**Weaknesses: Marriott**

**High Operating Costs**: Marriott's traditional structure, with a vast network of hotels and buildings, results in significantly higher operating costs compared to Airbnb's business model, which operates through private residences. The absence of owned physical properties in the Airbnb model provides a cost advantage.

**Less Competitive Pricing**: Due to high operating costs, Marriott faces difficulties in offering rates as attractive as those found on sharing platforms such as Airbnb, impacting its market competitiveness.

**Lack of Experience in Home Sharing**: Although Marriott is a giant in the hotel industry, its lack of experience in the home sharing market may limit its ability to compete effectively with specialized platforms such as Airbnb.

**Brand Identity Conflict**: Marriott is widely recognized as a luxury hotel brand with consistency. Expanding into the home sharing sector could confuse loyal customers, who associate the brand with a specific standard of service and accommodation.

**Business Model:** The business model related to home sharing with a pre-defined period for use could alienate customers who like the freedom to choose when to take vacations.