

共享经济 让闲置流动起来

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共享经济的思考

就共享经济本身而言，我们不是讲古代，也不是讲近代，而是讲当代，大体上有以下几个方面：

第一，消费多元化是市场基础。现在的多元化消费超过了历史上任何一个时代，也就意味着现在选择余地已经大大拓展，下一步这种选择还会加大，这种选择的自由是人类的一种巨大的自由，根本性的自由。我们原来消费没有选择的余地，比如说在计划经济时代，都是票证式的消费，不可能多元化，现在实现了。另外多元化的产品产生了碎片化的要求，即使同样一种产品，每人的要求也都不同，这种碎片化的要求，实际上使原来的规模化生产已经很难对应了。由此形成的要求供给多样化是未来的一个根本。最近政府专门提供给供给侧改革，实际在一定意义上就是一个共享经济的发展引导。

第二，互联网是决定性的实现手段。在互联网平台上，一切成为可能。在我们自己的生活中已经有充分的、切实的体验。

第三，所有权与支配权逐步淡化，使用权与消费权逐步上升，服务经济主导。中国人实在是可怜，刚刚形成所有权的概念，原来都是国家所有，真正形成大概也就是15年，我们知道有些东西自己可以所有了，现在又面临逐步淡化。市场经济发达国家是几百年的所有权概念，在那些国家，这些概念根深蒂固，他们认为是天然的，对于我们来说，还是一种偶然，不过有一个好处，就是共享经济的发展在观念上不会那么抵触。但是下一步的发展，一定是服务经济主导，因为制造业的发展，包括其他各类产业的发展，势必面临一个问题，就是零成本。这种零边际成本，或者说边际成本趋于零，在这种情况下，很多产业发展很难，可是服务经济

的发展，是恰恰对应，这是必然的。

第四，复合将成为主流。复合型产品，复合型消费，复合型工作，复合型身份，复合型社会。一个人可能有五六个职业，那他到底是什么身份？将来这是必然。现在就是如此，你问我干什么，我不知道，你问我在哪方面比较爱好，在哪方面比较强项，这可以。由此就会产生一种复合型的社会，但是这个社会，人的身份是多元的，人的自我感觉也是多元的，生活也是很丰富的——在工作也是在娱乐，因为把工作当作娱乐；说在娱乐又在工作，因为把娱乐当工作。将来这种现象会普遍发生，然后大家会见怪不怪，现在还会奇怪，正是因为这样一个状态，才使这种多元化必然造成模糊化，导致复杂化。

第五，共享经济的企业也是三类，平台型企业顶天，细化型企业落地，模式型企业中坚。一个好的企业应该是既顶天又立地，这种模式实际上在过程中不断变化，现在很难说哪种模式是好模式，只能说哪种模式是最适用的模式，也许到下一个发展阶段，这个模式就必须调整。

闲置与流动

闲置与流动，是现代共享经济发展的根本。从社会的角度来说，闲置就是浪费，但从个人的角度来说，有些闲置是浪费，有些闲置未必是浪费，比如说我就愿意让它闲着，这就没办法，因为这不是一个经济学的问题。但是反过来说，流动就能配置，所以让闲置流动起来，是共享经济的根本。闲置的东西流动的范围越大、频率越高，就意味着社会闲置的资源配置越有效，整个社会运行效率越好。总体而言，涉及四个方面

一是资金闲置，就会导致多种投资方式产生，所以现在投资手段越来越

多，无论是大投资还是小投资，P2P也产生了。在现代社会，对于年轻人来说，钱闲置是行不通的，一定要使其流动起来。这不是以前，农业社会攒了点大洋，弄一个坛子，挖个坑埋进去，要留给子孙后代，现在不同了。

二是物品闲置，多种共享方式产生。这种物品的闲置，现在已经普遍化了，当然在中国现在还没有达到这个程度，在发达国家，要搬家了，把家里东西路边一摆就拍卖，非常便宜，实际上半卖半送，但是这个物品有人拿过去，有用就很开心，不像我们宁愿砸了也不给你，这是一种小民观念。所以在这种基础上，产生跳蚤市场，在跳蚤市场的基础上，产生物品的共享，这是一个非常符合逻辑的共享过程。另一方面，是有些东西长期不用，或者偶尔一用，与其闲置，不如共享。

三是空间闲置，多种配置方式产生。比如说房屋，我们可以把它理解为一种空间闲置，也可以把它理解为一种物品闲置。还有一个更大的闲置概念，这一座城市环境非常好，平常没有人去就是闲置，有人去感受，这也是一种配置方式，这就是旅游休闲度假产生的一种必然，在逻辑上也是必然，在理论上是必然，在现实中也是必然。

四是时间闲置，多种休闲方式产生。所以这里不必纠结于哪种是旅游，哪种是休闲，这都不重要，重要的什么叫休闲？休闲就是可自由支配时间的多样化利用，所以必然产生多种休闲方式。

从大的概念来说，是以上四个方面的闲置与新型配置。从流动来说，现代社会，信息的充分流动，创造了一切流动的基础；交通的充分流动，形成了一切流动的条件；零边际成本，是一切流动得以涌流的根本。

研究共享经济，最根本的就是这些

问题，实际上是研究闲置与流动的关系，闲置与配置的关系。而且越是往下发展，这个问题也会越突出。很多东西不能只凭自己的生活经验，这会导致对事物的判断不准确。因此需要理论支撑，比如说《零成本社会》的讲述就非常精彩，因为是非常厚重的理论根底，而且是一系列的研究过程。看那本书，觉得每一页都有收获。所以我说这在这里是谈一点新的概念，但是我们确实面临生活方式改变的新经济体制。

一加一减一兴

信息的流动是根本，所以互联网成为共享经济的决定性手段。这几年的状况是互联网加到哪个行业，哪个行业的传统业态就减弱，之后就会兴起新业态。比如说互联网+实体商业，实体店大批关门，出了一个新业态，解决最后一公里的快递，快递现在变成一个重要的就业领域。实际上在各行各业仔细研究，都会发生这种情况。从旅游的角度来说，互联网加到了传统旅行社，旅行社名称还在，但是传统的旅行社业态基本上被淘汰了，新的业态是旅游电子商务，所以争取抓住这一新才有前景。反过来说，共享经济借助互联网平台，大体上也是这个概念，再加上零成本社会，基本上加到哪里，哪里就得弱化，有一些就得被淘汰，这是很自然的。但是哪些东西能够兴起来，这个问题真是很值得思考，很有研究的余地。比如说短租方式，现在加进来可以看得见，影响最大的就是传统的酒店模式，能影响到什么程度？革命性的程度。途家四年时间，现在有42万间房源，中国13000家星级酒店，辛辛苦苦36年，现在是130万间客房，相比较而言，已经达到了四分之一，再过几年，我们会突然发现，身边出了一个巨无霸。这个问题在欧美国家，实际上反应已经很强烈了，中国酒店行业现在对这种情况基本没有反应，我



和酒店老总聊过，他们觉得无所谓，不屑一顾，说那种东西怎么能和我们比呢？但是今年以来不同了，因为非标准住宿的概念形成了，实际上就是大家看到的样子。我在十年以前就谈过一个看法，就是大住宿业视角下的酒店发展，当时我把大住宿业分了八类，那时候这种模式还没有产生，但这种模式一产生就不得了了。比如说现在出租车行业很敏感，因为全世界的出租车行业都在抵抗专车，甚至产生了暴力事件，中国现在产生这种暴力事件的可能性不大，可是大家有意见，问题是能够挡得住吗？

共享经济根本在于需求

一是适应现实需求。现在所做的这些事情都是适应现实需求。

二是挖掘潜在需求。比如短租，就是一种对潜在需求的挖掘，这种需求始终存在，但是原来认识不到，所以原来也没有相应的产品提供出来，现在认识到了，所以提供出来了。

三是创造新兴需求。很多需求确实需要创造，没有电视机的时候，我们哪有电视机的需求？就是因为我们那时候不知道电视机为何物；没有手机的时候，哪有手机的需求？现在智能手机出来了，才知道以前太土了。

四是引领未来需求。既然研究共享经济与休闲未来，那就问未来的需求是什么？发现需求者即主动，得需求者得天下。在简单适应现实需求这个层面上是红海竞争，能够挖掘潜在需求就进入蓝海，能够创造新型需求、引领未来需求，在竞争中必然处于主动地位。下一步的发展，从市场经济到协同经济，我们的很多根本性信仰都在动摇，比如说我们信仰计划经济，后来发现计划经济不灵，然后转过来发现市场经济还是最有效的经济体制和经济模式，但是现在我们对这个问题要质疑了。在新的经济形态之下，协同经济才是根本。其次是从交换价值到共享价值，原来追求的只是物品的交换，或者劳动力的交换，现在交换价值已经在逐步式微，共享价值提升了，这种共享价值就意味着将来有很多追求会变，将来很多就业领域也会变。比如说现在非盈利机构已经变成发达国家的很重要的就业领域，所占有的比例至少10%，我们现在非盈利机构要控制严格，限制了它的发展。同时，自由职业将成为主要的就业方式，在美国已经达到40%，我们则认为这不是就业，因为不正规。表面上看，这是一个管理或者治理理念的差别，说到底是一种价值观的差别，这样的变化，应该说是根本性的变化。

（节选自魏小安《共享经济与休闲未来》一文，本文有删节。）

Putting Idle Items to Use with Sharing Economy

The Philosophy Behind Sharing Economy

In terms of sharing economy, our focus is not on ancient times, nor modern times, but on the contemporary era. Overall, sharing economy encompasses several aspects:

Firstly, diversified consumption is a basis of the market. The diversity of consumer goods is greater now than it ever was before, which means choice has expanded immensely, and will continue to expand. This freedom of choice is a tremendous and fundamental freedom for humanity. We used to have no choice. For example, during the planned economy era, consumption was all ticket-based, and there was no possibility of diversification, but now there is. Also, diversified products have led to the fragmentation of demand. Even for the same product, people have different needs. This kind of fragmentation has already made it very difficult for old methods of mass production to satisfy demand. Therefore the supply has to be diversified, and this kind of diversification will be essential in the future. Recently, the central government has expressly mentioned lateral reforms for supply, which on some level is essentially a directive for the development of a sharing economy.

Thirdly, ownership and right of control have weakened, while right of use and right of consumption have risen in importance. The service economy is dominating. The less fortunate Chinese have only just begun to grasp the meaning of private ownership (only around 15 years since its appearance in China, prior to which everything was state-owned), and now it is already gradually diminishing. Nations with a Developed market economy have had the concept of private ownership for centuries. In those countries, these concepts are deeply entrenched, to the point where they are considered natural. To us, it is more coincidental than natural, which is good because it means people are less conceptually resistant to the development of a sharing economy. However, the next step is undoubtedly the dominance of the service economy, because with the development of the manufacturing industry, as well as various other industries, one problem is arising, which is the

zero cost, or the disappearance or near disappearance of marginal cost. In these circumstances, many industries will have a hard time developing, but the service economy is perfectly positioned to benefit from this kind of phenomenon, that is for certain.

Fourthly, composition will become mainstream. Composite products, composite consumption, composite work, composite identities, and a composite society. One person may hold five to six professions, in which case what would his identity be? This will undoubtedly happen in the future; in fact, it already has. If you ask me what I do, I wouldn't know. If you ask me what I'm interested in, what I'm good at, that I would be able to answer. Thus, a composite society will be born, whose people's identities will be multifaceted. People will have pluralistic self-images, life will be rich and fulfilling, and work will be recreational because people will think of work as recreation and recreation as work. These kinds of problems will be commonplace in the future, and eventually people will get used to it, even though they might find it odd right now because of the new ambiguity and complexity that this kind of composition has undoubtedly caused.

Fifthly, businesses of sharing economy will be divided into three types: platform-style businesses in the air, specialized businesses on the ground, and modularized businesses in the middle. A good business should be both sophisticated and down-to-earth, and it is continuously evolving, so it is hard to say which model is the "best," only which is suitable for the present. By the time we enter the next stage, perhaps that model would again need to be adjusted.

Idleness vs. Liquidity

In the end, idleness and liquidity are at the root of the development of a modern sharing economy. From a societal perspective, idleness is wasteful. From an individual perspective, some idle items are a waste, others not necessarily. For example, if I simply want to keep something where it is, then there is nothing to argue—it's no longer an economic problem. On the other hand, liquid items can be allocated for use, so to allow things to flow freely is the basis of a sharing economy. The more

idle items are circulated, and the greater the range of their circulation, the more productive it is in terms of resource utilization, which is a benefit to society. Overall, there are four types of idleness:

Firstly, there's idle funds. This has led to the birth of various forms of investment, large and small, as well as P2P. In today's society, young people don't want to have money just lying around, it has to be utilized. This is not the past where peasants save a couple of silver dollars, stuff it in a jar, bury it, and leave it for their offspring. Things have changed.

Secondly, there's idle objects, which have led to various forms of sharing. Idle objects have become the norm, but of course China still has not reached this particular stage. In developed countries, when people move out of their homes, they simply put all of their items on the sidewalk and sell them off for very low prices, with some items essentially being given away for free. But as long as there is someone to take it, that gives them joy, unlike us who would rather destroy it than give it away, which is the way a peasant thinks. And so these sorts of idle objects gave birth to flea markets, and now from flea markets we have progressed into sharing objects, which is actually very logical. Moreover, for items that are rarely or infrequently used, putting them to use would be better than leaving it idling.

Thirdly, there's idle space, which can be used in a myriad of ways. For example, a house can be seen as idle space, as well as a kind of an idle object. Using a broader definition of idleness, a city with a good environment would be considered idle if no one went there. If someone goes to experience the city, that would also be a utilization of resources. This is inevitable in logic, theory, and reality, as evidenced by the birth of the tourism industry.

Fourthly, there's idle time, from which various forms of leisure have

developed as a result. We do not need to concern ourselves with what is considered tourism, and what is considered leisure; that is not important. What's important is defining leisure. What is leisure? Leisure is the freedom to use your time in diversified ways, which inevitably leads to diversified forms of leisure.


Overall, we have these four forms of idleness and their corresponding new models of utilization. In terms of liquidity, the free flowing of information in modern society has become the basis for the free flowing of all other things. Modern transportation has become the means of this flow. Zero marginal cost is the reason all things are flowing freely in the first place.

When it comes to analyzing sharing economy, these are the basic problems. Essentially it is a study of the relationship between idleness and liquidity, idleness and utilization. The more this develops, the more prominent these issues will become. We can no longer rely on our life experience to make decisions, if we do, we will find that our decisions are often inaccurate. Thus, a theoretical foundation is required, such as *The Zero Marginal Cost Society*, which is a fantastic work detailing the theoretical basis and a series of analytical processes in regard to such a society. Reading this book, you will feel like every page has something to be gained from. I have talked about all of these seemingly new concepts, but we are actually already facing these changes of life style and new economic structures in our daily lives.

Add, Subtract, Multiply

The flow of information is the key, so the Internet has become the decisive means for establishing a sharing economy. The past few years have been observing the Internet integrating with various industries, and whichever industry it integrated with, the traditional operations of that industry would diminish, followed by the rise of a new model for that industry. For example, when the Internet integrated with brick and mortar businesses, shops closed down in large numbers, and a new form of business was born: express deliveries, which solved the "last kilometer" problem. Express deliveries then became an important field of employment. Upon close examination, this has occurred in all kinds of industries. Take tourism for example, when Internet met with traditional tourist agencies, agency names have stayed the same but their old operations became obsolete. In its place is tourism e-commerce, so only bets in this new model will have any future. On the other hand,





the sharing economy has utilized the Internet as a platform, with similar results. Add that to a zero marginal cost society, and wherever the Internet goes, it puts a damper on traditional operations. Some businesses are eliminated in this process. It's only natural that all these things would happen. But what kind of businesses will prosper in this environment? That is the true million-dollar question, the question that's worthy of further study. For example, short-term rentals. Right now, it is clear that the biggest effect has been on the traditional hotel model. How big an effect? Revolutionary. In four years, Tujia has expanded to 420,000 properties. There are 13,000 star-grade hotels in China. They have acquired, after 36 years, a total of 1.3 million guest rooms. In other words, Tujia has already expanded to a fourth of that number in a fraction of the time. After a few years, we will suddenly find that this behemoth has risen out of nowhere. This problem, in fact, has already created an intense reaction in Europe and America. The Chinese hotel industry currently hasn't reacted at all. I've talked with some hotel managers, they think it doesn't matter. They hardly give it a second thought, thinking how could those things compete with us? But ever since this year, things are different. This year, the concept of non-standard housing has come into shape, and everyone can see it. Ten years ago, I had some thoughts on this topic, namely, the development of the hotel industry from the perspective of the greater accommodation industry. At the time, I divided the greater accommodation industry into eight types. These new models hadn't appeared yet, but once they did, it was immense. For example, the taxi industry is currently very sensitive, because the entire world's taxis are protesting against the taxi-on-demand service, even to the point of resulting in violence. It is unlikely that China right now will produce these kinds of incidents, but if people take issue with it, is there anything that can stop it?

Sharing Economy Is Rooted in Demand

First is satisfying practical demands. Right now, all of the things they do, they do them to satisfy practical needs.

Second is unearthing potential demands. Short-term rental, for instance, is an example of digging for potential needs. These needs have always existed, but they were not recognizable, so products which previously did not exist are now coming into existence.

Third is creating new demands. Many needs need to be created.

When we didn't have TV, how could we have a demand for TV? We didn't even know what a TV was. When we didn't have smartphones, we couldn't have needed smartphones either. Only when smartphones came out did we realize how unsophisticated we were.

Fourth is leading future demands. Since we are analyzing sharing economy and the future of leisure, we should ask, what are the demands of the future?

Those who discover demands have an advantage. Those who control demands control the world. Catering to practical, existing needs is a competitive race, while digging for potential needs is a road to uncontested market space. The process of creating new demands and leading new trends for demands is undoubtedly proactive. The next step in development, from a market economy to a collaborative economy, will entail a shaking of some fundamental beliefs. For instance, we used to believe in planned economy, and when that didn't work, we realized market economy was still the most effective economic system. But now, we have to question that again. Under the new economic situation, collaborative economy is the key. Moreover, we will see a shift from "exchanging value" to "sharing value." We used to pursue the exchange of goods, or the exchange of labor, but now the value of exchange is gradually declining, while the value of sharing is increasing. This means that demand will change, and many employment fields will also change. For example, non-profit organizations have already become an important field of employment for developed countries, taking up at least over 10% of all employment. Our reaction is that we must control these non-profit organizations; we cannot let them develop. Then when freelancing becomes a major career option, reaching 40% in the United States, we think this is not real work, because it's informal. On the surface, this is an issue of a difference in management or administrative philosophy, in reality it is a difference in values, and this kind of change is fundamental.

(This excerpt is taken from Sharing Economy and a Future of Leisure by Wei Xiaolan, with certain portions omitted.)