

# **Macroeconomic Factors Determining The Development Of The Sharing Economy On The Tourism Sector**

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## **Abstract**

This research fills a gap in scientific field at investigating the development of the sharing economy on the tourism sector, from a macroeconomic perspective. The main purpose of the research is to determine the macro-environmental factors that determine the development of the sharing economy on the tourism sector. The relevance of the decision of this scientific problem is that although an increasing part of the tourism sector operates using platforms and models based on the sharing economy, it is currently not measured how the development of the sharing economy on the tourism sector depends on external macroeconomic factors. This leads to the fact that currently, without data, it is not possible to reliably determine the expected influence of the sharing economy on the tourism sector, to assess the need to prepare for the threats and challenges that are maturing along with the development of the sharing economy. Methodological tools of the research methods were expert survey conducted in order to assess the relative and comprehensive significance of macroeconomic components. The object of research are factor which influences sharing economy's development. The research result is a significance matrix of the economic, technological, environmental, political, legal, social environment components at macro level for sharing economy's development on the tourism sector.

**Keywords:** business models, collaborative economy model, development economics, macro level, on demand economy, tourism sector.