

Dear Colleagues

Please see below details for a fully funded PhD scholarship, working with myself (Dr. Pau obrador) at Northumbria University. The Project is on the Sharing economy and the cultivation of homeliness within the context of tourism.

For infromal enquiries please email Pau.obrador@northumbria.ac.uk

Please forward this information to intersted colleagues and students

The sharing economy and the cultivation of homeliness in tourism. A study of domestic cosmopolitan fantasies in Airbnb

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Project Description

Airbnb is the most successful and controversial example of the sharing economy in tourism. Its rapid growth has changed the way hospitality is organised, breaking the conventional relations between hosts and guests in tourism. Central to these network forms of hospitality is a cosmopolitan fantasy of being at home in the world. Staying in private dwellings is seen as an opportunity for tourists to create new ties with locals. Not surprisingly, the sharing economy has been critiqued for promoting the commodification of everyday 'local life'. Homeliness and domesticity have been conspicuously absent in tourist studies, which leaves no room for thick sociality (Obrador 2012). For many, tourism is an act of dwelling (Obrador 2003) that is central to the cultivation of a sense of home and domesticity. There is a need to unpack the myriad of home making practices, rituals of domesticity, feelings of homeliness on the road that these new forms of network hospitality afford.

This PhD Project is concerned with notions of homeliness and domesticity in network forms of hospitality. The aim is to establish a relationship between the business model of the sharing economy in tourism and new modes of urban dwelling and being with others, which emphasise domesticity and mundanity. Establishing this relationship will help to demonstrate the extent the growth in the sharing economy in tourism depends on the cultivation of cosmopolitan sense of home away from home. This PhD project will develop a netnography of various sharing economy related sites in selected cities around the world. The aim here is to develop an understanding of social and cultural interactions between host and guest within contemporary digital communications contexts. Methods used will range from discourse and visual analysis of sharing online hospitality platforms to digital and face-to-face conversations with hospitality users and providers.

Deadline for applications: Friday 24 January 2020.

Funding Notes.The studentship is available to Students Worldwide where a full stipend, paid for three years at RCUK rates (for 2019/20, this is £15,009 pa) and full fees.

For further details of how to apply, entry requirements and the application form, see:

<https://www.northumbria.ac.uk/research/postgraduate-research-degrees/how-to-apply/Start>

<https://www.findaphd.com/phds/project/the-sharing-economy-and-the-cultivation-of-homeliness-in-tourism-a-study-of-domestic-cosmopolitan-fantasies-in-airbnb-rdf20-bl-mos-obrador/?p115693>

Dr. Pau Obrador

Senior Lecture in Tourism and Events management



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