Research Report

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**Introduction**

The quick development of the sharing economy in the last years has challenged traditional economies in numerous nations around the world in different ways. A standout amongst the most conspicuous and peer-to-peer organizations have been Airbnb, a platform that encourages accommodation appointments online on the web. As compared to other regions of Australia, the tourism of Western Australia has been found as a fast-growing segment in terms of increasing tourists and visitors per capita. A huge number of tourists visit from UK, USA Japan, Malaysia, China and Japan while the contribution of the industry is about $12 billion to the local economy with employing around 104,000 individuals.

After the tough recession faced by the economy of Western Australia, tourism industry offered a strong ray of hope. Based on the information of an unofficial survey, tourism of WA will be adding round about 200 hotels in 2025. A well known and highly reputed online platform known as Airbnb is adding the number of variables and options to the tourists and communities around the globe. In terms of tourism of WA, every person can rent his/her room, apartment or complete house to the visiting tourists which increase the size of the tourism industry in the region of Western Australia. With overall in excess of 3 million listings in more than 190 nations. Airbnb has been among the most problematic developments in the travel industry over the previous decade (Toddh, 2016). In spite of the fact that Airbnb has additionally turned into a reality in Western Australia (WA), there was an absence of dependable data to evaluate its degree and sway on WA's travel industry division.

Accordingly, various research addresses guided this examination, which expected to address the current information space on the Airbnb marvel:

* What are the key partners' impression of the sharing economy and Airbnb in WA?
* What is the level of Airbnb free market movement (free market activity) in WA and what are its essential qualities?
* To what degree does Airbnb request contrast from ordinary interest?
* What methodology responses have been used in other the movement business objectives worldwide in light of Airbnb?

The examination has been attempted in a few phases.

To see some urgent difficulties and potential open doors for Western Australia the travel industry, by having a perspective on the fundamental business and government partners on the aggregate economy and Airbnb were collected. For capturing the size and major attributes of Airbnb and its developments and dynamics patterns, some online information gathered from inside of Airbnb has also been utilized (Toddh, 2016).

**Background Information**

Rich and potential natural resources of Western Australia always provided a solid and strong foundation for the economic development of the State. As well as agriculture and mining have been found as the key players of the entire economy by the exports of basic commodities dominating, complemented just in recent times by the industry of tourism.

A noteworthy the real worry of key the travel industry accomplices in WA suggests the apparent risk that Airbnb might be a potential danger to their business. From a money-related viewpoint, it is evidently basic to find paying little respect to whether Airbnb can add to making extra business, and attract new and different visitors into the goal or whether it works as a substitute to existing supply and mirrors an existing interest. The inspiration driving this examination on Airbnb demand was, in this manner, to research the characteristics of Airbnb clients in WA appeared differently in relation to Airbnb non-customers among the WA visitors and to get whether and how they differentiate from one another (Toddh, 2016). Thusly, the prime focal point of the examination was determined to recognizing over-and under-nearness of Airbnb clients inside explicit visitor classifications.

However, highly rich and highly resource-oriented and potential nature of WA (Western Australia) has created some critical problems and challenges for the social and economic development of the region and 4th largest and highly populace state. One recent and new as well as highly considerable challenge for Western Australia's resources depend on the economy has been the waning of its mining boom that has started in the early stage of 2000 and has seen for a decade.

In the current time, tourism plays a main and major economic role in Western Australia by contributing around $10.4 billion in visitor spending which becomes around 4 per cent of the overall GSP (Gross State Product) share of the region or country's (Western Australia) economy.

Beyond that, this sector has generated around 100,000 jobs for the nation, which becomes 1.4 per cent of the state's employment (Toddh, 2016). Transportation, cafes, accommodation, bars, restaurants and other clubs etc were huge contributors to the tourism industry of the state of Western Australia.

**Sharing Economy of WA and Airbnb**

No doubt exists there that the sharing economy has emphatically moved various parts of the conventional the travel industry segment with computerized and innovative transport and web-based booking stages like Airbnb and Uber and numerous other shared economy stages and administrations. So cutting edge innovations and the nearness of web that goes about as a go-between supply and demand plays a huge role in the sharing economy.

In terms of Airbnb, which is an online and strongly web-based platform that provides a mechanism that brings private hosts and guest together for the reason and purpose of offering accommodation on a temporary basis. Even though, the concept and idea of sharing services and related goods is not a creative or new phenomenon (Toddh, 2016). The online business model of sharing economy adds new and advanced dimensions and potential and tech-based opportunities to the economic activities with respect to convenience, scale and costing.

It is highly agreed that Airbnb has been found as one of the most incredible developments in the industry of tourism over the last 10 years. This online a web-based platform allows a non-tourism individual to become hosts and rent their rooms as well as full apartments t their guests and specials. Around the world, more than 3 million listings in a round about 65000 cities, Airbnb has shown and showing potential growth a variety of economic policy reactions around the globe (Attorney, 2017). Because of these potential and rapid growth rates, and potential social impact, Airbnb has gained continuously increasing controversy and attention by the industry, community stakeholder and government.

**Perceived Issue and Concern of Airbnb Regarding WA Tourism Industry**

A representative from the hospitality and tourism industry, for example, they have seen Airbnb as a noteworthy danger through asserting that the casual and by one way or another informal settlement part may turn into a future hazard for the interest for customary supply and can be a commitment to the decay or decline in incomes, rates and even inhabitance. Looking forward at this from the hotel business, an overlap exists there which can be a suspected that some of those from the hotel and accommodation industry expect that Airbnb might have the same occupancy rate to their own.

There are thousands of hotels have been built to meet the requirements of tourist in Western Australia and provide them with all of their needs and meet all of their expectations. Fr this purpose, the government also contributes a lot in terms of finance, management, support and enhancement and development of the hotel industry especially to empower tourism industry. But in case of the strong and huge presence of Airbnb, the government and all other private bodies which have a part in the development of hotels to meet tourist expectations may face threats from Airbnb (Walter, 2017). It can be considered as a negative impact on the tourism industry of Western Australia in one case where the government of the region or state works for improving tourism industry while Airbnb might be only concerned with their success and generation of revenues and profits.

So in only this case, the impact of Airbnb can be considered (not always or all the time) as negative or not positive while Airbnb has been considered as a competitors of the government hotels and other related activities. Despite that, if Airbnb offers a bit better or a bit higher convenience to the tourist than other bodies (built by the government) then the impact of Airbnb on the tourism industry of Western Australia will be considered as positive but it may be a negative consideration for the overall region and government.

Proceeding further, Airbnb is the platform that provides reach to its clients globally and internationally. Airbnb also provides more fixable and highly convenience with a user-friendly environment and set up as well as more and highly authentic tourism because of having a close host and guest relationships. So in the region of Western Australia, Airbnb does the same as they do in the entire world while keeping and working to be more quality conscious in this region, which helps tourism Western Australia to be more empowered and improved. It helps in empowering tourism of WA because if they provide a better environment to the tourist for stay then higher number of tourist would visit and tourism of this particular region will get improved and the tourism of Western Australia will have brighter future (Walter, 2017).

Tourists, especially in the region of Western Australia, prefer to stay at home or rent the whole apartment instead of staying in a single room of hotel r simply staying in the hotel(s). So in this case and preferences of tourist, Airbnb is the platform that provides such experiences to its clients all over the world (Walter, 2017). They also help tourist in getting the information and details as well as different direction and details of places in the particular region.

In Western Australia, most of the guests or tourist appear to support simpler access to the more extensive scope of living and convenience choices which are always been provided by the Airbnb platform. As well as it also looks more affordable than other traditional platforms and hotels etc.

Beyond that, stakeholders of Airbnb in the region of Western Australia likewise underlined the potential chances of some extra income age for Airbnb has just as featured on the better philosophical way. Additional, they also experienced a positive benefit in terms of economics specifically for regional places or areas as based on their views guests and visitors of Airbnb generate more business operation for the regional economy and help in the production of more jobs than existing (Walter, 2017). Finally, it has also been found in the view of potential stakeholders that it very well may be effectively conceivable to target and access new places and markets other potential gatherings for the set goal/dimension.

**Supply, Demand and Partner Perceptions of Airbnb in WA Tourism**

**Airbnb Supply in Western Australia**

* Airbnb is an undeniably recognizable reality in the tourism of WA.
* Western Australia's Airbnb supply comprises in excess of 8,000 postings.
* Around 25 per cent of Western Australia 's room limit is provided by Airbnb.
* Airbnb supply is developing at around four per cent for each month.
* Indicators suggest and recommend that Western Australia 's Airbnb supply remains basically in the 'private' (periodic) area.
* The month to month salary of WA's Airbnb has altogether surpassed AUD $4.5 million.

**Airbnb Demand in Western Australia**

* Around six per cent of WA's international overnight stays is created by Airbnb.
* Around 10 per cent of Western Australia 's international holidaymakers is Airbnb clients.
* Airbnb demand for (international guests) is developing at a rate of more than 100 per cent for each year.
* Airbnb visitors seem to contrast from different visitors, as do Airbnb holidaymakers.
* 67 per cent of all global Airbnb clients in Western Australia is holidaymakers.
* Airbnb clients contrast in their circulation with respect to source markets; tourists from Singapore and Malaysia represent 47 per cent of all Airbnb clients in Western Australia.
* Worldwide Airbnb clients have a better than expected inclination to visit wine districts, like, Margaret River and the Swan Valley.
* Airbnb clients frequently travel as couples, families or together with companions and relatives.

**Partner Perceptions**

* Western Australia partners hold concerns over, yet additionally, observe opportunities in Airbnb.
* Perceived benefits, additional income, and competition, rivalry, dispersion points of interest for local zones, worldwide reach of the platform and adaptability in supply.
* Perceived concerns including neighbourhood enhancement issues, the requirement for checking and monitoring, security and risk, charge shirking and effects on venture or investment models.
* Stakeholders demand progressively vigorous and available information and call for conclusive leadership in overseeing and governing the sharing economy.

Many tourists have discovered that it is so a lot simpler and increasingly advantageous to travel abroad or even locally with the arrangement of the Airbnb community and staying in the WA region. Airbnb has had a blasting effect inside the tourism industry, and more individuals are going than at any time in recent times (Walter, 2017). In this way, it is influencing the hotel and other rental businesses at a considerable amount, which is the reason we have seen some real changes there in the Western Australian tourism industry. More individuals feel good travelling realizing that they can get an incredible apartment rather than a costly hotel in a destination they need to travel as well.

The marked experience that Airbnb has made as an expectation for the community of WA makes the tourists feel like they are getting a "greater piece of the pie" when venturing out to outside nations and communities (Walter, 2017). The "live there" slogan truly features the credibility and uniqueness that utilizing Airbnb intends to give to the tourists of WA. The nice thing about Airbnb is that the hosts are commonly incredible at sharing their 'nearby information' related to tourism of the region with the tourists. This means that you are less inclined to eat at a tourist trap and will bolster the little person making incredible local cuisine (Schneiderman, 2014). Unfortunately, the tourist traps likely won't feel your shirking impacts because it's inescapable that tourists will frequent them.

**Discussion and Conclusion**

In accordance with advancements around the world, Airbnb has moreover immediately created in Western Australia in the most recent years. Truth be told, with barely short of 50 Airbnb has in 2011 supply has extended 120-cover to directly around 6,000 hosts and around 8,000 recorded properties on the Airbnb stage in 2017. It comes in this way as nothing sudden that these brisk progressions have begun discussion among various enterprises, government and partners.

Supply information shows that with around 8,000 Airbnb postings and 6,000 hosts and an observable powerful improvement design all through 2016 and mid-2017, with around a 4 per cent growth and development of supply every month Airbnb is transforming into an unyieldingly unmistakable reality for WA's travel industry. This suggests at the present time, around 25 percent of Western Australia's room limit is given by methods for the Airbnb stage, and around 6 percent of WA's universal medium-term stays were created via Airbnb in 2016.

In conclusion, this examination fundamentallyinvestigated the development and what's more, effect of Airbnb's tasks inside the particular case setting of Western Australia, where the travel industry is continuously seen as an elective and elective advancement point of view with regards to its abating, resource-dependent, and asset subordinate economy. In spite of the fact that the tourism industry performs strongly and firmly, the regular convenience sub-section has experienced and encountered an increasingly aggressive condition/environment and condition because of the conditioning of business travel and a significant increment/increase in new hotel rooms in last years. In the meantime, quick development and growth in non-traditional accommodation bookings and appointments (for example through Airbnb) was seen and furthermore, started worries specifically inside the lodging division, which continuously considers Airbnb to be a danger. In the last and final, the government of Western Australia should regulate Airbnb because of its highly convenient and tremendous benefits to the regional and local citizens as well as to the economy but government should also keep an eye on their operations and other regulations. Government of WA should also consider Airbnb that it is a strong competitor for the local bodies which includes hotels, and other tourism supportive bodies and it should not be ignored that it could be a threat for the local business that operates in the tourism industry.

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