



Peer-Peer Accommodation (Dolnicar, S. 2017) Chapter Analysis

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CHAPTERS DISCUSSED

CH 3 – AIRBNB'S BUSINESS MODEL

VALUE

- ❖ Beiger and Reinhold (2011) value-based business model framework
- ❖ Value curve

BUSINESS MODELS

- ❖ Timmers (1999)
- ❖ Tapscott et al (2000)
- ❖ Lawrence et al (1998)

CH 9 – FILLING INFRASTRUCTURE GAPS

- ❖ Collaborative consumption and peer-to-peer networks
- ❖ Peer-to-peer accommodation meeting gaps in the market for tourism in remote areas

CH 19 – DO HOSTS DISCRIMINATE?

- ❖ Trust
- ❖ Biases
- ❖ Coordination resources
- ❖ Tackling discrimination



CHAPTER 3 – BUSINESS MODELS

Massa et al and Reinhold et al
(2017)

Beiger and Reinhold (2011)

Casadesus-Masanell and Ricart
(2010)

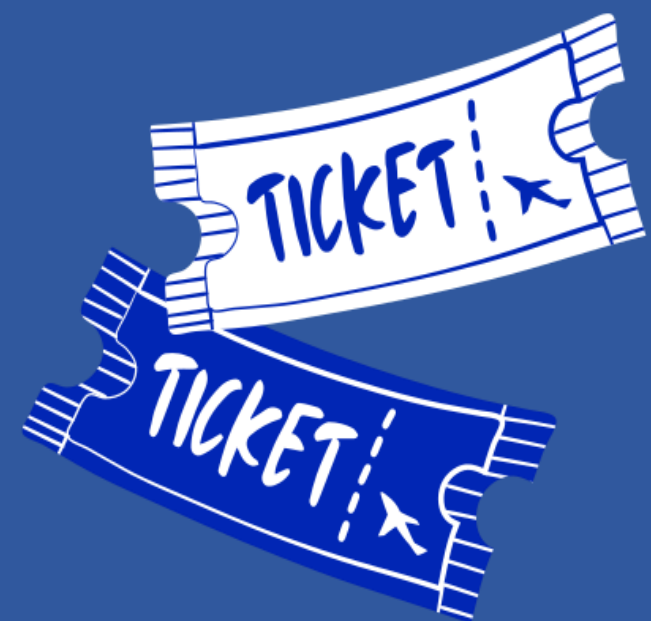
Timmers (1998)



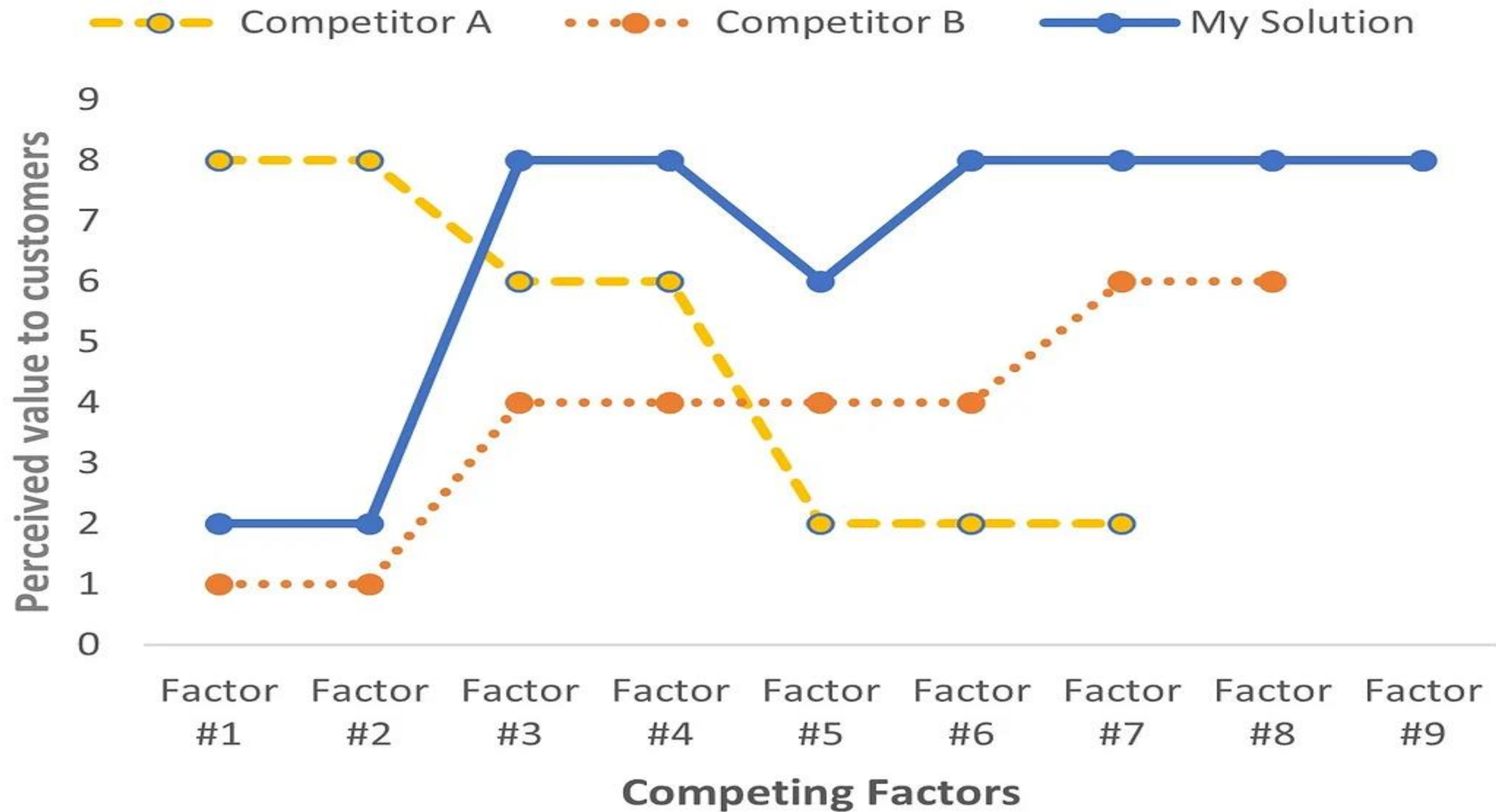
Table 3.1: Business model elements. Source: based on Bieger and Reinhold (2011).

Element	Definition
Value proposition	What an actor offers that is of value to distinct customer groups (i.e., product, service, or any other unit of business) and how it is of value to those groups
Value creation	How an actor fulfills the value proposition by combining proprietary and external resources and capabilities in collaboration with suppliers and other partners
Value communication and transfer	The channels an actor uses for exchange with customers to communicate and fulfill the value proposition and/or building a relationship
Value capture	How an actor directly or indirectly acquires monetary and/or non-monetary rewards from customers by fulfilling the value proposition
Value dissemination	How an actor disseminates the acquired value to suppliers and other partners to reward their support and sustain their contribution
Value development	How an actor develops its business model in evolutionary and revolutionary terms to ensure the long-term viability of its business





CHAPTER 3 –VALUE CURVES AND 4 ACTIONS FRAMEWORK



CHAPTER 9 – FILLING INFRASTRUCTURE GAPS

Peer-to-peer
accommodation meeting
gaps in the market for
tourism in remote areas



CHAPTER 19 – DO HOSTS DISCRIMINATE?

Trust,
biases and
coordinating resources



CHAPTER 19

Contradictory Findings

(Cui et al., 2016)



Sara Dolnicar

PEER TO PEER ACCOMMODATION NETWORKS



Pushing the boundaries (G)



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