

Abstract

The thesis examines the phenomenon of the sharing economy and the impact it had made over the recent years. As a prime example, the thesis is structured around a recent company, Airbnb. The sharing economy is a relatively new concept which is influenced from the rise use of internet and social networks around the world. Sharing economy is a collaborative system built on sharing of goods and human resources. The thesis also examines the obstacles of legal issues, lack of control and safety. Airbnb is an online platform that connects people to rent their personal space to others for a nightly or monthly price. The website is being used around the world, bringing the concept of building a community and feeling of belonging for some people.

A part of this work is also a quantitative content analysis, which compares the Airbnb offers with the offers of hotels in Prague. The research based on prices and users' rating examines if Airbnb is able to compete with established hotels. Although the total number of Airbnb units in Prague is significantly smaller than the number of hotels, the results show Airbnb's high potential in this area. Its advantages are lower prices and excellent rating.