



Studying the effect of a sharing economy on the Tourism Industry: Developing the local economy for the Nubian Community: An empirical study using the Gharb Soheil Village

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Abstract

With the spread of modern technology in the last decade, the sharing economy has emerged as a rapidly growing sector of the business market. This new economic model has put a strong footprint in several fields, and especially in the tourism field. For the last five years, almost 500 sharing economy platforms have emerged that are related to tourism services; 50% of these are related to the transport sector, 39% leisure and 11% for accommodation (Peeters et al., 2015). The emergence of peer-to-peer technologies in the tourism industry has facilitated the communication process between the tourists and service providers, which has led to disappearing the mediators. Both of them have benefited. The service provider has recovered his money previously spent on the mediators and the tourist has saved a substantial amount of his money. This paper aims to discuss the effect of the sharing economy on the tourism industry and its role in developing the local economy for the Nubian community. This study has been based on descriptive research (a survey method research) by distributing online questionnaires via e-mail from August 2019 to September 2019. On the other hand, during a long trip to the Gharb Soheil village, which began from 21 September 2019 until mid-October 2019, other questionnaires were distributed to Airbnb hosts who could not answer the online questionnaire. The research sample consisted of 115 Nubians who using Airbnb platform for hosting tourists in the Gharb Soheil village out of 145 respondents. This questionnaire aimed to analyze the effect of the Airbnb platform as one of the sharing economy platforms on the average income per capita in the Nubian community.

Keywords: Sharing economy, local economy, Nubian community, tourism, Gharb Soheil Village.

Introduction

For the last few years, the world has witnessed several changes in the social, economic and political level as a result of the modern technological developments (Stiubea, 2018). For example, social media networks, photo share platforms and lately the emergence of the sharing economy platforms (Juul, 2017; Stiubea, 2018). In parallel with the growth of Smartphone companies besides the reduction of its price, has contributed to increasing the number of Internet users at the global level (Varma et al., 2016; Gusso, 2016; Hira & Reilly, 2017). Since then, the world has become a small village and the people could communicate with each other at any time everywhere in order to make friends with other people without barriers. In addition, they can also obtain information or reach to those basic needs like food, shelter and clothing by using different platforms that have specified for these purposes (Hira & Reilly, 2017).

The modern technological developments have not been limited to serve any specific sector, but are now expanded to include several sectors, more especially the tourism sector with its complementary services such as: transportation, exchange experiences and accommodation (Varma et al., 2016; Roblek et al., 2016). Since the beginning of the spread of tourism platforms that have facilitated the direct communication process between the client and the tourism service provider, and this has



contributed to entry the concept of the sharing economy in the tourism field (Roblek et al., 2016; Ert et al., 2016).

Literature review

The Sharing economy

The e-commerce platform has witnessed several developments in the last five years (Koçak et al., 2016; Rizik, 2017). In particular, with the emerge of a new socioeconomic phenomenon called "Sharing Economy" (Rizik, 2017). The term "Sharing Economy" first appeared in the mid – 2000s, but it was then known as "Collaborative Consumption" or the "Peer-to-Peer Economy" (Altinay & Taheri, 2018). The term Collaborative Consumption was first formulated in 1978 (Sanchez & Correia, 2018; Florian, 2019). Felson and Spaeth (1978: 615) defined the Collaborative Consumption as "*Those events in which one or more persons consume economic goods or services in the process of engaging in joint activities with one or more others*". Indeed, this term didn't become a well-known term until 1995, especially after launching an eBay website (Botsman, 2015; Gusso, 2016). Since the global economic crisis 2007/2008, many peer-to-peer companies have been established as a result of consumers' needs to reduce their spending and to address their over-consumption (Botsman, 2015; Perry, 2015). Some researchers have described the sharing economy as an exchange and sharing phenomenon between people, to obtain on underused products and services by sold, rented, lent, gifted, or swapped from peer to peer in order to reuse again (Hong, 2018). In the age of the Internet, the sharing economy facilitated the communication process between the owners of assets and those who seek for these assets (Heikkilä, 2018).

In the 21st century, the concept of a sharing economy has emerged as a powerful force to change the behaviour of consumers in the usual buying and selling process which has led to several disturbances in capitalistic industries (Heikkilä, 2018). The term "sharing economy" has entered the Oxford Dictionary in 2015 as "*an economic system in which assets or services are shared between private individuals, both free of charge or with payment, typically via the Internet*" (Maci, 2016: 1; Giachino et al., 2017: 148; Ianeva, 2018: 229). Also, Botsman (2015: 2) has explained the concept of sharing economy as "*Systems that facilitate the sharing of underused assets or services, for free or for a fee, directly between individuals or organizations*". While, Hong (2018: 1) has defined the Sharing Economy as "*an economic model based on peer-to-peer (P2P) activity for acquiring, providing or sharing access to goods and services facilitated by a community based online platform*". It is difficult to find a clear definition of the sharing economy, but some literature defines it as an economic-technological phenomenon based on information and communication technology that has helped people to create the new web communities (Botsman & Rogers, 2010; Giachino et al., 2017).

The sharing economy has spread and grown due to several factors: The technological developments, the decrease in purchasing power, the increase of urbanization in most countries, besides there are now also stronger environmental regulations that advocate the activation of the principles of sustainability (Frey et al., 2018).

In the Arab world, The concept of sharing economy was known since ancient times, due to the principle of sharing clothes, food and lending money that has been predominant between local communities as a sort of social solidarity (Rizik, 2017). This economic model has also been found in Western countries, but not with the current meaning (Ramzy & Elsamadicy, 2018).

Motivations of the sharing economy

The drivers that motivate people to use the sharing economy platforms are often different according to the people's behaviour and economic and social level for using them (Gusso, 2016).



- a) **The economic driver:** In the first instance, the sharing economy allows easy access to several resources with low prices without any additional costs incurred. Secondly, the same consumers who seek access to these resources can also become new services providers, they can create more wealth easily by renting, lending or selling their assets (Duron et al., 2010).
- b) **The sustainability driver:** Since increasing people's environmental awareness and their realization to the importance of the sustainability, people now desire to activate this term and make life more sustainable through decreasing the production processes, encouraging resources exchange and reuse them again, which also means less pollution (Duron et al., 2010).
- c) **The social driver:** Recently, most people have become trusting in the sharing platforms with a percentage of 78%, after they have heard about the sharing economy platforms from their friends and relatives or via online interactions. While the people who distrust the advertisers do not exceed 22% (Gusso, 2016).
- d) **The technological driver:** The emergence of modern techniques facilitated the communication process between people, that has become known as peer-to-peer technologies (Duron et al., 2010; Gusso, 2016). Therefore, the sharing economy has been able to spread and expand at high rates than never seen before (Gusso, 2016).

Advantages and disadvantages of the sharing economy

a) Advantages of the sharing economy

- **Efficient utilization of resources:** In the sharing economy, a person can rent or buy a product that has been used before (Ianeva, 2018). Both sides benefit from the sharing economy platforms, The owner regains his money that he has spent previously in the purchasing process and the consumer saves a considerable amount of his money (Botsman & Rogers, 2010; Cesarani & Nechita, 2017; Ianeva, 2018).
- **Rise of the micro-entrepreneurship economy:** In recent years, there have been many sharing online platforms emerging and these have allowed people to share their underused products and services (Cesarani & Nechita, 2017). Hence, The sharing economy has contributed to creating the new sources of their income for many people besides their actual work (Ianeva, 2018).
- **Emphasis on trust:** The sharing economy puts the trust element at a top of its priorities to facilitate the nature of the relationship between the consumers and service providers through a set of online tools that allows the consumers to conduct the neutral evaluation for the products and services (Cesarani & Nechita, 2017).
- **Improve urban infrastructure:** The developing countries are suffering from the increase in the population growth in the metropolitan areas. Also besides this, governments have been failing to provide the appropriate infrastructure for this growth (Ianeva, 2018). Under these conditions, a sharing economy can provide several opportunities for improvement. For example, the platforms are showing a set of unused garages and parking places which will relieve heavy traffic in big cities (Queensland Tourism Industry Council, 2014; Gusso, 2016).
- **Utilization of spare time:** With the emergence of new online platforms like "iamfree.pro", a person has become able to convert his spare time to money through doing some services that do not require special skills or qualifications, such as cooking or buying for someone else (Queensland Tourism Industry Council, 2014; Ianeva, 2018).

b) Disadvantages of the sharing economy:

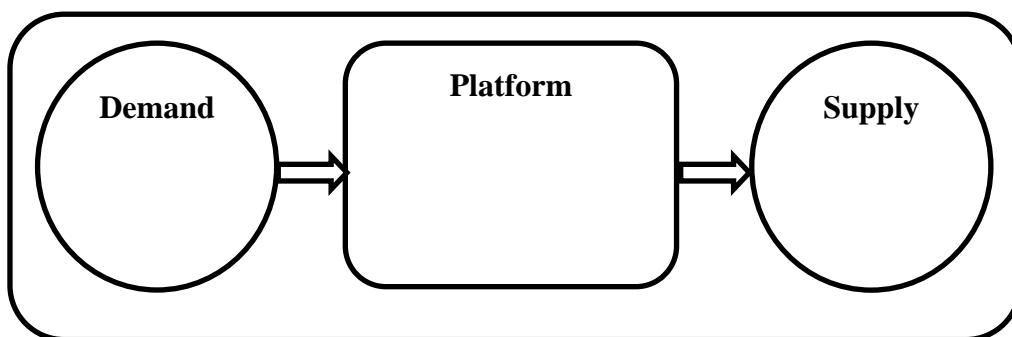
- **Taxes and Tax regulation:** The traditional tax regulatory frameworks are rarely fitting in with the new patterns of market relations, Especially, with the emergence of sharing economy platforms. The tax authorities cannot detect the number of cash flows between countries and

determine the average income or profit and often the providers deliberately avoid paying taxes or are simply unaware that they owe them (Queensland Tourism Industry Council, 2014).

- **Undercutting market prices:** The emerging of parallel markets to the actual market called "Gray market". This will lead to price decreases as a result of the supply increase compared to the demand (Queensland Tourism Industry Council, 2014; Ianeva, 2018).
- **Risk of lowering certain standards:** The sharing economy can pose a threat to safety and health as long as the services lack specific standards and regulations to manage it (Altinay & Taheri, 2018).
- **Insecurity:** The sharing economy is suffering from insecurity in different ways, such as: uncertainty about service provider's data, uncertainty about personal data and uncertainty about fraud or lies (Queensland Tourism Industry Council, 2014).

The Sharing Economy and Tourism:

Tourism and Travel have been affected since the emergence of E-Business, especially after the appearance of tourism recommender systems that have enabled travellers to plan and book their tours online (EFFAT, 2015; Juul, 2015). No doubt that the digital revolution has facilitated tourism transactions via several online platforms that have matched tourism demand with supply as shown in the following figure.1 (Juul, 2015; Mpfou & Nicolaides, 2019; Sanchez & Correia, 2017).



Source: (July, 2015)

In the past, the travellers were desiring to visit only new places in order to get away from daily routines (Cheng, 2016). Today, travellers have become more passionate for new and unique tourist experiences not only as a spectator on the tourist tour (Juul, 2017). They seek to have direct communication with the local community and seek to feel the authenticity of the destination (Bremner, 2014). One of the main reason people travel abroad is to enjoy an "authentic" experience. They imagine travelling abroad and living in accommodation which is slightly different, tasting unique cuisines and participating in local activities while absorbing diverse cultures (Nicolaides, 2014a). In fact, The change of traveller behaviour has contributed to creating a kind of tourism demand that is looking for new places differ from the usual destinations (EFFAT, 2015). Nowadays, The sharing economy has gained most of the market shares in the tourism industry, when the individuals have begun to offer their own assets and services for temporary sharing such as their homes, their cars and their information about the place where they live (EFFAT, 2015; Yu, 2016; Juul, 2017). The tourism industry has become the main market of the sharing economy business, due to the fact that it involves most of the tourism services (EFFAT, 2015; Juul, 2017).

The tourism sector has dominated on the sharing economy for four important reasons:

1- The tourism industry is one of the most innovative industries that seeks permanently to create new business models, services and products and (Bremner, 2014; Brown et al., 2017). For example, the effect of low-cost airlines on air transport industry (Brown et al., 2017).



2- Tourism is considered a temporary social experience. Therefore, the sharing economy platforms provide several temporary services that are featuring more flexible, this has facilitated people to obtain the products and services that they want (EFFAT, 2015).

3- With the spread of modern technology in the last decade, the behaviour of the consumers has changed especially Millennials and business travellers. They have become more aware of global changes (EFFAT, 2015). They desire to obtain new services and experiences that are differing from the traditional one to live more personalized experience (Juul, 2017).

4- It is apparent from current global trends that religious based spiritual tourism which enhances the quality of life of many travelers, has become prevalent and is now very popular especially as travelling is becoming far more accessible for many people. (Nicolaides, & Grobler, 2017).

Sharing Economy companies have begun to offer authentic experiences through several sharing online platforms (Roblek et al., 2016). For example, lodging (Couchsurfing & Airbnb), transportation (Uber & BlaBlaCar), tours (Localbytour, IlikeLocal, Greeters & Vayable) and dining (EatWith & VizEat) (Juul, 2017). As shown following table (1) the most popular tourism sharing platforms in numbers (OECD, 2016; Juuly, 2017).

Table 1. The Most Popular Tourism Sharing Platforms in numbers

Platform	Description	Number of users	Value	Scope
Accommodations				
Airbnb	Short-term accommodation rental, restaurants and travel experiences platform, founded in 2008	More than 5 million listings and has approximately hosted 400 million guests since its launch, it is covering more than 65,000 cities (In March 2019).	US\$38 billion (In March 2019)	In more than 191 countries (In March 2019).
Homeaway	Vacation rental platform, founded in 2005	Over 1.2 million listings (In March 2019)	US\$19 billion (In March 2019)	In 190 countries (In March 2019)
Couchsurfing	Hospitality exchange and social networking platform, founded in 2004	Approximately 15 million members (In March 2019).	Not available	In 200,000 cities (in March 2019).
Transport				
Uber	Short-distance ride-sharing platform, founded in 2009.	75 million riders and 3 million drivers worldwide (In March 2019)	Up to US\$100 billion (in March 2019)	In 614 cities across 80 countries in 2017 (In March 2019)
BlaBlaCar	Long- distance ride-sharing platform, founded in 2006	65 million registered users on the platform (In March 2019)	US\$1.6 billion (In March 2019)	In 22 countries (In March 2019)
Travel experiences				
Vayable	Personal tours and travel experiences platform, founded in 2011	Not available	US\$27 billion (In March 2019)	In more than 900 cities in 100 countries (In March 2019)
ToursByLocals	Private tours platform, founded in 2008	2700 guides (In March 2019)	Not available	In 159 countries (in March 2019)
Dining				
VizEat	Platform for cooking classes, food tours and dinners, founded in	More than 120 000 members (In March 2019)	€3.8 million (In March 2019)	In 130 countries (in March 2019)



	2013			
EatWith	Shared dining platform, founded in 2012	More than 80,000 seats filled since its founding as of March 2019	Not available	In 50 countries (In March 2019)

Source: OECD, 2016; July, 2017.

For the last five years, The sharing economy models have played a significant role in several services in the tourism sector as previously mentioned (Queensland Tourism Industry Council, 2014). In light of that, there are a set of criteria which have appeared to help the consumers and service providers to compare between the traditional tourism and tourism platforms (sharing tourism) as shown in table 2 (Queensland Tourism Industry Council, 2014).

Table 2. Traditional Tourism vs Sharing Tourism

Indicators	Traditional Tourism	Sharing Tourism
Price	The real cost of the product or service and other costs such as a license, permit or other fees imposed by Governmental Authorities.	Provide a lower price depends on the real cost of a product or service.
Authenticity	Most of the traditional tourism services are following an immutable approach that has undeveloped yet like Hotels and car rental services.	involve tourists in the local community of the destination to obtain an authentic tourism experience.
Reliability	Use accurate booking systems which are working for compensating a customer when mistakes happen by using a set of alternatives.	The booking system depends on the ability of the service providers to update their data. When mistakes happen, It is difficult to compensate a customer optimally.
Transparency	Most of the information belongs to tourism companies are available at the governmental authorities such as; Ministry of Tourism.	The possibility of exposure to false information, Due to the unavailability of many products and services or it's often different from the truth.
Safety and Health	Actually, traditional tourism companies take care to obtain all necessary licenses and permits needed to start their business. Besides, Provide a set of specialized equipment to maintain the health and safety of both customers and employees.	There are no guarantees for customers in sharing tourism. The customer is wholly and solely responsible for protecting himself and his possessions.
Quality	At least, continuous of follow-up for regulatory bodies has led to providing the minimum level of quality of the products or services.	Product's quality is not always sufficiently guaranteed and unknown. But, It can be inferred from customers' opinions and their previous comments..

Source: Queensland Tourism Industry Council, 2014.

Regardless of the disadvantage of the sharing economy as mentioned previously. It has witnessed a marked growth in the last years and could reach \$335 Billion by 2025 (OECD, 2016).

Sharing Economy in Egypt

In Egypt, there are three major tourism services which have influence by sharing economy; transportation, tourist guiding and accommodation (Ramzy & ElSamadicy, 2018). In particular, The transportation service was the most influenced service by the sharing economy, which is represented in two rides- sharing platforms Uber and Careem instead of a taxi (Abd Elmeguid et Al., 2018).

Transportation (Uber & Careem)

Uber is a global ride-sharing application that was launched in Egypt in 2014 (Rizik, 2017). While Careem is a regional ride-sharing application based in Dubai and has expanded to Egypt in 2014

(Abd Elmeguid et Al., 2018). In November 2017, The two companies got the approval from Egyptian Government to practice their works and are waiting for the issuance of the needed law from the house of representatives to regulate their work (Abd Elmeguid et Al., 2018). In March 2019, Uber acquired Careem for \$3.1 Billion. But Careem still maintains their independent brand and operate separately as part of the deal (Ramzy & ElSamadicy, 2018).

The Uber company has contributed to creating many job opportunities for 50, 000 drivers that were unemployed before (Rizik, 2017). Moreover, it has contributed to providing additional income for many persons that already have work (Abd Elmeguid et Al., 2018). Today, 75% of its partner drivers are very satisfied to work with the Uber app and enjoying the flexibility that has allowed to do rides alongside their original work (Amwal Alghad, 2016).

Accommodation (Airbnb)

Globally, the most popular peer-to-peer accommodation in sharing economy is the Airbnb app (Varma et al., 2016; Gusso, 2016). By comparison with Couchsurfing and HomeAway apps, Airbnb has become the largest company and brand all over the world as shown in the following figure.2 (Koçak et al., 2016).



Figure 2. Airbnb, Couchsurfing and HomeAway on Google play. Source: (Google play, 2019)

Locally, Egypt has witnessed a major boom in rental accommodation in the last five years (Ramzy & ElSamadicy, 2018). According to official figures from Airbnb, Egypt has been considered the fastest-growing destination in Africa (Ramzy & ElSamadicy, 2018). In 2018, It has seen growth by 134%, while Morocco has grown by 50% and South Africa by 60% (Varma et al., 2016).

Tourist Guide (ToursByLocal)

ToursByLocals site is one of the biggest leader sites in peer-to-peer tour guiding services in the world, parallel with Vayable site. Both of them aim to offer a memorable tourism experience (Hong, 2018). Initially, ToursByLocals site has focused on achieving the direct communication between the travellers and the local tour guides that are working in different destinations that the tourists desire to visit (Altinay & Taheri, 2018). Later, the site re-evolved itself to contribute to the habilitation and training of tourist guides that they work with through huge teamwork efforts in London, Vancouver



and Delhi so as to provide a set of solutions for the difficult situations (Queensland Tourism Industry Council, 2014).

The Vayable site has aimed at connecting the travellers with the local people to obtain an authentic tourism experience (Fitzpatrick, 2015). But, the Vayable site has not gained the same fame of ToursByLocals site because it works only in specific tourist destinations like Amsterdam, Barcelona, Dublin, Istanbul, London, Los Angeles, New York City, Paris, Rome and San Francisco (Vayable, 2019).

Nowadays, there are nearly 41 local tour guides work with a ToursByLocals site to organize a unique tourist experience in many Egyptian tourist cities. As shown in the following table (Vayable, 2019).

Table 3. The available number of tour guides and tours until June 2019

City	Cairo	Alexandria	Aswan	Luxor	Safaga	Port-Said	Hurghada	Ain-Sokhna
Tourist Guide	11	5	3	5	6	3	6	2
Tours	117	25	8	44	10	4	10	2

Source: (ToursByLocals, 2019).

As mentioned above, it is normal that more than half of the tours are concentrated in Cairo. It is mainly due to the fact that Cairo is the capital city of Egypt, a huge metropolitan city that has many tourism patterns which vary between Cultural, Historical and Urban tourism. While Luxor has been ranked second in place after Cairo with a percentage of (20%) cause it was considered to be an Ancient capital of Egypt that contains about one-third of the world's monuments.

Nubian Community (Egypt)

Since the beginning of the 19th century, Nubians (around 120,000 Nubian in Egypt and Sudan) have suffered from displacement and moving in multiple phases; **The first phase**, started when The construction of Aswan Dam was finished in 1902, **The second phase**, when the height of the dam was raised in 1912, **The third phase**, when the height of the dam was raised a second time in 1933 (Agha, 2019). Most of the Nubian villages lost their lands and homes as a result of frequent floods (Hopkins & Mehanna, 2010; Elcheikh, 2013; Agha, 2019).

Before the 1960s, the Egyptian government decided to begin the construction of Aswan High Dam in order to create more water availability and to generate electricity capacity for Egypt's population (Agha, 2019). Consequently, it necessitated the displacement of tens of thousands of Egyptian and Sudanese Nubians. That is what happened in **the fourth phase** (Hopkins & Mehanna, 2010). Therefore, some Historians have considered this phase to have been the greatest displacement for Nubians throughout history. Since then, Nubians were forced to move to new locations, and they also had to modify their lifestyle and activities (Hopkins & Mehanna, 2010; Elcheikh, 2013).

Furthermore, the construction of the High Dam has also contributed to threatening many archaeological sites and made them become a major focus of interest to the international community, especially UNESCO (Fekri, 2007; Riad & Abd Elrasol, 2014; Elcheikh, 2018). Consequently, Abu Simbel and Philae have been dismantled and relocated to a safe location away from flood lines (Simone, 2009; Elcheikh, 2018). Thus, The World has witnessed the greatest archaeological rescue operation over the ages (Simone, 2009).

While the international community has been interested to save the monuments of Nubia, there was no one attention to the fate of Nubians and their cultural heritage that was strongly connected with their original homeland (Fekri, 2007; Gatto, 2009; Elcheikh, 2018).

Nubia stretches along the Nile River from Aswan's southern in Egypt until Khartoum in southern in Sudan (Gamil, 2018; Agha, 2019). Nubia is divided into three main regions: The first region is called lower Nubia and it lies inside the Egyptian borders between the first and the second cataracts, The second region is called middle Nubia that lies between the second and the third cataracts while the third region is called Upper Nubia and is located inside the Sudanese borders (Gatto, 2009; Elcheikh, 2018) as shown in the following figure. 3.

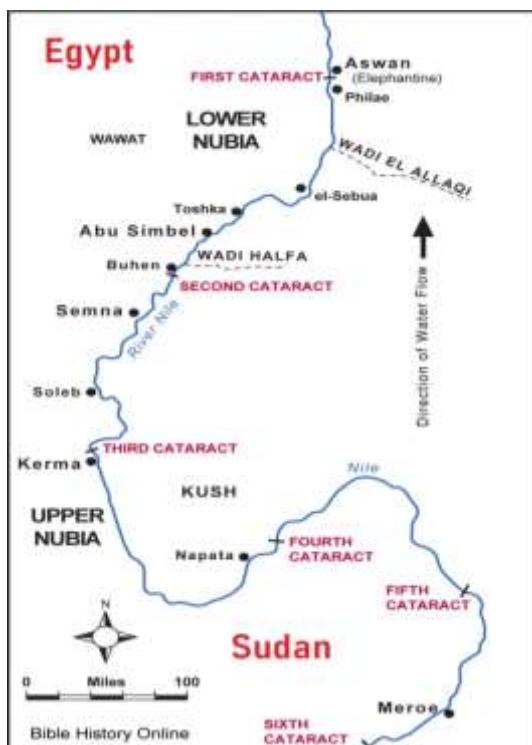


Figure 3. The Geographical location of Nubia Source: Bible-History, 2019

In the past, The Nubians were famous for many economic activities such as agriculture, animal grazing, charcoal manufacturing and exporting of some local products like dates and herbs that have many therapeutic benefits (Elcheikh, 2013; Agha, 2019). These activities were the backbone of their local economy before the Aswan Dam was built (Fekri, 2007; Elcheikh, 2013; Riad & Abd Elrasol, 2014). Therefore, most of Nubians have migrated to urban centres to find an appropriate job (Agha, 2019). The perceived image of Nubians in the urban areas was limited only in service jobs such as a cooks, doorkeepers, houseboys and a waiters (Elcheikh, 2013). Today, there is no record that clarifies when the Nubians tookon these jobs, but it seems that Mohamed Ali's dynasty was the first who discover and employ Nubians because they are characterized by their loyalty and honesty which has made them ideal servants (Riad & Abd Elrasol, 2014).

With regard to the aspect of Nubian culture, there are more than fifty Nubian villages, and each of them has been marked by their history, rituals, customs and traditions (Riad & Abd Elrasol, 2014). Additionally, Nubians have other cultural aspects, and are strongly associated with a geographical and historical aspect that has reflected in the architecture and decoration of their buildings as shown in the figure 4 (Elcheikh, 2018). According to dialects, the Nubian community has been divided into two main groups, namely Kenuzi (Matokki) and Fadija (Mahas) (Gamil, 2018). In spite of this, Nubians speak the same language, but they couldn't understand each other as a result of the forced displacement that were mentioned previously (Elcheikh, 2018).



Nubians as a unique ethnic group have special rituals, customs and traditions that differ from the Egyptians that are living in metropolitan cities (Riad & Abd Elrasol, 2014). From reviewing literature, Nubian culture is considered to be a focal point of scientific interest to cultural anthropologists, archaeologists, architects and urban planners (Gatto, 2009; Elcheikh, 2018). Actually, after The emergence of ethnic tourism patterns, Nubian culture has become a new tourist attraction in Egyptian tourism and has gained significant attention from leading experts in the field of tourism (Elcheikh, 2016).

Tourism in Nubia

For many reasons, international tourists prefer to visit Aswan that is known as one of the most famous international cultural tourism destinations besides Luxor city (Riad & Abd Elrasol, 2014). Many tourists don't know that most of the archaeological sites that they are visiting, are in fact located in Nubia. As discussed earlier, Nubia is the names for the land that extends from the south of the first cataract of the Nile in Aswan to Dongola, beyond the fourth cataract in Sudan (Fekri, 2007; Elcheikh, 2018). In light of that, Nubia includes many archaeological landmarks such as; The small and great Abu Simbel temple, Kalabsha temple, Beit El Wali temple, Tombs of the Nobles and the unfinished obelisk...to name a few (Elcheikh, 2016). Religious tourism is a huge tourism drawcard as has been demonstrated by Nicolaides (2014b).

Moreover, Nubia also involves many of the tourist attractions, For example: Saloga & Ghazal Protectorate, Wadi Al-Alaqi Protectorate, the Nubian Museum, Aswan Reservoir, High Dam, Aga Khan Mausoleum, The monastery of St. Simeon and the Nubian houses & villages (Elcheikh, 2016). In addition, there is an intangible aspect of Nubian heritage, Such as folklore and dancing performances, Nubian language & culture, handicrafts & visual arts, special festivals and events, Gastronomy and the Nubian costume (Riad & Abd Elrasol, 2014; Elcheikh, 2016).

Gharb Soheil village

The Gharb Soheil village is one of (Kenazi group) Nubian villages that is located on the western bank of the Nile, approximately 15 Km south of Aswan (Abdel Meguid, 2008; El Gamil, 2018). The village was established about a century ago after the construction of the old Aswan Dam in 1902 (Riad & Abd Elrasol, 2014; Elcheikh, 2018).

Since the beginning of the 20th century, part of the population of the village has worked in several jobs like fishing, agriculture, state employment and trade (Elcheikh, 2018). After the opening of the Nubian Museum in 1997, the majority of the population has been participating in the tourism industry (e.g. rental of rooms, hotels, Felucca trips (Boat), taxi services, handicrafts, folklore and dancing performances, and also as brokers and middlemen (Riad & Abd Elrasol, 2014; Elcheikh, 2018).

For many reasons, the Gharb Soheil village has turned into a brand that is used by tour operators to attract visitors as shown in the following figure. 4 (Elcheikh, 2018). Firstly, accommodation in Nubian houses or rental rooms have spread widely throughout the village. Secondly, purchasing of Nubian souvenirs (Nubian Handicrafts) has also grown. Thirdly, making tattoos of henna (Nubian's Henna). Fourthly, participating in the local rites. Fifthly, tasting the Nubian food (Gastronomy). Sixth, attending of special festivals & events such as the annual sun festival of Ramses II. Finally, watching folklore shows and also dancing performances (Abdel Meguid, 2008; Riad & Abd Elrasol, 2014; Elcheikh, 2018; El Gamil, 2018).



Figure 4. The Tourist Attractions in Gharb Soheil Source: Larson, 2006

Therefore, the study focused on the Gharb Soheil village as a Nubian tourist destination which has a set of tourist facilities and activities that qualified to be the applied study of this research.

Methodology

Although, there is a wide expansion of the sharing economy in various fields, this study has focused on the accommodation sector only. In Egypt, as previously mentioned, the sharing economy has spread in the transportation (Uber), accommodation sector (Airbnb) and the tour guide service (LocalByTourist). The current study excluded the Uber platform because it is not widely spread in the Gharb Soheil village. Moreover, the LocalBytourist site was also excluded because it depends on tourist guides only, not local residents.

The current study sought to apply an empirical study to identify the important role of the sharing economy in developing the local economy of the Nubian community in the Gharb Soheil village.

In this context, the study aimed to measure the effect of the sharing economy on average per capita income for local residents of the Gharb Soheil village. Therefore, the study was based on descriptive research (survey method research) by distributing questionnaires to the target market segment (Airbnb hosts) so as to arrive at the research aims.

In order to reach the research aim (studying the role of the sharing economy in developing the local economy for Gharb Soheil village), the findings of this study were based on a three-stage approach (Figure.5):

- a) The conceptual framework was presented after reading literature about the sharing economy and peer-to-peer accommodation (Airbnb, Couchsurfing and HomeAway). Then a qualitative and quantitative analysis of secondary data was made to check the objective of this research.

- b) An empirical study was carried on the Airbnb hosts in the Gharb Soheil village. The questionnaire was designed to collect primary data to support the aim of the study (measure the effect of the sharing economy on the average per capita income for Airbnb hosts).
- c) The primary and secondary data were analysed to obtain the findings.

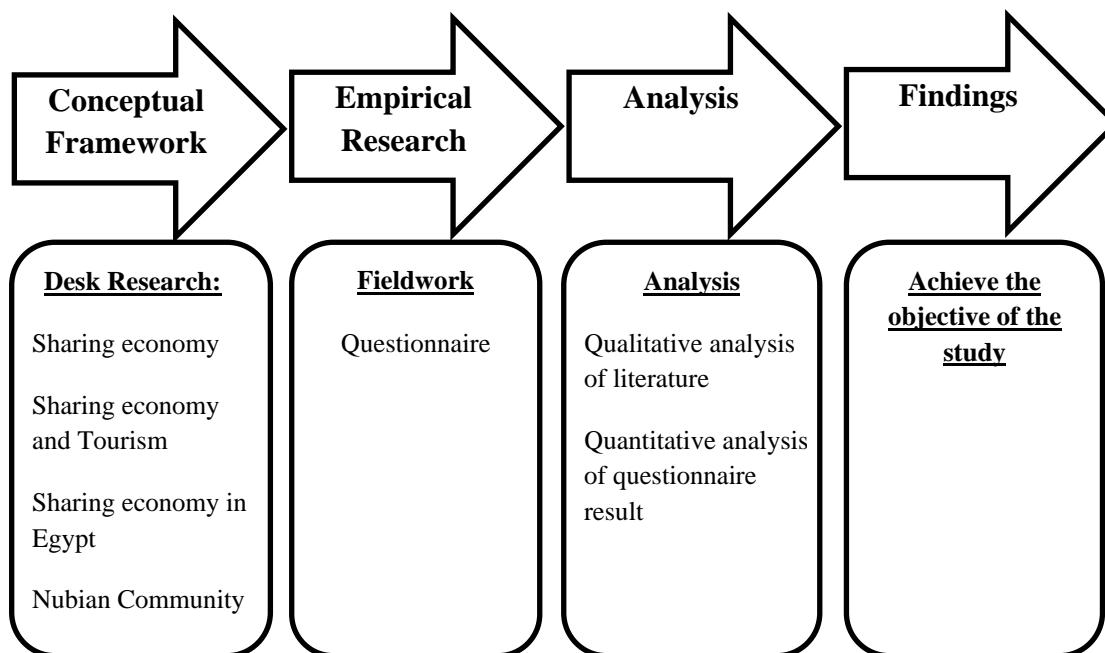


Figure 5. The stages of the methodology of this study

The Sample

The research sample included the hosts who have secondary homes in the Gharb Soheil village that are leased out for a period of the year for tourism purposes. The research sample was limited to Airbnb hosts. To reach a large segment of respondents, an online questionnaire was distributed to Airbnb hosts via e-mail from August 2019 to September 2019. On the other hand, during a long trip to the Gharb Soheil village, which began from 21 September 2019 until mid-October 2019, other questionnaires were distributed on Airbnb hosts who had not answered the online questionnaire. The research sample comprised of 115 respondents who met the criteria. They were Nubian people who use the Airbnb platform for hosting tourists in the Gharb Soheil village out of 145 respondents. As a result, the study excluded 30 respondents who belong to other Governorates, although they have long been living in the village.

The Content

The survey includes a set of questions (26 questions) related to the owner, the rented units with a focus on prices and occupancy rates, the impact on the well-being of the host, Airbnb host's motives, and host satisfaction about Airbnb platform. The type of questions used in the current study mostly multiple choice, with few open-ended questions.

- The first group (Questions 1-6) related to the demographic characteristics of the host.
- The second group (Questions 7-12) related to the leased units with an emphasis on costs and rates of occupancy.
- The third group (Questions 13-16) was concerned with the Airbnb Host Motivations.
- The fourth group (Questions 17-20) related to the impact of Airbnb platform on the well-being of the host.
- The fifth group (Questions 21-26) related to the host satisfaction about Airbnb platform.



The Results of the empirical research

This study was based on two forms of analysis, the qualitative analysis of the theoretical framework and the quantitative analysis of the empirical framework. It was clear from the review of the theoretical framework that the sharing economy plays a key role in improving an individual's economic level, whether one is the owner or the consumer, thus both benefit. The owner has recovered his money previously spent on the purchase process and the customer has saved a substantial amount of his money. Hence, this study comes to explore the sharing economy's role in improving the Nubian community's local economy. The questionnaire aimed to analyze the effect of the Airbnb platform as one of the sharing economy platforms on the average income per capita.

Table 4. The Demographic Characteristics of the Research Sample

G 1 The Demographic Characteristics				
No	Question	Frequency	Valid percent	
Q1	*My Hometown			
A	Nubia	115/145	79%	
B	Aswan	15/145	11%	
C	Upper Egypt	10/145	7%	
D	Others	5/145	3%	
Q2	Age			
A	18-25	6/115	5%	
B	26-35	18/115	16%	
C	36-45	54/115	47%	
D	Over 46	37/115	32%	
Q3	Marital Status			
A	Single	3/115	3%	
B	Married	101/115	88%	
C	Divorced	6/115	5%	
D	Widowed	5/115	4%	
Q4	Education			
A	High school or below	35/115	30%	
B	University student / Graduate	77/115	67%	
C	Master or Above	3/115	3%	
Q5	**Job			
A	Public sector	27/115	23%	
B	Private sector	21/115	19%	
C	Business sector	11/115	10%	
D	Free business	56/115	48%	
Q6	***Monthly Income			
A	1000-1999 L.E	33/115	27%	
B	2000-2999 L.E	47/115	42%	
C	Above 3000 L.E	35/115	31%	

* The sample size for the first question includes 145 respondents are living in the village of Gharb Soheil and using an Airbnb platform. While the sample size in the other questions is 115 responders who are representing only the Nubian community.

** Another job besides your hosting job.

*** if you had another job besides hosting, please determine your monthly income of this job if you wish.

According to the previous table, The field study focused on the Nubian community which represented 79% out of the total research sample. In addition, the majority of respondents represented the category of middle age persons from 36 to 45 years of age with a percentage of 47%, while the category age that was over 46 years of age represented a percentage of 32%. As can be seen from the table, married people rank the highest of the table with a percentage of 88% out of the total study sample. In addition, 67% have graduated from universities, while only 30% have finished secondary school. 48% of the responders are working the free business beside hosting job. The monthly income for 42% of the responders ranges from 2000 to 2999 LE. While



One-third of the sample 31% has reached above 3000 LE and the other one-third was less than 1999 LE.

Table 5. Information about the rental unit

G 2 Information about the rental unit			
No	Question	Frequency	Valid percent
Q7	Type of Accommodation		
A	Private Room	11/115	9%
B	Shared Room	7/115	6%
C	Apartments	17/115	15%
D	Holiday Homes	80/115	70%
Q8	The Annual Occupancy Rate		
A	Less than 150 Nights	62/115	54%
B	150-179 Nights	20/115	17%
C	180- 270 Nights	21/115	18%
D	More than 270 Nights	12/115	11%
Q9	The average length of stay		
A	(1-2) Night	19/115	17%
B	(3-4) Night	51/115	44%
C	(5-6) Night	30/115	26%
D	More than 6 nights	15/115	13%
Q10	*The Price Per Night for one person		
A	5- 25 €	35/115	30%
B	26-45 €	44/115	39%
C	46 -65 €	21/115	18%
D	More than 66 €	15/115	13%
Q11	**The Average Number of Guests per night		
A	1-3 Persons	47/115	41%
B	4-6 Persons	23/115	20%
C	7-10 Persons	25/115	22%
D	More than 10 Persons	20/115	17%
Q12	The Monthly Revenue		
A	1500-2999 LE (83.3 – 166.6 €)	31/115	27%
B	3000- 4499 LE (166.7 – 249.9 €)	67/115	58%
C	4500-5999 LE (250 – 333.2 €)	10/115	9%
D	More than 6000 LE (More than 333.3 €)	7/115	6%

* This price does not include cleaning and service fees (Service fees are a variable cost, according to the number of Guests. While the cleaning fee is a fixed cost).

** For each additional person, The guest pays 25% extra from the total price.

*** Egyptian Currency = LE

**** Exchange rate of Euro to Egyptian pound (September 2019) = 18.1 LE

As discussed earlier, the Gharb Soheil village is distinguished by its authenticity. This is mainly due to the Nubians who retain their unique customs and traditions that have contributed to ethnic tourism development. Therefore, most of the tourists prefer holiday homes with a percentage of 70% more than those staying in the hotels in order to be more involved with the Nubian families. 15% only out of the total of respondents prefer to use apartments, 9% the private room notion and 6% prefer a shared room and this type of accommodation is not popular in the Nubian community.

In General, Egypt has a warm moderate climate like the Mediterranean countries. Whenever we have moved to Upper Egypt, the temperatures rises more than Lower Egypt. As a result, the tourists prefer to visit Gharb Soheil in the winter season (The high season) more than other seasons. 54% said that the annual occupancy rate was less than 150 nights, while 18% said (150-179 nights), 17% said (180- 270 nights) and 11% said (more than 270 nights).

Regarding to the average length of stay, 44% out of tourists prefer to stay from 3 to 4 nights, 26% from 5 to 6 nights, 17% from 1 to 2 nights and 13% prefer to stay more than 6 nights. 39% of the



respondents stated that the tourists select the price segment that ranges between 26-45€, as well as the price segment that ranges from 5- 25€, with a percentage 30%, while 18% preferred 46 -65€ accomodations, and 13% prefer to spend more than 66€ per night.

Usually, the ethnic tourist doesn't depend on tour groups. Therefore, most hosts have asserted that these tourists prefer to visit the village individually. As a result, 41% out of respondents said that the average number of guests ranges from 1 to 3 persons per night. Also, 58% of respondents answered that the monthly revenue for a unit ranges from 3000 to 4499 LE (166.7 – 249.9€).

Table 6. Motivations of Airbnb Host

G 3 The Motivations of Airbnb Host			
No	Question	Frequency	Valid percent
Q13	How long have you rented your home for tourism purpose?		
A	Since (1-5) years ago	10/115	9%
B	Since (6-10) years ago	78/115	68%
C	Since (11-15) years ago	20/115	17%
D	Since more than 15 years ago	7/115	6%
Q14	How long have you used Airbnb platform?		
A	Since (1-2) years ago	38/115	33%
B	Since (3-4) years ago	67/115	58%
C	Since (5-6) years ago	8/115	7%
D	Since more than 7 years ago	2/115	2%
Q15	The main Motivation for using Airbnb platform		
A	To earn main or additional income	79/115	69%
B	To interact with guests	16/115	14%
C	To reach the target market	20/115	17%
Q16	Do you use other platforms for hosting?		
A	Yes	17/115	15%
B	No	98/115	85%

After the displacement process for the Nubian villages, Many main economic activities have disappeared such as agriculture and animal grazing. Consequently, most of the villages have depended on tourism activity, especially that which is overlooking the Nile. In the past, these villages were a part of a long tour for visiting the tourist attractions in Aswan. Nowadays, Nubian villages have become an independent tourist destination that receives many tourists throughout the year. 68% of respondents said that they have leased their homes for tourism purposes since 6-10 years ago. 58% of respondents answered that they have used Airbnb platform for a 3-4 years period. While more than half of the respondents 68% stated that the main motivation for using the Airbnb platform, was the possibility of earning main or additional income to improve their economic positions. Also, 85% of respondents answered that they didn't have other platforms for hosting.

Table 7. The effects of Airbnb platform on the well-being of the host

G 4 The effects of Airbnb platform on the well-being of the host			
No	Question	Frequency	Valid percent
Q17	Do you feel like your life has changed from the moment you become Airbnb host?		
A	Yes	102/115	89%
B	No	13/115	11%
• If you have answered Yes, Answer the following Question			
Q18	What type of changes do you have?		
A	Cultural Change	7/102	7%
B	Economic Change	75/102	73%
C	Social Change	20/102	20%
Q19	Do you involve your Guests in tourism experiences?		
A	Yes	95/115	83%
B	No	20/115	17%



• If you have answered Yes (Q17), Answer the following Question			
Q20	Do you feel like your expectations from the moment you become Airbnb host are met?		
A	Yes	87/102	85%
B	No	15/102	15%

Actually, The effects of Airbnb platform on the well-being of the host may vary according to how the host spends their earned income. Regardless of the main reason to use Airbnb platform, many economic, social and cultural effects were mentioned in several previous studies. From the moment they became Airbnb hosts, 89% of the respondents asserted that they have seen changes in their lives. In addition, 73% of the respondents who answered "yes", said they have seen economic changes. While 20% of the respondents said they have experienced social changes. 83% of the respondents prefered to engage with the guests in their tourism experiences, whether in transportation, food, lodging or entertainment. In contrast, 17% stated that they preferred not to engage with the guests on their tours. 85% of the respondents said, their expectations were met as soon as they became Airbnb hosts.

Table 8. How satisfied are you with Airbnb platform?

G 5 How satisfied are you with Airbnb platform?			
No	Question	Frequency	Valid percent
Q21	Have you concerned toward Nature of the work with Airbnb platform?		
A	Yes	88/115	77%
B	No	27/115	23%
• If you have answered Yes, Answer the following Question			
Q22	Which issue is most concern		
A	Security issues	28/88	32%
B	Tax implications	10/88	11%
C	Regulation Issues	7/88	8%
D	Host issues with government regulation	43/88	49%
Q22	Did you receive any pressures from Airbnb?		
A	Yes	28/115	24%
B	No	87/115	76%
Q23	Are you satisfied with Airbnb platform?		
A	Yes	97/115	84%
B	No	18/115	16%
Q24	Do you have any recommendations to improve the hosting platform in the future?		
A	Yes	85/115	74%
B	No	30/115	26%
• If you have answered Yes, Answer the following Question			
Q25	What do you want to improve in the future?	Open Question	
Q26	Do you have any comment?	Open Question	

Although, the Airbnb platform is one of the most widespread in the sharing economy platforms, there are still concerns about technology transactions such as; Data protection, Payment methods, and Service quality. 77% of the hosts still have a lot of concerns about the Airbnb platform. 49% of them said that they have concerns about some issues that related to the government policies that are being used against the sharing economy, especially in accommodation practices. While 32% stated that they have some concerns about security issues. Under these conditions, three quarters (76%) of the respondents stated that they didn't receive any pressure from the founders of the Airbnb platform. Overall, 84% of the hosts were satisfied with the Airbnb platform. Moreover, 74% of the respondents also had a lot of recommendations on how to improve the hosting platforms in the future.



Findings of the Study

- In the sharing economy, both of them benefited. The owner has recovered his money previously spent on the purchase process and the customer has saved a substantial amount of his money.
- The emergence of peer-to-peer technologies has facilitated the communication process between the client and service providers, which has led to the disappearance of the mediators.
- The sharing economy has led to fostering the sustainability concept by decreasing the production processes, encouraging resources exchange and reusing them again, which means less carbon and other emissions.
- The sharing economy has contributed to developing the local economy for the Nubian community in the Gharb Soheil village. More than half of the respondents (68%) stated that the main motivation for using Airbnb platform was to earn a primary or secondary income in order to boost their economic positions.
- Generally, the lifestyle of Nubians has changed for the better. Some 89% have witnessed changes in their lives from the moment they became Airbnb hosts. Moreover, 84% have stated they were satisfied with the Airbnb platform.

Conclusion

The sharing economy has provided numerous options for many services across online platforms. Since the beginning of the spread of tourism platforms that have facilitated the direct communication between the customer and the service providers, this has contributed to the entry of the concept of the sharing economy in the tourism field. Nowadays, the sharing economy has gained most of the market share in the tourism industry when individuals have begun to offer their assets or services for temporary sharing. Since then the tourism industry has become the main market of the sharing economy because it includes several services.

This paper discusses the significant role of the sharing economy in the local economic development for the Gharb Soheil village as a Nubian tourist destination. Therefore, this study was based on descriptive research (survey method research) by distributing online questionnaires to the target market segment (Airbnb hosts) in order to achieve the research aims. The research sample consisted of 115 Nubians who use the Airbnb platform for hosting tourists in the Gharb Soheil village (out of 145 respondents).

The results of the survey show that the sharing economy has contributed to achieving local economic development for the Nubian community. More than half (68%) of the respondents claimed that the main motivation for using the Airbnb platform was to earn a main or additional income to boost their economic positions. Interestingly, 89% of respondents stated that their lifestyle has changed for the better from the moment they became Airbnb hosts. Moreover, 84% said that they were completely satisfied with the Airbnb platform.

The open questions have helped Airbnb hosts to put a set of recommendations to remove some barriers that could impede the role of the sharing economy in the tourism industry. **Firstly**, providing a legislative framework to protect the rights of the client and service providers. **Secondly**, raising awareness for the tourism organizations of new emerging technologies (tourism platforms) to ensure sustainability and that it works in the tourist market. **Thirdly**, recognition by the government bodies for the practices of the sharing economy in the tourism industry. **Fourthly**, developing the tax regulatory frameworks to keep up with new technological changes and to ensure achievement of the justice between the tourist service providers. **Fifthly**, modifying the law of the organization of tourist companies to fit with the nature of the work of the sharing economy platforms. **Sixthly**, cooperating between tourism bodies to put a set of standards to ensure the quality of tourist services provided



via online platforms. **Finally**, enhancing the sharing economy concept in developing countries to promote the pristine tourist destinations.

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