Analysis of the Market Response of the Shared Accommodation Industry

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ABSTRACT

Nowadays, more and more tourists choose to use A application and other travel software to book shared accommodation instead of traditional hotels. In recent years, shared accommodation has developed rapidly.

This research focuses on the reason of choosing A application. The purpose of this research is to find out that why tourists choose A application and how to use it. The researcher uses qualitative method and used the constant comparison technique to analysis the data. The secondary data along with face to face interview, official website, journey and some handbook to analyses the research. This research also reviewed of three articles and the official website.

As the research of this study, the researcher finding out shared accommodation application's advantages and give some advices to tourists.

Keywords: shared accommodation, A application, tourism, accommodation applications

1. INTRODUCTION

In the past few years, shared accommodation has grown very rapidly. Most of tourists today doesn't choose to stay in traditional tourist accommodations, but in shared private homes, they can not only get the ideal service but also experience the local life. Therefore, more and more tourists want to use shared accommodation. The owner of the house can rent out their idle house to the tourists, not only earning extra money, but also making new friends. Therefore, homeowners also like to use A application. So A application may become a vital part of the tourism industry.

At present, the shared accommodation application has covered 6.5 countries and regions, 65,000 cities, and has more than 4 million suites. As the earliest and most widely used short-term rental platform, the worldwide influence is other short-term rentals. The platform cannot be reached in the short term. In foreign countries, the home has become one of the main choices for people to stay when they travel. According to data released by the National Tourism Data Center, the number of foreign tourists entering Thailand has continued to increase throughout 2017. The increase in the number of foreign tourists will have more demand for domestic accommodation. The shared accommodation application has a worldwide influence, attracting more foreign

tourists than other local short-term rental platforms in Thailand. Similarly, Thai tourists travel abroad to see the influence of A application abroad, and believe that it is more convenient and reliable to use it, which will also promote the development of the platform in Thailand.

Cooperation between shared accommodation and hotels may increase in future developments as both strive to learn other advantages. Shared accommodation will continue to develop its strengths to provide a more comfortable and special experience.

RO1.To find out the target market for A application in Bangkok.

RO2.To find out A application strategy to attract tourists when compared to traditional hotels in Bangkok.

RO3.To find out the future impact of A application.

RO4.To find a good accommodation through using the A Application.

2. THEORETICAL FOUNDATION

Research on the Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study, by Daniel Guttentag(2015).Daniel Guttentag (2015) analyzes the motives of visitors to use A application. He mentioned that there are several motivations for visitors to use A

application: Interaction, family welfare, novelty, shared economic spirit, etc. The study selects Airbnb for tourists to book accommodation. A lot of useful analysis, there are many useful analyses, but there are many limitations to this research.[i][1]

Research on the Airbnb customer experience: Evidence of convergence across three countries, by Ana Brochado(2017). Ana Brochado(2017) studied Airbnb's customer experience in the report. He analyzed Airbnb as a shared platform that combines the Internet and rental housing. Its visitor evaluation reflects the customer's true response to Airbnb and can increase transaction volume.[2]

Research on the If nearly all Airbnb reviews are positive, does that make them meaningless, by Judith Bridges. Explore the impact and standardization of

Airbnb's comments. The results of the study show that Airbnb reviews are useful for visitors and can help visitors to help them choose the right accommodation.[3]

According to Airbnb customer experience: Evidence of convergence across three countries, 2017. The purpose of this research note is to examine the customer experience of Airbnb. Airbnb, a sharing platform that links suppliers of living space with those needing short-term accommodations, has remarkable customer satisfaction as evidenced by its user reviews (Ert, Fleischer, & Magen, 2016;[4] Zervas, Proserpio, & Byers, 2015).[5] While the aforementioned papers sug- gest that Airbnb's ratings may be inflated, other work indicates that the amount of reviewer bias is small and that the ratings reflect high transactional quality.
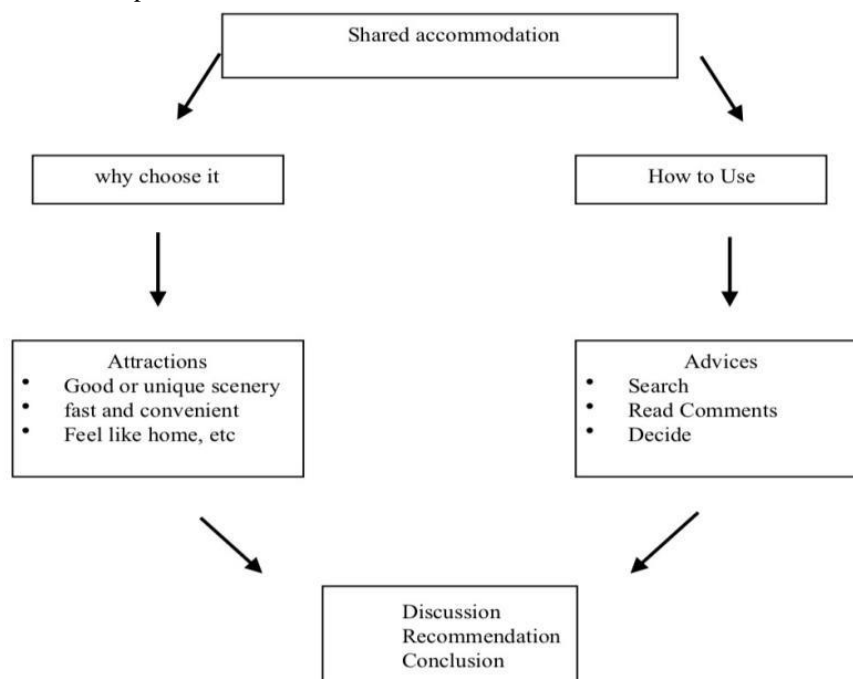

Figure 1. Path of short-term accommodation booking

3. METHODOLOGY

This study used qualitative analysis to analyze shared accommodation. The text on shared accommodation supports this article. Make a simple inference by interviewing Bangkok International Travelers and local tourists. The research's target populations are tourists who uses the A application. Sample size about 10 interviewees. The first step taken by the researchers in the sampling process is to interview visitors in places where visitors often go to visit visitors based on check-list questions.[6]

This study used email interviews. Conduct an email interview with a travel blogger. The problem involves the discovery, selection, and decision of shared

accommodation. It has been recommended which shared accommodation is better.

This research used a qualitative method to collect the data through, face to face interview, phone interview and on officially websites. The plan is to start the interview with the local tourists and international tourists. A face-to-face interview was used with the local tourists and international tourists, which was also recorded and photographed. On the other hand, due to unavoidable circumstances, a Email interview was conducted with the famous travel blogger instead of a face- to-face interview.[7]The interviews cover how to choose a shared accommodation, the future development of shared accommodation, how to use the app, and how to recommend.

Table 1. Results

Methodology	No. of interviews and function	Sampling frame	Type	Quantity
Email interviews with tourist	1-6	local tourist and international tourist	interview notes	Notes and Translated file
Face to face in-depth interviews with tourists	6-8	local tourist and international tourist	Recording and interview notes	20-30 minutes of recording material

4. RESULTS

According to the results of and interview open coding, many young people like to use the shared accommodation software such as Airbnb to book accommodation. They like cleaning and comfortable, have a good environment and location accommodation. A application can provide them with such accommodation.

Airbnb is a software for renting shared accommodation. Shared accommodation can share a room or share an apartment. It allows you to choose more types of accommodation, allowing you to experience different experiences in the local area. [9]

According to the data, the price of shared accommodation is cheaper than the hotel price, and it is more home-like. People will choose the accommodation that suits them according to the comments of other tourists.

Airbnb has become one of the most well-known and most trusted shared housing Apps. Because of its earliest creation of shared housing and long-standing experience and a good strategic plan. Therefore, there are a large number of landlords working with them, and a group of loyal customers. Airbnb has many advantages that traditional accommodation does not have, such as:

1. Good or unique scenery, there are many hotels nearby or there are no hotels nearby. Airbnb is definitely one of the good choices when there is no hotel nearby, and even if there are hotels nearby, it is almost expensive. Or can't match a room with such an expensive price. So for tourists, A application is the right choice for cost-effective allocation of finance.

2. Feel like home. Compared to traditional accommodation, A application 's housing is usually the landlord's house. The house is very beautiful and warm, and then displayed on A application, and this kind of housing usually has a kitchen. If you are not used to eating or missing your hometown diet during the trip. It came in handy. Without the restraint of traditional accommodation, people in other places have no strange feelings, so they can better integrate into their destinations and enjoy a more enjoyable journey.

3. Booking in A application is very fast and convenient. Compared with other housing apps, it has a simple and clean operation interface, the location of the house, the price section, and the type of house is clear and easy to search. Payments are also more convenient and quick, and the simple steps make visitors no longer troubled by complicated and complicated payment methods. Fast check-in and check-out are convenient for tourists.[10] And the boutique accommodation recommendation of the home destination city allows people to learn more about the destination. In the process of housing, you can learn interesting places to visit from local landlords, local customs, and explore the delicious food that local talents can't find.

Different local experience, difference types of accommodation can be chosen also A application ' advantages. Because of A application has many advantages, so tourists would like to choose it.

5. CONCLUSION

Even if Airbnb has many advantages, it also has certain security problems. After all, private houses do not have the security conditions of traditional accommodation, and the probability that some accidents may be helped will be reduced. While tourists are most eager to protect their personal safety, Airbnb should take some measures to enhance the trust of A application, such as external facilities, which can enable the landlord to install cameras on the periphery of the house. Internally, an alarm device can be installed to directly connect to the police station. When the guest is in danger, he can press the alarm device to get help from nearby residents or wait for the police to rescue. In this way, A application will be better and better based on the current good development prospects and more sustainable development.

And for tourists how to use it better? The researcher gives some suggestions as follow.

First, searching accommodation uses key word. For example, location, price and what do you need. And

choose the high cost-effective accommodation not the most cheaper one.

Secondly, Visitors must have their own judgment. When choosing accommodation, they must look at what services the homeowner provides, negotiate with the homeowner according to their needs, and finally make a choice.

Finally, is the most importance is focusing on other tourist's comments. It is very useful for you.

If the comments is bad, it means the accommodation is not worth being chosen. If the comments is good, it means the accommodation should be chosen. Then the other comments can give us some advices for protecting ourselves.

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