



# 十个人 十座城

## Ten People, Ten Cities

### 共享的旅游更精彩

Shared Travel Is More Brilliant

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在旅游达人阿拉苏的眼中，共享平台让她和这个世界的距离更近，她到处旅游，并且以此为生，从事着很多人最羡慕的职业——旅游体验师。通过各种各样的平台，苏苏认识了更多的朋友，她住在首尔的民宿里，和来自世界各地的朋友打成一片，或是在莫斯科的街头传递着来自中国的善意。

“我有一所房子，面朝大海，春暖花开”是很多人的美好愿望，美国人布莱恩就将这样的愿望变成了现实，他不只有一所面朝大海春暖花开的房子，而且这个房子还是在树上！布莱恩在菲律宾巴拉望北部的布苏安加岛上，建了一所房子，并且通过Airbnb将树屋共享出来，于是一个快乐便成了很多个快乐，很多旅行者在旅途中碰撞出更多的火花，也让足不出户的当地房东听到来自世界各地的奇妙趣闻。

不少旅行者还会选择租车或是租水下相机等旅行中需要的物品，正在环游世界的旅游达人北石如是解释他用共享工具的理由“节约钱啊……”、“除了省钱，能交到更多的朋友”。

旅途的风景变化无穷、旅行中的人各种各样，近点、再近点，你会触摸到一个城市跳动的脉搏、感受别样的风情。

In the eyes of professional traveller Alasu, share platforms allow her to decrease the distance she feels between herself and the world. Alasu makes a living off of share platforms in every place that she travels to, taking part in a career that many people envy: a seasoned tourism master. Through a variety of platforms, Susu made more friends, lived in a guest house in Seoul, and became one with the friends she made there from all around the world. Susu would also travel to Moscow and transmit the kindness of China throughout the streets.

“Living in a house towards the sea, with spring blossoms.” Being able to utter such a sentence is a dream that many people have. American Brian turned this dream into a reality. Not only does he have a house with flowers blooming in the spring that faces the ocean, it is also built in a tree! On the Busuanga Island in northern Palawan in the Philippines, Brian built his house. He shared the tree house by renting it out via Airbnb. As a result, a thread of happiness became a lot of happiness and many travelers found their journey filled with excitement. The experience also promoted many local landlords to come out and listen to fantastic stories from all around the world.

Many travelers choose to rent items that they will need while travelling such as vehicles or underwater cameras. Beishi, a travel expert who is currently making his way around the world, explained the reasoning behind his usage of share apps. He stated that share apps “save money” and “they also help you make more friends.”

The scenery of a journey changes infinitely, and you'll meet all kinds of people in your travels. The more you travel, the more likely you are to touch the pulse of a city and experience its unique atmosphere.



# 01

## 北Beijing 京

美食共享平台让我吃到家的味道

Food Sharing App Brings me the Taste of Home

@Robin  
建筑师，资深老饕



我是一个在北京工作的老外，因为工作关系HOME OFFICE很多，饭馆又良莠不齐，所以从去年年底开始在“回家吃饭”这款共享厨房App上叫了十几次午饭，有炒莜面、烤鸭、宫保鸡丁、叫花鸡、咖喱蟹。总的来说，这是目前为止我最喜欢的共享App。

私厨大部分是周边居民，北京本地和外地的大爷大妈都有。饭菜的口味总体水平不逊于一般餐馆，有一次吃炒莜面，我吃到的时候整个人感动哭了，这么好吃的面食怎么在餐馆里吃不到？

卫生状况也不错，没有吃出过头发等异物。地沟油这些私厨想买都没地儿买，谁会把地沟油用在自家厨

房？为了公开透明，私厨支持自取，并采取摄像头直播、后厨可进等措施扩大公开程度，以增强用户的信心。平台甚至为菜品购买了保险。

如果你还是不放心，我再来告诉你，“回家吃饭”的家厨是有准入门槛的，家厨必须提供身份证、健康证，平台还会派专人去实地调查厨房的硬件环境，而且要亲自试吃一次。总而言之要确保那是一个“家”的良好环境，而不是一个临时搭建起来的小作坊。

一旦准入后，每个片区的负责人还要定期上门回访，检查卫生情况。另外，根据用户对家厨的评分、评论，平台会分配给家厨不同的排位和曝光率，如果用户不满意给了差评，家厨的排位

就会下降。

价钱大概人均30元左右，我一般会点两个菜，总是吃的超撑，一般一个菜就够吃了。家厨的菜很合我的清淡口味，没有外卖那么油腻。而且更重要的是能体会到浓浓的人情味。我第一次吃饭是自取，大姐是四川来的陪孩子读书，闲来无事就做做菜。我到家了大姐还没做完，看我来了赶紧招呼我坐下，又是水果又是酸奶，各种抱歉。等了一会，干脆在大姐家吃吧，可能也是饿了，那顿饭非常香，大姐还给免费烧了个紫菜蛋汤，我吃到痛哭流涕。

每次看到寒冬腊月里大爷大妈们不厌其烦地骑着电动自行车，穿梭在胡同里给我送饭，心中总是涌起一阵暖流。



I am a foreigner working in Beijing. A lot of my work can be done at home, and there are both good and bad restaurants nearby. As a result, since last year I have been ordering lunch a dozen times through the shared kitchen app "Home-Cook". This App offers many dishes, including Fried Oat Noodles, Roast Duck, Kung Pao Chicken, Jiao Hua Chicken, and Curry Crab. Generally speaking, this is currently the best Share App for me.

The majority of private kitchens are run by nearby residents. Many of the private kitchen owners are elderly men and women who are Beijing locals and those from other parts of China. The taste of the food falls nothing short of an ordinary restaurant. One time I ordered Fried Oat Noodles and was so moved by the taste that I cried. It is just impossible to eat such a fine dish at a normal restaurant.

The hygiene of private kitchens is also pretty good; I have never taken a bite of any unexpected object like a strand of hair. Private kitchens have no way of buying cooking oil that has been used, discarded, and put back on the market. Besides, who will use discarded, re-processed oil in their home kitchen? In order to operate transparently,

private kitchens adopt several open policies such as encouraging self serve, direct Internet broadcasting via webcam, and entrance through the back kitchen. By ensuring these measures private kitchens are able to assure their customers and gain their trust. They have even purchased insurance for their food products.

If you're still feeling a little iffy let me tell you some more about "Home-Cook". "Home-Cook" kitchens have admission requirements. Private kitchens must provide identity cards and health certificates. Furthermore, the platform requires on-site inspection of all registered kitchens by professionals who ensure equipment and food safety, as well as taste test the foods. In short, the inspectors ensure that the kitchen is in a good 'home' environment rather than a temporary pop-up food stall.

After gaining access, the inspector that is responsible for each area regularly returns to check-upon the hygiene status of the establishment. In addition, the platform assigns different rankings to the private kitchens based on user ratings and comments. If users are not satisfied and give negative feedback for a private kitchen, then that kitchen's ranking will decline.

The cost for a meal averages about 30 RMB. I usually order two dishes which is always more than I can eat. Generally most people will feel that eating one dish is enough. Private kitchen dishes are perfect for my light taste preference and are not as greasy as fast food. More importantly, private kitchen dishes are able to provide me with that warm human touch. The first meal I had was self-serve. The kitchen owner came from Sichuan to accompany her children who study here. She would just leisurely cook at home. When I arrived she had not yet finished cooking. Upon seeing me she quickly greeted me, told me to have a seat, offering me fruits and yogurt in every form of apology. After a while I decided just to wait and eat there, I had already spent time waiting anyway. Perhaps it was because I was so hungry, the dish smelled absolutely delicious, she even cooked up some laver and egg soup free of charge. As I ate I burst into tears.

Every time I see the elderly men and women taking great pains to ride electric bikes back and forth to deliver food during the cold winter months, I always get a warm fuzzy feeling that wells up deep inside me.





我是一名身在马德里开一辆宝马的Uber司机，每个周末都是我拉客的时间。我会先把车洗干净，然后买好给客人喝的矿泉水，我的车上还准备了充电线，因为我希望搭乘我的车的旅客能对马德里留下美好的印象。

其实，用Uber接活儿还是挺方便的，Uber软件会在地图上显示黄色和红色区域，这些都是叫车密集的区域，往往红色区域上会有闪电的标志，并且标明了溢价的倍数。你可以通过颜色的标注选择去拉活儿的区域。当然，有的时候，我往黄色区域走，等我开到的时候，黄色变成了正常颜色……

Uber软件响了一下，客人来了。在乘客所在地等待了大概5分钟之后，我接到了今天的第一单客人，一个来马德里旅游的可爱姑娘。

在路上我一直和姑娘聊天，事实上我某种程度上充当了向导的角色，她对马德里的一切都好奇，一直不停地问我各种事情，她是个博物馆爱好者，我就向她推荐，一定要去普拉多博物馆，在那里可以饱览拉斐尔、鲁本斯、提香、博斯、戈雅、卡拉瓦乔、委拉斯凯兹等响当当的大咖作品。我尤其最爱博斯的《尘世乐园》，简直前无古人后无来者！

她问我，马德里还有什么一定要去的地方？我说你一定要去马德里河，我觉得这是马德里最被低估的地区之一，

沿着河一路上有很多地方可以看，你会穿过桥梁、雕塑、喷泉、公园、河流还有体育馆。我推荐她走这条路，非常安静、放松、安全！而且那个公园也很棒，公园里有一个不错的咖啡厅，供大家饮用及享受午餐。一个非常神奇的地方就是公园里喷泉式的饮水处，人们称它为“马德里海滩”，当然它并不是海滩，但这里有太阳浴、许多喷泉，也可以帮你冲凉！这里是来马德里的必游之地，强烈建议到此一游！

姑娘对我的建议非常感激，晚上到家的时候，发现她加了我的Facebook。是的，我做Uber司机并不是为了赚钱，而是为了社交，通过和乘客聊天，我交到很多来自不同国家的朋友，我们聊彼此的经历、最新的潮流和趋势，这让我觉得非常兴奋和开心。当然，营收也不错，但这不是最重要的。





# 马 Madrid 德里

我是Uber司机，我是你马德里的向导  
Be Your Guide in Madrid

@Mark  
自由职业者，Uber司机

I am an Uber driver who operates a BMW in Madrid, Spain. I service customers every weekend. First I clean my car and purchase mineral water for to-be customers. I also prepare charging cables in my car because I want my passengers to have a good lasting impression of Madrid.

Using Uber to ride requests is actually very convenient. The Uber software displays yellow and red regions on a map; these regions are called surge areas. Red areas will often have lightning bolts in the top right hand corner and indicate the current range of surge pricing. Based on the color of the area, you can choose which area you want to target. Of course, there are times where I have headed towards a yellow region only to arrive and have it become a normal region...

When the Uber software projects a sound notification it means that a person nearby has requested service. After waiting around for about five minutes I received my first customer of the day, a cute young lady who had come to tour Madrid.

On the road I continuously struck up conversation with her. In fact, I somewhat acted as a tour guide. The young lady was curious about

everything to do with Madrid and kept asking me all kinds of things. I learned that she was a big fan of museums and recommended that she go to the Museo Nacional Del Prado. At the Museo Nacional Del Prado you can enjoy the large class works of well known artists such as Raphael, Rubens, Titian, Bosch, Goya, Caravaggio, and Velasquez. I especially love Bosch's work The Garden of Earthly Delights; it is just simply the best of its kind!

The young lady asked me, "What are the must-see places of Madrid?" I told her that she must go to the Manzanares River. I think that the river is one of the most underrated areas of Madrid. Travelling along the river there are many places that you can see, you will pass by bridges, statues, fountains, a park, the river itself, and even a stadium. I recommended that she walk along this route because it is very safe, relaxing, and quiet. Furthermore, the park is absolutely spectacular. The park has a relatively nice coffee shop that can provide everyone with drinks and lunch. A very magical place is located just inside the park: the drinking fountain area. People have nicknamed the area "The Madrid Beach". Of course it is not actually a beach but there



are many areas in which to sun bathe and many water fountains. You can also take showers there! This is a must-see attraction in Madrid and I strongly recommended it!

The young lady was very grateful for my suggestions, when I arrived home that night I found that she had added me on Facebook. I don't work as an Uber driver to earn money but in order to socialize. Through my conversations with my passengers, I have made many friends from many different countries. We talk about each other's experiences and the latest trends which make me feel very happy and excited. This doesn't mean that generating revenue isn't good, but that revenue is not the most important thing.



03

# 普吉岛 Phuket Island

相机共享租用——相机是别人的，体验是自己的  
Camera Rental: Others' Equipment and Your Experience

@郭青  
重度旅游爱好者、非著名媒体人



再次来到碧海蓝天的普吉岛，已经不像第一次海滩度假那样对旅途感到局促和慌张。从网上预订船票、预订酒店、预订接送机……提前订好自己所需要的一切，这肯定为旅程减轻了很多时间和经济成本。

这一次来普吉岛主要是因为想要学习潜水，去考那个长草很久的潜水证，然后到清澈碧蓝的海水里与那些灵动鲜艳的小鱼儿亲密接触。也就是在网上学习潜水教程时，惊喜地发现现在竟然有“相机共享租用”这种平台。

可租的相机大多是日常用不到的水下相机、动态拍摄相机等。去电商平台一搜，会有很多相机出租平台。可能是太久没有出海游，没关注到这一领

域的迅速壮大。相机租用一般以地域划分，毕竟异地邮寄或自取相机都会有一定风险性和时间成本。所以当时选择了北京本地同城快递的一家店。进店选择自己喜欢的相机，GoPro HERO 5、SWEBO 500/6.3-32长焦镜头、Nikon D90等各种系列不同用途的相机，琳琅满目。

这种相机租赁的平台将一台相机共享给多个人使用，预付押金，按天结算租金，为像我一样的旅行者解决了很大难题。既满足了旅行中拍图的需求，也达到节约成本的目的。毕竟，水下相机对我们这种普通旅者来说，实在没必要花大价钱去投资一台。更何况，电子产品尤其相机的更新迭代速度远远超过荷

包的壮大速度。

终于取得了潜水证，可以带着水下相机去和那些精灵们相会啦！在海洋深处，有一些生物以我们不熟悉的方式生存着。把每一个充满灵动的瞬间，把自己遇见的每一个惊喜，都记录下来，那是一辈子青春记忆中美好重要的一部分。





Coming once again to Phuket with stunning blue skies and oceans, I no longer feel the rush and panic of travel as I did during my first beach vacation. From booking boat tickets, hotels and airport pick-up service online, I'm sure I have prepared everything I needed, saving me both time and money.

I came to Phuket this time mainly to learn how to dive, in order to get that scuba-diving permit I put off for so long and to have another chance to get up-close watching of those bright little fish in the clear blue sea. It was when I was browsing online through diving lessons that I discovered the "Shared Camera Rentals" platform. The cameras available for rental were mostly underwater and dynamic image-shooting ones that aren't commonly used. A

quick search on e-commerce sites revealed a variety of platforms for camera rentals. I hadn't been on an island tour for so long, so I hadn't noticed the rapid growth of this in the market. Camera rentals are usually grouped by location, because cross-regional mailing or self-pick-up carries a significant amount of risk and cost in terms of time. So at the time, I chose a shop that provided local delivery service within Beijing. I went in and took my pick among a wide selection including the Olympus Stylus TG-4, GoPro HERO 5, SWEBO 500/6.3-32 with telephoto lens, Nikon D90 and many more models of all different shapes and functions. These camera rental platforms allow a single camera to be used by multiple individuals. Rentals are calculated by day, and customers

are required to pay a deposit. These platforms are a boon for tourists, satisfying their need for photography on the road as well as saving cost. After all, the average tourist has no need to make a big investment on an underwater camera. Moreover, the evolution of electronic devices, and especially cameras, far outpaces the rate at which people can afford them.

With a scuba-diving permit finally in my possession, I set off with my underwater camera to frolic with those underwater beauties. In the depths of the sea, there are various life-forms living in ways unfamiliar to us. To capture every one of those scenes and to record every moment of joy is a way of solidifying the wonderful memories of our youth.





# 布 Busuanga 苏安加岛

在Airbnb上租一间树屋，成为“鲁滨逊”  
Renting an Airbnb Tree House to  
Live Like Robinson Crusoe

◎戴小翔  
旅游达人、音乐制作人、歌手、导演、“中国梦想收集第一人”



就在这短短的几年时间里，互联网的普及化和移动化几乎已经彻底颠覆了旅行和生活的方式。我们只需要带上手机，就可以到全世界几乎任何地方。我可以通过语言翻译软件进行沟通、通过Uber在大多数的中心城市出行、使用google地图在所有初见的陌生地区自由穿梭。甚至可以通过分享经济的App，骑别人刚刚骑过的单车回家，住在当地人家家里听主人讲一夜的故事，带上别人闲置的gopro去墨西哥潜水……

让我不曾想到的是，共享除了在城市和我们熟知的那些形式之外已经悄悄蔓延到了很多不知名的角落，哪怕是从未被现代文明踏足的原始雨林。这次它分享给我的是一次我梦想中的生活。

2014年，在菲律宾巴拉望北部的布苏安加岛旅行的时候，我便遇见两棵

树。它们的主人把它俩分享了出来。通过Airbnb，我预订了两晚树屋，这里坐落在河流的入海口，方圆2小时的车程，几乎没有人烟。

左二的男人就是树屋的主人，多年前，带着一只叫做“不嗨”却嗨得不得了的狗，买下这块山坡，自己用了几年的时间，一手一木在这棵树上搭建了树屋。然后住在里面，享受属于自己梦想的生活。他告诉我说“树屋就是他毕生最大的梦想，因为可以从此过上他与大自然更近的生活”。

日出而作，日暮而息。我和妹子每天就准时守在树屋的窗，对着向西的方向等夕阳西下，然后头顶繁星笼罩。我告诉出海回来的德国小孩，“你看头顶那颗和月亮相对的是土星”，然后跟他吹我曾经徒步可可西里时追逐繁星的那段牛事。



喂了整整一天的鱼，从而驯服了“不嗨”，从此每天下午，“不嗨”都陪我坐在码头，等妹子用最原始的方式在河里敲洗干净衣服，然后唱上两曲关于自由的歌。带上妹子和“不嗨”提上两桶晚上洗澡用的水，回到树屋。

然后发现这才是生活本来的样子。有了这样的共享平台，我能体验此前所盼望的美好生活，体验他人用毕生心血经营的梦想。而我做的仅仅只是一个手机，和一颗想要发现并且出发的心。





Within just a few short years, the expansion of the Internet and mobile has completely changed the way people live and travel. With only one phone at hand, we can go almost anywhere in the world. We can use translation software to communicate, Uber to travel in most big cities, and use Google Maps to freely navigate any foreign land. We can even use shared economy

apps to ride a bike someone else just rode home, live in a local family's home and listen to them tell stories all through the night, use someone else's idle GoPro to go diving in Mexico...

What I hadn't realized was, aside from appearing in the cities in their familiar forms, sharing models have also reached many unknown corners of the world, even in the depths of rainforests untouched by modernity. This time, it has afforded me my dream life. In 2014, I traveled to Busuanga, north of Palawan in the Philippines, where I met two trees. Their owner shared them with me, and using Airbnb, I booked two nights in the treehouse, located in the river's estuary, two hours by car from the nearest town, without a sign of other human beings.

The man second from the left was the owner of the treehouse who, years before, took his dog Buhay with him and bought this piece of land. Over the course of several years, he built the treehouse by hand, and lived in it all the while, enjoying his dream life. He told me that "the treehouse was his biggest dream in life, because now he

could live closer to nature."

Work upon sunrise, rest at sunset. My girl and I would punctually come to the window of the treehouse, facing west to wait for sunset, and then gazing at the multitude of stars above our heads. I once told a German boy who had gone out to sea and got back, "You see that star next to the Moon? That's Saturn." And then I bragged about my time chasing stars in Hoh Xil. After feeding him fish for an entire day, I tamed my dog "Buhay". After that, I would sit with Buhay every afternoon at the wharf, waiting for my girl to finish doing laundry in the most primitive way, then singing a song or two about freedom. Taking my girl and "Buhay", and carrying two pails of bathing water, I would return to the treehouse.

With a sharing platform like this, I can go and experience all kinds of miraculous lifestyles that I expected before, to experience the dreams of others. And all I had was a smartphone, and a heart full of curiosity and yearning.



05

# 夏威夷

我是Airbnb房东，我设计了一间树屋

I am an Airbnb Landlord, I Designed a Tree House

@Kristie

美国人、设计师、极简主义奉行者、Airbnb房东



或许，每个人都曾梦想过住在树屋上，体验一把做林中鸟兽的自由。但大部分人，虽然心怀诗和远方，却被现实裹挟得迈不动一步。我是个行动派，我叫Kristie，我亲自在夏威夷的丛林里，搭建起了一间木屋。

我一直崇尚极简生活，以前我就在爱达荷州的草原上自建了一座小房子，并把整个建房的过程在博客上做了完整的记录。住在那的感觉简直好极了，没有世事的烦扰，也没有物质的过剩。

建树屋是我极简理念的第二次尝试，因为我希望自己能永远这样简单地生活下去。于是我在夏威夷热带雨林买入了一块廉价土地，开始搭建我梦想中的生态树屋。从最初的图纸，到最终呈现在世人眼前的成品，极简生态自然的理念贯彻了始终。

树屋整体取材于自然，木墙中的小草安静生长，卧室的一面墙设计成全透光，夜晚可以看星星，清晨醒来可以看

丛林风景。室内用品和装饰的材质全部是自然环保的木、棉、麻。床头柜上面摆放着自然气息十足的小物件，竹子放大镜、沙漏、树干笔，既浪漫美观又环保实用。树屋中没有多余的物件，一切秉承了极简的理念。

搭建这座树屋全凭我和我妈妈的

双手，既没有请建筑工人，也没有施工队。累死我俩了。

完工后，我就把这座隐藏在丛林深处的木屋放在了Airbnb上，很快我们的辛苦就有了回报。我原本想每个月能租出去几天就不错了。万万没想到，等入住的人们居然要排队！

我非常喜欢做Airbnb房东，因为客人一旦体验我独特的树屋，就会体验到完全不同于传统旅游景点的夏威夷。很多客人来我的树屋度蜜月，过生日，过各种纪念日，甚至还有小伙子在树屋里向他的爱人求婚呢。

自从当了树屋房东，日子简直美妙极了：每天带客人到附近转转，遛狗，和喜欢的人拍拖，并计划下一座房子准备建在哪里……

天马行空的梦想还是要有的，说不定哪天就实现了呢？





Perhaps at one time or another everyone has dreamed of living in a tree house and experiencing the freedom of a bird in the forest. However, the majority of people are held back in life by reality despite having far-fetched dreams. I am an activist, my name is Kristie, and I personally built a tree house in the forest of Hawaii.

I have always pursued a very simple life. Previously, I personally built a small house in the prairies of Idaho and kept a record of the entire process through an online blog. Living there was simply great, unbothered by the troubles of the world and materialism. Building a tree house was my second attempt at a very simple concept because I hoped that I could continue living as simply as I had been. As a result, I bought a cheap plot of land in the tropical rainforest of Hawaii and began to build the ecological tree house of my dreams. From the first blueprint to the finished product of today, the concept of simple natural ecology was carried out from beginning to end.

All of the materials used to construct the tree house came from nature, the grass naturally grows from within the wooden walls, and one of the

bedroom walls was designed to be translucent so that at night you could see the stars and in the morning you could gaze upon the forest scenery when you awake. The indoor articles and decorative fixtures are all made from natural and environmentally friendly wood, cotton, and hemp. Little articles that bring out a sense of nature like bamboo magnifying glasses, hourglasses, and wooden pencils are placed on top of the bedside table. They are both aesthetically appealing and have practical uses for protecting the environment. The tree house does not contain any excess materialistic goods, and simplicity can be seen everywhere.

The tree house was built entirely by my mother and I. There were absolutely no architects or a construction team. The whole process really took a toll on us.

After the construction was completed, I listed the secluded tree house in the rainforest on Airbnb and we quickly saw the fruits of our efforts. I originally thought that if I could just rent it out for at least a few days every month then that wouldn't be so bad. However, I could never have imagined that there would be a line up of people

just dying to live there!

I absolutely love being an Airbnb landlord because as the guests experience my unique tree house, they will also experience a Hawaii that is completely different from the generic Hawaiian scenery. Many guests come to my tree house to celebrate many commemorative dates like honeymoons and birthdays. There has even been a guest who proposed to his loved one in my tree house.

Ever since I became the landlord of a tree house, my days have been just absolutely wonderful: Every day I guide customers around nearby areas, walk dogs, spend time with the person I love, and plan where I will prepare to build my next property...

Having far-fetched dreams are a must, because who knows, some day they might just come true.







# 纽约 New York

共享App上的自由旅行  
Plan Your Travel Route on Sharing Apps

| @Carlo  
意大利人、共享平台深度依赖者

我喜爱旅行，最近几年兴起的共享经济平台，比如说Airbnb, Uber, Lyft之类真的帮了我很多，让我的旅途愉快了不少。我发现我真的成了一名共享平台的深度依赖者。

先说说Uber，我在美国旅行时经常使用Uber，与普通出租车相比，Uber的优势有很多。比如说，车很舒服干净。一般来说，Uber车的质量和品牌都要好于出租车，宝马这一类的豪华车也很常见，由于是私家车，所以车内环境也要更好些。其次，Uber车很容易找到，而且速度也要比出租车更快，节省了我不少时间，这对于旅行的满意度来说非常重要。

Uber的价格也比较便宜，不过Lyft要更便宜些。如果帮Uber拉个新用户，

还可以获得优惠，且有效时间是3个月。

其实，我个人认为，使用Uber还是挺方便的，但欧洲却对Uber施加了很多限制，所以我在欧洲不怎么用Uber。

再说Airbnb，我经常在Airbnb上找房子，Airbnb上的房源挺多，我的大多数租房经历还是挺愉快的，室内够整洁，床也很干净，只不过，Airbnb上有一个功能我很不满意，房东可以在最后一分钟拒绝房客。也就是说，如果我打算去纽约旅游，从Airbnb上订好了房子，但到了纽约，房东却拒绝了我，我只好重新去找房子。

当然大多数的Airbnb房东都挺不错，有时候和房东聊得挺嗨，他还会带我去四处逛逛。总而言之，共享经济平台的确给了我更多的选择。



I love to travel. Shared economy Apps such as Airbnb, Uber, and Lyft that have gained popularity in the past few years have really helped me a lot and have allowed my journeys to be filled with delight. I have come to terms with the fact that I have become very reliant on shared economy platforms.

First let's talk about Uber. When I was travelling around America I frequently used Uber. Compared to the traditional taxi, Uber has a

multitude of advantages, one of which is that Uber vehicles are very comfortable and clean. In general, the quality and brand name of Uber vehicles are definitely better than taxis and luxury cars like BMWs are rather commonplace. Because they are private vehicles, the interiors are much better than those of traditional taxis. Uber vehicles are very easy to find and they are also much faster than taxis, which has saved me a lot of time and is a very important factor when considering someone's degree of satisfaction towards travelling.

Additionally, Uber is relatively inexpensive but Lyft is even cheaper. If someone refers a new user to Uber, then that person will obtain a credit reward that

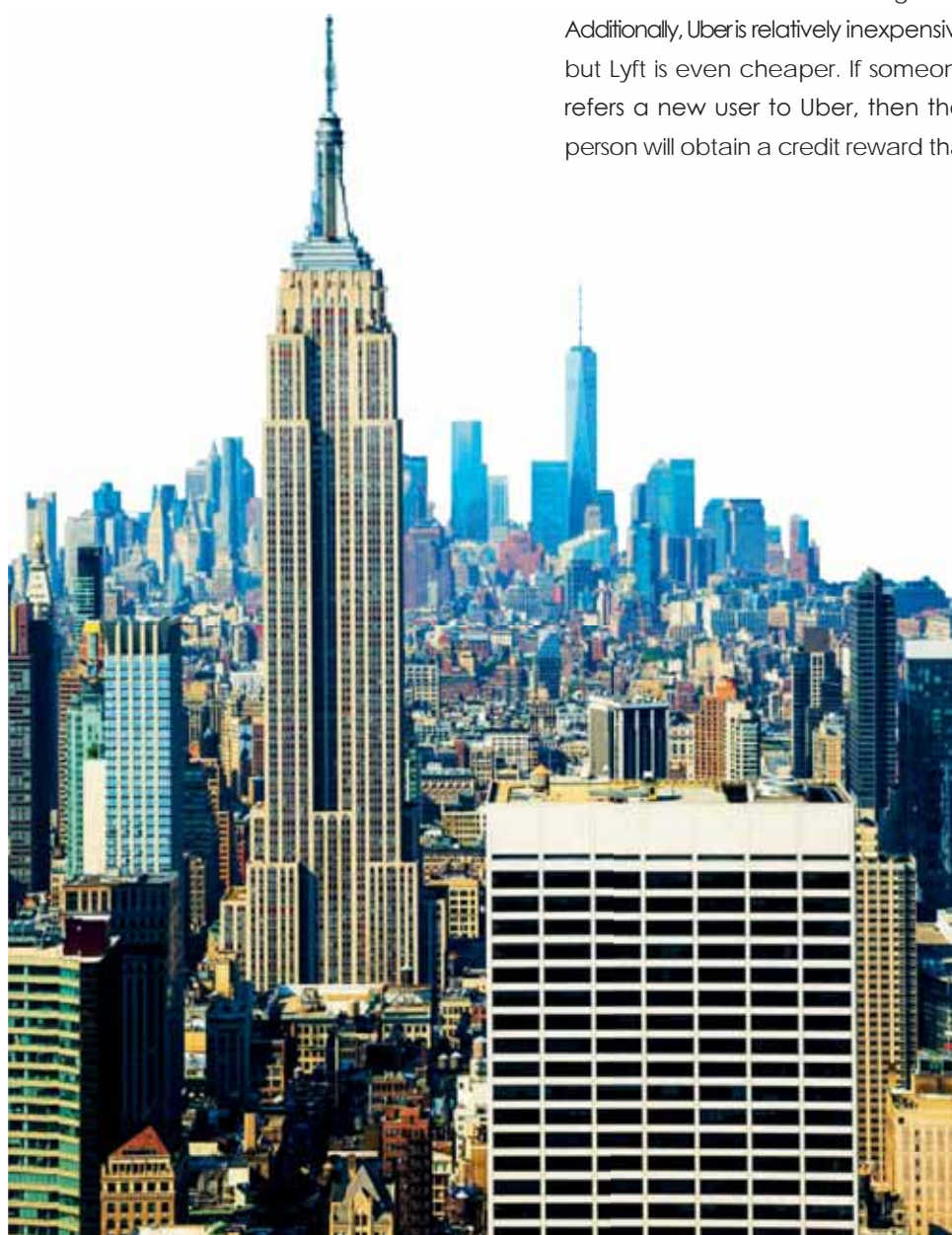


is valid for three months.

Actually, in my opinion, Uber is very convenient to use, however Europe has imposed so many restrictions on Uber that it has now become impossible to use.

Moving on to Airbnb, I frequently look for room rentals via Airbnb. Airbnb has a lot of property sources to draw from and the majority of my rental experiences have been very positive with tidy rooms and clean beds. However, I am very disappointed with one of Airbnb's features: Airbnb landlords can refuse a guest at any given time, even right up to the last minute. In other words, if I planned to travel to New York, booked accommodation via Airbnb, and arrived in New York only to have the landlord suddenly refuse me, the only thing I could do is to find another place for accommodation.

My Airbnb landlord is relatively nice; sometimes I get a great conversation going with him and he will also show me around. In short, shared economy platforms have definitely given me more options.







我是一个资深吃货，每去一个地方，都想尝尝最地道的特色菜，却苦于不知道哪里才能找到特色餐厅。最近尝试了朋友推荐的一款美食App: VizEat，才终于帮我解决了这个问题。

举个例子，上次去米兰旅游时，我只身前往市区一栋静谧的别墅，主人Eleanor穿梭在庭院和厨房之间，为客人斟上今年刚出产的葡萄酒、递开胃点心，我吃到了生牛肉奶酪片还有特色的生火腿夹哈密瓜，选用精心烟熏的火腿切成薄片，入口即化，爽口开胃。

这天来了很多客人，但彼此并不相识，这些来自不同国家、不同肤色的旅行者甚至与主人Eleanor也是首次见面，但在摆满佳肴和美酒餐桌上，气氛很容易变得轻松，不需酒过三巡，大家就已聊得很嗨。

这正是VizEat的妙处：让人们围绕在餐桌上，透过分享美食认识彼此，成为一种新型态的深度旅游方式。

在这顿饭上，我吃到了最著名的意大利薄饼，又名“碧莎”，这是将油蘸面胚置于铁盘中，添加多种馅料（如猪肉、牛肉、火腿、黄瓜、茄子、洋葱）烘焙而成，内有番茄酱提味，上面还要点缀橄榄丝和鸡蛋丁。还尝到了最正宗的意大利肉肠，雅称“莎乐美”，形似粗长滚圆的擀面杖，外面有一层粉状的

白霉，切开后嫣红欲滴，香气四溢。它与德国的灌肠有一定的渊源关系。这也正是VizEat的一大特色，就是其所能提供最地道的美味和家常菜。由当地人制作的食物，自然是最具有当地特色的。

平台还提供了特别的就餐环境。VizEat的主人家款待客人，很少会选择中规中矩的餐厅，而是会设宴在沙滩边、船舱室等另类的就餐环境。

第三大特色是能与主人家互动，有些家庭厨师会带你一起闲逛当地市集，教你如何选购正宗的本土食材，让你从当地人的角度认识当地餐饮文化。不论是一同买菜，还是观看他们的做菜过程，以及品尝美食时的笑谈，都是极佳的人生体验，外出旅行，这样才比较爽！

而且VizEat使用起来也很简单，先浏览，查看菜单，参阅其他客人的评价，和主人家的自我介绍，以及年龄、会说的语言、本职工作等信息，以及主人家提供的就餐须知（人数限制，时间限制，能否饮酒等）；接下来是聊天，与主人聊天，双方互相了解，看看是否“来电”，要是觉得合适，就到了下一步预约，支付定价即可；最后，就可以上门就餐，尽享美味了。

科技与传统文化的碰撞总是给我们带来别样的惊喜，你说对吗？



# 米 Milan 兰

## 和私厨主人来一次美食分享 Sharing Food with Private Cook

@James  
编剧，吃货一枚



I am an avid foodie, every time I go somewhere I must eat the most authentic and representative dish of that region even though I don't know where I could find such a specialty restaurant. Recently I tried out a dining app that was recommended to me by a friend: VizEat. VizEat finally helped me solve this problem.

Let me give you an example. The last time I went to tour Milan I went alone to a quiet villa in the city district. The owner, Eleanor, travelled back and forth between the kitchen and the courtyard, serving customers the year's freshest wine and appetizing pastries. I ate Carpaccio and specialty Prosciutto-Wrapped Hami Melon. The ham was carefully selected and cut into thin slices wrapped around the melon to make a refreshing, melt-in-your-mouth appetizer.

On this day many customers came. It was an unbelievable sight. It was the first time that these tourists who had come from different countries and were all of different skin colors were meeting the owner Eleanor, yet the tables were filled with food and wine and the atmosphere became relaxed very easily. It didn't even take three full drinks for everyone to begin lively chatting with one another.

This is exactly the selling point of VizEat: to allow people to gather around a table and get to know each other over sharing

a good meal. This app has added a new layer and depth to the concept of tourism.

For this meal I ate the most famous Italian pizza. The pizza is made by dipping flour in oil and placing it into an iron pan and then adding a variety of fillings (pork, beef, ham, cucumber, eggplant, onion). The iron pan is then placed in the oven for baking after which the pizza is ready to eat. The taste can be improved with tomato sauce and the top can also be decorated with Chinese olives and eggs. I also tasted the most authentic Italian meat sausage: Salami. Salami is in the shape of a long rolling pin and the surface is covered in a layer of white powder. When cut open, the fragrant and captivating bright red meat is exposed. Salami is related to German starch filled sausages. The fact that VizEat can lead users to authentic and delicious home cooking is a major feature of the app. The food produced by the locals is naturally the most authentic and reflective of local characteristics.

The platform also offers a special dining environment. VizEat business owners entertain their guests; they are not likely to choose a dining hall that conforms with the norms of society but rather a dining environment in which they can arrange a banquet at places like the beach or on the haul of a ship.

The third major feature of the app is the interaction with the host. Some family chefs will take you on a tour of the local market, teach you how to buy authentic local ingredients, and make you knowledgeable about the local dining culture from a local person's perspective. Whether it is buying food together, watching their cooking process, or the banter when tasting the food, all are excellent life experiences and foreign travel. In this way one can really have a great time!

Furthermore, VizEat is also very simple to use. The first thing you need to do is browse, then view the menu, have a look at the evaluations left by other guests and the host's self-introduction. Their self introduction will include information such as their age, the languages they speak, and their work. They will also include dining information such as restrictions on the number of people, the time limit, and whether or not drinking is acceptable. The next portion is the chat section where you can chat with the owner to make sure that you are both on the same page. If the owner and the user feel comfortable then the next step is making a reservation, pricing/payment, and finally dining and enjoying a delicious meal.

When technology meets traditional culture we are always given the greatest types of surprises, wouldn't you say?





我是个骑行爱好者，很喜欢在闲暇时间骑上自行车去大自然里尽情地呼吸。最近骑上共享单车环游了上海崇明岛，这算是一种很独特的体验吧。

崇明岛是中国的第三大岛，被誉为“长江门户”，成岛历史1300余年，全岛地势平坦。新建的公路路况好，两边风景优美，非常适合骑行，经常举办自行车赛事。比较有名的世界女子国际公路自行车赛，就在崇明岛。我沿着北沿公路边骑边赏景，两旁绿树成荫，非常惬意，沿路风景很好，可以欣赏到大江沿岸的美景。

摩拜单车用起来很方便，先下载一个手机App，找到距离自己最近的一辆摩拜单车，根据手机地图找到这辆单

车，如果担心别人先找到骑走，可以先预订，这样就可以为你保留一段时间。一旦找到单车，打开App，扫描一下车上的二维码，就可以把车骑走了。

摩拜单车最大的优点是可以停在路边任何地方，看到一处风景如画的地方，就把车停在路边，然后躺下来闻闻周围植物的香气，真的是再享受不过了。

说到缺点也不是没有，摩拜单车的车身对我这个身高1米9的大高个来说有点小，但对于身材娇小的人没有问题。刹车也不是太灵敏，车头设计得不是那么科学，最令人费解的是车子的重量，居然有25公斤重，如果你是个大个子，你简直可以用它来举重，还可以用来减减卡路里。





# 上海

摩拜车轮上的崇明岛

Mobike Ride across Chongming Island

@John  
会计师事务所合伙人，骑行爱好者

I am an avid cyclist who loves to go out into the great wilderness and ride my bike on days off. Most recently I rode a Mobike and cycled around Shanghai's Chongming Island. This can be considered as a type of unique experience.

Chongming Island is China's third largest island. Known as the "Yangtze River Portal", the island has more than 1,300 years of history with the entire island being flat. The newly built roads are in good condition with beautiful scenery on both sides. The roads are especially suitable for bicycles and cycling events are often held. The relatively

famous UCI Women's WorldTour was held on Chongming Island. Riding along the north side of the road that is lined with trees, the scenery is very pleasant. You can also appreciate the beautiful scenery along the way to the coast.

Mobike is very convenient to use. First you must download the app, after that you can find the Mobike that is closest to you and retrieve it by following the map shown on your cell phone. If you are worried that someone will find the bike before you, then you can reserve it first before going out to find it. This method will help give you some more time to find the bike. Once you've found the bike, open the app and scan the QR Code attached to the bike. Once you have scanned the QR Code then the bike is yours to use.

The biggest merit that the Mobike features is the ability to stop anywhere along the road. If you come across some scenery that you are really interested in, you can simply pull over, get off, and take your time to smell the roses, thoroughly absorbing and enjoying the whole scene in.

As great as Mobike is, it is not without shortcomings. The frame of the Mobike is too small for my height of 1.9 meters and others who are similarly tall. However, this is not a problem for those who have a shorter stature. The brake is not too sensitive, the front design is not so scientific, and the most puzzling thing of it all is the weight of the bike. As the bike weighs 25 kg, if you're a big guy/girl and into weight lifting then you can use it to workout, otherwise it can also be used to reduce calories.







# 杭 Hangzhou 州

离不开共享App的一天  
A Day with Share Apps

@罗西塔  
生活在杭州的普通小白领



在杭州，能够真切地感受到互联网是怎样影响了人们的生活。

这里是阿里巴巴和快的打车（后与嘀嘀合并为滴滴打车）的创始之地，也是无数科技企业落地生根的地方，新的概念和产品每天都在源源不断地产生，随后渗透到城市的每个角落，渗透到衣食住行的方方面面。

越来越少的年轻人选择挤公交上班，他们会在手机App上预约顺风车，顺路的司机接单后，乘客只需支付略高于油费的价格，就可以坐着干净舒适的私家车到办公室楼下。

想要更加省事，也可以选择随处可见的共享单车。只需要拿出手机扫码，就能骑走一辆轻便又好看的自行车。

到了上午十一点，街上的主流人群从上班族变成了外卖小哥，午饭不仅来自小餐馆外卖，也可能来自普通人家。他们是退休的大爷，爱烹饪的主妇，闲着无聊的阿姨……只要在某个共享App上下单（例如：回家吃饭、觅食），就可以向这些人点菜，从而吃到最正宗的来自家里的味道。而此类的App也成为不少旅行者的选择。

晚上下班才是更精彩开始，想要吃到西湖边某家热门餐厅，也可以先在“跑腿”App上发布任务，请有时间的人帮忙排队。下雨了或者手机忽然没电都不要紧，只要打开支付宝地图，附近几十个站点的雨伞和充电宝都可以免费租用。

如果没有开车出来，吃饱喝足后就用Uber或滴滴打车叫一辆车回家，或者在共享租车的平台Car2Share上查找附近的共享汽车。Car2Share站点通常离你很近，在手机上付好租金、根据付款后的二维码在车旁的钥匙箱里领取钥匙，你就可以开走一辆奔驰Smart。除了随处可见的共享租车平台所有的车辆，政府所有的公共自行车、名为“微公交”的电动汽车也让出行更加便利。

在杭州生活的一天，不需要自己开车做饭，也不需要任何现金。一切行为都在手机App和付款二维码上完成。通过他人共享出的劳动力、资源、时间，节省自己的精力，最终让一切都简单高效，让生活变得容易而有趣。



In Hangzhou, one can truly feel how the Internet is influencing people's life. This is the birthplace of Alibaba and Kuaidi (later merged with Diidyl[Source: <http://baike.baidu.com/view/7136061.htm>] as Didi), as well as where countless technological enterprises took their roots, new concepts and products are being produced every day, then distributed into every corner of the city, and every aspects of people's life.

Fewer and fewer youth choose to go work by bus; instead, they use smartphone App to reserve for hitchhiking. When a passing driver picked up the call, the passenger only needs to pay a slightly higher amount than the gas fee to get to their workplace by a clean, comfortable private car. If one wanted to make things even simpler, he or she could also choose a share bicycle which is a common sight across the city. A smartphone scan is all that takes for a portable, pretty-looking bike.

At 11:00 am, main crowds on the roads would begin to shift from office workers to take-out delivery men, however, lunch don't always originate from take-out orders of small restaurant, it could also be made in ordinary families, which consist of retired men,

household wives who enjoy cooking, middle-aged women with plenty of time on hand... To order from them, all it would take is a click on a share App, (Huijiachifan, Mishi), and one could then enjoy the most authentic familiar taste. Such Apps are also favored by tourists and travelers.

The real show starts during the evening after working hour. To order meal from a popular restaurant around West Lake (Xihu), one could place a "task" on the App Paotui, asking those who have time to line up. Weather or cellphone battery would never be a problem, as the Alipay map would mark the location of a dozen of rentable umbrellas and portable batteries station around.

If one did not drive, Apps such as Uber or Dididache could always be used to call for cars after the meal, or one could also rely on car-sharing rental

App such as Car2Share. Car2Share stations are often nearby, and once the cash is paid through Smartphone App, a QR Code would be provided to get the key beside the car. Besides car-sharing rental platforms, all the governmental public bicycles and electrical car nicknamed "mini-bus" also made transportation a lot more convenient.

On the first day living in Hangzhou, one does not need to drive nor cook by oneself, nor to use any physical cash. All could be realized on Smartphone Apps and payment QR Codes. Through the labor, resource, time shared by others, one can save his own time and effort, making everything simpler and more effective, thus providing an easier, more amusing life.







首尔是我去过次数最多的一座城市，不仅是因为城市的精致和浪漫，更因为有很多当地朋友在这里。我有时候在想，如果没有微博、Airbnb这些平台，还会有这么多延续开来的故事。

来自异国的朋友通过我留下的各种痕迹找到我，比如在首尔江南区我就遇见了愿意对全世界SAY HI的BIG Johns。BIG Johns 其实是一个民宿的老板，他通过我在韩国的节目开始找我，最后在微博上找到了我，他说苏苏你来首尔就来我的房子开“趴体”吧。于是我就走进了这个墙壁都是别人照片和祝福的房子，在这里听他说他和每个照片主人公的故事。有的来自欧洲，有的来自东南亚，还有来自美国的朋友，我们就这样坐在一起，相互说着我们

认为有趣的事情，手舞足蹈地聊着我们的故事和经历。有的是跨越了千山万水的爱情，有的家庭正在期待新生命的降临，有的是来首尔追寻一个歌唱事业的梦，有的是旅行刚好走到这里。

我们这些来自不同地方有着不同故事的人，在BIG Johns的邀请下面对面坐在一起，一起干杯一起欢笑，BIG Johns热情地准备着BBQ的食物，哼着人情味满满的小曲。我也把我在街上买的氢气球挂在院子里，把我的水果塞进冰箱里，和大家一起窝在沙发里看电视，甚至在某个天气晴朗的白天抱着吉他假装自己是个乐手，弹出美妙的歌曲。

现在回首，我在旅行中留下的笑容和交到的朋友，就是我期待和向往的远方。





# 首尔 Seoul

民宿老板的共享“趴体”

The Sharing Economy: The Best Time for B&B Owners

@阿拉苏

旅游达人新浪微博签约自媒体《她，他的浪漫首尔》作者



Seoul is the city where I've been to the most, not only due to its refinement and romance, but also because I have many friends who live there. I often wonder, without platforms such as Weibo or Airbnb, I would probably not experience so many continuous stories.

Friends from foreign nations find me through all the traces I left. For example, on the Gangnam district of Seoul, I encountered Big Johns, who is willing to SAY HI to the entire world.



Big Johns is in fact, the boss of a B&B (Bed & Breakfast), he started to find me through my program in Korea, and finally succeeded on Weibo. "Susu, if you ever drop by Seoul, come to party in my house." He said, and thus I walked into this house, whose walls are filled with people's photos and wishes, and heard the stories about him and every single person behind the photos. Some are from Europe, some are from Southeast Asia, and some are from the U.S. We sat together, sharing stories and tales while waving our hands high. Some are about a love tale that crossed mountains and seas, some are about a family that expects the birth of a new offspring, some are about a dream chaser who pursues the dream of being a singer in Seoul,

some are simply about a traveler who got here by accident.

All of us from different places, with different stories and backgrounds, sat face to face through Big Johns' invitation, cheering and laughing on the same table, as Big Johns happily prepared BBQ foods while humming rhythms full of feeling. I also tied the helium balloons I bought on the street all around the house's backyard, and stored the fruits inside the fridge, then nestled on the couch while watching TV with others, or on a certain beautiful day, with a guitar on hand, played melody to pretend that I'm a singer.

In retrospect, all the smiles I left and friends I made during my travel are the distant place where my hope and yearning lie.



# 关于共享经济 ——旅游业如是说

## 联合国副秘书长 Tegegnaw Gettu

Tegegnaw Gettu, Under-Secretary-General of the United Nations



共享经济是未来旅游业发展的大势所趋，所造成的影响是全球性的，全球将有很大一部分人能够在共享经济中受益，同时由于旅游业也带动着其他产业，因此在旅游业比较成熟的国家或者城市，比如美国的纽约、法国的巴黎、日本的东京能第一时间深刻体会到共享经济所带来的效益，然后再慢慢扩散到其他发展中的城市。

Shared economy is the trend of future tourism industry

and quite a large number of people in the world would benefit from it, as long as tourism economy is related to all other economic development and welfare of nations. Globally, well-developed tourism destinations in developed countries like New York of United States, Paris of France, and Tokyo of Japan have benefited tremendously. Now emerging nations like China and Brazil are also benefiting hugely.



## 世界旅游城市联合会执行副主席、北京市副市长 程红

Cheng Hong, Executive Deputy Chairperson of the WTCF Council and Vice Mayor of Beijing

全球信息化时代背景下，经济的新模式和新业态，对各行各业都产生了深刻的影响，尤其是旅游业。我们要意识到共享经济给我们带来的机遇，积极跟进的同时也要客观面对共享经济给我们带来的挑战，我们也倡导大家多学习共享经济下的新模式、新业态，利用新技术来实现旅游业新的发展。

In the information age, the new patterns and formats of the economy have a profound impact

on all walks of life, especially the tourism industry. All of our members should be aware of the opportunity that sharing economy brings to us and objectively face the challenge it brings while following it up. We also advocate learning more patterns and formats of sharing economy and using new technologies to realize the new development of tourism industry.

## 世界旅游城市联合会秘书长 宋宇

Song Yu, Secretary General of the World Tourism Cities Federation



共享经济是以互联网和大数据为支撑，以闲置资源的有效利用为目标，通过使用有偿分享，促进社会资源充分利用的一种新的经济形态。旅游是一种不以占有为目的的体验旅游经营活动，旅游的本质是分享，旅游业通过整合各项分享资源为游客服务，天然具有共享经济的属性，是共享经济最重要的领域。

A shared economy is the promotion of internet and big data to effectively utilize idle resources. Through

sharing the right of use with profit, this new economic model encourages the sufficient use of social resources. Tourism is an activity that does not keep to itself: its essence is to share, and the tourism industry provides services to their clients by integrating and sharing their resources. Therefore, tourism naturally has the attribute of shared economy and is one of the most important industries of a shared economy.

# On *Sharing Economy*: What the Tourist Industry Says

## 世界旅游经济论坛副主席兼秘书长 何超琼

Pansy Ho, Vice Chairman and Secretary-General of GTEF



由共享经济衍生出来的经济社会和引导的经济模式颠覆了各项产业传统运作, 对社会各方面包括基础设施建设、就业、法律法规等范畴带来深远的影响, 深刻改变了我们的生活方式, 为城市未来的发展增添挑战和创新动力。

Economic societies and guiding economic models are derivatives of a shared economy, which has

overturned the traditional operation modes employed by different industries. It also deeply influenced different areas of society, including infrastructure, employment, laws and regulations...not to mention the impact it has made on our way of life and the new challenges as well as incentives it has brought onto the future development of our cities.



## 世界旅游理事会执行主任 尼杰尔·戴维

Nigel David, Business Development Director APAC region, World Travel & Tourism Council

以城市为主的旅游业, 一个重要的方面是共享经济的发展, 在当今世界上最大城市的居住空间是固定的, 共享经济会使得游客有机会获得一个独特的、非传统的旅游和居住体验。我们期待共享经济的发展, 寻求互利共赢的商业模式, 共享经济的优势和潜力, 将在旅游业的发展中发挥更加独特的作用。

The shared economy is very important to the tourism

development of a city. Business models like Airbnb allow people to open up their homes to invite local or international guests. That is a big opportunity to help transform the traditional tourism model. We believe that the advantage and potential of shared economy will be a win-win situation in the future development of tourism industry.

## 世界旅游组织全体大会及执委会执行总干事 徐京

Xu Jing, Director-Executive Secretary of the General Assembly and the Executive Council of UNWTO



现在大家看到了很多和共享经济有关的旅游行为, 这些行为主要是现代技术, 尤其是互联网技术, 在经济中的应用, 在旅游业中的应用。

共享经济所带来的这种革命性的变化。消费者会逐渐摆脱供给者对他的垄断和左右。从供给者来讲, 以前最主要的主体就是酒店、旅行社和大巴, 现在不一样了。现在是大众创业, 千家万户都可以进入到这个行业, 来完成旅游的服务和产品的提供。

People see a lot of tourism activities related to shared economy now, which is due to the

application of modern technologies in the economy and tourism industry, especially Internet technology. this revolutionary change brought by shared economy will impact China greatly. Consumers will gradually be free from the monopoly and influence of providers. The most important providers used to be hotels, travel agencies and coaches and it is different now. Thousands of households can participate in this business, and provide service and products for tourism.



# 关于共享经济 ——城市管理者如是说

## 萨洛尼卡旅游与国际关系副市长 斯皮罗斯·佩加斯

Spiros Pengas, Vice Mayor of Tourism and International Relations, City of Thessaloniki



萨洛尼卡的居民比较偏年轻化，他们能够很迅速地融入到共享经济所带来的机遇之中。现在在Airbnb上已经可以找到萨洛尼卡的公寓和民宿了，未来我们还会和Airbnb进一步加强合作。此外我们也正在寻求和其他的平台合作，如果发展顺利的话，到今年年底我们有望成为希腊的共享经济城市。

共享经济已经开始对全球旅游行业产生很大的影响，很多人现在旅行中都会用到Airbnb、Tripadvisor等一些应用软件，未来萨洛尼卡还将在社交媒体和媒体平台做更多的投资，以此来吸引更多的游客。

The residents in Thessaloniki are relatively young and they can easily integrate themselves into the opportunities brought by Sharing Economy,

people can find out about the accommodations in Thessaloniki on Airbnb and we will further strengthen the cooperation with it in the future. In addition, we are now actively seeking to cooperate with other platforms. If that goes well, we are expected to be a Sharing Economy City in Greece by the end of this year.

Sharing Economy is beginning to have a big effect on the global tourism industry. Many people will use some application software such as Airbnb and TripAdvisor on their trips and Thessaloniki will make more investments on social media and media platforms to attract more and more tourists.



## 牡丹江市旅游局副局长 郭冬霞

Guo Dongxia, Deputy Director of Mudanjiang Tourism Bureau

第一是我们要采取包容开放自由的态度来对待共享经济。我们不能因为它是新生事物，监管困难，就把它扼杀在摇篮之中。第二，我们要创建共享经济的信用体系。因为它是非标准化的产品，如何进行监管，我们要改进法律法规体系，使它能够纳入监管的体系。第三，要壮大共享经济的企业群体。对于传统的旅游企业来说，如何推动它与共享经济的共同繁荣和发展融合，使它够分共享经济的一杯羹。另外，政府还要引导建立一些新的共享经济平台，推动整合碎片化的资源，推动旅游经济借助共享经济获得更大的发展。

I think that first we should treat it with an inclusive, open and liberal attitude. We can't nip it in the bud because it is a new thing that is difficult to regulate. Second, we need to establish a credit system for Sharing Economy, because it is a new thing and we should consider how to improve the legal system so as to regulate it better. Third, we should strengthen the enterprises group of Sharing Economy. For traditional tourism enterprises, we should promote the common prosperity and development of Sharing Economy so that could get their share of Sharing Economy. In addition, governments should lead to establish some new Sharing Economy platforms to promote the development of tourism economy.

# On Sharing Economy: What the City Planners Say

## 柏林旅游局市场总监 拉尔夫·奥斯滕多夫

Ralf Ostendorf, Director Market Management of visitBerlin



共享经济让不少柏林的当地人从中获益，也让旅游产业和游客的旅行习惯发生了很大改变。就拿住宿来说，一方面共享经济让游客有了更优惠更好的住宿体验，通过和当地人交流获取独特的旅行体验。另一方面，共享经济对传统酒店住宿行业产生了巨大冲击，据我所知，在柏林诸如Airbnb这类应用非常受传统旅游行业人士的排斥，这其中也包括一些居民。

一味地排斥共享经济并不能促进旅游业的健康发展，最重要的还是需要传统酒店行业提升自身的服务水平，完善设施基础，创造更好的住宿条件，另一方面，诸如Airbnb这类应用也应该得到良好发展，满足不同人群的需求，在具备良好的规范机制的前提下，让旅行体验多样化，更丰富。

Shared Economy has created a lot of change in the industry and for the tourists, it has a lot of benefits because you can find excellent accommodation all over the world and get a unique local experience from the destination where you are. On the other hand, of course it's a threat to the traditional hotel industry and especially in Berlin I can say they don't

like Airbnb and we not only have Airbnb in the lane we also have many private owners who give their apartments to the tourism industry by renting them to tourists and it's not very popular sometimes because that takes away those apartments from the normal markets so normal Berliner will not be able to find an apartment in a certain area maybe because there are too many apartments, but that is only a side effect.

Some may reject shared economy, but that does no good to the healthy development of the tourism industry. It's a "free world" and also for the hotel industry, they just have to find new ways to be more competitive. They should improve service and products and that is something an apartment can't provide. On the other hand, Apps like Airbnb have the right to develop and meet the demands of different groups. Under a solid regulatory system, they can bring diversification and abundance to the tourism experience.

## 华盛顿旅游局副局长 特丽莎·贝尔普斯

Theresa Belpulsi, the Vice President of Tourism and Visitor Services, Destination DC



共享经济和社交平台的运用非常重要，其实整个美国可以说已经融入了共享经济了，共享平台带给我们的不仅仅是优惠的价格，重要的是你的旅行体验将发生改变。通过入住当地人的房子，和当地人交谈，你会得到很多有用的攻略，他们会告诉你哪里的餐厅最好吃，哪里最值得去体验，你会发现你从一个游客变成了一个当地人。

共享经济让旅行更加便捷，你能从互联网上获得想要的信息，在社交应用方面的市场推广也是我们非常重视的一点，我们和腾讯达成了一个长约一年的合作项目。

As I travel in London or Paris I like to stay in Airbnb because people who actually own those facilities are

giving me their best tips and I can actually live like a local when I come to the city. People love to tell their story, rather through social media or through shared economy, both of them are great avenues that we definitely utilize those.

Times are changing and definitely social media is definitely one of the avenues that we have really invested a lot of money in. Social media has been the one of the things that has really industrialized a lot of time in. We are currently working with WeChat to develop a year-long promotional program with them. We shall work that out probably in the fall of this year.



## 雅加达旅游景观管理部主任 颂提·潘佳丽般

Sonti Pangaribuan, Head of Tourism Spot Attraction Management Division, Jakarta



雅加达鼓励所有的初创企业，并在分享经济的大前提下为其提供空间设施，帮助他们来工作。因为大部分的初创企业都是年轻人，他们的资源资金有限，有时无法支撑项目，所以，市政府给他们很大的关注度。从创新的角度来讲，雅加达已经创立了分享经济的平台，例如像Uber一样的摩托车分享平台、出租车分享平台等。现在市长的办公室，在市长的关照下，大概有100个初创企业进行自我创业，在这里不需要自己去租房子，所用的公共设施桌椅板凳都是政府为了鼓励市民参与到创业中而提供的，因为帮助创业者认识到分享经济，是一个非常有效的方法。

Based on the idea of a shared economy, Jakarta assists start-up enterprises by providing them with space and facilities. Most start-up enterprises comprise

of young men and women with limited funds, and sometimes their projects require the support of the municipal government. From an innovation standpoint, Jakarta has successfully established a platform for a shared economy, including automobile sharing such as Uber as well as other taxi sharing platforms. With the help of the current mayor and the mayor's office, around 100 start-up enterprises are currently engaged in self-entrepreneurship. This way, start-ups do not need to rent their own office space, because all facilities, desks and chairs are provided. We not only encourage residents to found their own businesses, but also see this as an effective way of introducing the entrepreneurs to a shared economy.

## 关于共享经济 ——旅游专家如是说

### On Sharing Economy: What the Travel Experts Say



## 世界旅游城市联合会首席专家 魏小安

Wei Xiaolan, the Chief Expert of WTCF Expert Committee

我对共享经济的理解就是淡化产权，强化使用权。所以，共享经济就是要将各种社会的闲置资源来整合配置，然后利用起来。这样的话社会必须要有更高的投入，能够有更高的效率，能够有更好的效益。就全世界来说，共享经济有两个热点，一个是Airbnb，对闲置房屋的利用，另外是汽车、专车这块，这两个版块说明旅游是最适于共享经济的，所以共享经济自然就从这两个领域切入。

任何一个领域，只要是闲置的资源，都有可能共享，这是一个很自然的过程。尤其是旅游，因为旅游是

人的流动，所以旅游的任何领域都有闲置资源的流动化，也就是共享经济在旅游的发展过程中大有作为。My understanding of the Shared Economy is to play down the property right and to strengthen the use right. It can integrate and allocate various idle resources in society and bring them into full usage, which requests the society to provide higher investment, to be more efficiency and has better benefit. There are two hot spots of Shared Economy, one is Airbnb, the utilization of idle houses and

the other is automobile and special car. These two hot spots prove that tourism is most adaptable to the Shared Economy and they are undoubtedly the cutting points of Shared Economy.

In any field, all idle resources could be shared, this

is a natural process. Especially to tourism, because tourism means the flowing people and the flowing of idle resources exists in any field, which reflects the difference that Shared Economy will make in the process of the tourism development.

## 世界旅游城市联合会专家 张辉

Zhang Hui, Member of the WTCF Expert Committee



从概念来讲, 分享经济也称共享经济, 是指能让商品、服务、资源以及人的才能等通过一定的共享渠道使之重新配置的一种社会经济体系。虽然分享经济这一概念是近年才出现的, 但如果我们将这个概念所涉及的现象放在人类社会发展的历史进程中分析, 可以清楚地看到, 人类所有的社会革命、制度进步以及文明进化, 其背后都有一个共享的逻辑。在自然经济社会里, 人们的生产活动是围绕满足自我需要开展的生产活动, 产品不能共享, 经济活动限制在一个很小的范围内。在商品经济社会里, 通过商品生产和商品交换, 每个社会成员都能得到自己所需要的东西, 这时, 人们的潜能得到了极大的发挥, 资源得到了极大的利用, 社会总价值以及人们对社会的贡献就会更大, 这就是分享经济给我们社会所带来的效益。

Theoretically, a shared economy is a socio-economic system of which products, services, resources and

talents are rearranged through a channel that is shared by many. The idea of a shared economy only surfaced in the past few years, yet if we apply the phenomena of this theory to the development of our human society, we can clearly see a shared logic behind every social revolution, regime change and evolution of civilization. In a natural economy, people produce to fulfill their own needs, thus only producing the amount necessary: products cannot be shared and economic activities are limited. In a market economy, the need of every member is met through the production and exchange of goods. This way, people's potentials are greatly discovered and resources are fully utilized, which will dramatically increase the overall value as well as the contributions made to society. These are the benefits of a shared economy to our society.



## 世界旅游城市联合会专家 罗杰·卡特

Roger Carter, member of the WTCF Expert Committee

共享经济还有特别好的一面就是, 它不仅能为城市带来更多的游客, 还能让旅游业创造出来的利润留在当地, 也就是说直接受益人都是当地人, 而不是流向大型集团公司, 当地的居民能直接感受到旅游业发展所带来的经济效益。

当然, 我们也不能忽视共享经济所带来的问题。在共享经济发展的过程中, 最突出的问题之一就是房屋住宅, 在一些城市, 比如柏林和巴塞罗那, 这两座城市是欧洲热门旅游城市, 每年接待数百万游客, 而现在越来越多的居住在这些城市中心的当地居民开始搬离这里去往城市郊区居住, 将市中心的房子腾出来给游客, 因此这些城市的市中心正在失去它的城市特性, 没有了当地的气息, 取而代之的是来自世界各地的游客, 原本充满当地氛围的地方变成了专门为游客提供住宿的聚居地, 比起当地人, 游客将给这个地方带来不一样的环境氛围, 我认为这种现象应该加以控制, 达到一个平衡。

A community benefiting from sharing economy will not only invite more tourists to the city, but also make sure that the money is going to stay in the local economy. A lot of money will stay within the local

community and it goes straight to the residents.

I think there are lots of positives. But at the same time, it becomes a lack of controllability. The negatives are, firstly it can create an impact on the housing stock in very popular areas in the city. There are two examples, in Berlin and Barcelona, they are very popular cities in Europe and millions of people visit them every year. The area within the central city, more and more residences are moving out of the area, and leave it to visitors. So those areas are starting to lose their character. They are losing their local community because people are moving out of the area to sell their property or retain their property themselves for visitor uses. So one of the problems is that more and more of the local area is not becoming the local housing area, but becoming accommodations for visitors. Compared to local residents, visitors are creating a much more different environment for the area. I think that needs to be controlled and treated very carefully in order to get the balance.





# 共享App 与众不同的 旅行新体验

文 | 莹莹 图 | 全景

伴随经济全球化的脚步，“共享经济”正在成为这个时代的热门词汇。从出行领域的ZipCar、Uber、滴滴出行，到住宿领域的共享经济平台Airbnb、HomeAway、小猪短租，以及美食分享领域的Eatwith、OpenTable、觅食等，共享经济模式已经被越来越多的消费者接纳，并悄然改变着我们的观念与生活。

## 共享出行

**Zipcar**——成立于2000年的Zipcar是最早一批与出行相关的共享经济平台之一。美国Zipcar汽车租赁服务平台是以汽车共享为理念的网上租车公司。Zipcar通过接收会员，发放会员卡来运营。该公司为每辆车都安装了一个嵌入式的系统监控器，一边用于和会员卡信息对接，一边用于动态掌握汽车的即时状态。Zipcar的汽车停放在居民集中地区，会员可以直接上Zipcar的网站或者通过电话搜寻需要的车，网站根据车与会员所在地的距离，通过电子地图排列出车辆的基本情况和价格，会员选择汽车，进行预约取车。

**Uber**——Uber中文译作“优步”，是一家美国硅谷的科技公司。因旗下同名打车App而名声大噪。乘客在平台首页输入出发地以及目的地，并点击叫车按钮后，平台便会开始就近派单，通知附近司机以最快的速度到达指定地点。平台还会根据附近车辆的多少，以及高低峰等情况，价格也会有所调整。

**滴滴出行**——滴滴出行和优步有异曲同工之妙，通过在平台叫车，让司机尽快到达指定地点。但滴滴出行还有其他的服务，包括出租车、专车、快车、顺风车、代驾及大巴等多项业务在内，是目前中国市场上最受欢迎的出行App之一。





## 共享房间

**Airbnb**——提到共享空间，一定要提Airbnb。Airbnb是AirBed and Breakfast的缩写，中文叫做“空中食宿”，成立于2008年8月，总部设在美国加州旧金山市。Airbnb是一个旅行房屋租赁社区，房东将闲置房屋信息发布到平台上，用户可通过网络或手机应用程序发布、搜索度假房屋租赁信息并完成在线预订程序。

**HomeAway**——HomeAway是一家提供假日房屋租赁在线服务网站，跟Airbnb最为不同的是，它主要针对的是郊外度假的相对年长的用户。游客在HomeAway首页所提供的搜索框中只要输入自己的旅游目的地（或者房产ID）和租赁日期，就可获得该网站所提供的匹配结果。HomeAway会根据游客的要求，将匹配的房屋陈列出来。客户选定自己中意的房屋后，就可以通过HomeAway网站提供的房东或者地产经理的电话或者邮箱来预订房屋。跟传统宾馆相比，假日房屋租赁市场的优势不仅体现在经济成本低，更为重要的是它能满足游客个性化的需求。

**小猪短租**——是目前中国市场上

较受年轻旅行者青睐的一款App，是为用户提供短租住宿服务的互联网平台，是中国房屋分享经济领域的代表企业。它们为用户提供高性价比的短租房、日租房住宿服务，年轻人可以通过这种形式结交更多的朋友，并从它们那里了解到当地的交通旅游和美食信息，比住酒店更有趣。

## 共享饮食

**Eatwith**——旅行中怎么能少了美食作陪，寻遍美食，也是许多旅行者追求的人生境界。Eatwith公司，成立于2010年，被一些媒体称为美食领域的Airbnb。Eatwith是一个私厨美食共享平台，最初是为那些游客寻找在旅游地地道的本地美食、家庭美食的软件。在Eatwith应用上，你可以选择成为一个主人，设计菜单、布置餐桌，开一个饭局，接受吃货们的订单。开饭局的人可以是米其林三星厨师，也可以是一个精于烹饪的家庭主妇。你也可以选择一个食客，自由选择一场世界各地的私人饭局。

**OpenTable**——OpenTable公司位于旧金山，它是为餐饮行业提供订餐、餐桌管理和客户管理软件的供应商。该系统使订餐和餐桌管理全自动化，Opentable为食客提供了一种快速、有效的找到在某一特定时间，满足所需标准、价格和位置的餐桌的方法。预订是免费的，而且提供24小时服务。

**觅食**——觅食是中国一家专注于民间手工美食的交易平台。自古美食在民间，觅食独家呈现全国各地特色美食达人用心制作的民间美味，是吃货必备神器。其内容包括中西特色料理、烘焙甜点、风味小吃、特色食材、手工酒茶、自产生鲜果蔬等，还有极富特色的私房餐厅可寻觅。让你足不出户，尽享身边私家手工美食配送上门。





# Share Apps

## A Different Kind of Travelling Experience



Accompanying economic globalization, the “Share Economy”, these two words, are becoming a popular concept of the current era. The Share Economy model has become increasingly popular among consumers. More and more of these consumers are registering with various platforms of the sharing economy such as car-sharing apps like ZipCar, Uber, and DidiChuxing, accommodation-sharing apps like Airbnb, HomeAway, and Piggy Duanzu<sup>1</sup>, and food-sharing apps like Eatwith, OpenTable, and Mishi<sup>2</sup>. In addition, the Share Economy model is quietly changing our notions and way of life.

### Car-sharing

**Zipcar**—Founded in 2000, Zipcar is one of the earliest sharing economy platforms with regards to traveling. An online American vehicle-leasing company functions on as the service platform for leasing Zipcar automobiles and relies on the sharing of vehicles for its business model. Zipcar

operates by accepting memberships and issuing membership cards. The company arranges for a system monitor to be installed in every vehicle that utilizes the information contained in the membership card and the real-time location of the vehicle. Zipcar vehicles are parked in residential areas and members can either directly search for their required vehicle on the Zipcar website or directly call Zipcar. Based on the distance between the Zipcar vehicles and the member, the website displays a list of vehicles as well as their corresponding condition and prices on an electronic map. The member then selects a vehicle and proceeds to making a reservation.

**Uber**—Uber is an American based technology company from Silicon Valley that became famous with their taxi app of the same name. On the homepage of the application platform users can input both their starting point and final destination. After filling in this information and pressing the vehicle call button, the application will begin to formulate a list of nearby vehicles and notify the drivers of the quickest route to the user's location. The application will also adjust the price based on circumstances such as the number of nearby vehicles and the time of day, whether it is peak-time or down-time.

**DidiChuxing**—DidiChuxing and Uber both use application platforms to call vehicles and notify the driver of the quickest route. However, Didi has many other industrial services that include taxis, private cars<sup>3</sup>, express-rides, ride-sharing, substitute drivers, and tour busses. With all these features Didi is currently one of the most popular travel

<sup>1</sup>Editor's Note: “Duanzu” is the pronunciation of the Chinese characters 短租, which means “short term rental”.

<sup>2</sup> “Mishi” is the pronunciation of the Chinese characters 觅食, which means searching for delicacies.

<sup>3</sup> A private car is a vehicle that is used as a taxi and booked via a smart-phone App.

apps in the Chinese market.

### **Accommodation-sharing**

**Airbnb**—When talking about shared spaces Airbnb is an absolute must. Airbnb is a combination of “air” and “bed and breakfast”. Founded in August of 2008, the headquarters of Airbnb are located in San Francisco, California of the United States. Airbnb is a travel rental community where landlords place information pertaining to housing vacancies on the platform. Using the Internet or mobile application, users can post and search information related to vacation rentals as well as complete the reservation process online.

**HomeAway**—HomeAway is an online platform that provides access to vacation home rentals. The biggest difference between HomeAway and Airbnb is that HomeAway mainly targets relatively older customers who want to go on holidays in the suburbs. Travelers only need to fill out their holiday destination (or room ID) and lease dates on the home page in order to obtain customized search results from the entire database. HomeAway then displays a list of available properties that match the traveler’s requirements. After the traveler selects a room that is suitable for them, they can reserve that room through HomeAway by contacting the landlord or property management via telephone or email. Compared to mainstream hotels, the advantages of the holiday rental market are not only reflected in the economic cost, but more importantly in the fact that the holiday rental market can meet the individual needs of travelers.

**Piggy Duanzu**—Piggy Duanzu is a relatively popular application in the current Chinese market amongst young travelers. Piggy Duanzu is China’s representative enterprise when it comes to providing users with short term rental and accommodation services. Piggy Duanzu provides users with a high quality-price ratio and day-day accommodation services.

Through using Piggy Duanzu, youth can make more friends and learn about the local transportation, attractions, and food, which is much more interesting than living in a hotel.

### **Food-sharing**

**EatWith**—When travelling food is definitely something that many travelers are concerned about. Founded in 2010, Eatwith is known by some media outlets as the Airbnb of food. Eatwith is a private kitchen food sharing platform that was initially designed for tourists looking for authentic local cuisine. In the Eatwith application, you can choose —to become an owner, design the menu and table layout, open a dining space, and accept customer orders. The owner of the dinner can be a Michelin-starred chef, or even a housewife that specializes in cooking. You can also choose to be a diner and freely select any private dinner around the world.

**OpenTable**—OpenTable is a San Francisco-based supplier of software specializing in food and beverage ordering, table management, and customer management for the hospitality industry. The system automates both order and table management. In addition, OpenTable also provides diners with a fast and efficient way to find a table that meets their requirements, budget, and location at a given time. Service is provided 24 hours and bookings are free.

**Mishi**—Mishi is a trading platform that focuses on Chinese folk culinary. Since ancient times people have forged for food, with experts appearing in different regions throughout the country and revealing the characteristics of foods in their areas. These people carefully craft local delicacies which could be considered as must-haves for foodies. The features of these delicacies include Chinese and Western specialties, baked desserts, snacks, specialty ingredients, handmade tea, and locally produced fresh fruits and vegetables. Furthermore there are very unique and private dinners to choose from. People can enjoy the privately handcrafted delicacies from the comfort of their own home with the delivery option that is available.

