

STAKEHOLDER NETWORK OF URBAN SHARING IN TOURISM AND HOSPITALITY: THE CASE STUDY OF SHARING EVENT VENUE BUSINESS IN SOUTH KOREA

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Sharing economy business has likely received gradual attention over the last decade due to the limited resources that we are living in a world today. Although sharing economy practices occurring in overall areas of urban tourism destination are dynamically developing, majority of hospitality and tourism studies are still limited to accommodation sector. Beside sharing living space, sharing business is continuously developed at a range of urban area and contributed to the sustainable society by reaching social consensus from stakeholders. This study focuses sharing practices at a urban scale on spatial proximity and configured space sharing beyond the idea of Airbnb. Sharing place business will be the case study for these phases as it is one of emerging urban sharing business in the city with the high-density population. Briefly summarised about the business, it is a small-scaled event venue that can be shared by people who are in need for any individual/corporate purpose. Due to its novelty and its characteristics of urban sharing, sharing place has not been explored in literature yet. Therefore, the case study conducts in Seoul, South Korea, which is well-known place for the project of 'Sharing City Seoul' since 2012. By building a stakeholder network, the study develops management strategy for new emerging startup entrepreneurs. This will bring beneficial implications for any platform-based business in managing synergies and cooperation among its stakeholders to capture value and maintain business sustainability. Accordingly, the following questions are still sought for the answer:

1. What is the gap from urban sharing literature of T&H?
2. Who are the stakeholders and what are their interest in the case of event venue sharing business?
3. What are the major interests of stakeholders can be developed into managerial strategies for small-startup business entrepreneur?

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