

Short-Term Island: Sharing Economy, Real Estate Market and Touristification Interplay in Capri (Italy)

Alessandra Staiano, Francesca Nocca, Giuliano Poli, and Maria Cerreta(✉)

Department of Architecture (DiARC), University of Naples Federico II, Via Toledo 402, 80134 Naples, Italy
aless.staiano@studenti.unina.it, {francesca.nocca,giuliano.poli, maria.cerreta}@unina.it

Abstract. Digital platforms and the sharing economy are influencing the socio-spatial dynamics of cities, generating new behaviors and uses, promoting new opportunities, and bringing to light many critical issues related to, for example, the real estate market and social inequalities. The short-term rental website Airbnb is a relevant example of how online intermediaries can reshape urban practices, change social and cultural relationships, damage the traditional real estate market, and accentuate spatial hierarchies and inequalities. In this process, touristification represents an emerging crucial issue and a challenge for public policies oriented towards supporting the development of economic drivers and reducing social injustices. The social and economic fabric of entire neighbourhoods changes to accommodate tourists, progressively replacing local residents and activities. Territories are severely damaged and polluted due to intensive resource exploitation, and historic centres are being depopulated while becoming overcrowded with tourists. Tourism, if not well managed and thus in the absence of a clear and long-term vision, can produce negative effects on the urban system. This study, developed under the PRIN Research Project "Short Term City. Digital Platforms and Spatial Injustice", aims to analyse the effects of short-term rentals and the related "touch and go" tourism on the cities. In particular, the focus is on Capri Island, Italy, and on the comparison between the Airbnb rental market and the "ordinary" real estate market. In this framework closely linked to "touch and go" tourism, a new online platform (called Inside Capri) is proposed, based on the logic of sharing and collaboration in line with circular economy principles. This platform aims to valorize local cultural heritage and promote cooperation between tourists and the community to make the tourism sector more sustainable.

Keywords: Sustainable Cultural Tourism · Real Estate Market · Digital Platform

1 Introduction

The capacity of digital media to connect information, places and people is propelling us into a dimension that could be described as hyper-connected: whatever lens used to look at social networks, whether anthropological, sociological or economic, it is clear that

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this state of total dependence provides many benefits but, at the same time, also many disadvantages.

The sharing economy has grown exponentially since 2008, following the great financial (and then economic) crisis, and has been supported by a wave of major technological innovations. It is the driving force behind every idea related to new changing markets and needs, characterized by powerful technologies but still undefined objectives, and a fragile balance between tangible and intangible values and assets [1].

Although the phenomenon was identified by Lessing in 2008 [2], it was only in 2012 that Botsman and Rogers [3] used the expression "collaborative consumption" to describe the emerging sharing economy. They highlighted the specificities of this growing phenomenon, which is likely linked to the convergence of opportunities offered by digital media with economic, cultural, and social changes of the period. From a macroeconomic point of view, the assumption falls within the definition of the hybrid models of the circular economy [4], in which nothing is waste, and everything is reintroduced into the loops, becoming a resource. In the sharing economy, the transfer of ownership over tangible and intangible assets occurs among the parties of a transaction. With the progressive appearance of profit-related components, at the expense of solidarity nature and social interaction at the heart of the phenomenon, intermediation platforms have emerged, forcing the collaborative economy to compare regulatory, deontological and cultural issues. The efficiency generated by platforms extends to the entire economy [5].

The impacts of the sharing economy's growth on the environment, social system income distribution, and employment are often contradictory: platforms have the potential to damage traditional tourism markets and result in a loss of permanent jobs that cannot be fully balanced by corresponding increases in flexible and temporary jobs created by these platforms [6]. The net distributional effect of the income-generating activities of the sharing economy may increase or decrease inequality, depending on how these benefits are distributed across different social classes. Platforms economies and the sharing economy represent two forms of economy that are significantly shaping the development of tourist activities, triggering new dynamics in the relationship between demand and supply in the short-term rental market [7].

Among the examples of platforms that have developed increasingly relevant processes and services, Airbnb offers (since 2008) an online platform that connects hosts of homes and rooms for rent with guests looking to rent.

The platform's role is to facilitate the research for availability of homes and rooms and to be an intermediary for payments. The website is funded by a commission on each rental, which varies between 6–12% of what the guest pays and 3% of what the host receives.

The proliferation of Airbnb took place in a context of economic recession, job insecurity, shrinking wages, rising costs of living [8].

The Airbnb strategy is based on establishing a rental gap, which is the difference between the actual capitalized value and the potential value of an area [9]. Airbnb creates the gap as a tool to increase the real value of rents, and then fills it by increasing the value of the whole area [10, 11]. This creates a dynamic of gentrification and tourism in historic centers and has significant negative effects on the cities where the platform operates [12].

Airbnb is therefore partly responsible for a shift in scale: it is a tool to accumulate profits and concentrate wealth in the hands of a few absentee owners who rent out houses to "touch and go" tourists [13], driving up property values and rents, concentrating the supply of rental housing and thus displacing the middle and lower classes from urban centres [8].

The increase in inequality and wealth concentration is leading to the selective development of urban areas and the exclusion of low- and middle-income families from access to home ownership or rental housing [14]. Financial housing market, encouraged by the abandonment of public housing policies and the reliance on the free market for housing solutions, have caused unprecedented levels of displacement. Homes have become repositories of wealth. Meanwhile, the number of empty homes and homeless people is increasing. In the last decade, a new phenomenon has been added to the process of gentrification: tourism and the replacement of a resident population with a temporary one.

The limited capacity of politicians to read the new urban phenomena and the new housing discomforts, the active promotion of tourism as an engine of growth for cities, also through an improper use of cultural heritage, and urban renewal projects in a private key, are the source of the market's unsatisfied housing demand [15, 16].

If the mantra is that "tourism generates wealth", one must ask "for whom": tourism doesn't benefit the inhabitants struggling with the collapse of local public services; it doesn't benefit the city, whose historical and cultural heritage is reduced to a backdrop and venue for major events [8].

This research is part of the PRIN research programme "Short Term City". After investigating the general effects from the Airbnb development, it aims to answer some questions, focusing on the analysis of this phenomenon in Capri Island (Italy). The main questions are: How does the proliferation of Airbnb on Capri Island affect the quality of life of its inhabitants and their rights related to housing and work? How does this phenomenon affect the traditional market of buying and renting? What is the impact of uncontrolled tourism development on the island's natural heritage and historical and cultural identity? Is it possible to develop a sustainable tourism model that preserves history, the environment, the community and the economy?

The article is organized as follows: in Sect. 2 the case study, the Capri Island in Italy, is presented, focusing on the tourist vocation of the place; in Sect. 3 the methodological approach of the research is described; in Sect. 4 Capri and Anacapri short-term rental market dynamics are analysed and compared with the "traditional rentals". Then, on the basis of the critical analysis of the above investigation, a new platform to make the tourism sector more sustainable is proposed. Section 5 draws summary conclusions.

2 The Case-Study

Located in the southern part of the Gulf of Naples (Italy), Capri Island is an island in the Tyrrhenian Sea with an area of 10.3 km^2. Administratively, the island is divided into two municipalities, Capri and Anacapri, with a total population of 12,112 inhabitants (Fig. 1).

Island's popularity dates to Roman times, with the arrival of the emperors Octavian and Tiberius. Known as a Grand Tour destination in the 19th century, the Island became an

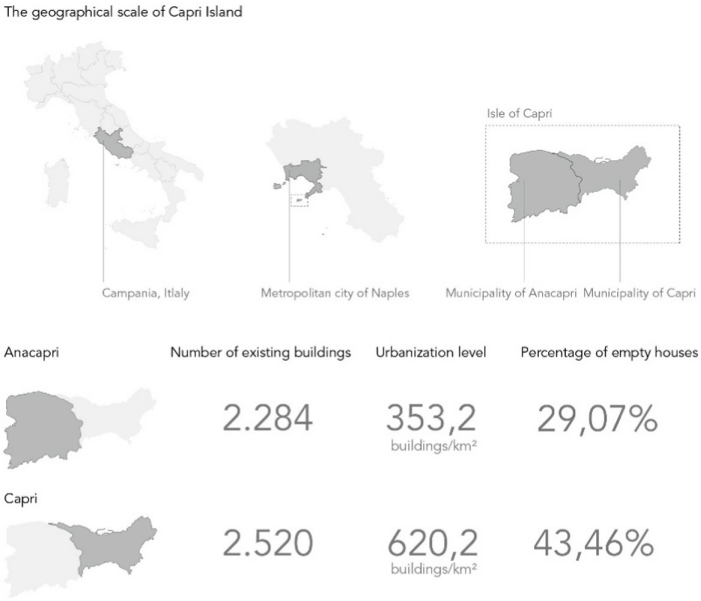

Fig. 1. Case study (data source www.borsinoimmobiliare.it)

international meeting place for artists from the mid-20th century, developing a distinct art of reception. This resulted in the progressive decline of agriculture and coral production in favour of tourism, still the most important driving force of the island.

In addition to Italian tourists, the Island is a strong attraction for international tourism: Brazilians, Japanese, Koreans and Russians are just some of the most frequent visitors. The heterogeneity of visitors is also reflected in the type of tourism generated and in the distribution of flows. In fact, three main types of tourism can be distinguished: the "touch and go" type, in which the stay, which does not exceed eight hours, is concentrated in the area of the Marina Grande, the port area of the Island. Alternatively, groups of these tourists are offered bus or boat tours of the Island. A type of "worldly" tourism that is more focused on the town of Capri, the more famous side of the Island, known for its luxury shops, nightclubs and the famous Piazzetta. In this case, the length of stay can vary from 2 to 5 days. Finally, there is "slow" tourism. This is a niche type of tourism that focuses on an in-depth experience that allows you to immerse yourself in the ecosystem of the place. This type of tourism is particularly attractive for the town of Anacapri, which is the opposite of Capri: simpler, with a more private and discreet ambience, but also full of beautiful sights.

If Anacapri has always been less touristy than Capri, it has also been hit by the massive influx of tourists in recent years, which is why the study reports distortions in the property market.

3 Materials and Methods

The methodology used was based on the exploration and analysis of websites and online platforms to understand the impact of the development of Airbnb Capri Island. The data gathered and organized were then analysed and assessed in order to provide a relevant knowledge framework to identify appropriate solutions for a more sustainable tourism [15, 17]. The methodology has been structured in the following phases (Fig. 2):

1. Research and data collection from Airbnb platform to provide a general overview of the dynamics of the real estate market related to the above platform (in Capri and Anacapri);
2. Analysis and extraction of data from www.airdna.com for an in-depth study of short-term property market dynamics in Capri and Anacapri;
3. Analysis of the "traditional" real estate market dynamics in Capri Island and comparison with Airbnb market.
4. Proposal of a knowledge sharing platform for a more sustainable tourism in Capri Island.

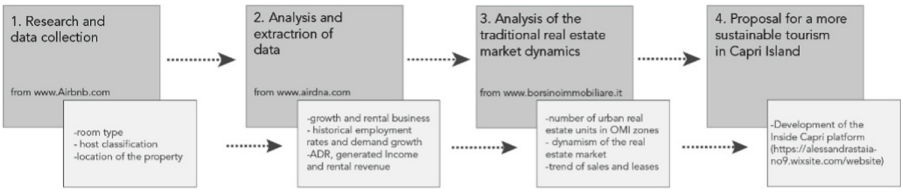

Fig. 2. Methodological framework and steps

In the first phase, in order to provide a snapshot of Capri Island after the development of the short-term rental market, an analysis of the most interesting aspects of the Airbnb website was carried out through a consultation during a limited period of time between June and July 2021, including:

Type of listing: Airbnb hosts can rent out entire apartments, private rooms, or shared rooms. Depending on the type of accommodation offered, a listing can function more like an unregulated hotel. It can produce negative impacts on the neighbourhood, take housing away from the housing sector, and be illegal.
Classification and origin of the host: A host who has one or two listings for an apartment/room on the platform can be considered a private individual. However, it is possible that hosts with multiple listings are run as a real business and do not live in the property itself, thus violating the terms of the short-term rental regulations designed to protect the accessibility of the housing market. For each listing found, the number of listings held by each host and their origin, where this could be deduced from the biography provided, were also examined.
Location of the property: this was useful for an understanding of which parts of the Island had more supply than others. After obtaining the data on the mapping of suppliers, they were distributed in the different zones identified by the Island's Property Market

Observatory. The real estate zone reflects an area of the local real estate market where there is a substantial uniformity in the assessment of economic and socio-environmental conditions. The Agenzia delle Entrate has identified the following zones for Capri Island: B (B1/B2); D (D2/ D3/D4) ed R (R1). This will then be used to calculate the ratio between the number of Airbnb listings and the number of properties per OMI zone, to quantify how widespread, the phenomenon is in the area.

In the second phase, after obtaining an overview of the whole Island, information provided by the AirDNA website (www.airdna.com) have been analysed. The system servers collect booking data for each Airbnb listing on a daily basis. The information studied ranges from daily calendar prices to cancellation policies and booking times, and the data are extracted using a variety of servers: a scrape of data from Airbnb and Vrbo is made; a matching algorithm is used to take account of dual-listed properties; bookings are tracked according to the blocked or booked methodology; and the Market Minder and company data are updated. The data from these sources is 100% accurate and based on actual bookings. AirDNA's ability to develop such accurate models is made possible by extensive historical surveys that have been collecting actual data for years. The most useful of these includes growth and rental activity, demand growth, income generated and rental income.

In the third phase of the research, the dynamics of the ordinary real estate market on Capri Island has been analysed, using information obtained from the Agenzia delle Entrate and the Borsino Immobiliare regarding the presence of urban real estate units in the various OMI zones, the dynamics of the real estate market and, consequently, the trend in sales and rentals. The evolution of the prices of properties for sale and rent on the Immobiliare website (www.Immobiliare.it) was then analysed.

The aim was to understand whether and to what extent renting a property on Airbnb is more economically advantageous compared to offering it on the traditional rental market, and how the damage of the traditional market affects the lives of residents and contributes to the growing tourism in the area.

The study has been carried out in September 2021, the first year after the pandemic, and updated in April 2023.

4 Results

4.1 Capri and Anacapri Short-Term Rental Market Dynamics

In April 2023, the number of active advertisings on Capri Island was 776. This is an increase of 14.12% compared to 2021, when the total number of active ads was 680. Active listings are those that have been booked or available for at least one day in the last month. The distribution of the differentiated supply (entire home, private room, shared room) in Capri and Anacapri is showed in the Fig. 3, Fig. 4.

A first reflection emerged from the data in the above figures is that Capri has the largest share of the short-term rental market, with 445 active listings. This highlight that Capri is more active touristically than Anacapri.

It can also be assumed that the nature of tourism tends to be slightly different between the two municipality: while Anacapri has an almost homogeneous supply in terms of

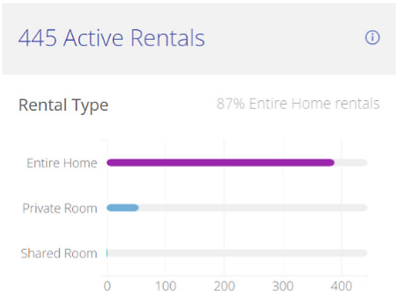

Fig. 3. Active Rentals in Capri

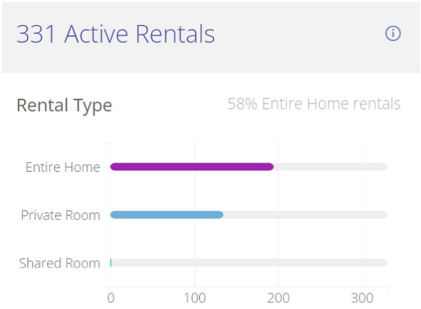

Fig. 4. Active Rentals in Anacapri

distribution between whole apartments and private rooms, in Capri 87% of the supply is represented by houses and apartments. Contrary to Airbnb's claim, this significant percentage shows us that these are not shared spaces, but apartments that generate extra income in houses where no one lives. This is confirmed by the statistics from www.borsinoimmobiliare.it, which show a very high percentage (43.46%) of empty houses or second homes in the municipality of Capri. Far from being a casual activity, renting out an apartment or rooms to generate income is therefore a real entrepreneurial activity.

Only 208 advertisings, 30% of the total, turn out to be managed by hosts can be considered as private. The presence of multi-hosts, and therefore agencies, is evidence that platforms are only ostensibly disintermediation devices. The presence of multi-hosts, and therefore agencies, is proof that platforms are only seemingly disintermediation devices. The rhetoric of sharing promoted by Airbnb clashes with the evidence of an extremely unequal income distribution, given that hosts with more than one listing represent the largest share of the market generated by rentals on Airbnb. Moreover, in relation to the 412 hosts found, the analysis of the data about origin that can be extracted from the biographical-descriptive section of the host, linked to the unique name of some advertisements, has shown that a large part of them do not live permanently on the Island, but the properties available for short-term rentals come from people who have inherited them from their families and now find themselves managing them, thus taking them away from the usual rental or sales market. The contradiction between the platform's slogan and the way it is actually used seems clear: what Airbnb propagates as "unused rooms offered by locals, offering warm hospitality at an affordable price for young people travelling the world on a budget" has become a real business.

The listings are divided as 23% and 26% respectively in OMI zones B1 and B2, which are the core zones. In D3/4 zone this percentage is 34%, while in zone D2 it is only 18%. However, as shown in Fig. 5, despite the difference in size between areas defined as peripheral and central, most of the listings are located in historic centres. Airbnb listings tend to be concentrated in historic centres, gentrified neighbourhoods and adjacent areas, and not, as the platform's rhetoric suggests, in peripheral areas that tend to be excluded from tourist traffic.

It is interesting to compare Capri and Anacapri with respect to the Market Grade. The Market Grade is a way of ranking the performance of a market against the top

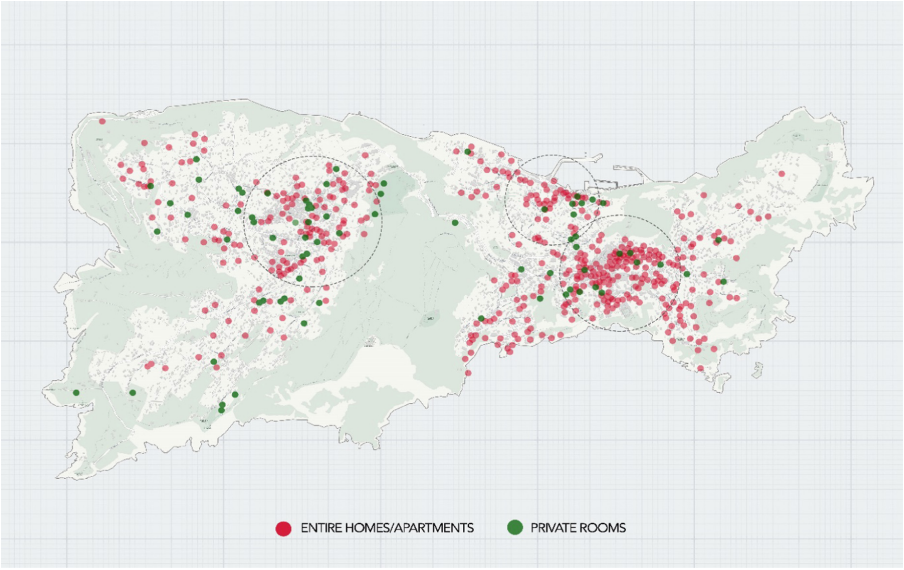

Fig. 5. Supply distribution in Capri e Anacapri

Airbnb cities in the world. These are markets with high numbers of listings and extensive historical data. Market Grade is calculated by comparing the performance of a market against the top 2,000 Airbnb markets globally.

The grade is determined by the percentile in which the market sits on the basis of five key metrics:

Rental demand shows how often rentals are booked throughout the year and the relative travel demand in this market by using a combination of annual occupancy and listing growth rates (high score = high travel demand);
Revenue growth is a metric used to understand if vacation rental listings in this location are earning more this month than they did in the same month last year. This score is calculated by looking at the change in year-over-year RevPAR (revenue per available room) for properties that received bookings in both time periods.
Seasonality indicates the difference in demand for travel in this market between peak and low seasons. This score is calculated by finding the percentage difference between the minimum and maximum monthly average revenue of the past year.
Regulation is a score attributed to host and property behaviours to understand whether they are consistent with Airbnb's policy. While some cities heavily restrict or outright ban certain short-term rentals, others have implemented permitting processes or capped the total number of units allowed. Although some may avoid purchasing in areas with complicated or heavy regulation, savvy investors often know how to navigate the various requirements within markets that offer great investment opportunities.

Investability: this score compares the cost of homes in the area to the average short-term rental income of full-time rental properties, indicating whether homes in this market are a good investment.

On the reference scale of the Market Grade that ranges from A (best grade) to E (worst grade) both Capri and Anacapri are B +. Seasonality, of all data, is the starting point for a precise analysis of Anacapri and the Capri Island in general. Their low score is clearly justified by the analysis of demand shown in Figs. 6 and 7.

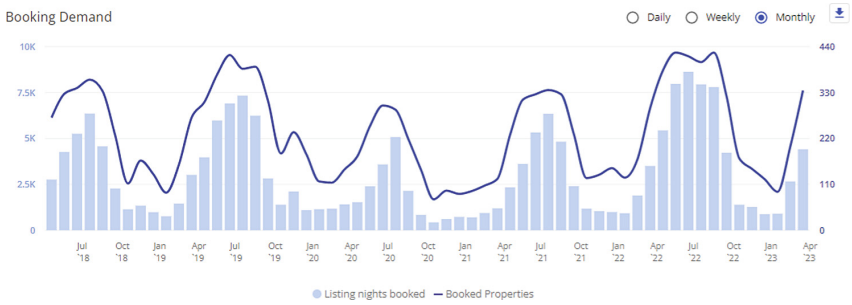

Fig. 6. Booking demand in Capri

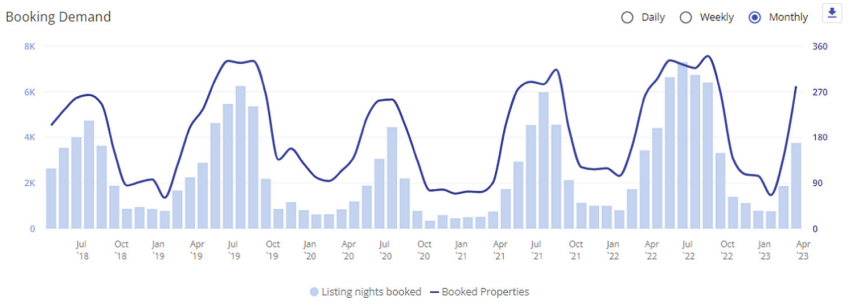

Fig. 7. Booking demand in Anacapri

As a location renowned for its distinctive landscape and lifestyle, particularly during the summer season, it is unsurprising that the highest number of visitors are recorded between June and August. Despite 2019 being an exceptional year for the Island's tourism industry, with record numbers of visitors, it was matched in 2021 and surpassed in 2022.

The peaks of demand were recorded in June 2022 in Capri, with a number of 7,977 nights booked (an increase of 15.47% compared to July 2019, where the number of nights booked was 6,908) and in July 2022 in Anacapri, with a number of 7,303 (an increase of 16.83% compared to 6,251 in August 2019). The fluctuating trend in the supply of dwellings by owners corresponds to a non-constant and sinusoidal trend in demand. This is true for both municipalities: property owners tend to make their properties available mainly in the third quarter of the year, the summer quarter, with a marked decrease in the

first quarter of the year. However, the second quarter of 2020 saw the lowest availability of listings, evidently due to the impact of the Covid-19 pandemic. Nevertheless, the relatively large gap between active supply in different quarters of the year has decreased in 2022. These data show that changes are taking place, and Capri may be moving towards year-round tourism rather than being mainly attractive in the summer.

This is confirmed by AirDNA's analysis of rental activity. The platform segments all active properties according to the number of days they are available for rent and actually rented in the last year. In fact, AirDNA is able to distinguish between blocked days and booked days, which is otherwise unavailable because booking platforms hide this information from the public. AirDNA can intercept whether a booking has actually been made or whether the host has blocked the calendar. They are classified as "full-time" rentals if they have been available for at least 181 days in the last year. In 2021, only 13% of dwellings were available for rent between 181 and 365 days a year, given the seasonality of tourist activity on the Island. However, by March 2023, the percentage had risen to 31%.

4.2 Comparison Between AirBnb and "Traditional Rentals"

In recent years, as shown in previous analyses, there has indeed been a steady development of the platform. Therefore, it is interesting to understand whether, and to what extent, the Airbnb phenomenon is more economically advantageous than a traditional rental.

The year-on-year increase in the share of dwellings used for this innovative business implies a withdrawal from the traditional housing market, and this has important implications for the latter. Figures 8 and 9 show Airbnb's total revenue by type of advertisement over the years.

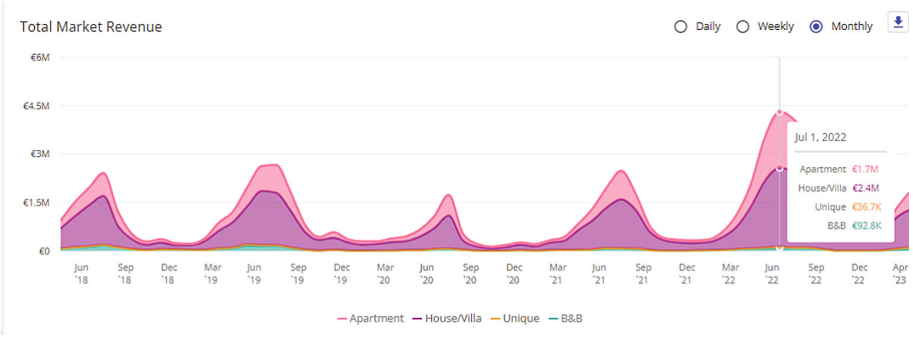

Fig. 8. Monthly Total Market Revenue in Capri

The volume of business generated by Airbnb is clearly significant. The highest revenues recorded so far were generated in both Capri and Anacapri in July 2022, with differences. In Capri, to a greater extent, and in Anacapri, to a lesser extent, the type of property that generates the most revenue is villas. This testifies to the Island's configuration, which, thanks to its historical fame, is known as a place where luxury

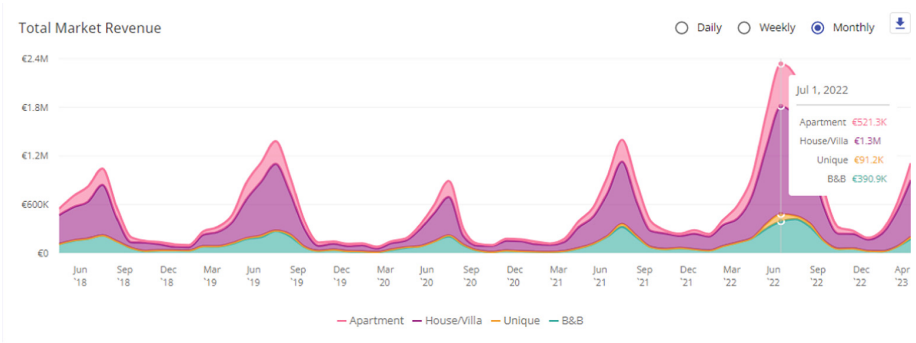

Fig. 9. Monthly Total Market Revenue of Anacapri

and exclusivity prevail. Apartments and B&Bs are the next most profitable property types. However, it is evident that the revenues generated by Airbnb in the municipality of Capri are much more stable, sometimes even doubling or tripling those recorded in Anacapri, except for the B&B category, which is more profitable in Anacapri (as mentioned earlier) and has been impacted by mass tourism later than Capri. In any case, these are extremely significant incomes. Comparing these revenues with those plausibly derived from a "traditional" rental would reveal that the latter does not yield as much as a short-term rental. AirDNA's Renting section can provide information on the annual earnings that can be obtained by renting a property. Figures 10 and 11 show, respectively, the annual revenue from a property in Capri and Anacapri rented by Airbnb (considering an average property of two bedrooms and two bathrooms).



Fig. 10. Annual revenue from a property in Capri

The annual gain expresses the estimated income that this property would earn as a short-term rental over the next year. The potential profit by making the property available next year is €73,700.00 for Capri and €54,100.00 for Anacapri (-26.59%).

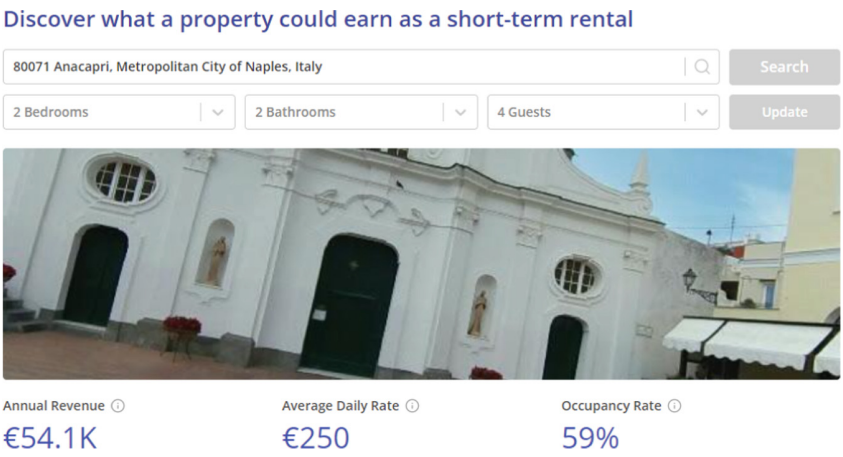

Fig. 11. Annual revenue from a property in Anacapri

The average daily rate is the estimated average nightly rate for all bookings made in the coming year. The occupancy rate is the estimated percentage of days that this property will be booked over the next year. A traditional rental, where the property is occupied for at least a full year, does not yield as much income as a short-term rental for a few months of summer activity. To demonstrate this, AirDNA's Renting section enables to calculate the potential earnings of a property from short-term rentals.

One of the first consequences is that house prices have risen beyond the reach of most residents, who are faced with a market that is much higher than the official quotations published by the Borsino Immobiliare: for houses in the central area and in the first band, for example, those above the average for the area, the quotation updated in April 2023 indicates a maximum value of €25.14/m^2 in Capri and €19.75/m^2 in Anacapri. However, an analysis of the evolution of the prices of residential rental properties reported by some online agencies, such as Immobiliare.it, shows that in the last two years, the average price in the municipality of Capri reached its peak in July 2022, with a value of €31.60/m^2 (+26.89% compared to the listing value), while Anacapri reached its peak in February 2022, with a value of €26.21/m^2 (+32.71% compared to the listing value).

4.3 On the Road to Sustainable Tourism

The tourism sector contributes to the creation of value and jobs but, if it is not well managed, it risks becoming damaging to local communities and places themselves.

If it is true that the tourism sector generates employment, we must constantly question the nature of this work, which in Italy, and especially on Capri Island, is seasonal, occasional, with temporary contracts, and on the impact that tourism has on the lives of the inhabitants of the places visited.

Another critical aspect is related to touristification. Touristification means that a city has to satisfy the needs of tourists and not those of its inhabitants. At the center is the consumption and wear and tear of the city itself: its life, that of its inhabitants, its heritage, and its history are consumed, in the "take-make-dispose" logic typical of the linear

economy. In the wake of Covid-19, the collapse of tourism has offered the opportunity to recognize the limits of an unsustainable and harmful growth model and to modify the imbalances created by overtourism [18]. Overtourism is not only a consequence of private interests at stake but also of a strategy of urban growth by public administrations that promote tourism growth while also complaining about its effects. On Capri, the "after" was paradoxically worse than the "before". This contradiction is the result of an unsustainable growth model.

According to the World Tourism Organisation (WTO), the responsible tourism is a form of tourism that supports the traveller and the territory by creating opportunities for the future [19]. Sustainable tourism is a broad term used to describe responsible travel practices that, among other things, respect the environment; do not exploit an area, a culture or a population; have an ethical and virtuous purpose; be economically sustainable for the host population; and have a socio-cultural interest, meaning that the whole trip is in the interest of the host population as well as respecting it [20].

Starting from a healthy regulation that does not limit but optimises the possibilities offered by the platform, and that aims at a strategy of valorisation of the territory and a truly sustainable tourism [21], and to recover something of the rhetorical perspective of solidarity that was the basis of the sharing economy/home sharing, it is necessary for hosts to undertake sustainable initiatives for the tourists they receive [22, 23]. These may concern, for example: experiences of personalised visits to the few truly typical Capri houses left, the possibility of interacting with the locals, getting to know their daily routines, provide "classes" in local cuisine, "sponsor" hidden routes to enjoy the truest views and to venture into the rocky nature of the Island, experiencing its authenticity in a conscious, sustainable and enriching way.

In this perspective, a new platform, called "Inside Capri" (https://alessandrastaiano9.wixsite.com/website) is here proposed aimed at the valorization of local cultural heritage and the cooperation among tourists and the community, that is to make the tourism sector more sustainable.

The platform was developed to propose an alternative program for communicating and informing about Capri Island. The platform is based on a logic of sharing and collaboration, in line with the circular economy principles. It has characterized by dynamism. In fact, everyone has the opportunity to integrate it by inserting posts, contributing also to increase the knowledge linked to certain "hidden" places on Capri Island.

As you scroll down the page, a first section aims to propose experiences that are related not only to learning about the area, but also to learning about the local culture and history. It provides information for local cooking classes, excursions, unconventional tours, and immersive experiences with local guides (Fig. 12).

Furthermore, through Inside Capri, an unconventional map (Fig. 13) can be consulted to promote a wider knowledge of the area, showing the most intrinsic and significant places on the Island. In fact, some of the territory's most important "places of value" are shown: by framing the QR code, you can access websites with detailed descriptions of these places, which are usually invisible to visitors. The map can be downloaded from the platform at any time.

Finally, there is a section dedicated to Capri's most important personalities and traditional events. This last section can be expanded and enriched by anyone, according

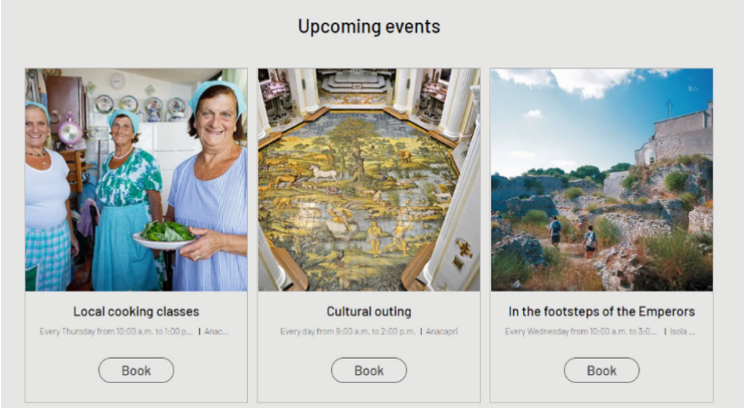

Fig. 12. Screenshot of Upcoming events section

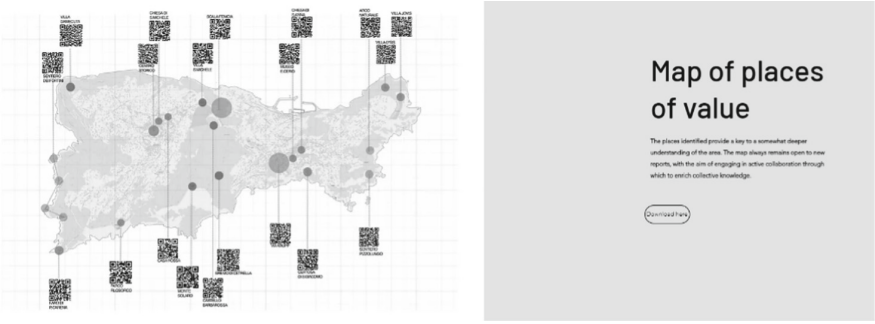

Fig. 13. Screenshot of map "Places of value"

to a logic of sharing: experiences lived or handed down by others, stories, anecdotes can be told to generate a collective enrichment of the place.

5 Conclusions

The development of Airbnb in Italy and Capri influences and affects the traditional rental market, as the above analyses showed.

It turns out that Airbnb's activity tends to deviate from the sharing economy model it claims to follow. In fact, most hosts are commercial operators with multiple accommodation units that are fully available to tourists throughout the year, or at least to those who earn the most from the platform. Indeed, where the proportion of timeshare hosts is highest and the proportion of whole apartments offered on the platform is predominant compared to single or shared rooms, the impact of Airbnb as a driver of gentrification has been found to be strongest [24].

Thus, the short-term rental market, where Airbnb is active, eventually displaces the long-term housing market, significantly reducing the housing stock and increasing house prices and rents.

It has been observed that Airbnb listings tend to be concentrated in historic centers, gentrified neighborhoods, and adjacent areas, and not (as the platform claims) in suburban areas that are typically excluded from tourist traffic.

As housing becomes increasingly the only form of economic security, Airbnb is acting as a social divider by preventing homeless people who want to rent from accessing housing.

In addition, it can be argued that due to the gentrification of tourism and the massive flow of visitors made possible by the spread of Airbnb, cities are losing their soul and their distinctive features [25]. The tourism industry displaces residents and consumes heritage without creating a fair distribution of income, but rather by exacerbating social inequalities [26].

In the absence of forward-thinking government policies, or in a context such as the current one where the state instead wants to promote tourism at all costs, it is necessary to hold the tourist accountable as much as the citizen [27]. The conscious tourist is the one whose right to enjoy the urban space does not interfere with the right of the inhabitants to enjoy it; likewise, the conscious citizen is the one who, aware of his rights, claims his right to space. Houses should be used for living in rather than staying in, and cities should be places for living in rather than merely visiting [28].

The Inside Capri platform aims to develop a progressive construction of the territory's history [29], which helps to understand its unique characteristics and enables each inhabitant to share their story and life experiences, in order to make tourists see the territorial resources in a different light. Similarly, tourists can share their own stories through interactions with locals [30]. This type of intercultural exchange can lead to mutual enrichment in a human sustainable perspective.

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