



Social Business Model and Sharing Economy for Community-Based Tourism Development: A Case Study of Lisinia Doğa

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Abstract

This study explores the role of a community-based tourism enterprise at micro rural tourism destination level (i.e., Lisinia Doğa) in creating sharing economy through a social business model. The findings reveal i) critical associations between boundary objects and visitors participation patterns; ii) vital importance of project-based boundary objects in designing a destination-specific communities of practice (a simple social system); and iii) deployment of boundary objects and communities of practice in harmony within the components of a social business model creates a sharing economy. The case study shows that exploring sharing economy within a social business model can be a new driver for the success of the community-based tourism (CBT) implications especially in the involvement of community individuals.

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