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The Impact of Sharing Economy on Egyptian Hotels: Managers' perspectives of Airbnb
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تأثير الاقتصاد التشاركي في الفنادق المصرية :
انطباعات المدراء عن Airbnb

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تعتبر Airbnb واحدة من أشهر منصات الاقتصاد التشاركي في صناعة الضيافة ، حيث يمكن من خلالها استكشاف وعرض وحجز أماكن إقامة فريدة حول العالم من خلال الإنترنت . وعلى الرغم من أنها دائماً تصف وتقدم نفسها على أنها مكملة لصناعة الضيافة ، إلا أن الواقع والدراسات السابقة أثبتت أنها تتوافق مع ظاهرة الابتكار التخريبي . لذا يهدف هذا البحث إلى التعرف على آراء وانطباعات مدراء الفنادق عن نتائج الدراسات السابقة فيما يتعلق بتأثير Airbnb في الفنادق . اعتمد البحث على المنهج الوصفي والتحليلي والتفسيري . تم تطبيق الدراسة الميدانية على عينة عشوائية من فنادق الخمس نجوم بمدينتي القاهرة الكبرى وشرم الشيخ . اعتمد البحث على اسلوب الاستقصاء في جمع البيانات الميدانية . وجهت استمارات الاستقصاء إلى عينة عشوائية من مدراء الأقسام الفندقية ومساعديهم . أظهرت نتائج التحليل الإحصائي أن المسئولين بالفنادق المصرية يقللون من تأثيرات Airbnb في الفنادق المصرية ومن ثم ليس لديهم إدراك كاف بمخاطر هذه الظاهرة . كما أظهرت النتائج أن تصورات المدراء للعوامل المحركة لهذه الظاهرة جاءت على النحو التالي : العوامل الاقتصادية (المتوسط = 4.64) ، عوامل الاستدامة (المتوسط = 4.09) ، العوامل الاجتماعية (المتوسط = 3.82) ، عوامل الاستمتاع (المتوسط = 3.93) ، عامل السمعة (المتوسط = 4.01) ، العوامل التكنولوجية (المتوسط = 3.88). وقد أوصت الدراسة بضرورة سن مجموعة من القوانين التي تنظم عمل الاقتصاد التشاركي في صناعة الضيافة في مصر من أجل تعظيم إيجابياته والحد من سلبياته مثل قوانين الضرائب ، وحماية المضيفين والعملاء ، وضمان الجودة . بالإضافة إلى مراقبة أنشطة منصات الاقتصاد التشاركي في صناعة الضيافة المصرية لضمان إجراءات السلامة والأمن والجودة.

الكلمات المفتاحية :
الاقتصاد التشاركي ، الابتكار التخريبي ، منصات التكنولوجيا الحديثة

Abstract

Purpose
Airbnb defines itself as a reliable marketing community that enables people to explore, view and book unique accommodations around the world through the internet, mobile phone or tablet . Although Airbnb has always described and presented itself as a complement to the hospitality industry, previous studies have shown that it is fully consistent with the theory of disruptive innovation. Therefore, this research aims to identify the hotel managers' perspectives about previous studies' findings regarding Airbnb.

Design / approach / methodology
Three approaches have been relied upon: descriptive, analytical and explanatory. Field data were collected using a survey form (400 questionnaires) directed to a random sample of department managers and their assistants in a random sample of five-star hotels in Greater Cairo (15 hotels) and Sharm El Sheikh (25 hotels).

Findings
Hotel managers are underestimating the threat of the sharing economy (Airbnb) to Egypt's hospitality industry's future, and as a result, they lack effective plans and preparations to deal with this disruptive phenomena.

Practical implications
The results indicate the need to enact laws to regulate sharing economy platforms in the hospitality industry in order to maximize their positives and minimize their

negatives, such as tax laws, security laws, customer and host protection.

Originality/value

Most of the previous studies on this topic either compared the financial performance data in both hotels and Airbnb platform, or they dealt with the analysis of customer impressions and experiences of this phenomenon, but there is rarely a study to identify the perceptions of hotel managers about the results of previous studies regarding the Airbnb platform, especially in Egypt. On this study Perceived Drivers Factors of Airbnb according to managers were as follows (table 1), Economic Benefits (Mean = 4.64), Sustainability (Mean = 4.09), Community (Mean = 3.82), Enjoyment (Mean = 3.93), Reputation (Mean = 4.01), Technological Factors (Mean = 3.88). This study recommended monitoring the activities of the sharing economy platforms in the Egyptian hospitality industry to ensure safety, security and quality procedures

Keywords

Sharing Economy, Airbnb, Disruptive Innovation

Introduction

The sharing economy is a modern economic and technological phenomena that has exploded in popularity in recent years as a result of rapid advances in communication and information technology, rising consumer awareness, and the emergence of cooperative, commercial, and social networks (Hamari et al., 2016 ; Shuford, 2015 ; Priporas et al., 2017). Platform economy, collaborative consumption, collaborative economy, peer-to-peer economy (P2P), and

access economy are all terms used to describe this phenomenon (Yaraghi and Ravi, 2017). The sharing Economy is based on exchange of benefits and values among people, utilizing physical and human resources, goods, services and experiences that are not exploited by some people through online platforms covering some very important economic sectors such as accommodation, transport, labor, finance, commerce (Quattrone *et al*., 2016 ; Codagnone and Martens, 2016).

Users through these platforms can provide and offer any services, experiences, goods or resources that are redundant for their needs or not exploited to any other persons in need it for economic prices. Thus mutual benefit is achieved by both parties, while at the same time consuming these resources in common, increasing their effectiveness and value, and thus not wasting them (Geron, 2013 ; Tussyadiah,2015 ; Hamari *et al*., 2016 ; Zervas *et al*., 2017 ; Selloni, 2017). Sharing Economy platforms also help to lend, borrow, barter, exchange and rent for any services or consumer products (Molz, 2013 ; Xie and Mao, 2017).

The hospitality industry is one of the sectors that witnessed remarkable growth of the sharing economy (Ert *et al*., 2016 ; Richard and Cleveland, 2016), and it is expected that this phenomenon will be one of the most important challenges that will affect and change the features of the global hospitality industry in the near future (Sigala, 2017 ; Cheng and Foley, 2018 ; Oskam and Boswijk, 2016). Airbnb is the most popular platforms in the hospitality industry (Richardson, 2015; Ert *et al*., 2016 ; Priporas *et al*., 2017). It is an online rental market that provides customers with

accommodation any where as an alternative to traditional hotels (Xie and Mao, 2017 ; Mao and Lyu, 2017). Airbnb allows individuals to market their own homes and offers them as guest accommodations, unlike traditional online booking companies such as booking. com, which markets hotels (Tussyadiah, 2015)

Airbnb is therefore not only a direct challenge to the global hotel industry as a destructive model (Möhlmann, 2015 ; Tussyadiah and Pesonen, 2015), but it is also likely to change travel behaviors (Möhlmann, 2015 ; Tussyadiah and Pesonen, 2015). Thus it can be said that Airbnb may be the future face of businesses in hospitality industry (Oskam and Boswijk, 2016) .

Literature Review
Overview of Sharing Economy
The Sharing Economy is a new model of non-traditional business models that enable individuals to collaborative use of unexploited resources for economic prices through e-platforms (Molz, 2013 ; Zervas *et al*., 2017). The sharing economy is also known as the collaborative economy or peer to peer economy (Tussyadiah, 2015).   Sharing Economy is based on principle "what's mine is yours". This new concept of temporary use and sharing of resources has attracted millions of people around the world due to low prices and convenience. It is of course different from traditional models in dominant property markets (Botsman and Roger, 2011; Puschmann and Alt, 2016). Seo *et al*., (2017) clarify the structure of sharing economy platform through the figure (1).

Figure 1: The structure of a sharing economy platform
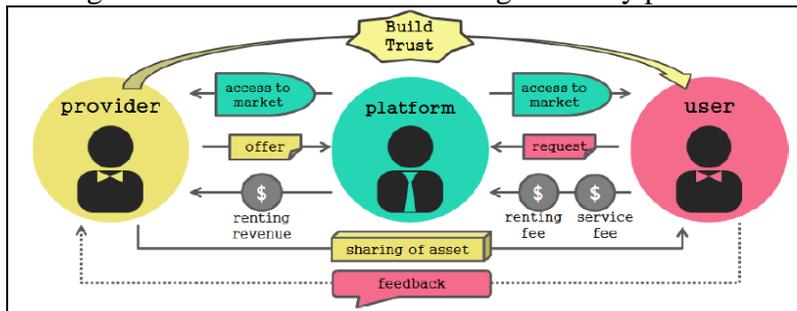
Source: Seo *et al*., (2017)

The term "sharing economy" emerged in mid-2000 along with some other synonyms such as trust economy and p2p economy, as an important means to overcome the depletion problem of global resources and to face the problem of global population growth (Sparks, 2015). Many recent evidences showed that the sharing economy has recently become a clear competitor to the hotel industry and will be its strongest competitor in the near future, where large segments of hotel customers are likely to turn into Airbnb accommodations (Mody *et al*., 2017).

Airbnb: the new face of Hospitality Industry
Airbnb defines itself as a reliable marketing community that enables people to explore, view and book unique accommodations around the world through the internet, mobile phone or tablet (Airbnb, 2015). Therefore, it is basically an online platform through which ordinary people can rent their homes which they do not need as a tourist accommodation for any customer around the world. The space and quality of these accommodations varies, where it

may be one room within the same host house, apartment or full independent house (Guttentag, 2015).

Airbnb is an abbreviation of airbed and breakfast. Any accommodation place offered on Airbnb is called listing, anyone who offers a place to stay in Airbnb called a host, and anyone book through Airbnb called a guest (Ytreberg, 2016). All payments and financial transactions between customers and hosts are made via the Airbnb website. Its revenues are 6-12% from customers as a guest service fee and 3% from hosts as a host service fee (Guttentag, 2015; Ytreberg, 2016). Airbnb was ranked in 2013 by the Fast Company Organization as one of the most innovative companies over the world (Carr, 2013).

Growth Rate and Historical Development
Airbnb was officially founded in 2008 by two college friends, (Joe Gebbia and Brian Chesky). These two friends were not working, living in a small apartment in San Francisco in USA and they were suffering monthly to pay the rent. The idea for these two young friends came in 2007 during an annual industrial conference in San Francisco. Where they decided to earn some money by exploiting the increased demand for housing in San Francisco because of this annual conference, which leads to full occupancy of all hotels in the city. The two friends put three air beds in a room and depended on their friend Nathan Blecharczyk who working in programming field to design a simple site on the internet under a name of Airbnb & Breakfast to conference delegates. Since then, the idea of Airbnb began (Guttentag, 2015 ; Ytreberg, 2016). Airbnb has grown significantly and has managed in less than 9 years to

compete and achieve a market share exceeds number of the largest international hotel chains existed for decades. Its market share in June 2015 was $25.5 billion (Mohamed, 2016), as shown in the figure 2.

Figure 2: Airbnb market share vs. some global hotel chains in 2015 (USD bn)
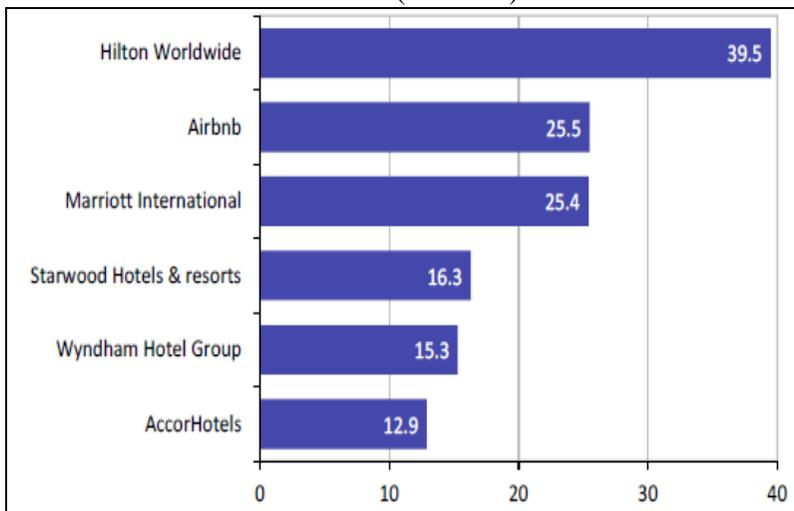
Source: Juul (2015)

Airbnb managed to book its first million rooms from mid-2008 "official foundation of the company" until February 2011. By June 2011, it managed to book the second million rooms. In late January 2012 the total number of bookings was 5 million nights. By lat 2012, the number of bookings reached 10 million nights. So, Airbnb managed to book 5 million nights in the first five months of 2012. By mid-2012 the average daily number of customers using Airbnb was 38, 000 customers (Guttentag, 2015). Over time, Airbnb

grew and developed until it had in October 2017 more than 4.000.000 listing around the world, distributing over 65,000 cities in more than 191 countries. Since its foundation in mid-2008 unit October 2017, Airbnb has more than 200,000,000 customers around the world (Airbnb, 2017).

Service Quality Attributes

Priporas *et al*. (2017) evaluated customers' perceptions towards of the quality of service in Airbnb accommodations by using the theory of social exchange to identify aspects of the interaction between customers and hosts. Priporas *et al*. (2017) found that the assurance and convenience are the most important determinants of service quality in Airbnb accommodations, in addition to some other determinants such as easy access to tourist attractions, easy access to information, fast and root handling with any problems that may arise during the stay, flexibility in dealing and warm hospitality by hosts.

Main types and Key Success Factors

There are two basic types of Airbnb lodging; the first is called *remote hospitality*. In this type, the host doesn't reside in the same property but deals with customer remotely through telephones, messages, e-mails, services of Airbnb site, and sometimes there are some quick meetings, in which the keys are delivered and the final details of the stay are discussed. The second type of Airbnb lodging is called *on-site hospitality*, in which the host stays in the same property with the customer (Ikkala and lampinen, 2015).

The key success sign of the sharing economy lies in building trust. This trust is built by customers through the positive impressions they get from the credibility of reviews written by Airbnb customers (Sparks and Browning, 2011). Airbnb has also succeeded because it provides its customers with low-cost accommodation, enabling them to communicate and direct interact with the local community (Guttentag, 2015), in addition to the credibility of communication and interaction provided to their customers, and also the economic benefits which it provides to both customers and hosts (Oskam and Boswijk, 2016) .

Impacts on Hotels

According to Guttentag (2015) Airbnb is a disruptive innovation because it offered a new product which didn't meet the criteria of fair competition and affecting the marketing performance of leading hotels. This new product provided customers a range of benefits that are not available in leading hotels, resulting in attracting attention from them and creating a new market that is increasing day by day and harming the hotel sector. Especially this new phenomenon (Airbnb) doesn't work according to any legal, tax or regulatory legislation, and therefore it represents a major threat to the global hospitality industry.

Despite the many dangers of this destructive phenomenon, there is no enough interest from researchers and academics in tourism and hospitality field to study it and identify its risks and negative impacts on the future of the hotel sector in order to reach effective solutions to overcome its

disadvantages and to help hotel organizations to deal with it and avoid its damages.

On the other hand, Zervas *et al*. (2017) conducted an important study to determine the impact of Airbnb in hotels' revenue inside Texas in USA. A variety of data was collected from Airbnb site and from more than 3,000 hotels in Texas. These data cover the period from 2003 to 2014. Zervas *et al*. (2017) used an instantaneous measure and a cumulative measure in their study. The results of this study showed that Airbnb has a negative impact on hotels' revenue, where every 10% increase in the demand level for Airbnb is offset by a decrease in hotel revenue by 0.37 %, the total impact of Airbnb on hotel revenue during five consecutive years was estimated at about 8:10%, economic hotels were the most affected by Airbnb, and the impact of Airbnb appeared clearly during peak seasons.

The professional Convention Management Association confirmed that Airbnb is a serious threat to the hotel industry (McMillin, 2014). And according to Gumbs *et al*., (2016), Airbnb has affected travelers' behavior and it is considered a major threat to the real estate market because it reduces the number of places offered for rent a long time especially for local citizens. In addition to it increases rental costs and also threatens the hotel industry.

On the other hand, Volgger *et al*., (2019) confirmed that Airbnb is a double-edged weapon because it is harmful to the hotel sector and at the same time, it is very useful for the tourism movement in general. Jordan (2015) predict that Airbnb will reduce hotel prices and revenues due to

increased supply and demand on Airbnb lodging. The
sharing economy platforms such as Airbnb have become
more attractive to customers because of their economic
benefits and lower costs, which are considered to be the
most important considerations for customers, especially
after the global economic crisis (Bardhi and Eckhardt, 2012
; Guttentag, 2015 ; Tussyadiah and Pesonen, 2016).

Gansky (2010) asserts that one of the most important
drivers and motivations of the sharing economy is the
change in customer perceptions towards the consumption
pattern, where many customers today are looking forward
to experience new brands, becoming more open to any new
ways that may meet their needs and they also became more
aware of environmental issues and concerns (Botsman and
Rogers, 2011 ; Bardhi and Eckhardt, 2012). According to
John (2013) and Olson (2013) The young people who were
born in the age of digital social technologies and used to
share information on the Internet are the most attractive
groups to the platforms of sharing economy such as Airbnb.

Owyang et al., (2013) also confirms that the rapid spread of
sharing economy phenomenon is driven by many factors,
including social factors such as population density and
desire for community, economic factors such as the desire
to reduce expenses and technological factors such as the
development of social networks, mobile devices and
payment systems. The global financial crisis in 2008 led to
spread the sharing economy phenomenon, drive people to
rethink their values, make them more aware of and monitor
their spending habits and drive them to the best use of their
resources (Gansky, 2010). Therefore, the trend towards

sharing consumption is the result of interest in value of access as alternative models of consumption instead of traditional ownership models (Botsman and Rogers, 2011).

According to Wiles and Grawford (2017) one of the most important driving factors of Airbnb economy is avoiding customers for high-priced luxury hotels, the desire to identify the features of local heritage in tourist destinations, interaction with the local people, and enjoy the lifestyles within new destinations. Stasiak (2013) indicated that Airbnb customers are called "New Customers". These new customers are more independent and willing to move compared with the old generations, they usually prefer different experiences and lifestyles and they have many travel experiences. One of the most distinctive features of these new customers is continuous looking forward to acquire new experiences through direct contact with tourist destinations, where it is no longer enough to see places only.

In the same context, Tussyadiah and Pesonen (2016) reviewed several previous studies and determined the most important drivers and barriers of sharing economy in hospitality industry (Airbnb) as the following:

Drivers of Airbnb:
- **Economic benefits**: The sharing economy in hospitality industry provides customers with great value at low cost (Botsman and Rogers, 2011 ; Gansky, 2010 ; Guttentag, 2015).

- **Sustainability**: the sharing economy helps individuals to use resources efficiently and effectively and reduces the negative impacts on environment because it reduces the development of new products and also reduces the consumption of raw materials, in addition to supporting the local community and population, and thus helping to reach a more sustainable society (Albinsson and Perera, 2012 ; Gansky, 2010 ; Luchs *et al*., 2011 ; Botsman and Rogers, 2011).

- **Community**: the sharing economy offers good opportunities to acquire new friends, create and maintain strong social relations, and enable customers to communicate and interact directly with local community and thus sense of community. (Botsman and Rogers, 2011; Guttentag, 2015; Albinsson and Perera, 2012; Owyang, 2013).

- **Enjoyment**: the sharing economy experience is enjoyable, easy to use, includes many advantages, new experiences and valuable information (Hamari *et al.,* 2016 ; Zekanović-korona and Grzunov, 2014).

- **Reputation**: The reputation factor is considered a strong incentive to participate effectively in sharing economic experiences and platforms (Parameswaran and Whinston, 2007; Hamari *et al*., 2016).

Barriers of Airbnb:
- **Trust**: weak trust between customers and hosts, weak confidence towards technology and weak trust towards Airbnb company (Botsman and Rogers, 2011; Guttentag, 2015; Keymolen, 2013; Teubner, 2014).

- **Value**: fear of receiving bad services and products, low perceived value of sharing economy and low savings on expenses (Buczynski, 2013; Olson, 2013).

- **Familiarity**: Using and joining the membership of sharing economy platforms requires mastering the techniques of modern and complex technology (Botsman and Rogers, 2011; Guttentag, 2015; Keymolen, 2013; Teubner, 2014).

Research Methodology

This research relied on three approaches, first, the descriptive approach in the literature review of the sharing economy phenomenon, including its concept, emergence, development, size of the growth, and negative effects on hotels. Second, the analytical approach in the field study aimed to collect primary data on the phenomenon of sharing economy. Finally, the explanatory approach in interpreting and discussing statistical data to reach the final results and achieve the objectives set. The research used the questionnaire method in collecting field data through a survey form that was divided into seven sections according to the five-point Likert scale. The first section of the

questionnaire aimed at identifying the perceived drivers of Airbnb, the second section aimed at identifying the perceived barriers of Airbnb, the third section aimed at identifying the impacts of Airbnb on hotel prices, the fourth section aimed at identifying the impacts of Airbnb on market share, the fifth section aimed at identifying the impacts of Airbnb on hotel revenue, the sixth section aimed at identifying the impacts of Airbnb on average occupancy rate and the seventh section aimed at identifying the impacts of Airbnb on hotels' growth and future.

The search community was five-star hotels in Greater Cairo and Sharm El Sheikh. The study sample consisted of 25 hotels and resorts in Sharm El Sheikh and 15 hotels in Greater Cairo, which were randomly selected. The questionnaire was directed to a random sample of managers and their assistants in the departments of marketing, sales, public relations, finance, front office, rooms sector, food, and beverage. The total number of distributed questionnaires was 400, while the number of valid forms for analysis was 330, with a response rate of 82.5%. This sample is statistically suitable according to the theory of Rosecoe, 1975. Field data were statistically analyzed using spss program.

Results and Discussion

Perceived Drivers Factors of Airbnb
The managers' perspectives agreed that the motives of the sharing economy were as follows (table 1), Economic Benefits (Mean = 4.64), Sustainability (Mean = 4.09), Community (Mean = 3.82), Enjoyment (Mean = 3.93),

Reputation (Mean = 4.01), Technological Factors (Mean = 3.88). These views are in agreement with the results of previous studies. As for the economic benefits, The sharing economy in hospitality industry provides customers with great value at low cost (Botsman and Rogers, 2011 ; Gansky, 2010 ; Guttentag, 2015 ; Tussyadiah and Pesonen, 2016). As for Sustainability, the sharing economy helps individuals to use resources efficiently and effectively and reduces the negative impacts on environment because it reduces the development of new products and also reduces the consumption of raw materials, in addition to supporting the local community and population, and thus helping to reach a more sustainable society (Albinsson and Perera, 2012 ; Gansky, 2010 ; Botsman and Rogers, 2011).

But for Community factors, the sharing economy offers good opportunities to acquire new friends, create and maintain strong social relations, and enable customers to communicate and interact directly with local community and thus sense of community. (Botsman and Rogers, 2011; Guttentag, 2015; Albinsson and Perera, 2012; Owyang, 2013). As for Enjoyment factors, the sharing economy experience is enjoyable, easy to use, includes many advantages, new experiences and valuable information (Hamari et al., 2016 ; Zekanović-korona and Grzunov, 2014). And finally, for Reputation factors, The reputation factor is considered a strong incentive to participate effectively in sharing economic experiences and platforms (Parameswaran and Whinston, 2007; Hamari et al., 2016 ; Tussyadiah and Pesonen, 2016).

Table (1) : Perceived Drivers of Airbnb

S	Indicators	Mean	St. Deviation
1	Economic Benefits	4.64	0.66
2	Sustainability	4.09	0.48
3	Community	3.82	0.82
4	Enjoyment	3.93	0.95
5	Reputation	4.01	0.73
6	Technological motives	3.88	0.68

Perceived Barriers Factors of Airbnb

According to managers' perspectives, the following are the most significant challenges to this platform (table 2), Trust (Mean = 4.22), Value (Mean = 3.98), Familiarity (Mean = 3.50), Security (Mean = 4.57). These views are in agreement with the results of previous studies. As for Trust, weak trust between customers and hosts, weak confidence towards technology and weak trust towards Airbnb company (Botsman and Rogers, 2011; Guttentag, 2015 ; Keymolen, 2013; Teubner, 2014). As for Value, fear of receiving bad services and products, low perceived value of sharing economy and low savings on expenses (Buczynski, 2013; Olson and Connor, 2013). As for Familiarity, Using and joining the membership of sharing economy platforms requires mastering the techniques of modern and complex technology (Botsman and Rogers, 2011; Guttentag, 2015; Keymolen, 2013; Teubner, 2014; Tussyadiah and Pesonen, 2016).

Table (2): Perceived Barriers of Airbnb

S	Indicators	Mean	St. Deviation
1	Trust	4.22	0.84

2	Value	3.98	0.76
3	Familiarity	3.50	0.93
4	Security	4.57	0.61

Perceived effects of Airbnb on hotel prices

The Airbnb phenomenon, according to department managers and their assistants, has a detrimental impact on hotel pricing, as seen in Table 3. The average daily rate (ADR Mean = 4.01) and revenue per available room (RevPAR Mean = 3.95) at hotels are both affected by Airbnb, they agreed. These findings are consistent with recent research (Dogru et al. 2020), which found that Airbnb listings have a negative impact on the average daily rate and revenue per available room because of its low prices. According to Dogru et al. (2020), revenue per available room (RevPAR) reduced by 0.016 % to 0.031 % for every 1 % rise in Airbnb Listings in a specific hotel market. Previous studies (Zervas et al., 2017 ; Li and Srinivasan, 2019 ; Roma et al., 2019) also indicate that the flexible offer of Airbnb forces hotels to reduce their prices, especially in high seasons of demand (reducing seasonal pricing). In addition, market conditions such as seasonal patterns, hotel prices, service quality, and customer consumer traits all play an important role in determining the nature and extent of Airbnb's influence on hotel prices.

Table (3) : Airbnb's effect on hotel prices

S	Indicators	Mean	St. Deviation
1	ADR	3.21	0.53
2	RevPAR	2.95	0.71

Perceived effects of Airbnb on Market Share

The managers' perspectives in Table 4 indicate that this phenomenon affects an average on the actual market (market share mean = 3.80), and they see that it does not affect at all the fair share (market faire mean = 2.05). These impressions contradict the results of many previous studies. Richard and Cleveland (2016), which found that the emergence of sharing economy platforms, particularly Airbnb, has had a significant impact on the tourism accommodation sector. Airbnb has quickly attracted a large market share of the accommodation market. Alrawadieh et al. (2020) also stated that the increase in supply and demand for Airbnb rentals has had a significant impact on hotel market share. So much so that one of Istanbul's budget hotels has lost 50% of its market share as a result of the short-term rentals offered by this platform. Strømmen-Bakhtiar and Vinogradov (2019) also mentioned that this platform has grown in popularity among the general public as a result of the growing trust factor as a result of direct communication between customers and hosts, as well as the numerous positive comments on the platform that encourage others to try it out. Strømmen-Bakhtiar and Vinogradov (2019) also acknowledged that this platform has had an impact on hotel market share, not only because of the low costs for lodging, but also because it has begun to develop and go beyond the so-called low-cost entertainment industry.

Table (4) : The effect of Airbnb on Market Share

S	Indicators	Mean	St. Deviation
1	Market Share	3.80	0.54
2	Market Faire	2.05	0.66

Perceived effects of Airbnb on hotel revenue

The managers' perceptions in Table 5 agreed that this platform weakly affects the income of hotels, as the perceptions came as follows, Sales rates (mean = 3.11), profitability rate (mean = 2.89), Return on investment rate (mean = 2.53). These perceptions contradict the results of previous studies, where many previous studies (Choi et al. 2015; Forgacs and Dimanche, 2016) have demonstrated that high demand for Airbnb rentals leads to a lack of hotel sales, resulting in a decrease in profitability and return on investment. According to Zervas et al. (2017), Airbnb has a negative impact on hotel revenue, with every 10% rise in demand for Airbnb being offset by a 0.37 percent drop in hotel revenue. According to this study by Zervas et al. (2017), the cumulative impact of Airbnb on hotel income over five years will be roughly 8:10 percent. Economic hotels were the hardest hit by Airbnb, and the impact was most noticeable during peak seasons.

Table (5) : The effects of Airbnb on hotel revenue

S	Indicators	Mean	St. Deviation
1	Sales rates	3.11	0.70
2	profitability rate	2.89	0.83
3	Return on investment rate	2.53	0.50

Perceived effects of Airbnb on Average Occupancy Rate (AOR)

The perceptions of managers in Table 6 indicate that Airbnb affects the hotel occupancy rate to some extent, as the impressions came in the category of neutrality (Mean =

3.22). Despite that, there are studies that have proven that there is a real negative effect. Among these studies, Coyle and Yeung (2016) study, in which they analyzed the impact of Airbnb on the hotel occupancy rate in 14 European cities, and found that this platform negatively affects hotel occupancy in these cities. They also found that there is an inverse relationship between Airbnb Listings and the average hotel occupancy rate, the higher the Airbnb Listings, the lower the hotel occupancy. Chang and Sokol (2022) also found that the occupancy rate of low-quality budget hotels is significantly affected by this platform, while high-quality luxury hotels are not excessively affected by the quality of services and products that attract customers in addition to loyalty programs and policies. Also mentioned by Alrawadieh et al. (2020) hotel managers confirmed that they lost a lot of customers because of Airbnb, and managers of budget hotels indicated that they may lose about 3 to 10 customers every day due to this disruptive phenomenon. In confirmation of the above, Jimenez et al. (2022) indicated that there is a positive direct relationship between the number of accommodations offered on the Airbnb platform in some Spanish cities and the occupancy rate on the same platform. Among the studies that provided strong evidence that Airbnb is fully compatible with the disruptive innovation theory is Dogru et al. (2020). They found that this platform actually negatively affects RevPAR, ADR, and AOR.

Table (6) : The effect of Airbnb on Average occupancy rate

S	Indicators	Mean	St. Deviation
1	AOR	3.22	0.81

The effect of Airbnb on hotels' Growth and Future

Except for the image of the destination, the managers' perceptions in Table 7 indicate that this phenomena has little impact on the hotel sector's future and growth rate. The managers' perceptions were as follows Hotels' Growth (Mean = 2.11), future of employment (Mean = 2.68), Destination Image (Mean = 4.07), Economy (Mean = 3.77), Customer Loyalty (Mean = 3.05) . These perceptions contradict the results of previous studies (Zervas et al., 2017 ; Kuhzady et al., 2020 ; Hati et al., 2021 ; Guttentag, 2015 ; Ytreberg, 2016 ; Mohamed, 2016 ; Juul, 2015 ; Airbnb, 2017), which indicated that this platform negatively affects both Hotels' Growth, future of employment, Destination Image, Economy, Customer Loyalty. It is worth noting here that over time, Airbnb grew and developed until it had in October 2017 more than 4.000.000 listing around the world, distributing over 65,000 cities in more than 191 countries. Since its foundation in mid-2008 unit October 2017, Airbnb has more than 200,000,000 customers around the world (Airbnb, 2017).

Table (7) : The effect of Airbnb on hotels' Growth and Future

S	Indicators	Mean	St. Deviation
1	Hotels' Growth	2.11	0.78
2	future of employment	2.68	0.60
3	Destination Image	4.07	0.53
4	Economy	3.77	0.81
5	Customer Loyalty	3.05	0.44

Conclusion and Recommendations

The sharing economy in the hospitality industry (Airbnb) has many negative effects, both in the short and long term, which requires hotel managers and all officials in the tourism industry, and decision-makers to take strong actual measures to maximize the positives of this phenomenon and reduce its negatives. Accordingly, the study recommends the following:

- Enact clear laws to regulate sharing economy platforms in the hospitality industry in order to maximize their positives and minimize their negatives, such as tax laws and customer and host protection.
- Collaboration between hotels and the Airbnb platform.
- Create collaborative platforms that compete with Airbnb.
- Monitoring the activities of the sharing economy platforms in the Egyptian hospitality industry to ensure safety, security and quality procedures.

Future Studies

The study suggests conducting future studies such as: the impact of the sharing economy on the profitability of hotels in Egypt, measuring customer satisfaction with Airbnb accommodations in Egypt, the prevalence of Airbnb accommodations in Egypt, and comparison between Airbnb activity in Egypt and European countries.

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