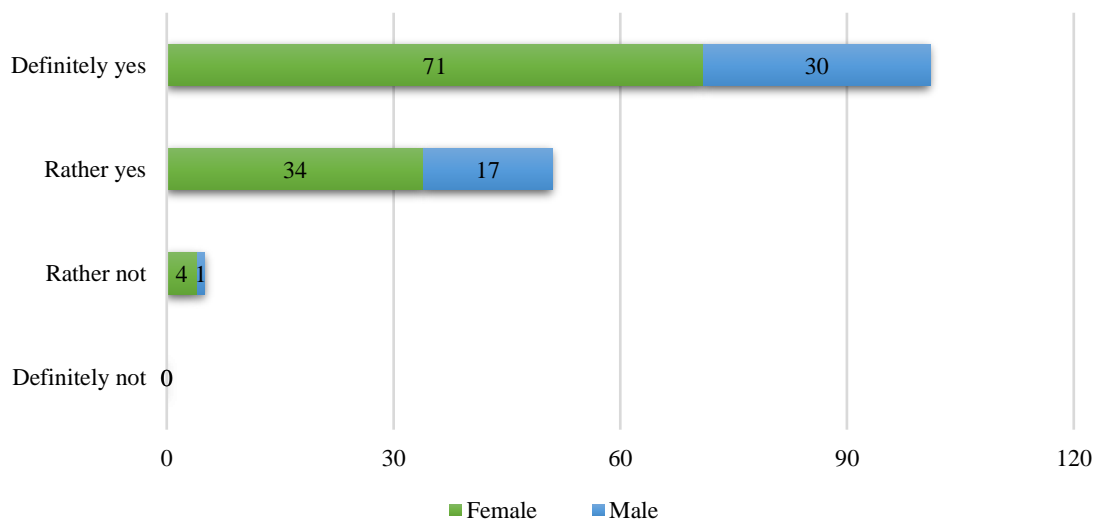

Source Own elaboration, 2019

The following question in this set was about giving recommendation to friends. The exact question was "Would you recommend using AirBnB to your friends?" 97 % said "Definitely yes" or "Rather yes". Only 3 % said "Rather not", nobody said "Definitely not", we can assume that there are more positive experiences than negative ones.

Table 9 Recommendation according to the gender

	Female		Male	
	Abs.	**Rel.**	**Abs.**	**Rel.**
Definitely not	0	0 %	0	0 %
Rather not	4	4 %	1	2 %
Rather yes	34	31 %	17	35 %
Definitely yes	71	65 %	30	63 %

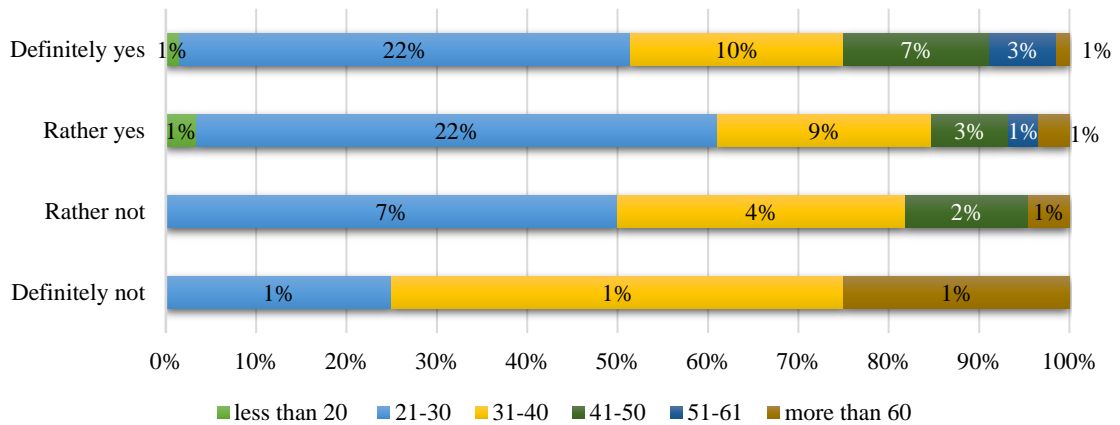*Source: Own elaboration, 2019*

Graph 13 : Recommendation according to the gender

Source: Own elaboration, 2019

Respondents were also asked if they think that AirBnB helps to develop tourism in destination. 82 % said "Definitely yes" or "Rather yes", 18 % said "Definitely no" or "Rather no".

Graph 14 Tourism development according to the age

The next question focuses on the safety of AirBnB. 89 % of respondents consider AirBnB safe, but 11 % said "Rather not". We can only guess that the reason might be because the location of the accommodation could be in a busy area or in not a very popular part of the city. A Little distrust was recorded especially between ages 21-30 and also between ages 31-40.
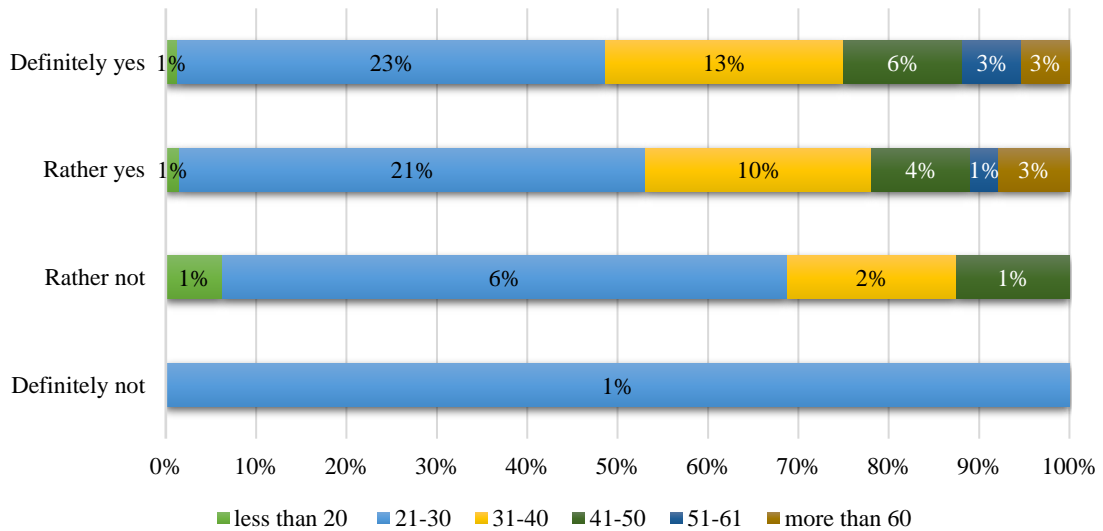
Graph 15 AirBnB safety according to the age
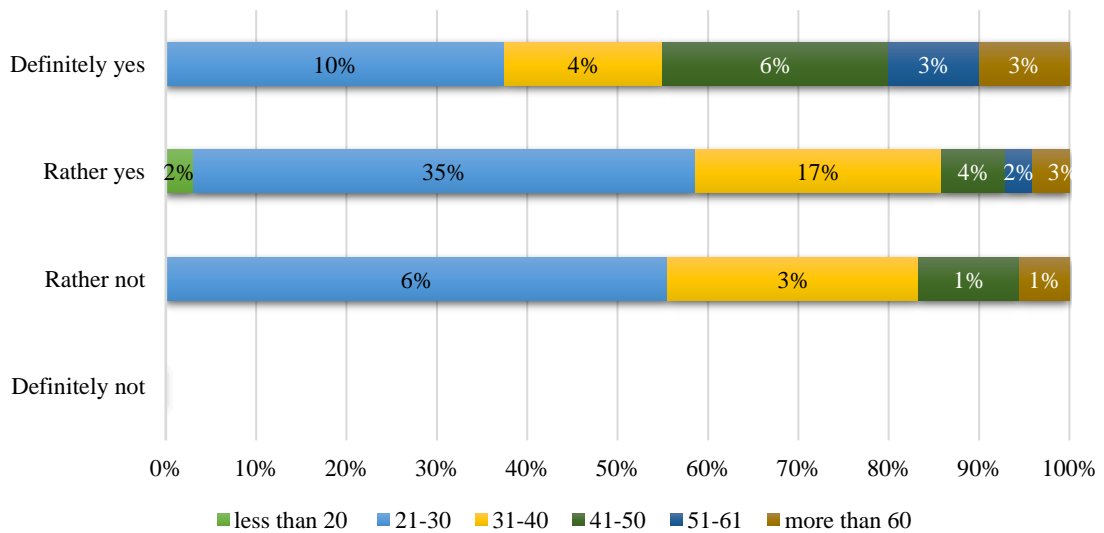
The last question in this section asked if AirBnB is turning mainly into business nowadays. 87 % of respondents said "Definitely yes" or "Rather yes", 13 % does not think that.

Graph 16 AirBnB as business

Respondent´s characteristic

The last section focuses on respondent's age, gender, status, language ability and the country of living.

The survey was participated by 109 females and 48 males, the majority was among 21-30 years old (60 %), then 31-40 years old (24 %), 12 % of people among 41-50 years old. The smaller representation was among 51-61 years (5,7 %), 5,1 % of respondents were older than 60 years and 1,9 % were younger than 20 years old. The status of respondents represents workers (48 %), students (33 %), self-employed (11 %). There was also 5 % of retired people, 0,6 % of unemployed and 2 respondents answered "other". We can see all the specific number in the table below.

| The characteristic of the sample of the survey	
Gender	
Female	109
Male	48
Status	
Student	52
Worker	76
Self employed	18
Unemployed	1
Retirement	8
Other	2
Age	
< 20	3
21-30	80
31-40	38
41-50	19
51-60	9
60+	8

Source Own elaboration, 2019

The countries of living were Czech Republic (28 %), Germany, Austria, England, Ireland, Scotland, Poland, Netherlands, Slovakia, Slovenia, France, Hungary, China, Taiwan, Sri Lanka, Malta, United States, Australia, Denmark, Croatia, Finland, New Zealand, Norway, Portugal, South Africa, Turkey, Sweden, Kenya, Hong Kong, Serbia, Spain, Italy, Canada, Brazil, Fiji, Mexico, Switzerland, Jordan, Greece, Egypt.

The total number of countries of living is 40.

Many people who participated in the survey can speak at least two foreign languages, specifically 62 %. The results highlight that people who enjoy travelling have passion for learning new languages and thanks to that, they probably enjoy traveling even more.

Graph 17 Language ability
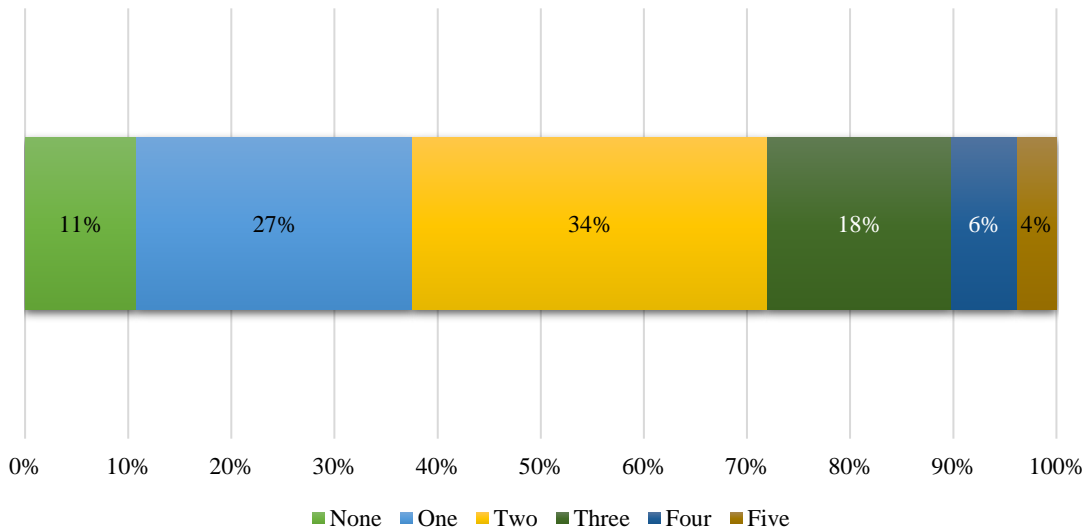
Graph 18 Language ability according to the age
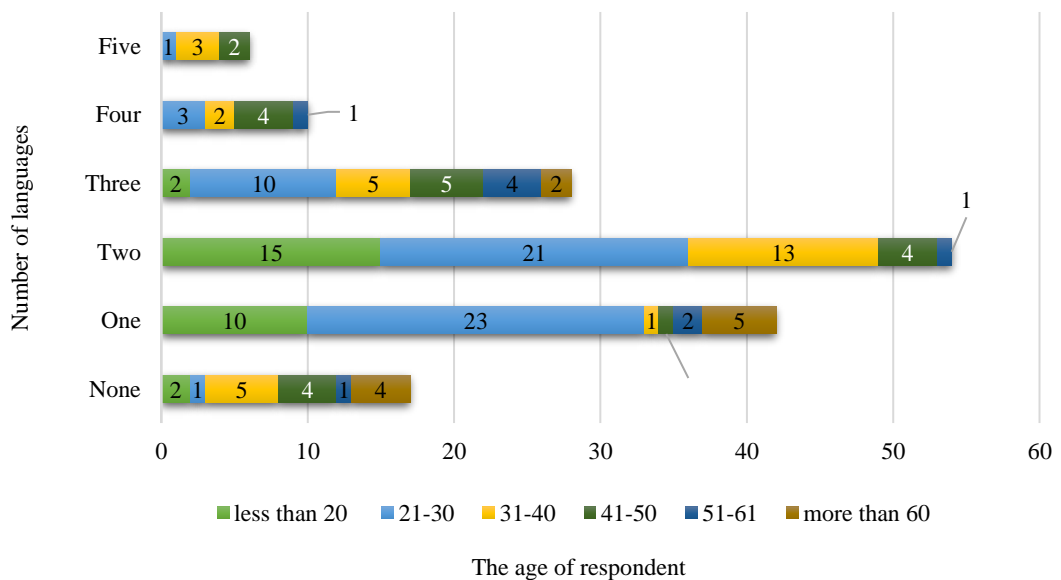
4.5.2.The analysis of supply

The analysis of supply is based on answers from respondents from Madeira, who offer their accommodation through AirBnB channel.

At the beginning, respondents were asked when they became a part of the rental community. The graph below demonstrates that 33 % of respondent's answers were - in the year 2017, 27 % answers were - in 2016, 20 % said - in 2015 and 17 % became a member earlier than in 2015. The last 3 % of respondents joined the community in 2018. The number of providers is growing with time as it is obvious from the graph below and second thing we can see is, that males joined to AirBnB earlier than females.

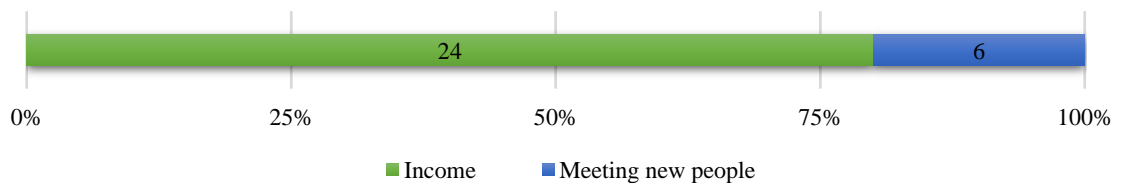*Graph 19 The year of becoming AirBnB host*
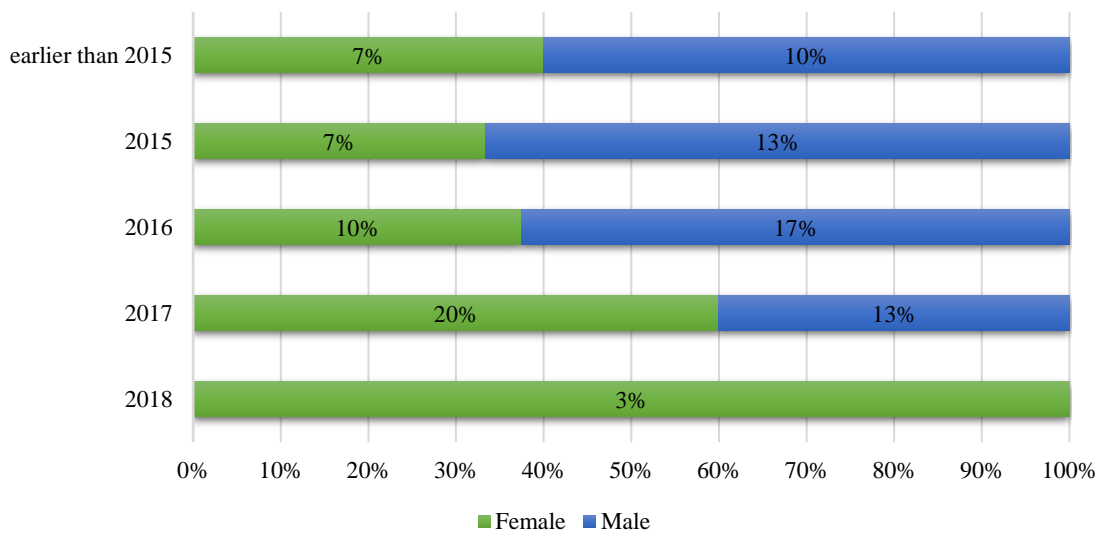
The aim of the next question was to find out the reason for joining the rental community. The majority said "income" (80 %), 20 % chose the answer "Meeting new people".

*Graph 20 The reason for joining AirBnB*

The reason for males was income with 94 %, and only for 6 % males was the reason meeting new people as it turned out from the comparison among genders. The situation is different with females. 64 % of them started with renting because of the income, but 36 % of females wanted to meet new people.

Graph 21 The reason for joining AirBnB according to the gender of provider
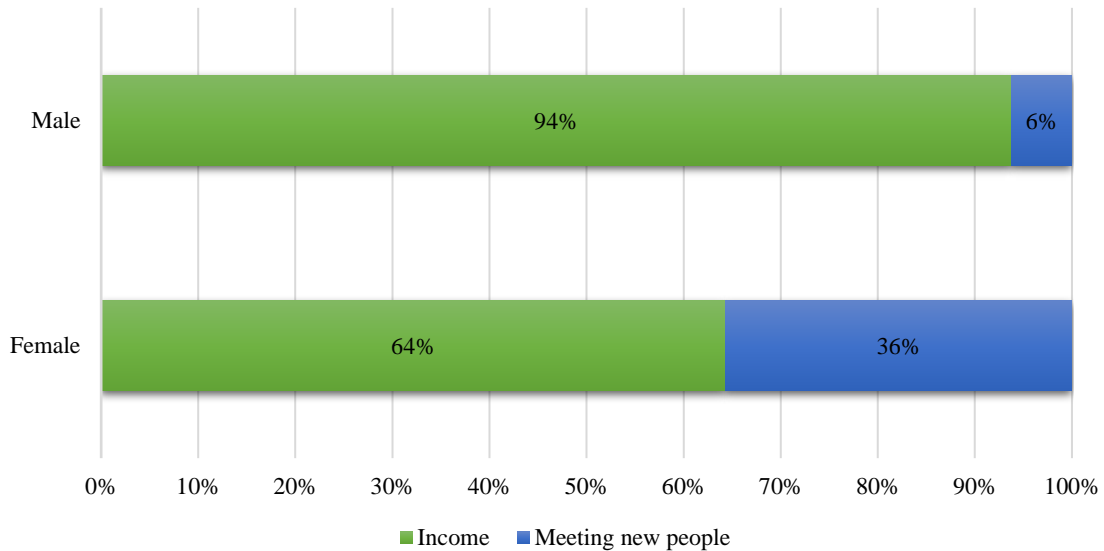
Source Own elaboration, 2019

There are answers of the question "Where did you find this option of accommodation?" in the graph number 22 below. The majority, 54 % of respondents said, "the Internet", 36 % were informed by a friend and 10 % found this option on social media. Therefore, the way of finding AirBnB remains the same for the visitors and also for the providers.

Graph 22 The way of finding AirBnB according to the gender of provider
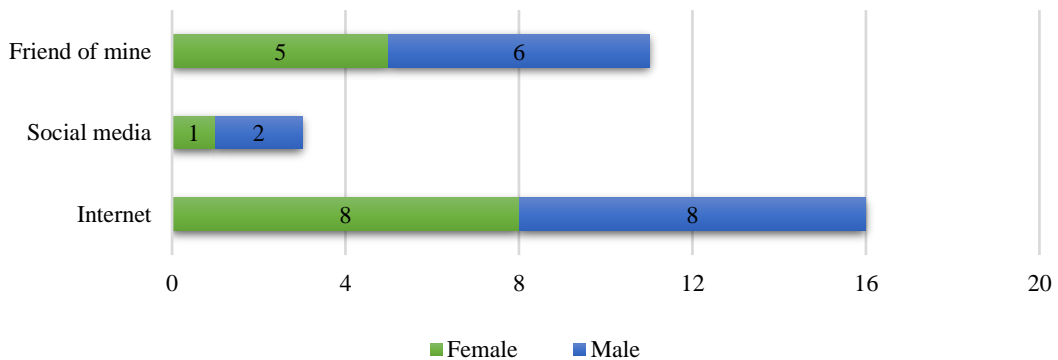
Source Own elaboration, 2019

Graph 23 The way of finding AirBnB according to the age of provider
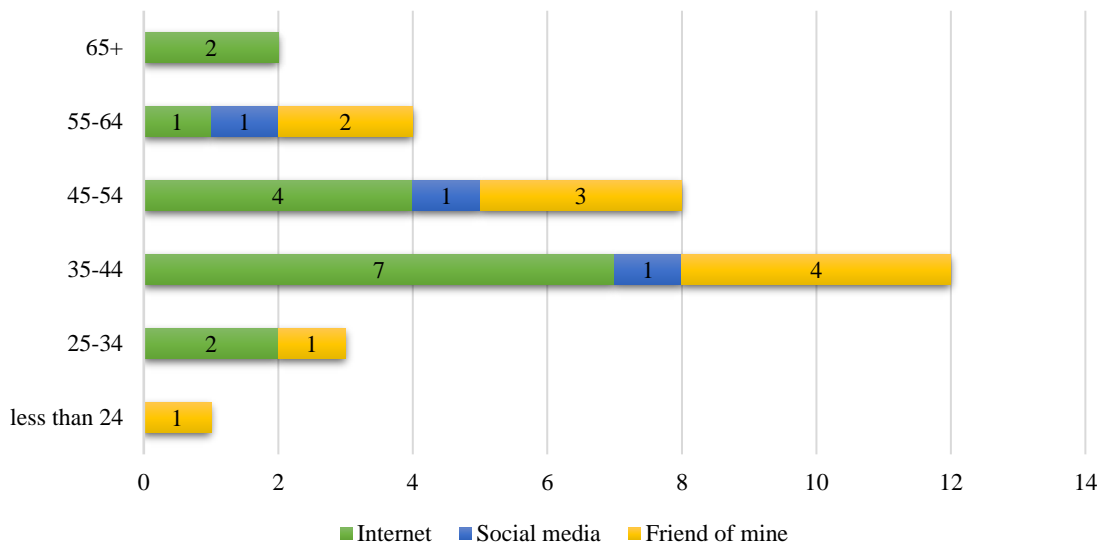
In the following question, providers were asked, what type of accommodation they provide. 90 % of respondents provide an entire home and 10 % provide a private room in their own home. We can say that nearly the same ration was detected with visitor's preferences.

Graph 24 Type of accommodation

Respondents were also asked if they use AirBnB as visitors. The graph number 25 reveals that 74 % use this option of accommodation and 26 % do not. In comparison with age, the graph shows that 7 % (2) of respondents older than 65 years old do not use AirBnB meanwhile other age groups do use AirBnB as visitors. We can only assume, that maybe people started to offer their places after they used AirBnB as visitors themselves previously.

Graph 25 Using AirBnB as a visitor according to the age
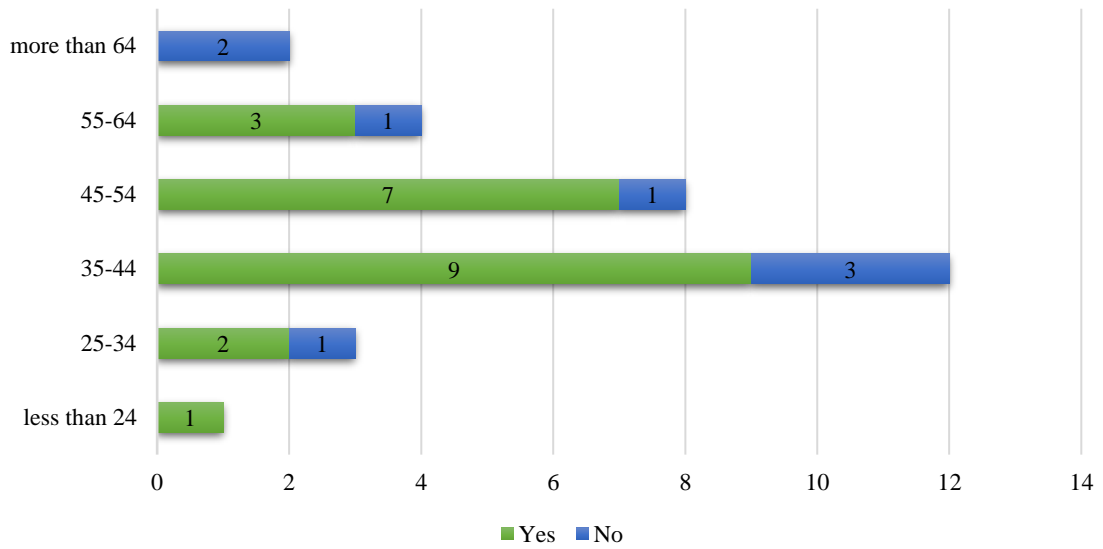
The following question focuses on income. The income from renting is the main income for 30 % of providers, the rest 70 % do not count renting as a main income, but just as an extra earning. The graph number 25 shows, that the income from renting is the main income in most cases for self-employed people.

Graph 26 Rental as the main income

Experiences

As visitors, providers were asked for their negative and positive experiences about renting. More than 50 % of respondents did not face any negative experience, the rest mentioned, for example, rude clients, bureaucracy, the taxes and jealousy of the customers because of the host´s home and also guests who do not speak any other language than their own and they expect the host to understand that language.
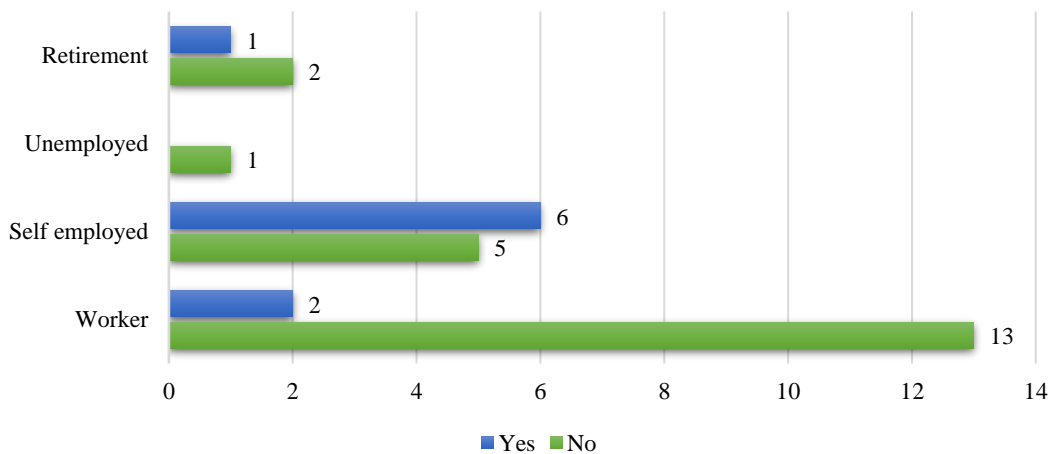
Positive experiences are primarily meeting new interesting people from all over the world, quick payment, reliability, presents from visitors and many bookings.

Provider´s perceptions

There are estimates of how many AirBnB is in Madeira in the graph number 27, 30 % of providers did not share their guess, 17 % said less than 500, 23 % said between 1000 - 15000, the same percentage said among 2000 - 4000 and only 7 % said more than 5000, which is correct. (The current number of active rentals is 5292). These results tell us, that the majority of providers does not have any idea, of how many AirBnB are in the area.

Graph 27 The guess of number of AirBnB
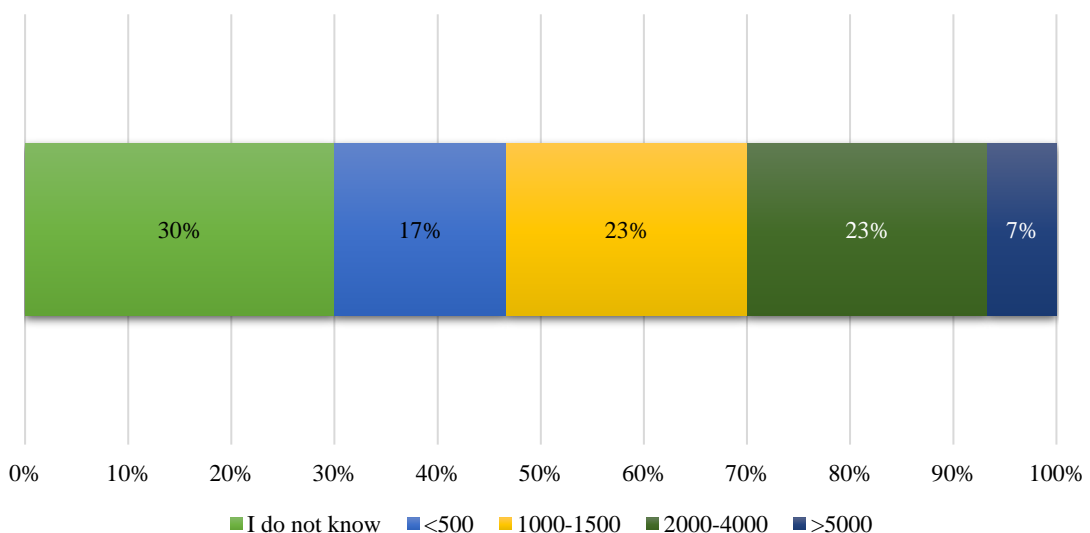
Source Own elaboration, 2019

The respondents were asked if shared accommodation offers better quality than hotels as in the analysis of demand, also in analysis of supply. When we compare the opinions of females and males, we can say that 79 % of females say that AirBnBs offer better quality than hotel, meanwhile males think that only in 69 %.

Graph 28 AirBnB vs Hotels according to the gender of provider
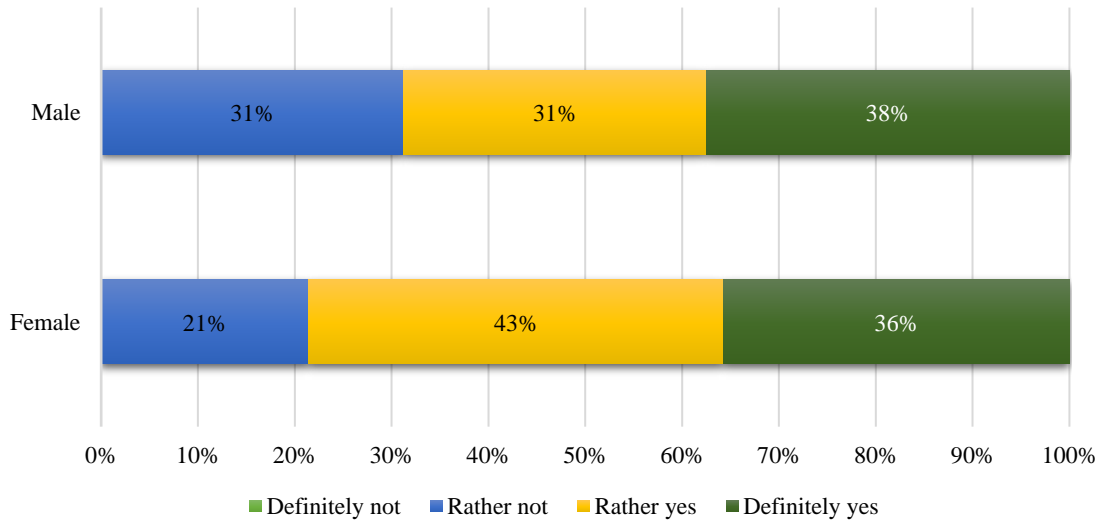
Next, people were asked if there is enough shared accommodation in Madeira. 70 % of respondents answered, "Definitely yes" or "Rather yes", 30 % said "Rather not" or "Definitely not". In detailed evaluation, people who answered "Rather not" or "Definitely not" were not even close about their guess how many Airbnb's are in Madeira in one of the previous questions. Their guesses were often lower than 1000.

Graph 29 AirBnB in Madeira
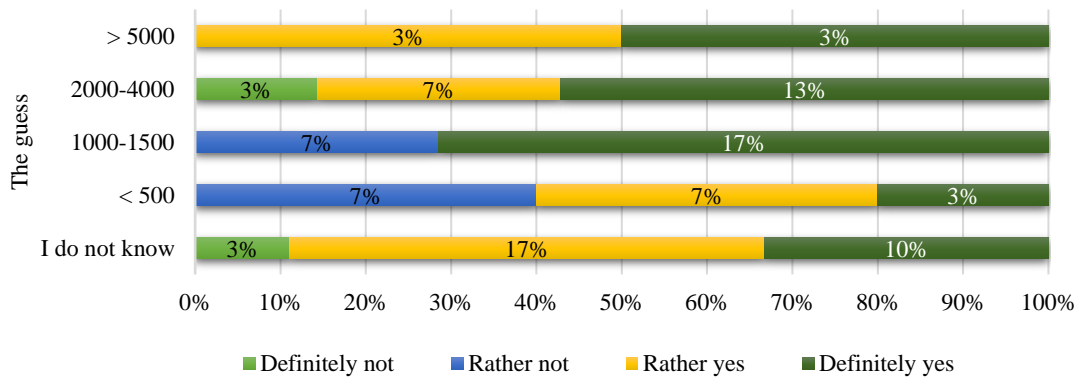
The last question from this section is focused on thoughts if this type of accommodation helps to develop tourism in Madeira. The results of this question are pretty one-sided. 90 % of providers said, "Definitely yes" and 10 % said, "Rather yes". Nobody doubts about it. It is obvious that AirBnB has been helping to develop tourism in Madeira, but we can ask ourselves, whether it is enough of help or even too much of it. There might be a thin boundary between developing tourism and destroying the city as you can read about AirBnB situation in the literature overview at the beginning of this thesis.

Graph 30 The development of tourism
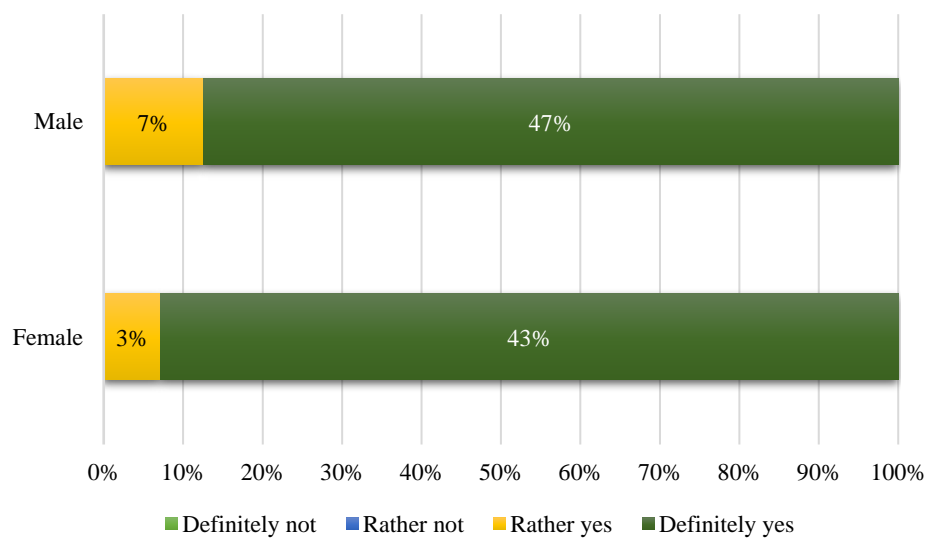
Source Own elaboration, 2019

Extras

Respondents were also asked, if they provide any other service for the guests. 73 % of providers answered "No" and 27 % said "Yes". The services are breakfast and dinners, car hire, or help with choosing island tours or laundry.

One question was also focused on the nationalities that providers who participated in this survey accommodate the most. The most frequent answers were Germans, French and British.

Also, one question was aiming at the AirBnB community and the aim was to find out if providers know anyone else who offer rentals through this channel. 90 % or providers know other people, 10 % do not know anyone else who offer rentals. We can assume that the community is quite strong.

Respondent´s characteristic

The last part is focused again on the identification of respondents, their gender, country of origin, status, language ability and their age.

The survey participated 14 females and 16 males, the majority (37 %) is between 34 - 44 years old, there is 23 % that are between 45 - 54 years old. Other groups of age have little numbers, younger than 24 years is 1 respondent, 3 respondents are between 24 - 34 years old, 4 people are between 55 - 64 years old and 2 respondents are older than 65 years.

50 % of respondents are workers, 37 % are self-employed, 10 % are already retired and 1 respondent is currently unemployed. It is not surprising that there are not any students among the answers.

In the question about education, 83 % of providers answered that they finished university and 17 % finished high school. The fields of study were very diverse, e.g. accounting, marketing, history, anthropology, architecture, biochemistry, engineering, philosophy, hotel business, mathematics, tourism.

The question about the country of origin has expected answers. The majority of providers were born and raised in Madeira (73 %), but also in other countries as the United Kingdom, France and Germany. This trio of countries is not that much surprising, because these countries belong to the countries that hosts accommodate the most. South Africa was also mentioned as a place of origin, but with no country specification. We can see the specific number in the table below.

The last question is focused on languages ability. 50 % of providers can speak 2 foreign languages, 23 % can speak 3 foreign languages, 20 % can speak 1 foreign language and 2 respondents can speak only their native language (which is English).

Table 11 Respondents characteristic

The characteristic of the sample of the survey	
Gender	
Female	14
Male	16
Education	
High school	5
University	25
Place of born	
Madeira	22
United Kingdom	2
France	1
Germany	2
South Africa	3
Status	
Worker	15
Self employed	11
Unemployed	1
Retirement	3
Age	
< 24	1
24-34	3
35-44	11
45-54	7
55-64	4
65+	2

Source Own elaboration, 2019

All of the respondents included English in their language ability and many providers who were not born in Portugal can speak Portuguese.

Graph 31 Language ability

Number of languages the respondent can speak

■ None ■ One ■ Two ■ Three
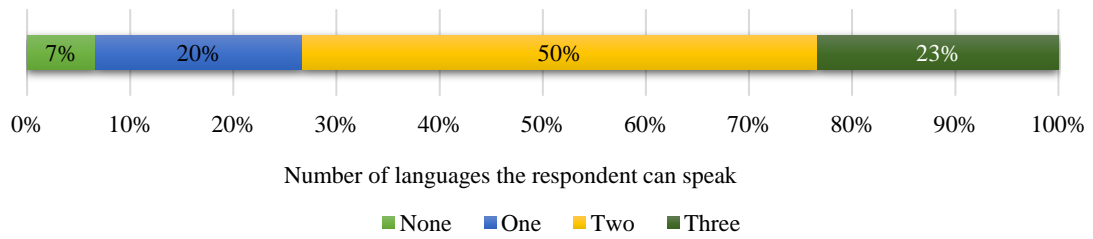
4.5.3. Individual interviews

In this part, the individual answers will be presented. The information was collected from 10 respondents. The interviews were structured similar way as the questionnaire for travellers, but the purpose was to gain more personal opinions and experiences, depending on the flow of the interview.

At the beginning, respondents were asked where they started using AirBnB. Most respondents answered in 2015 or in 2016, the only exception was respondent Milton who said in 2014 and Carolina who said in 2018. It emerged during the interview that the most visitors found the option of shared accommodation on the internet (6). Three respondents got the information from a friend. The only respondent Simon found the information on social media. Three respondents who said they found out about shared accommodation on the internet mentioned, that they saw an advertisement of AirBnB during watching videos on YouTube and that it was the first motive to do a research about that. Most respondents (6) started using shared accommodation because they were looking for cheaper accommodation. Two respondents just wanted to try something new, respondent Dimitar answered, *"I was looking for a long-term accommodation when I moved to Italy for a few months"* and Anna, who travels a lot because of her job, said, *"I was looking for a place with kitchen and other important things for me, while I have business trips"*. During the individual interviews turned out, that kitchen accessibility is important or a big benefit for many people, especially for people whose reason for choosing AirBnB was the price.

In the next flow of questions, respondents were asked about their preferences, about the place itself and the host´s gender. Most respondents definitely prefer separated accommodation, specifically 8 respondents. When they were asked for the reason, all of them mentioned their privacy. Student Marie said she prefers shared accommodation, because it is cheaper and 26 years old Grace answered, *"Separated when I travel with someone, shared when I travel alone"*. People do not really care about the gender of the host as it was already noticed in the analysis of demand.

No one had such a negative experience that would stop him/her to use AirBnB anymore. Nevertheless, six respondents have experienced something that they would not call a positive experience. For example, Mohamed said, *"I was not provided the correct information about the distance to the underground, I had to walk about 20 minutes instead of having a stop in front of the building"*, Dimitar has experience with blocked drain, Milton had a not very nice stay because of a little mess in the apartment and two ladies experienced a noisy place. Grace experienced a cancellation of her reservation just few days before her arrival to the destination. Four respondents said that they have not faced any negative experience so far.

On the other hand, each respondent had something positive to say about his or her stay. The frequent things were price, recommendation from hosts, location in the centre, but the most often mentioned was meeting nice people. For example, Simon said, *"Meeting locals, when I shared a house with an older couple, they invited me for dinner with them, I also stayed in very nice cottage in the mountains, that was magical"*, Katharina mentioned cleanliness and feeling like at home. Jan said *"Access to places that are super interesting, cozy cottages and so one, hotels do not provide this"* and Caroline said she enjoys living more like a local, also Anna shared her experience *"One night I arrived late, and the host prepared a meal for me that was very nice. I also met many nice people, got good recommendation"*.

The frequency of using AirBnB was diverse. About five respondents use AirBnB once or twice per year, mostly for holiday that last about one week. With growing number of frequencies, the time spend in the destination is getting shorter. Two women said they use AirBnB four to five times per year, but the duration of the stay is most often a weekend period. Two respondents also mentioned higher number (about four to five times per year) but the main reasons are business trips.

All respondents care about reviews, they consider reading reviews as preparation, especially to find out some negative experiences of other travellers. On the other hand, three respondents mentioned that they do not believe the reviews 100 %. It has turned out, that nearly nobody would accommodate themselves in a room without review or they are not sure, so it seems like a vicious circle for the host. If they do not have reviews, hardly anybody would accommodate in theirs place and they do not even have a chance to get some reviews.

My opinion is that this is the reason, why AirBnB is experiencing issues with fake reviews. Often mentioned reason for not accommodating in a place without review was the risk. For example, Grace said, *"I would not probably accommodate myself there because I do not want to take a risk"*, Marie also said it seems risky for her and Simon said, *"I would accommodate there only alone, not with my wife"*. After these answers, it was more than clear that nobody would accommodate themselves in a room with bad review.

Five respondents consider AirBnB as a definitely better option of accommodation than hotels. They often like that they can feel more comfortable, more like at home and they like the variety of places they can accommodate themselves in. Carolina said *"…, some places offered on AirBnB are just so amazing, better than simple hotel"*. Respondents were sometimes not quite sure, what type of accommodation they prefer, for example, Grace said, *"I always feel like at home in AirBnB, but I also like hotel service and big breakfast"*. Dimitar and Simon had similar opinion, both of them think that hotels offer more services and Dimitar also likes the fact that hotels already have a reputation. All of respondents would recommend using AirBnB to their friends, even though they themselves might prefer hotels, they still think AirBnB is a good option for accommodation. The topic about development of tourism in the destination caused a bit stronger emotion by some respondents. Most respondents (8) said that they think AirBnB helps to develop tourism, but two respondents think that it is the opposite. Grace said *"It used to think that it helps, but nowadays, there are sometimes too many AirBnB and I believe that locals are not happy about that, and also the city is crowded afterwards"*, Dimitar said *"It is destroying the tourism. Too many people arrive in the areas and it ruins the city"*. He also mentioned that the fact he has a strong opinion about this is, that he is currently living in the area where AirBnB is very extended, so he sees that from other perspective. Nobody of respondents has ever felt unsafe in conjunction with AirBnB, but they often said that safety depends on individuals and also on the area. One respondent mentioned that even though he thinks AirBnB is safe, hotels are even safer in his opinion. The opinions about turning AirBnB mainly into business were surprisingly quite one-sided. Six respondents have a strong opinion that AirBnB is turning into business and it is not about sharing home anymore.

Two respondents were not sure what to think about this issue and other two respondents also think that AirBnB is turning mainly into business but without strong conviction. Jan added *"...not that sure about villages, I think it is not such a big business for people who live in small villages"*

From the participating respondents, most of them (6) can speak two foreign languages, three respondents can speak one foreign language and respondent Anna, who travels a lot because of her job is fluent in three foreign languages. The age scale of respondents was from 22 years up to 43 years. Five men and five women were participating in the interviews, from nine countries (Sudan, Bulgaria, New Zealand, Belgium, Portugal, Italy, Czech Republic, Germany and UK). One student Marie was participating, two self – employed and seven workers from different fields (programmer, marketing, administrative, business).

At the end of the interview, each respondent was asked for any thoughts or suggestions. Mohamed – *"I read hosts complain from App managers, it's all about making money, like UBER but instead they use people's houses. AirBnB let people like me from low economy countries to spend a wonderful stay abroad in very reasonable prices."* Dimitar – *"I mainly use Airbnb with my family. It is more comfortable for us when we can rent a guest house with a kitchen and a place for them to play safely outside."* Grace – *"I like the idea of AirBnB, to feel like home, but I think it should be better controlled, especially the amount of AirBnB in main cities."* Milton – *"I think the fact that many hosts have turned AirBnB into a commercial business is taking away from the original intention of the AirBnB experience and hurting local people in terms of removing market rentals from the marketplace. I am currently looking for alternatives to AirBnB in my travels."* Jan – *"I think, in bigger cities, the regulation is necessary, it brings more problems than positive things. On the other hand, I have experienced older couple as a host, and I think that the option really helps them to "be part of the world". I think it is not that much about money for them but about helping people and show them their world."* Anna – *"I use AirBnB quite often for my business trips and I have to say I am very pleased with the service. I appreciate the freedom of having own apartment, be able to cook for myself, everything is just perfect. I had also a luck that my hosts were always very kind."*

Simon – *"To be honest, I prefer hotel accommodation, but when I want to escape to the quiet area, there are not usually hotels, so I choose AirBnB. But I have to say that I have very good experience as I mentioned before, nice cottage, nice people, but still I like the service that hotels offer."*

5. Suggestions

AirBnB has impact on many different fields. AirBnB has significant role for the economy, it brings even more tourists to the area and with theirs spending, the economy can grow. However, there is also a place for reflection. Is the higher number of incoming tourist good for the island? Is it good for the beautiful nature? The frequent answer from the survey was that AirBnB helps to develop tourism in the area. However, as we can see on the situation in other cities, tourism could get massive and without any limitation, it could slowly destroy the whole place, especially this beautiful island. It is important to realize that too many people will not have positive effect on its nature and probably not even on the island itself. If the number of listings on AirBnB or other sites keeps growing, it would be suggested based on the research, some kind of regulation, possibly the number of days people can rent. In the author opinion especially, islands should be aware of the danger of massive tourism.

AirBnB and other types of shared accommodation are still growing in popularity, but some places might be improved. Respondents themselves proposed some suggestions, the others came to author mind while talking to respondents or finding information about AirBnB in general. Both groups, providers and visitors have a big impact on future of AirBnB. When respondents want to provide amazing stay to their visitor, they should follow some rules and tips, because happy visitor is the best rating. On the other hand, visitors should also behave in a specific way, so they could have a pleasant stay. The following part suggests some tips for providers, so they could get a good rating from a visitor. Individual suggestions are based on the results of the research.

1. **Being nice and honest** – this suggestion might seem obvious, but it was often mentioned by respondents, so it is probably not that common.

2. **Little snack** – having a bit of food is a big benefit, especially when guests arrive late in the evening/at night. Someone might argue about the costs, but it is not necessary to have a full fridge, it would be enough to offer a piece of bread with cheese or some crackers. Another suggestion is also connected with food and that is baking. Little cake is never a wrong step, guests will love it and it will make the place smell amazing.

3. **Good quality pictures** – good pictures decide if people accommodate in the place or not, so it is desirable to have quality pictures or even a video to present the place. The place sometimes looks good in real but the pictures, which are supposed to represent the place are very bad, and the host is losing the booking thanks to that.

4. **Cleanliness** – another obvious suggestion but it is worthy to take a time to clean the place properly, no one wants to find a hair in the bathroom or anywhere else.

5. **Make the place smell nice** – I would guess that many people do not know, how much smell of the place can affect the guests. It would be nice to light an aroma lamp or candle with nice comforting smell, but it is important not to choose very strong smells, that could have the opposite effect.

6. **Cooperation** – cooperation with other business might be beneficial, if possible. For example, offering a coupon for breakfast in nearby coffee shop.

7. **Recommendation –** travellers usually appreciate recommendation from locals about places to visit, to eat out, etc.

This part is focused also on suggestions but for visitors now, what they may or could do. Some tips are highly suggested, like being respectful, other are just recommendation, like bringing a present.

1. **Being nice and honest.**

2. **Bring a little present –** especially when visiting a foreign country, it is really nice to let the host know a little bit about your country. It might be a traditional sweet, little coffee or anything else you like, or you are proud of.

3. **Do not make too much noise and be thoughtful about neighbours –** nobody wants to listen to the loud noise from the other side of the wall. Be respectful, not everyone is having a holiday and they just want to sleep calmly during the night.

4. **Do not leave a mess –** this should be common. Do not leave dirty dishes in the sink, clean after yourself.

5. **Take your time when choosing the place –** if you can, do not rush, take your time to read all evaluations.

6. **Trust in yourself** – if you are not sure about the place, trust your intuition and search for another place.

6. Conclusion

The main aim of this master thesis was to analyse the current state and identify the potential for the development of shared accommodation in Madeira island. The second goal was to identify barriers of its development based on the results of research about this type of accommodation and reduce them.

Studying theoretical knowledge of sharing economy and more specifically shared accommodation shows that this topic is greatly popular these days in many different ways. Someone is supporter and perceives positively the idea of shared accommodation someone is the opposite. Supporters are mostly providers of accommodation because of extra income and travellers because of the opportunity to live more like local, reasonable prices and sometimes, uncommon types of accommodation. On the other hand, people who live in the area with many accommodation opportunities, in the city centre or have travellers next door are not very happy. Prices of rent are much higher, people on holiday are often noisier and the place is just crowded.

The research was assembled in the way the demand and the supply of AirBnB can be compared. The supply was focused on a specific destination, Madeira island, and the demand was focused on travellers from over the world. Individual interviews were implemented to gain more specific information,

Based on questionnaires it turned out that in many ways, answers of demand and supply are similar. Most respondents found out about AirBnB on the internet, the majority of both groups think that AirBnB is better than hotels and that AirBnB helps to develop tourism in the area but also that AirBnB is turning mainly into businesses and does not meet the main purpose of shared accommodation. The results also show that people are greatly influenced by reviews and without them, the chance of booking the accommodation is getting lower. Other answers indicate that most visitors prefer separated accommodations and most providers provide the entire homes with full privacy, so it collaborates very well. The research did not show significant difference in answers between genders.

Respondents of demand shared their negative experiences such as noise, smell, not good communication with the host, not clean place but also positive experiences such as a little gift, clean place, reasonable price, kind host etc. The negative findings were recorded as barriers of the development and some tips how to improve their offer were suggested to providers, Tips how to behave when choosing and staying in AirBnB were also suggested to visitors. Individual interviews helped to understand why people prefer AirBnB rather than hotels and it is mostly because of privacy, the kitchen area and the unique experience.

Self-reflection

I have had many conversations about AirBnB (face to face or through the internet) during the research, Thanks to that, I had a chance to see the point of view from other perspective. I must admit that my look at AirBnB has changed. I perceived AirBnB in only positive way before I started working on this thesis, but after studying the topic, I also realized the negative impact on the destination. I still think that AirBnB is a good way how to see the culture, how to enjoy the unique experience but I also became a supporter for the restriction.

I. Summary

In the 21st century, people are used to travel as never before. Thanks to globalization and the ability to speak foreign languages, especially English, it is easy to visit places that our older generation could have just dreamt about. The trend "Living like a local" is becoming more and more desirable and platforms for shared accommodation seem to be a way, how to achieve this desire. It is not all about shared accommodation but about sharing economy in general. People want to share cars, bikes, tools and (so one) other things.

The aim of the thesis is to analyse the current state and identify the potential for the development of shared accommodation (AirBnB) in Madeira Island. Next goal is to identify barriers of its development based on the results of research about this type of accommodation and reduce them.

The research itself was divided into two sections. The first section is based on online questionings and the second on individual interviews. Online questionnaire survey is split up into two parts, the first part is focused on visitors from all over the world, who use shared accommodation, trying to find out, how travellers evaluate this specific type of accommodation and the second part is focused on providers of shared accommodation on the island of Madeira. To find out more opinions about shared accommodation, 10 individuals were approached. The individuals were asked questions, which were similar to the first survey, but more in depth. Respondents were asked for reasons and any thoughts about AirBnB. After all the information have been gained, some tips were suggested to the AirBnB providers with the goal to make a stay for visitors more enjoyable.

Keywords: shared economy, shared accommodation, AirBnB, Madeira Island

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III.   The list of pictures and tables

IV. The list of attachments

1. Questionnaire - The analysis of supply

2. Questionnaire - The analysis of demand

V. Attachments
Questionnaire - The analysis of supply

1. When did you become a part of rental community?

2. What was the main reason for joining rental community?

   - Income
   - Meeting new people
   - Curiosity
   - Other……………………………….

3. Where did you find this option of accommodation?

   - Internet
   - Social media
   - Friend of mine
   - Other……………………………….

4. Which languages do you speak?

5. What type of accommodation do you offer to your visitors?

   - Entire home
   - Private room (shared common areas with host)
   - Shared room
   - Other……………………………….

6. What is your negative experience about renting?

7. What is the best experience about renting for you?

8. How do you choose your visitors?

9. Do you have any preferred nationalities of your visitors? If so, which?

10. Which nationalities do you accommodate at most?

11. Do you prefer any gender as a visitor?

    - Yes, Female
    - I do not mind

12. Make a guess, how many Airbnbs are in Madeira

13. Do you know anyone who offers her/his accommodation through AirBnB or other rental community?

14. Do you also use Airbnb or other shared rentals as a visitor?

    - Yes
    - No

15. Is the rental your main income?

- Yes
- No

16. How much does cost your accommodation?

17. What kind of help do you offer to your visitors? Recommendation for restaurants, bars etc.

18. Do you think that this type of accommodation helps to develop tourism in Madeira?

- Definitely yes
- Rather yes
- Rather not
- Definitely not

19. Do you think there are enough shared accommodations in Madeira?

- Definitely yes
- Rather yes
- Rather not
- Definitely not

20. Do you think that shared accommodation offers better quality than hotels?

- Definitely yes
- Rather yes
- Rather not
- Definitely not

21. Do you offer other services to your visitors? If so, which?

22. What is your education?

- Primary school
- High school
- University
- Other…………………………….

23. In what field is your education?

24. Where do you come from?

25. What is your gender?

- Female
- Male

26. What is your status?

- Student
- Worker
- Self employed
- Unemployed
- Retirement
- Other…………………………….

27. How old are you?

- less than 24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+

Questionnaire - The analysis of demand

1. Where did you find this option of accommodation? (AirBnB)

   - Social media

   - Internet

   - Friend of mine

   - Other…………………………….

2. When did you become a part of Airbnb?

   - 2019

   - 2018

   - 2017

   - 2016

   - 2015

   - 2014

   - 2013

   - Earlier than 2013

3. What was the main reason for joining Airbnb community?

   - Cheaper accommodation

   - I wanted to try something new

   - Meeting locals

   - Other…………………………….

4. Do you prefer a shared accommodation with your host or separated?

   - Shared with the host

   - Separated

     o Why do you prefer that?

5. How many languages do you speak? Could you name them, please?

6. Do you prefer any gender as a host?

   - Female

   - Male

   - I do not mind

     o If you chose a preference, why?

7. What is your negative experience about Airbnb?

8. What is the best experience about Airbnb for you?

9. How often do you use Airbnb? Per year

    - 1x

    - 2x-3x

    - 4x-5x

    - 6x-9x

    - more than 10x

10. Do you care about reviews?

    - Yes

    - No

11. Would you accommodate yourself in the room without reviews?

    - Yes

    - No

        o Why?

12. Would you accommodate yourself in the room with bad review?

    - Yes

    - No

13. Where did you use Airbnb? Type the country and city

14. Do you think that AirBnB offers a better experience than hotels?

    - Definitely yes

    - Rather yes

    - Rather not

    - Definitely not

15. Would you recommend using AirBnB to your friends?

    - Definitely yes

    - Rather yes

    - Rather not

    - Definitely not

16. Do you think that AirBnB helps to develop tourism in destinations?

- Definitely yes
- Rather yes
- Rather not
- Definitely not

17. Do you think that AirBnB is safe?

- Definitely yes
- Rather yes
- Rather not
- Definitely not

18. Do you think that AirBnB is turning mainly into business nowadays? (It is not just about meeting locals anymore)

- Definitely yes
- Rather yes
- Rather not
- Definitely not

19. How old are you?

- less than 20 years
- 21-30 years
- 31-40 years
- 41-50 years
- 51-60 years
- more than 60 years

20. What is your gender?

- Female
- Male

21. What is your status?

- Student
- Worker
- Self-employed
- Unemployed
- Retirement
- Other…………………………….

22. In which country do you live?