



## Private tourism services through digital platforms

One of the most recent trends in tourism has been the entry of private tourism services into the areas of information (such as TripAdvisor and Yelp), accommodation (Airbnb, HomeAway or Couchsurfing), transport (Uber, Cabify or BlaBlaCar), food (EatWith, Feastly or VizEat) and 'things to do' (BeMyGuest, ToursByLocals or Vayable).

In order to gain insight into the so-called 'sharing economy' phenomenon, the UNWTO Secretariat is conducting a survey on "Private tourism services through digital platforms". This survey intends to explore the role and impact of private tourism services, the opportunities and challenges these can present, and how these issues are being addressed by many destinations. The present survey will provide valuable data on this topic.

Thank you in advance for taking the time to complete the questions below.

Instructions:

- We would appreciate it if your answers contain as much detail as possible, as it is important that they reflect your opinion as accurately as possible.
- Questions in Sections A to G deal with the entry of private tourism services into digital platforms in your activity/destination. Questions in Section H focus on the discussion paper produced by the UNWTO Tourism Market Trends Programme regarding this topic.
- Your answers may be treated confidentially if you so wish. At the end of this survey you can indicate whether your organisation can be named in the survey report, or whether your responses should be dealt with anonymously.
- We kindly ask you to return the present survey, duly completed, by **20 January 2017**.

If you have any further questions or need any assistance with the survey, please do not hesitate to contact Ms. Diana Oliveira ([marketing2@unwto.org](mailto:marketing2@unwto.org)).

Thank you in advance for your kind collaboration, and we look forward to sharing the results of this project with you in the near future.

### A) PERSPECTIVE

**In answering this survey, we kindly ask you to take the perspective of the destination in which you operate and/or the activity you are working in.**

#### A1. Location/Destination

A1A. Where are you based? (please state the city and country)

\_\_\_\_\_

A1B. What is the geographical focus of your activity? (please choose the most appropriate one)

1. If a country ( ), please specify: \_\_\_\_\_
2. If a locality/region (within a country) ( ), please specify: \_\_\_\_\_
3. If wider, please select below:
  - a) UNWTO Regions (please select all that apply):
    - Africa ( )
    - Americas ( )
    - Asia and the Pacific (including Oceania) ( )
    - Europe ( )
    - Middle East ( )
  - b) Worldwide ( )

## A2. Type of Organization

*In case you are representing more than one type of organization, please choose the one that has been invited to participate in the survey.*

### Public Administration/Tourism Organization

1. Central government (including National Tourism Administrations (NTAs) ( )
2. National Tourism Organization (NTO) (e.g. Tourist Board) ( )
3. Regional or local government ( )
4. Regional or local tourism organizations (e.g. Destination Management Organizations (DMOs) ( )
5. Other public institution (please specify): \_\_\_\_\_

### Other. Public or Private Organization

6. Private Company ( )
7. Tourism Association or Industry Body ( )
8. Academic Institution ( )
9. Consultancy ( )
10. Other (please specify): \_\_\_\_\_

## A3. Type of Activity (please choose the most appropriate)

1. Destinations (NTA, NTO, DMO, Convention and Tourism Bureau, etc.) ( )
2. Accommodation and Catering ( )
3. Tour Operators and Travel Agencies ( )
4. Transport ( )
5. Activities, Entertainment and Cultural Services ( )
6. General Industry Bodies ( )
7. Consultancy, Academia and Research ( )
8. Other (please specify): \_\_\_\_\_

## B) OVERALL RATING

### B1. How do you rate the **current importance** of private tourism services through digital platforms for your destination/activity?

*Please give a rating for each of the sectors below in relation to your destination/activity.*

	not present	present, but not important	somewhat important	important	very important
<b>1. Information</b> (e.g. TripAdvisor or Yelp)					
<b>2. Accommodation</b> (e.g. Airbnb, HomeAway or Couchsurfing)					
<b>3. Transport</b> (e.g. Uber, Cabify or BlaBlaCar)					
<b>4. Food</b> (e.g. EatWith, Feastly or VizEat)					
<b>5. Things to do</b> (e.g. BeMyGuest, ToursByLocals or Vayable)					
<b>6. Other category</b> (please specify below)					

**B2. If Other category, please specify.**

### C) PRIVATE TOURISM SERVICES

#### INFORMATION

Please answer questions C1.1 to C1.3 only if platforms in the [field of information](#) are present in your destination/activity.

**C1.1 Please specify which digital platforms are active in the [field of information](#).**

**C1.2 From your perspective: Do private tourism services offered through digital platforms in the [field of information](#) generate specific opportunities and/or challenges for your destination/activity?**

1. Yes ( )
2. No ( )

**C1.3 If yes, could you please specify the opportunities and/or challenges generated in the [field of information](#)?**

**C1.4 Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? Please select all answers that apply.**

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C1.5 If yes, please give examples of what action has been taken.**

#### ACCOMMODATION

Please answer questions C2.1 to C2.3 only if platforms in the [field of accommodation](#) are present in your destination/activity.

**C2.1 Please specify which digital platforms are active in the [field of accommodation](#).**

**C2.2 From your perspective: Do private tourism services offered through digital platforms in the field of accommodation generate specific opportunities and/or challenges for your destination/activity?**

1. Yes ( )
2. No ( )

**C2.3 If yes, could you please specify the opportunities and/or challenges generated in the field of accommodation?**

**C2.4 Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? Please select all answers that apply.**

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C2.5 If yes, please give examples of what action has been taken.**

## TRANSPORT

Please answer questions C3.1 to C3.3 only if platforms in the field of transport are present in your destination/activity.

**C3.1 Please specify which digital platforms are active in the field of transport.**

**C3.2 From your perspective: Do private tourism services offered through digital platforms in the field of transport generate specific opportunities and/or challenges for your destination/activity?**

1. Yes ( )
2. No ( )

**C3.3 If yes, could you please specify the opportunities and/or challenges generated in the field of transport?**

**C3.4 Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? Please select all answers that apply.**

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C3.5 If yes, please give examples of what action has been taken.**

## FOOD

Please answer questions C4.1 to C4.3 only if platforms in the [field of food](#) are present in your destination/activity.

**C4.1 Please specify which digital platforms are active in the [field of food](#).**

**C4.2 From your perspective: Do private tourism services offered through digital platforms in the [field of food](#) generate specific opportunities and/or challenges for your destination/activity?**

1. Yes ( )
2. No ( )

**C4.3 If yes, could you please specify the opportunities and/or challenges generated in the [field of food](#)?**

**C4.4 Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? Please select all answers that apply.**

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C4.5 If yes, please give examples of what action has been taken.**

## THINGS TO DO

Please answer questions C5.1 to C5.3 only if platforms in the field of 'things to do' are present in your destination/activity.

**C5.1** Please specify which digital platforms are active in the field of 'things to do'.

**C5.2** From your perspective: Do private tourism services offered through digital platforms in the field of 'things to do' generate specific opportunities and/or challenges for your destination/activity?

1. Yes ( )
2. No ( )

**C5.3** If yes, could you please specify the opportunities and/or challenges generated in the field of transport?

**C5.4** Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? *Please select all answers that apply.*

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C5.5** If yes, please give examples of what action has been taken.

## OTHER CATEGORY ( \_\_\_\_\_ )

Please answer questions C6.1 to C6.3 only if platforms in the field of \_\_\_\_\_ are present in your destination/activity.

**C6.1** Please specify which digital platforms are active in the field of \_\_\_\_\_.

**C6.2** From your perspective: Do private tourism services offered through digital platforms in the field of \_\_\_\_\_ generate specific opportunities and/or challenges for your destination/activity?

1. Yes ( )
2. No ( )

**C6.3** If yes, could you please specify the opportunities and/or challenges generated in the field of \_\_\_\_\_?

**C6.4** Has any action been taken by your organization or any other organization(s) in relation to these opportunities and/or challenges? *Please select all answers that apply.*

1. Yes, my organization has taken action relating to these opportunities and/or challenges ( )
2. Yes, another organization / other organizations have taken action relating to these opportunities and/or challenges ( )
3. No action has been taken so far ( )

**C6.5** If yes, please give examples of what action has been taken.

## D) EFFECTS AND FUTURE IMPORTANCE

**D1** How do you rate the current overall effect of private tourism services through digital platforms for your destination/activity?

*Please give a rating for each of the sectors below if present in your destination/activity.*

	Very negative	More negative than positive	Neutral, balanced	More positive than negative	Very positive	Unable to answer
<b>1. Information</b> (e.g. TripAdvisor or Yelp)						
<b>2. Accommodation</b> (e.g. Airbnb, HomeAway or Couchsurfing)						
<b>3. Transport</b> (e.g. Uber, Cabify or BlaBlaCar)						
<b>4. Food</b> (e.g. EatWith or Feastly or VizEat)						
<b>5. Things to do</b> (e.g. BeMyGuest, ToursByLocals or Vayable)						
<b>6. Other</b> (as specified in B1)						

**D2 From your perspective, how would you rate the future importance (in the next 5-10 years) of these private tourism services for your destination/activity?**

*Please give a rating for each of the sectors below.*

	Much less important than today	Less important than today	No change	More important than today	Much more important than today
<b>1. Information</b>					
<b>2. Accommodation</b>					
<b>3. Transport</b>					
<b>4. Food</b>					
<b>5. Things to do</b>					
<b>6. Other</b> (as specified in B1)					



## E) GOVERNANCE

The growth of private services in tourism through digital platforms can give rise to a number of governance issues.

**E1 How important are the following areas of governance when dealing with these private tourism services and platforms in your destination/activity?**

	Not at all important	Somewhat important	Important	Very important
<b>1. Fair competition and market conditions, maintaining a level playing field (e.g. regulation, taxation, etc.)</b>				
<b>2. Consumers protection (e.g. quality, safety, privacy, etc.)</b>				
<b>3. Labour conditions of the work force (e.g. hours and remuneration of Airbnb hosts, Uber drivers, social legislation, insurance and responsibility, etc.)</b>				
<b>4. Public sector and civil society: tourism planning and sustainability (e.g. urban planning and housing, quality of life of residents, overcrowding and congestion, nuisance to neighbours and neighbourhood, etc.)</b>				

**E2.1 Fair competition and market conditions, maintaining a level playing field (e.g. regulation, taxation, etc.):** What has been the response so far in your destination/activity with regard to private tourism services and platforms? *Please select all answers that apply.*

1. None so far ( )
2. We are observing the situation ( )
3. We are planning or undertaking research ( )
4. We have adopted and/or enforced policies ( )
5. Other ( ) (please specify): \_\_\_\_\_

**E2.2** If relevant policies have been planned and/or adopted, please specify the nature and effectiveness of these policies.

**E3.1 Consumer protection (e.g. quality, safety, privacy, etc.):** What has been the response so far in your destination/activity with regard to private tourism services and platforms? *Please select all answers that apply.*

1. None so far ( )
2. We are observing the situation ( )



3. We are planning or undertaking research ( )
4. We have adopted and/or enforced policies ( )
5. Other ( ) (please specify): \_\_\_\_\_

**E3.2** If relevant policies have been planned and/or adopted, please specify the nature and effectiveness of these policies.

**E4.1 Labour conditions of the work force (e.g. hours and remuneration of Airbnb hosts, Uber drivers, social legislation, insurance and responsibility, etc.):** What has been the response so far in your destination/activity with regard to private tourism services and platforms? *Please select all answers that apply.*

1. None so far ( )
2. We are observing the situation ( )
3. We are planning or undertaking research ( )
4. We have adopted and/or enforced policies ( )
5. Other ( ) (please specify): \_\_\_\_\_

**E4.2** If relevant policies have been planned and/or adopted, please specify the nature and effectiveness of these policies.

**E5.1 Public sector and civil society: tourism planning and sustainability (e.g. urban planning and housing, quality of life of residents, overcrowding and congestion, nuisance to neighbours and neighbourhood, etc.):** What has been the response so far in your destination/activity with regard to private tourism services and platforms? *Please select all answers that apply.*

1. None so far ( )
2. We are observing the situation ( )
3. We are planning or undertaking research ( )
4. We have adopted and/or enforced policies ( )
5. Other ( ) (please specify): \_\_\_\_\_

**E5.2** If relevant policies have been planned and/or adopted, please specify the nature and effectiveness of these policies.

**E6 Are there any other relevant areas of governance that you consider important? If so, please specify.**

## F) THE WAY FORWARD

Please provide us with your recommendations or suggestions for future tourism policies relating to private tourism services through digital platforms for the fields that are relevant for your destination/activity.

### F1 Information

### F2 Transport

### F3 Accommodation

### F4 Food

### F5 Things to do

### F6 Other fields (please specify)

## G) CASE STUDIES

**G1 This research also aims at identifying relevant case studies. Do you have any case study (e.g. destination, digital platform) to recommend in this regard? If so, please indicate below.**

A case study could be either a solution for a specific challenge arising from, or a specific insight into the mechanisms of private tourism services through digital platforms.

If you would like to provide us with any additional information on relevant case studies, please attach/forward any relevant documents via e-mail to Ms. Diana Oliveira ([marketing2@unwto.org](mailto:marketing2@unwto.org)).

**G2 If you are interested in providing additional details on this subject, please provide your contact details below, and we will contact you shortly.**

## H) DISCUSSION PAPER

The UNWTO Tourism Market Trends Programme has prepared a discussion paper, which has been sent to you with the invitation e-mail.

**H1 The discussion paper summarizes our key ideas on the topic.  
What is your overall impression: Do you think the discussion paper attached covers the key ideas sufficiently?**

1. Yes ( )
2. No ( )

**H2 If no, please share with us what you think would make it more complete.**

**H3 To what extent do you agree with the ideas in the discussion paper?**

1. Strongly disagree ( )
2. Mostly disagree ( )
3. Mostly agree ( )
4. Strongly agree ( )
5. Neither agree nor disagree ( )

**H4 If you disagree, please specify which ideas you disagree with.**

**H5 Please share with us any general comments or suggestions on the discussion paper attached.**

## I) ORGANIZATIONAL DATA

**I1 Your name**

**I2 Name of your organization or company**

**I3 Your position within the organization or company**

**I4 Your telephone number**

**I5 Your email address**

**I6 Have you been contacted directly by UNWTO, or has the survey/invitation been forwarded to you?**

1. I was contacted directly by UNWTO ( )
2. The survey/invitation has been forwarded to me ( )

**I7 Confidentiality**

1. My organization can be identified in this report with the answers given ( )
2. Answers given in this survey should be dealt with anonymously ( )

**We greatly appreciate your time and efforts in completing this survey.**

**THANK YOU!**