

The case of the  
Airbnb Host  
Community in  
Aarhus, Denmark

Workshop @ IBS  
Budapest  
12.Oct.'21

# Glocal interconnected value creation in tourism

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# Master in Public Governance Master in Corporate Communication

Today's menu?

Definitions?

Methods?

What's in it for Airbnb and VisitAarhus?

What motivates Airbnb hosts during Covid-19?

Defining what we  
study in tourism?

Why does  
language matter?

Discuss 5 min.

2&2.

Airbnb: sharing  
economy, platform  
economy, gig-  
economy, peer-to-  
peer or?

Defining the case  
company: When I  
say "Airbnb",  
what is your first  
thought? Discuss  
5 min 2&2.

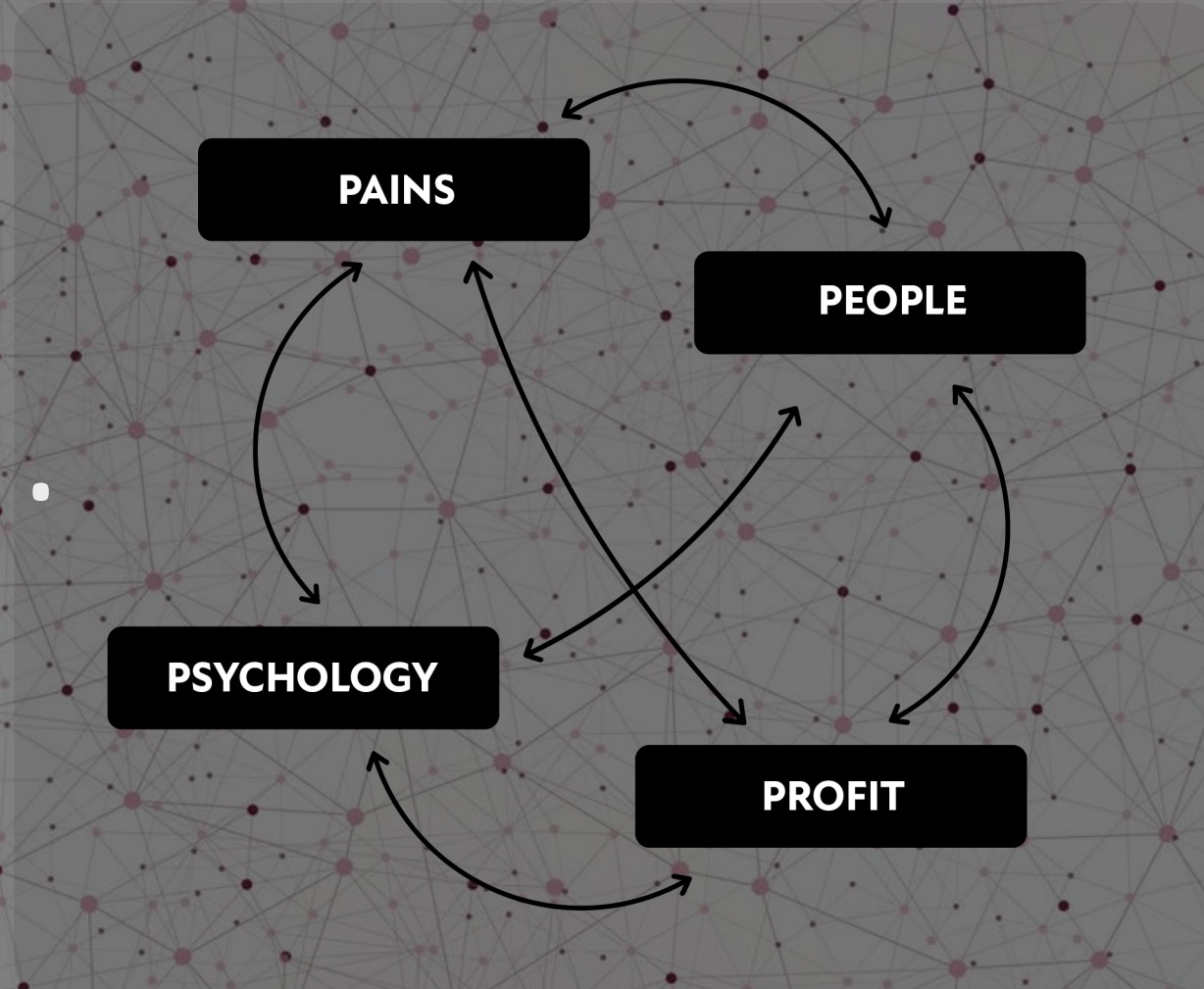
# Airbnb and Budapest? A good fit?

Methods 1/2?

Feministic  
paradigm,  
qualitative  
research:  
observation and in-  
depth interviews

## The Four P's of Airbnb Host Motivation

Methods 2/2?  
The research design rests on the shoulders of our previous model. Discuss 5 min. 2&2 what the model argues?



Why would a  
global tourism  
brand go local?

From global  
disruptor to local  
institution?



Why would a local  
DMO take the  
chance and co-  
create value with  
a global platform  
with a diverse  
image?

A matter of context  
and fit. A matter of  
seeing strategy as  
planned linearity  
OR muddy,  
emergent practice

What motivates  
Airbnb Hosts  
during Covid-19?

Glocal staycation,  
profit and pride



Questions?  
Comments?

???

Feedback?  
What are your  
take-aways from  
the workshop?

Discuss 2&2 and  
e-mail your  
answers to me

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Köszönöm  
Thank you 😊