



# China and India: Expansion of the Superpowers – International – June 2019

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## This report looks at the following areas:

The sharing economy has disrupted the tourism industry considerably in the interim and two of its biggest players – Airbnb and Uber – are now among the world's biggest and most well-known brands. The number of tourism related shareconomy platforms has also grown significantly and includes things like room-sharing, ride-sharing, car-sharing, skill-sharing (in the form of guided tours, excursions and workshops), food and drink-sharing and even clothes-sharing.



**"A decade ago collaborative consumption was a relatively unknown concept and tourism related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car rental firm or holiday letting company."**  
**- Jessica Kelly, Senior Tourism Analyst**

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