**Research Proposal**

1. My research topic is The Impact of Airbnb on London's Tourism Economy, which is speaking to London's Mayor. I would like to find research points to support the Airbnb market, Zekan et al. stated that Airbnb could increase the demand and supply within the tourism and hospitality industry as well as the competitiveness of travel destination, and also be a supply of tradition accommodation (Zekan, Önder and Gunter, 2019) however, the listings standard should also be regulated, research also was conducted that London had liberal regulation in terms of sharing economy such as Airbnb (Boon, Spruit and Frenken, 2019) and the interventions of investors, professional developers and landlords caused tension in the housing market and displacement of local tenants and residents (Cocola-Gant and Gago, 2021).
2. The Inside Airbnb data will be applied as numeric data, then use spatial data and textual data as well as data visualizing methods to plot the distribution of Airbnb location and income in London map, and by comparing data in different time, to demonstrate the change of tourist numbers. The expected results may indicate that the London Airbnb market is expanding, and the tourist economy is increasing, therefore I could prove the results to the mayor.
3. For the work plan, considering my experience to address the report, the difficult and time-consuming part could be coding and searching useful background information, data and research, which may take about over a week to get familiar with the coding skills and make clear figures and tables. Then the literature part may take 3 to 4 days to complete and polish. As there is another report from Quantitative Method, I am planning to start the work in 20 Dec., therefore after the estimated time I will still have about 5 days to polish the work.

**Bibliography**

Boon, W. P. C., Spruit, K. and Frenken, K. (2019). ‘Collective institutional work: the case of Airbnb in Amsterdam, London and New York’. *Industry and Innovation*. Routledge, 26 (8), pp. 898–919. doi: 10.1080/13662716.2019.1633279.

Cocola-Gant, A. and Gago, A. (2021). ‘Airbnb, buy-to-let investment and tourism-driven displacement: A case study in Lisbon’. *Environment and Planning A: Economy and Space*. SAGE Publications Ltd, 53 (7), pp. 1671–1688. doi: 10.1177/0308518X19869012.

Zekan, B., Önder, I. and Gunter, U. (2019). ‘Benchmarking of Airbnb listings: How competitive is the sharing economy sector of European cities?’ *Tourism Economics*. SAGE Publications Ltd, 25 (7), pp. 1029–1046. doi: 10.1177/1354816618814349.

Tourist activity

National statistic

Policy

business