Abstract

The aim of this study is to explore the way in which Airbnb entrepreneurs perceive their roles and competencies. The data was collected from the Airbnb host international online forum and semi-structured interviews of seven Airbnb entrepreneurs from Taiwan and South Korea. A qualitative analysis was applied using Leximancer software and eight major textual themes were identified, as well as their relationship with each other. In order of importance, these themes were guests, people, host, Airbnb, property, look, information and city, which consist of eight roles and 26 competencies. The findings provide useful insights for tourism education programs, since they are considered to be essential roles and competencies for Airbnb practitioners.

Keyword: Airbnb, competencies, entrepreneur, micro-entrepreneurship, user-generated content.