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Shared Living and Sustainability: Emerging Trends in the Tourism Industry

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ABSTRACT

An emerging concept in accommodations in the travel industry called Shared Living is blurring the lines between hospitality and residential living and is moving the industry towards greater ecological and social sustainability. Changing trends brought about by the sustainability challenge, climate change, technological advancements and increasing affluence and cultural awareness are disrupting the tourism industry. Meeting clients' needs for Leisure and Relaxation is not enough. Increasingly sustainability-conscious travelers expect their fundamental needs of Participation, Creation and Identity to be fulfilled as well. Today's travelers want to do more than eat, sleep and sightsee – they want to interact with the local communities they are visiting. But traditional accommodations offer little opportunity for travelers to engage with fellow travelers or local communities. Emerging trends in accommodations are increasingly connecting travelers to the people, organizations and projects that are changing lives and transforming communities. By understanding and adapting to the trends, the tourism industry can both contribute towards ecological social sustainability and reap the business benefits presented by the sustainability challenge of our time.

Keywords: Shared Living, Sustainability, Tourism Industry, Travelers, Hospitality

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1. Introduction

The sustainability challenge worldwide, technological advancements and changing needs and behaviors of today's travelers are disrupting the tourism industry. Such changes present both challenges and opportunities. The industry can both contribute towards ecological and social sustainability and reap the business benefits of addressing the challenges by understanding and adapting to the emerging trends.

1.1 Changing Needs

Today's sustainability-conscious and environmentally savvy travelers are looking for much more than just a place to sleep, relax and sightsee when they arrive to their destinations. They expect a full travel experience, including meeting and interacting with the local people. The sustainability challenge worldwide, changing needs of business and leisure travelers, especially the young "Millennial generation", the changing Information and Communications (ICT) Technology sector, the Do It Yourself (DIY) mentality of the market, and the need to find socialization in an increasingly anonymous and impersonal world are changing the expectations and demands of the tourism consumer. The challenges facing the tourism industry are to identify, indeed, to anticipate, the changing needs and desires of the marketplace, and to offer a product that benefits both the consumer and the wider ecological and social needs of society in general. In short, like all living organisms existing in the biosphere, the tourism industry needs to adapt.

1.2 Research Questions

The research questions this paper will address are:

"How can the tourism industry meet the changing needs of its customers and society given the sustainability challenge?"

"What is the accommodation's role in connecting the consumer to the wider community?"

"What is the role of Shared Living in the sustainable tourism industry today?"

2. Methods

Methodology used in the research of this paper started with a search of the existing literature on the topics of 1) The Sustainability Challenge worldwide; 2) Tourism and the Sustainability Challenge; 3) Changing needs of the consumer market, and the 'Millennial generation' in particular; 4) Emerging Trends in Tourism; 5) The role of Accommodations in the Tourism Industry; and 6) Emerging trends in types of Accommodations available on the market. The relationship between emerging trends in sustainability, tourism and accommodations was then considered. The trends, relationships, assumptions and conclusions were then vetted with practitioners in the

industry to confirm or refute their validity and practicality. General conclusions were then made and summarized at the end of this paper.

3. Discussion

3.1 The Sustainability Challenge

Rapid population growth and increasing consumption per capita of natural resources have led to serious sustainability challenges worldwide, including loss of biodiversity and rising toxicity in the biosphere (Papargyropoulou et al. 2012, 44), and have systematically increased the concentration of greenhouse gases (GHGs) (such as CO₂, methane, tropospheric ozone, CFCs and nitrous oxide) in the atmosphere starting with the beginning of the industrial revolution (Khamseh 2014, 161). According to the recent IPCC Report (2013), these phenomena have critically increased global mean surface temperatures (IPCC Report 2013, 37). The phenomena of resources extraction and use have systematically undermined the environment, society and the biosphere systems as a whole in four crucial areas: extraction of scarce materials from the earth's crust; pollution; physical degradation of ecosystems; and the inability of humans to meet their needs (Barrow et al. 2010, 1; Robèrt et al. 2002, 198). Climate change is a particularly serious threat to the environment and the sustainability of life on the planet. "The evidence is overwhelming: levels of greenhouse gases in the atmosphere are rising. Temperatures are going up. Springs are arriving earlier. Ice sheets are melting. Sea level is rising. The patterns of rainfall and drought are changing. Heat waves are getting worse as is extreme precipitation. The oceans are acidifying" (AAAS 2014; 6). "We are at risk of pushing our climate system toward abrupt, unpredictable, and potentially irreversible changes with highly damaging impacts.... The sooner we act, the lower the risk and cost." (AAAS 2014; 4). The Rio Earth Summit in 1992 and the preparation of Agenda 21 by the United Nations brought the severity of the earth's deteriorating environmental condition and the sustainability challenge to the attention of the global audience (Papargyropoulou et al. 2012, 44). These mounting concerns about the growing sustainability challenges led to a world-wide acceptance of sustainable development as the way forward (Ochieng et al. 2014, 2; Zuo et al. 2012, 3910).

In order to move forward, a clear understanding of the term 'sustainable development' is useful. The Brundtland Report to the United Nations World Commission on Environment and Development (Brundtland 1987) is a widely accepted definition:

*"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: i) the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and ii) the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs."*

Even though this definition of sustainable development has had worldwide acceptance (Wong et al 2013, 2), there is still growing evidence of systematically increasing

challenges associated with unsustainable development (Robert et al 2002, 197). This clearly emphasizes the lack of understanding, strategic actions, and a framework towards achieving sustainable development (Missimer 2013, 2).

A combination of ecological and social phenomena are threatening the health of the planet and society as a whole. Climate change, water scarcity, dwindling resources, dependence on fossil fuels for energy production, and a build up of toxic substances are contaminating the air we breathe, the water we drink and the food we eat. "The systematic errors of societal design that are driving human's unsustainable effects on the socio-ecological system, the serious obstacles to fixing those errors, and the opportunities for society if those obstacles are overcome, combine to form **the sustainability challenge**" (Robert et al 2010, 8).

Robert et al (Robert 2010, 39) describe four basic Sustainability Principles (SPs) that society must meet in order to be sustainable. "In a sustainable society, nature is not subject to systematically increasing:

1. concentrations of substances extracted from the Earth's crust;
 2. concentrations of substances produced by society;
 3. degradation by physical means;
- and in that society,
4. people are not subject to conditions that systematically undermine their *capacity* to meet their needs." (Italics in the original).

Sustainability principle number four was subsequently expanded into five social sustainability principles, known as the Five Social SPs. In a healthy, sustainable environment, people are not subject to barriers to

1. personal *integrity* (complete 'integral' health physically, mentally and emotionally);
2. *influence* (being able to participate in shaping social systems one is part of);
3. *competence* (opportunity to be good at something and develop to become even better);
4. *impartiality* (freedom from discrimination); and
5. *meaning* (deriving satisfaction from life) (Missimer 2013, 31). (Italics added).

Missimer's Social SPs are heavily influenced by the work of Manfred Max-Neef's Human Development Model classifying human's needs into nine fundamental needs: Subsistence, Protection, Affection, Understanding, Participation, Leisure, Creation, Identity, and Freedom (Max-Neef n.d.). Such needs are universal for all human beings, but are satisfied differently across time, regions and cultures. Unlike Maslow's Hierarchy of Needs (Maslow 1943), Max-Neef does not postulate a hierarchy, but rather maintains that all needs can exist simultaneously. The needs can, however, be satisfied separately and progressively. This is crucial to an understanding of how accommodations in the tourism industry should be designed.

3.2 The Tourism Industry

3.2.1 The tourism industry and the sustainability challenge

Despite a tremendous amount of literature on the subject, there is still not a universally accepted understanding of the term “sustainable tourism” (Butler 2007). It is best understood as a collection of attributes rather than a precise, overriding concept. Rather than attempt to definitively define the term, this paper will look at a few aspects of sustainability with full understanding that these aspects do not fully encapsulate what it means to be sustainable. The paper will argue that addressing the attributes described will contribute towards increased sustainability, as defined above. Integral health and fundamental human needs are increasingly under pressure by the stresses brought about by the ecological degradation of the planet, climate change, population growth and rapid urbanization worldwide. The tourism industry has a large role to play in mitigating the ecological and social problems besetting the planet.

“Over the past 20 years, tourism has become one of the most dynamic elements of the global economy. Tourism accounted for over 9% of global GDP and almost 3% of employment in 2009. International tourism has grown an average of 4-5% a year over the past decade, outstripping most other major economic sectors. Even though global tourism was severely hit by the economic crisis, falling 4% in 2009, there was a strong recovery in 2010, with growth of 6.9% in international tourism arrivals. In the past decade tourism has continued to develop rapidly, with the rise of budget travel, more holistic, spiritual and creative forms of tourism and the rise of more individualistic production and consumption, facilitated by the growth of Information and Communication Technology (ICT). ... The growth of tourism also produced growing awareness of its potential negative effects, and sustainability also became a major issue.” (Richards 2011).

“A 2012 report by The Travel Foundation and Forum for the Future found that 75% of consumers want a more responsible holiday” (Sustainable Tourism n.d.). To avoid violating the ecological sustainability principles, tourism must avoid activities that rely on resources from the Earth’s crust (eg, fossil fuels and rare elements) (Sustainability Principle 1); must avoid contributing to manmade materials that build up in the environment (eg, landfills and greenhouse gas emissions) (SP 2); and must not contribute to degradation of the Earth’s habitats (eg, rainforest destruction) (SP 3). Partnering with airlines, hotel chains, and suppliers who are eco-certified can help avoid negative impacts on the Earth’s environment.

To be truly sustainable tourism must also protect people’s fundamental rights and needs (Social Sustainability Principles 4-8). “As tourism is dependent on both natural and human assets for the promotion of the tourism product, the environment, people, disease (sic) and establishing and maintaining global partnerships for development are imperative to achieve and maintain a healthy industry” (Sustainable Tourism, n.d.).

3.2.2 Changing trends in society are disrupting the industry

Numerous social trends are shaping the needs of today's travelers. Such trends include:

1. The *I want it now* mentality
2. The *Do it Yourself* market
3. The Millennial Generation
4. The blurring lines between family, home and work
5. Collaborative Consumption is increasing
6. Affluence is increasing
7. Social awareness is increasing
8. Self-sufficiency is increasing
9. Job hopping is increasing
10. The need for organized social interaction is increasing as financial resources and technology increase personal independence.

The *I want it now* mentality is evidenced by the proliferation of ATM machines, fast food, speed dating, self-serve gas stations, text messaging, movies on demand (iTunes, Netflix), instant processing of photos and videos and ever-increasing Internet speeds. What used to take minutes, or days, or years, or centuries now is available in a matter of seconds. And with the technology comes an ever-rising expectation of bigger, better, faster. Demand becomes insatiable, for expectations can never be fully fulfilled. Instant gratification has become the norm.

The *Do it Yourself* (DIY) market has blossomed partly because individuals cannot wait for a part or a product or a service to become available (*I want it now*), and partly as a means to reduce cost and increase quality, but also as a means to fulfill multiple fundamental needs. The term 'Prosumers' has arisen to describe people who produce products and services for their own consumption. They have a need to become part of the creation process, satisfying the fundamental need of Creation. DIY allows customization of products – the *I want it my way mentality* (Whats App, 3-D printing, Youtube), fulfilling the need of Identity and Creation. DIY facilitates socialization – an *I want to stay connected* need (Facebook, instant messaging), satisfying the needs of Participation, Belonging and Understanding. DIY allows for self-expression – the *I want to be recognized* need (Facebook, personal blogs), satisfying the need of Identity. And DIY offers an *I created this* sense of accomplishment (Makers space, home improvement kits), satisfying the needs of Creation and Identity. All of which contribute to an overall sense of well-being, contribution and Freedom. Travelers expect to participate in the planning and booking of their travel packages.

The *Millennial generation* (those born between 1980 and 2000) will soon make up a majority of the working and traveling segment of the population. Thus it is important to understand their demographic profile. Stereotypes vary widely – from narcissistic, materialistic and pampered to open-minded, liberal and receptive of new ideas (Main 2013). Verification of such a wide range of traits is problematic at best, and most likely unverifiable given its subjective nature. What is more verifiable, and especially relevant to the tourism industry, is that the Millennials are extremely technically savvy,

more culturally diverse, more well-traveled, and more affluent (despite mounting debt) than any previous generation. They appear to be more naturally optimistic about their futures, having not been subject to war, depression, civil rights abuses, and political scandals, assassinations and corruption experienced by their predecessors. They have also been exposed to extensive political, social and cultural events at an early age through television, movies, online news and social media. It can be argued that the combination of optimism and social awareness compels this generation to become more engaged in the community, both through their work and through participatory tourism, such as eco- and creative-tourism. The tourism industry is best served by catering to their developing needs and interests.

The *lines between family, home and work* are blurring. The advent of home offices, telecommuting, cell phones, laptop computers, Skype, and expectations that employees will be accessible even during vacation time has blurred the demarcation between work and leisure time. Technology has driven working hours and attitudes and the new attitudes have created a new norm of combining work with pleasure. Services and amenities offered by the tourism industry must adapt as well.

Collaborative Consumption is increasing. “Collaborative consumption describes the rapid explosion in traditional sharing, bartering, lending, trading, renting, gifting, and swapping redefined through technology and the latest social media and peer-to-peer online platforms.” It is made possible through advancing technology (eg, eBay, Swap Tree, ride sharing); easily accessible transport modes (eg, Fed Ex); and trust and reputation of the system and exchangers (Botsman 2010). It is considered sustainable because by reusing existing products rather than disposing them in landfills, it reduces the needs for energy and materials to produce new materials (SP 1); reduces waste sent to landfills (SP 2); avoids destruction of the Earth’s habitats (SP 3); and increasingly satisfies personal and societal changing social needs and desires (SP 4-8).

Affluence is increasing. Though the gap is widening between the wealthiest and least wealthy segments of the population, overall wealth of society as a whole is increasing. This is especially true in developing countries. Travelers have more disposable income to spend on a greater array of services. Businesses will face tougher competition from emerging and creative competitors.

Social awareness is growing. Television, instant news feeds, and camera-equipped cell phones in virtually every part of the world spread news and information at near-instantaneous speeds. NGOs, celebrities and everyday citizens expose social issues ranging worldwide. Awareness of the social issues around the world is driving travelers towards destinations where they can learn more about and help improve the local conditions of the people and the land they live on.

Self-sufficiency is increasing. People are much less dependent on skilled craftsmen and their neighbors than in previous eras. Wealth, transportation, and communication networks allow the freedom and flexibility to provide for themselves. Home delivery services deliver virtually any product one could imagine right to your door – including food, alcohol, books, music, furniture, flowers and singing telegrams. Technology-enriched organizational structures facilitate independent living, and the expectations and attitudes that develop with it. Like the DIY mindset above, travelers are used to

doing things for themselves, like booking travel and exploring off-the-beaten-track destinations.

Job hopping is increasing. Workers today, especially younger workers, are much less likely to work for the same company their entire career as was characteristic of older generations. “Ninety-one percent of Millennials expect to stay in a job for less than three years” (Meister 2012). With more time between jobs, travelers have more time to spend away from home.

The *need for organized social interaction* is increasing as financial resources and technology increase personal independence. With such increased individual freedom and access comes an increased need to organize social interaction. Casual and serendipitous meetings are rarer with fewer social interactions. Groups are forming to proactively bring people together, often formed by mutual interests and demographics. Online dating services, meet-ups, hiking clubs, bird-watching clubs, book readings, pilates classes, and religious groups are formed and designed not only to provide entertainment but also to meet other people with similar interests. Such organizing takes initiative, effort and resources. The tourism industry can offer packages that proactively connect travelers to each other and to the local community. All these emerging trends provide an opportunity and guidelines for the tourism industry to recognize and add value to their clients’ needs, desires and activities. With changing demographics, values and attitudes come changing needs. The tourism industry has traditionally focused on the Max-Neef fundamental need of Leisure. The satisfier of the need for leisure is respite – a break from the demands and stresses of daily life and obligations in order to rest and rejuvenate one’s physical, mental and emotional states. Traditional services to provide respite include affordable, comfortable and clean accommodations, excellent service and a variety of on-site amenities such as restaurants, swimming pools, spas, room service, and shuttle service to the surrounding areas. This is what has been traditionally expected and demanded by the consumer. But changing needs require changing services, which requires a fuller understanding of the needs of the clientele.

3.2.3 The hospitality industry: traditional role and emerging trends in accommodations

Accommodations have always played a crucial role in the travel industry. Helping clients select just the right place to stay upon their arrival to their destination is a primary responsibility of the industry. Changing trends and evolving technology are changing needs, desires and satisfiers of travelers. Travelers are migrating to different forms of accommodations. This changing nature of the business presents both a challenge and an opportunity to the tourism industry.

As mentioned above, today’s travelers want fast gratification, participation in the process, are well versed in technology, well-traveled, increasingly affluent, more socially aware, more self-sufficient, combine work and play time and seek social interaction to balance their independent life styles. And as workers, especially younger workers, take longer vacations and move more frequently from job to job, they have

more time to travel, and more opportunity to get off the beaten track and into the surrounding communities in which they're traveling. In short, travelers want to participate in the planning of their trips, spend more time in any one location, and engage with the local community. They also frequently want to travel alone, but meet people with common interests along the way with whom they can share their experiences.

How are accommodations changing in design and amenities to meet these changing needs? A variety of concepts, including letting out rooms in private houses and the development of Shared Living, are emerging to fill the niche of longer, socially engaged and jointly planned excursions.

3.2.3.1 Design and amenities of traditional accommodations

Travelers have many traditional options from which to choose, including resorts, hotels, motels, bed and breakfasts, youth hostels, and time shares. Though amenities differ depending on type, basic features include shuttle service, reception, concierge, phone, TV and Internet service, swimming pools, cafes or restaurants, and room service.

To best assist their clients, travel agents and tour operators must understand their clients' basic needs and desires: are they traveling alone, with a friend, or with family? For business or leisure? Do they want an action-packed adventure or a quiet, relaxing hide-away? Are they on a luxury or low-end budget? Will they be staying in one place during the duration of their stay, or moving from place to place? These are all crucial questions the savvy agent or operator must ask the client.

3.2.3.2 Extended Stay

Extended stay hotels offer a medium-to-long-term stay in a hotel setting, with small but fully equipped in-unit kitchenettes with refrigerators, stoves, microwave ovens, pots and pans, plates, cups and silverware and other amenities found in a permanent stay residence. This concept approaches the needs of travelers looking to stay for longer periods in any one location. But it fails to offer the camaraderie and connections to other guests or to the local community increasingly demanded in today's market.

3.2.3.3 Emerging and growing trend: Rooms in privately owned homes and apartments

Couchsurfing: Hosts advertise extra rooms (or couches) available in their private homes, and travelers book their accommodations directly with the host through an online service. The company now has over seven million members and operates in 100,000 cities worldwide (Couchsurfing, n.d.).

Airbnb: Allows home and apartment owners (hosts) to rent out their homes to individuals who contract with the host directly through an online service. Airbnb has

surpassed InterContinental Hotel Group and Hilton Worldwide as the world's largest hotel chain. The company has surpassed 10 million stays, doubled its listings to 550,000 in 192 countries, and tripled its revenue to \$250 million (Carr, 2014).

Each organization indicates that hosts and travelers are becoming increasingly sophisticated about hosting guests and reserving accommodations. Airbnb, for example, has a full program designed to educate hosts on the intricacies of the hospitality industry, including how to prepare their accommodations for their guests' arrival and how to make their units more sustainable (Malik, n.d.).

3.2.3.4 Next trend in travel: Shared Living – Connecting residents with each other

One of the fastest growing segments of the travel industry is shared living. Shared living differs from traditional extended stay accommodations in that they typically involve living with a group of people, often strangers, with separate or shared bedrooms and communal dining, recreation, laundry and open space. The major attraction of such space, in addition to the typically more affordable rents, is the ability to connect with people with similar values and interests.

Shared living is important for the tourism industry to understand for two reasons: one, it illustrates how changing design and features of accommodations are meeting the changing needs and desires of the marketplace; and two, it sheds light on the increasingly blurring distinction between 'hospitality' and 'residential living.' Though traditionally thought of as long-term residential communities, an increasing number of travelers live in shared living situations for shorter durations, often only a few weeks or months. Short-term stays allow the traveler to experience the lifestyle of the community without the commitment a long-term stay would require.

There are many examples of communities deliberately designed for shared living:

Cohousing: Cohousing developments are perhaps the most deliberate and most well-known type of shared living. "The first cohousing development was built in 1972 outside Copenhagen, Denmark, by 27 families who wanted a greater sense of community than that offered by suburban subdivisions or apartment complexes. Frustrated by the available housing options, these families created a new housing type that refined the concept of neighborhood by combining the autonomy of private dwellings with the advantages of community living" (McCamant and Durrett 2011, 5). By 2010 more than 700 of these communities have been built in Denmark. There are now 120 in the United States (McCamant and Durrett 2011, 5). Though varying in their design, true cohousing communities must contain certain common features: resident participation in design, chores, maintenance and communal meals; a central common house; pedestrian, car-free pathways; and some common interests among the residents (McCamant and Durrett 2011, 300).

Coliving: Coliving advocates describe coliving as "A modern urban lifestyle that values openness, sharing and collaboration" (Coliving n.d.). It offers a mix of more permanent space, with a lifelong philosophy of communal living, with guest rooms for temporary stay.

Condominiums: Condominium Associations are clusters of housing units also built around central, communal living space such as a golf course, dining facility, garden, swimming pool or tennis courts. But there is little formal interaction among the residents. The governing regulations are established by the bylaws and Covenants, Conditions and Restrictions (CC&Rs). Cooperatives are similar to condominiums, but are technically a form of stock ownership rather than real property. In the United States they are defined by their legal status as set forth and enforced by the Internal Revenue Service.

Cooperative living: Several people occupy a single dwelling unit, such as a large house, with each person or (couple) having a private area, including a bedroom, and often a bath. In addition the common areas of the dwelling usually include a shared kitchen, dining room, and living room plus, at times, recreation or outdoor space.

Coworking space: A space, typically work-only, for a diverse community of members and collaborators to share desk space, resources and networking opportunities (Impacthub, n.d.).

Eco-Villages: “An intentional or traditional community using local participatory processes to holistically integrate ecological, economic, social and cultural dimensions of sustainability in order to regenerate social and natural environments.” (Ecovillage n.d.).

Entrepreneurial coliving: A type of coliving for budding entrepreneurs designed to “facilitate ideation, collaboration and get stuff done” (Krash n.d.). A typical period of stay is 4 to 6 months.

Intentional Communities: Intentional communities are built around certain common ideological principles, themes or structures, such as politics, religion, agriculture, and spirituality. Personal themes are voluntary simplicity, interpersonal growth, and self-sufficiency. They often follow an alternative lifestyle. The rules in intentional housing are more strictly enforced than in cohousing. Intentional communities include ecovillages, cohousing, residential land trusts, income-sharing communes, student co-ops, spirituals communities, and other projects where people live together on the basis of explicit common values” (Intentional Communities n.d.).

International Coliving Network: “Distributed network of coliving spaces for creatives, professionals and modern nomads as they live and travel around the globe for work and collaboration” (Embassynetwork n.d.). Often on a membership fee basis, members can have access to coliving spaces around the world.

Live-work space: A space designed to house a resident and his or her businesses. Frequently, though not exclusively, located in converted warehouse space.

Make space: A community operated workspace where people with common interests come together to make things. Interests include computers, technology, science, digital arts, and electronic arts. Allows participants to meet, socialize and share ideas, equipment and resources. Make space also includes hack (or hacker)-space, tech-shops, and fab-labs (Cavalcanti 2013). They typically do not include over-night stay, but may in some locations.

Social entrepreneurship coliving: A home and social space for likeminded people to live, eat and have fun together, and for other people to also visit and hang out (Kristine 2013).

Universities: Universities present a particular opportunity for shared living, given their concentration of faculty, students and staff. Examples of campus living include traditional dormitories and apartments, fraternities and sororities, student villages, and specialty housing such as the International House in Berkeley and New York City. An example of a student village is West Village at U.C. Davis in Davis, California. "UC Davis West Village is a new campus neighborhood located on UC Davis land adjacent to the core campus. It is designed to enable faculty, staff and students to live near campus, take advantage of environmentally friendly transportation options, and participate fully in campus life" (U.C. Davis n.d.). It features net-zero energy usage (ie, produces all of its own energy requirement directly onsite), walkable and bikable pedestrian pathways, cutting edge energy efficiency technology and materials, and advanced communications technologies enabling residents to control their lighting, heating and appliances remotely by smart phone applications. Roughly 3,000 residents live in 662 apartments and 332 single-family homes, strategically located along central ball fields and gardens. It is within minutes of campus by bicycle, the predominant means of transportation at the University.

Warehouses: Older industrial buildings converted into work or live-work space, often used for light manufacturing purposes that are prohibited in areas of a city zoned for residential or commercial use.

Allows tenants with similar types of businesses to collocate.

What these shared living spaces share in common is a group of residents desiring to live together, share dreams and ideas, collaborate on work projects, and bond as a 'family.' They are traditionally considered medium to long-term residential space, not travel-related. But their appeal to a significant portion of the travel market and their inclusion of guest rooms and amenities in their floor plans warrant their being considered as hospitality destinations.

3.2.3.5 Emerging Trend: Shared living connecting to the community

Advising travelers as to sights to see and events to attend is nothing new in the tourism industry. The tour industry had been arranging sightseeing excursions and making reservations at theaters and festivals since its inception. Many tourists choose their destinations specifically to coincide with local celebrations and festivities. But longer-term travelers, those staying in a location for a month or more, often desire activities beyond the normal tourist attractions. There is a growing niche in the market that wants connection not only to fellow travelers, but to the local community itself. Not to the glamorous, stereotypical, often superficial exterior veneer of the site, but the real, authentic day-to-day internal workings of the community itself. One can see the Golden Gate Bridge and Taj Mahal and Eiffel Tower in a day. But to get to know the locals, eat their food, hear their dreams and aspirations – this takes time. And access

to their inner sanctions. This is the growing market, one that the tourism industry is best served to understand and accommodate.

Urban areas are especially rich in community activities and opportunities for engagement. Projects and enterprises include:

Food – Slow Food Movement, urban farms, community gardens, Community Food & Justice Coalition

Energy and Water – distributed energy, drought preparedness

Economy – skills and asset building

Environment – construction and protection of natural and public spaces (climate action coalitions, Sierra Club, Friends of the Earth)

Politics (local and national) – townhall meetings, NGOs and community-based organization meetings (350.org, political campaigns)

Youth – education; youth activities such as sports, music and theater

Elders – senior centers, arts and crafts fairs

Health Care – clinics, hospitals, vaccination programs in clinics, schools, libraries and businesses (Médecins Sans Frontières)

Homeless and impoverished – skill building, counseling

Home building – home refurbishment (Habitat for Humanity, Rebuilding Together)

Disaster relief – community rebuilding

Arts & Crafts – constructing art projects within a community

Social Engagement – connecting members to the community (Hub Impact)

Community building movements, such as Transition Towns, Art of Hosting, and Resilient Communities.

By connecting their clients to such activities and organizations, travel agents and tour operators can help meet their clients' fundamental needs of Creation, Participation and Identity, and the community's needs for physical, economic and social development as well. This is what is meant by being "Sustainable."

This is one way the tourism industry can become more Sustainable.

3.2.4 Tourism Industry connecting to the local community

Traditional events and activities in popular destination areas include museums, iconic buildings and structures, and festivals in urban areas, and natural scenery in rural and remote areas. The tourism industry assists its clients by notifying them of sights and events of interest and helping book reservations and tickets as required.

Similarly the tour industry can best serve its clients, while simultaneously contributing to sustainable development, by connecting its clients to shared living accommodations and projects and organizations in the local communities.

Numerous shared living accommodations are already established internationally. Shared Living networks such as Embassy Networks and Startup Abroad offer its members access to living space, professionals with similar interests, and access to the resources and activities in the local communities around the world. Partnering with such a network would offer the tourism clientele access to not only to accommodations but to a network of people and projects as well.

International NGOs (non-governmental organizations) and movements also organize ongoing projects and activities across multiple geographic regions. The Slow Food Movement, for example, headquartered in Cuneo, Italy, “is a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment” (Slowfood n.d.). By partnering with the Slow Food Movement, the tourism industry could connect clients interested in sustainability in the food industry to activities organized by the Slow Food Movement, and then direct the client to shared living facilities near the organized activities. The client could then live on a short to medium term basis with other residents in the same shared living space who share their interest in the food industry. Thus the tour industry will satisfy its clients’ needs of participation, creation and identity while simultaneously contributing to needed skills, labor and resources in the food industry’s projects.

Similarly the industry could partner with networks of affiliated but independent organizations, like Transition Towns. Transition Towns are a network of communities around the world who “seek to build community resilience in the face of such challenges as peak oil, climate change and the economic crisis” (Transitionus, n.d.).

Individuals interested in sustainable living often travel among communities to learn about and contribute to different towns across the world. Such networks of communities and participants offers an opportunity for the tourism industry to contribute to sustainability at a personal and societal level.

There are also opportunities to connect clients to specific projects and organizations around the world. Local community gardens, climate action groups, home rebuilding programs, political organizations, ecological programs (like Permaculture and habitat restoration projects) are becoming increasingly popular and are attracting participants and visitors in increasing numbers.

3.2.5 Escalation of need satisfiers: Leisure, Creation, Participation and Identity

Traditional accommodations – resorts, hotels, etc – satisfy travelers’ need for Leisure. They offer reduction of stress in the form of relaxation, comfort, and consistency of product and service (so that guests know what to expect in their accommodations). But traditionally there has been little active participation by the traveler in the planning process. Indeed, avoiding having to plan the trip has deliberately been part of the stress reduction process.

But with the emerging trends described above, travelers are now becoming actively engaged in the planning process. Accessing data and researching options is no longer considered stressful, at least not to active, technology-savvy travelers. Becoming actively involved in the planning process, and subsequently in the planning of the events once onsite, acts as a satisfier of the needs of Participation, Creation, and Identity as well as Leisure. Given Missimer’s five Social Sustainability Principles (Identity, Influence, Competence, Impartiality and Meaning), by including travelers in the planning process, tour operators are specifically engaging in a form of personal, social sustainability.

4. Conclusion

The sustainability challenge is threatening life as we know it on the planet. Climate change, resource depletion, water shortages, and a host of ecological problems will pose grave challenges into the future. They also provide a huge opportunity. Millions of people worldwide are gathering together and engaging in their local communities to prepare for and ultimately solve the sustainability challenge we're faced with. There is a large and growing number of sophisticated, dedicated and passionate individuals exploring ways to get involved in actions to save the planet, both in their own hometowns and in distant communities. The tourism industry can both serve and benefit by assisting their clientele by helping connect them to the local communities to which they're traveling.

As technology and social structures evolve, habits, trends and lifestyles evolve with them. Travelers today are more sophisticated, more independent and more socially aware than ever before. They have a deep desire to satisfy their needs of Leisure, Participation, Creation and Identity – needs that can be fulfilled by living communally and actively engaging in the local community. To be truly sustainable, the tourism industry must meet their clients' personal needs and desires and contribute to the society as a whole. Selecting the appropriate accommodations is an important step in the process.

The tourism industry can best serve its clients and address the sustainability challenge by connecting their clients to the emerging Shared Living sector of the market, and assisting them in engaging in local, sustainability-oriented projects. With growing sophistication and independence of the tech-savvy clientele, this could be a smart business decision as well.

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