L'intermediazione digitale nella città post-pandemica tra radicamento, crisi e logiche di controllo tecnocentrico.
La piattaforma Airbnb.

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UNIVERSITÀ DI SIENA 1240

DISPOC Interdisciplinary Department

ladest
LABORATORIO
DATI ECONOMICI
SOCIALI TERRITORIALI

SHORT TERM CITY
Digital platforms and spatial justice

IL RADICAMENTO
(2009 - 2019)

OPEN THE BLACK BOX (1)

(2009 - 2019) > Pervasività

1) Effetto 'airification' 2) La città turistica 3) I meccanismi dell'intermediazione (es. automazione algoritmica)

LA CRISI

OPEN THE BLACK BOX (2)

(2020 - 2021) > Impatto COVID-19

Gli impatti della pandemia sugli spazi dell'intermediazione digitale

OGGI

OPEN THE BLACK BOX (3)

L'offerta nel 2022-23

Post-pandemic city?

I PILASTRI

- BIG DATA
- ALGORITMI
- INTERFACCIA
- TERMS OF SERVICES
- BUSINESS MODEL
- NETWORK-EFFECTS

«una piattaforma è alimentata da dati, automatizzata e organizzata attraverso algoritmi e interfacce, formalizzata attraverso rapporti di proprietà orientati da precisi modelli di business e governata da specifici termini di utilizzo» (Van Dijck et al., 2018)

UNESCO

Romano A., Bonini T., Capineri C. (2023)
Interfacing the space of flows and the space of
place in the platform society. Ten years of
Airbnb in Florence. Rivista Geohgrafica
Italiana (in Corso di pubblicazione)
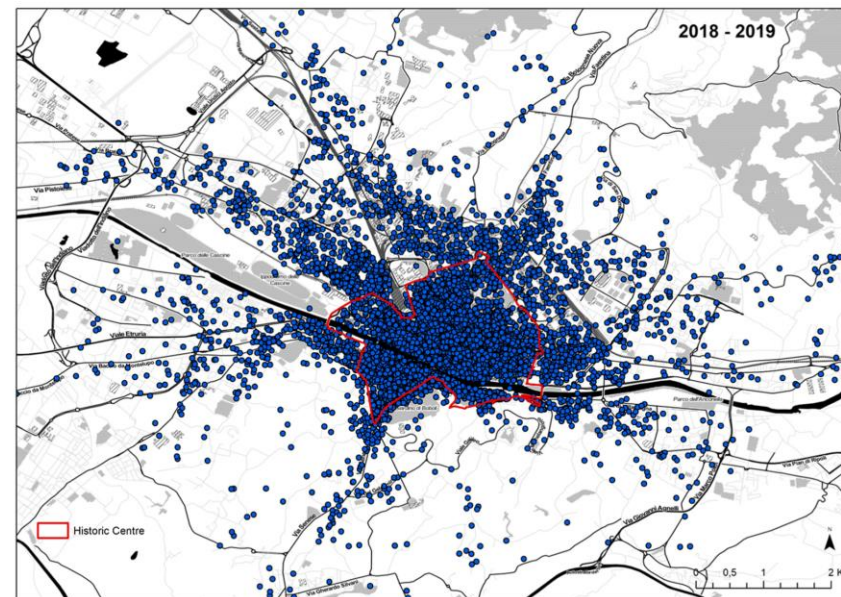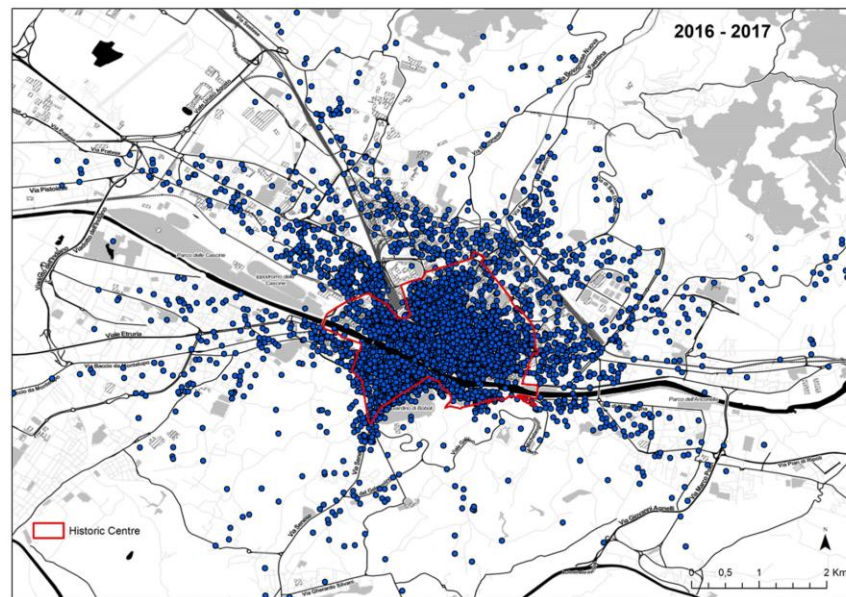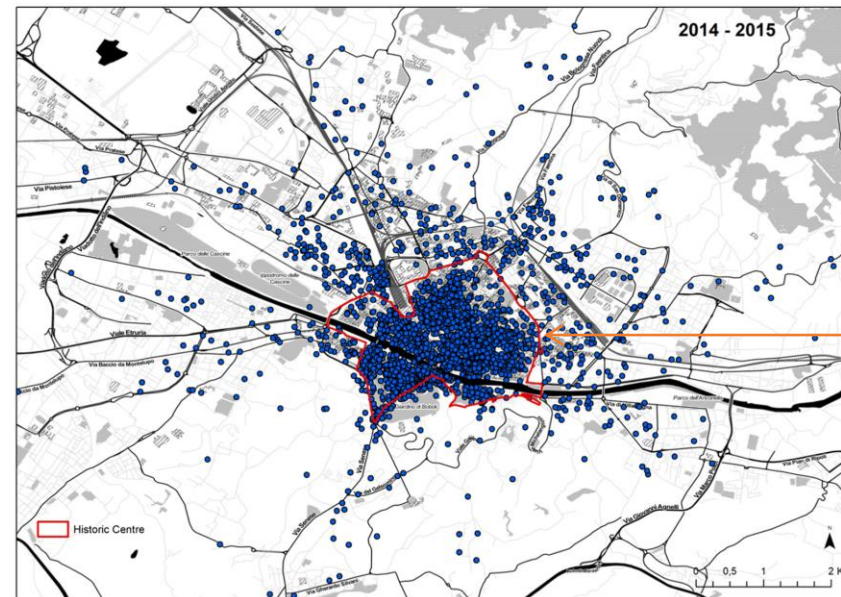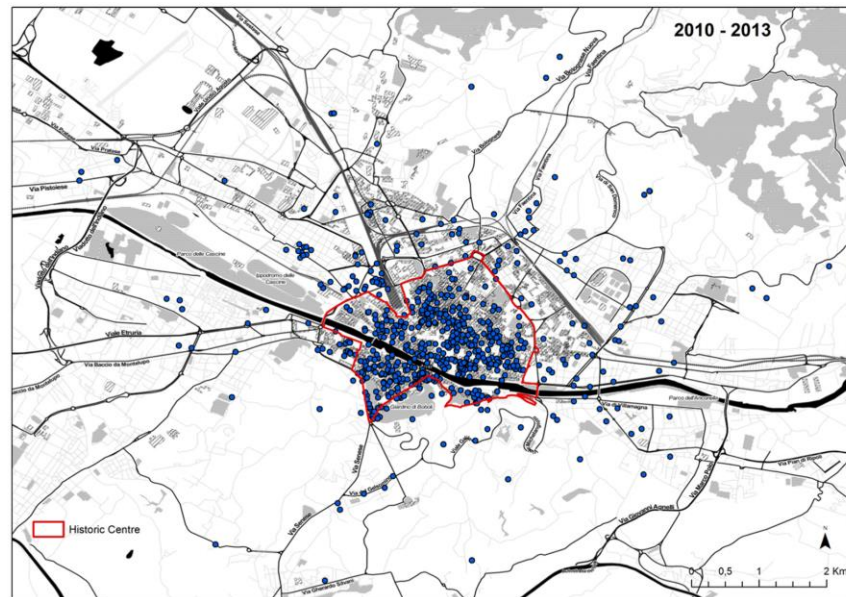
'*airification effects*'

Picascia, S., Romano, A., Teobaldi, M. (2017). *The airification of cities: making sense of the impact of peer to peer short term letting on urban functions and economy*, in Proceedings of the Annual Congress of the Association of European Schools of Planning, Lisbon, pp. 2212- 2223. ISBN: 978-989-99801-3-6.

Percentage of housing stock (city centre) on the platform
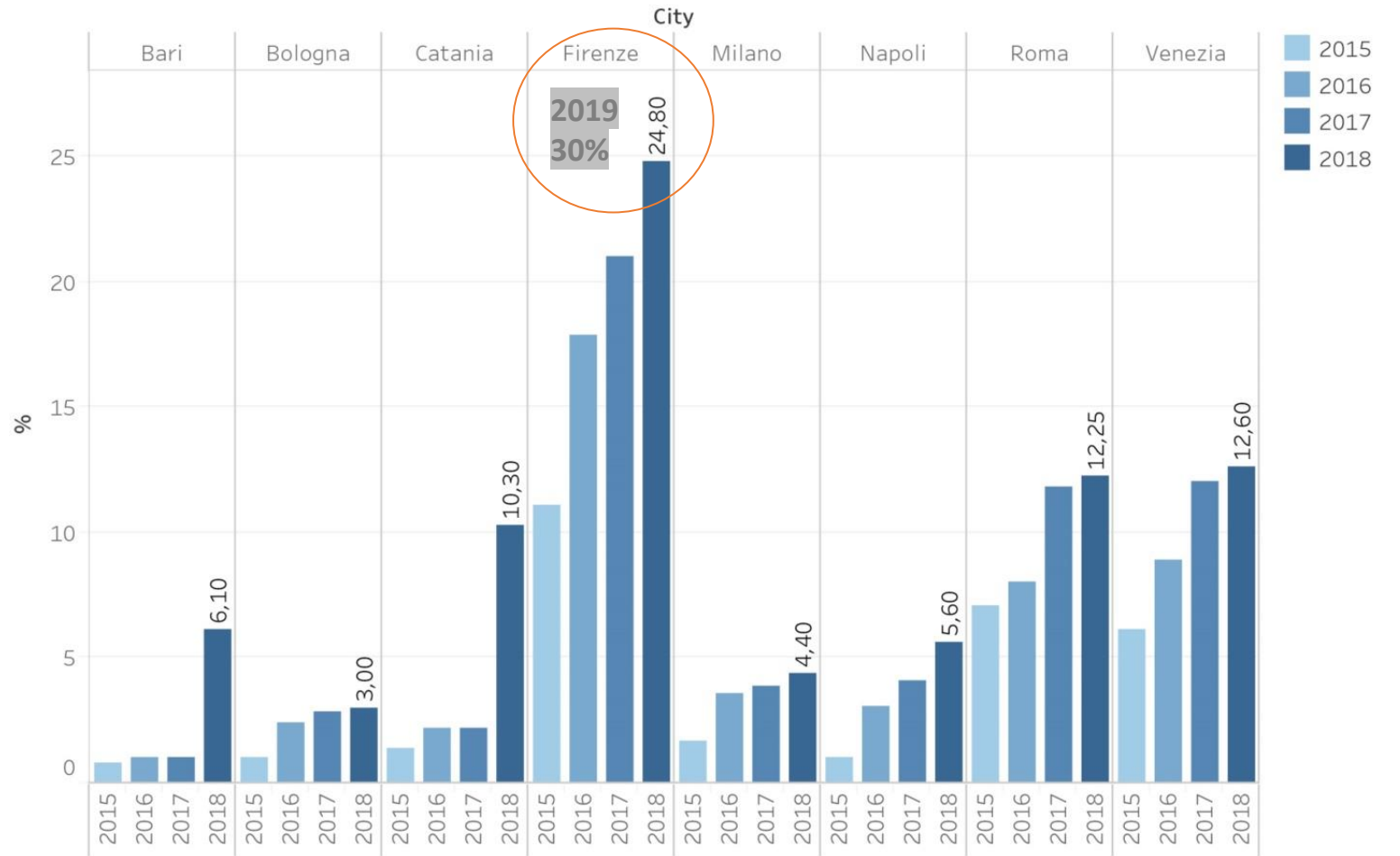
Overtourism and online short-term rental platforms in Italian cities

Filippo Celata and Antonello Romano

Dep. MEMOTEF, University of Rome La Sapienza, Roma, Italy

ABSTRACT

Although Italian cities have undergone several waves of touristification, concerns about overtourism have only recently become widespread. In the article, we suggest that the diffusion of short-term rental platforms is not merely a concomitant factor, but is crucial to understanding the how and where of contemporary overtourism. To this end we apply a fractal methodology to identify, map and compare those parts of the city that are most affected, and measure the pressure short-term rentals have on city centres as places of residence. By allowing the conversion of residential apartments into tourist accommodation, we argue, short term rentals contribute to the displacement of residents more directly than a generic process of gentrification or touristification. Second, platforms such as Airbnb not only contribute to increasing the accommodation capacity of urban areas, but radically change the morphology of the tourist city. The growing concerns about overtourism are not due to the rising number of tourists per se, but to their increasing penetration into the residential city. We suggest, therefore, that to conceive of overtourism merely as overcrowding is not only inadequate but counterproductive. Even though the depopulation of city centres is difficult to reverse, the coronavirus emergency is an opportunity to plan a different city where tourism coexists with other urban uses and functions.

The article focuses upon Airbnb.com, given that it is the most widely-used short-term rental platform in Italy, and based on the idea that such diffusion is an important part of the problem. The hypothesis is that short-term rentals do not merely contribute to increasing the accommodation capacity of urban areas, but radically change the morphology of the tourist city and, consequently, the relationships between residents and visitors.

Celata, F., & Romano, A. (2022). Overtourism and online short-term rental platforms in Italian cities. *Journal of Sustainable Tourism*, *30*(5), 1020-1039.
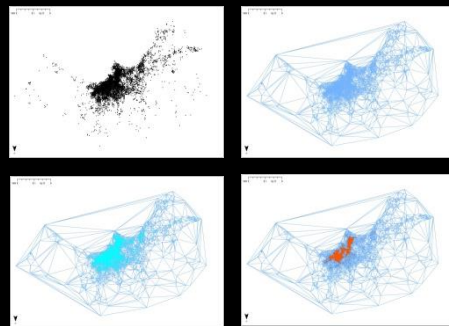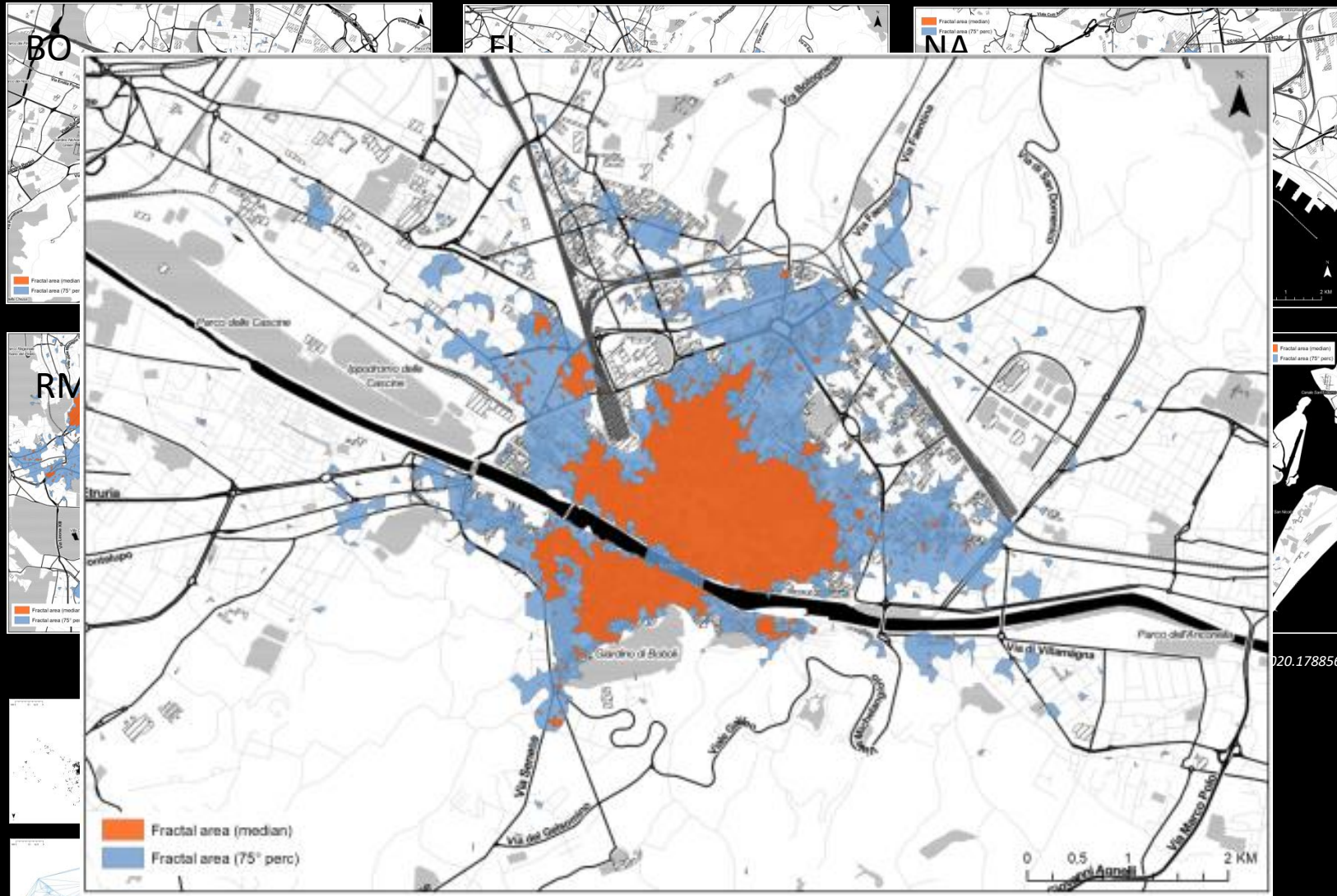
The **morphology** of the (short-term) tourist city
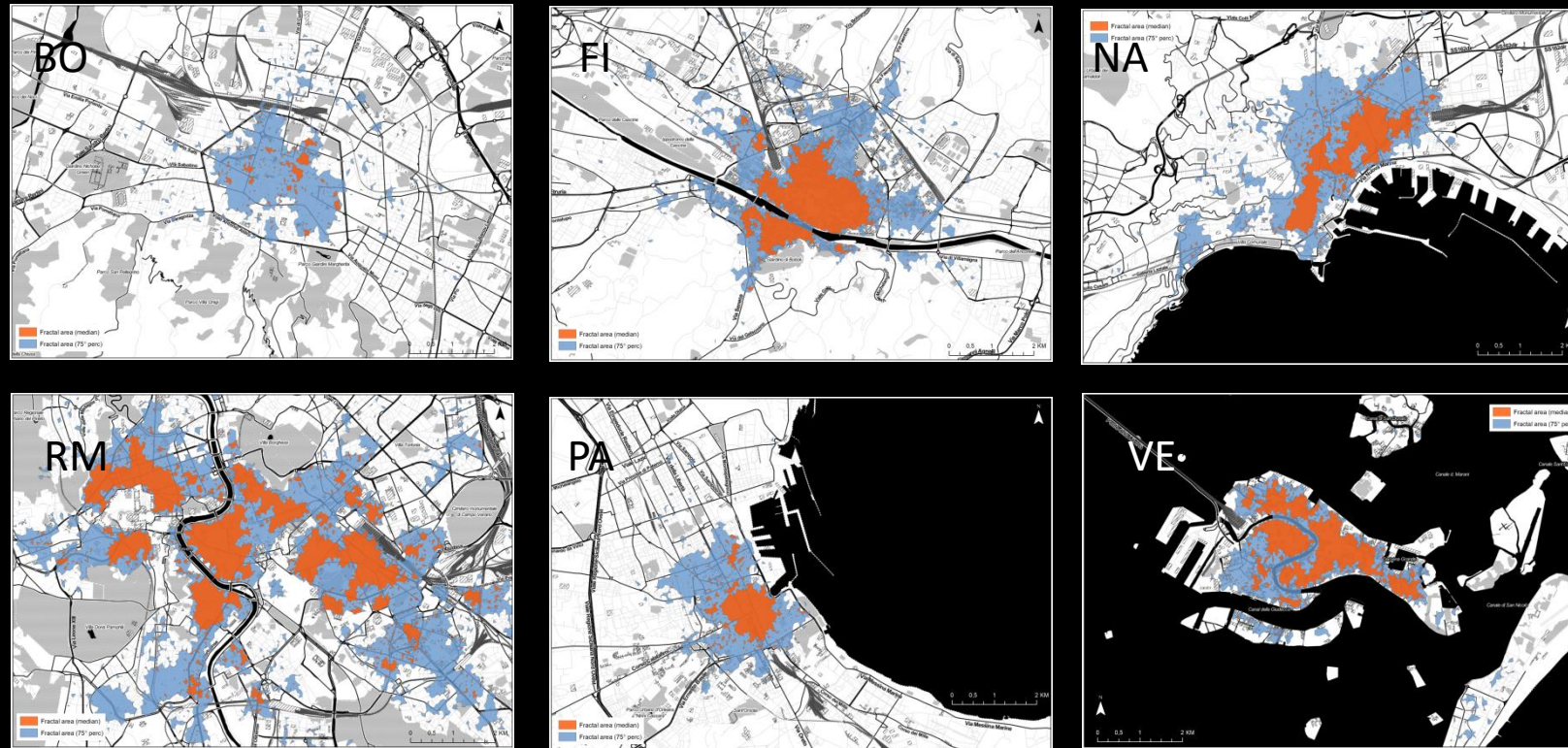
METODOLOGIA

1. spazializzazione degli annunci Airbnb
2. Edge di interpolazione
3. Distanza < del valore mediano
4. Citta turistica (fractal area).

BO

FI

NA

RM

METODOLOGIA

Fractal area (median)

Fractal area (75° perc)

0   0.5   1   2 KM

4. Citta turistica (fractal area).

LA PENETRAZIONE DI AIRBNB NELLA CITTA' IPER-TURISTIFICATA (2019)

BO

FI

NA

RM
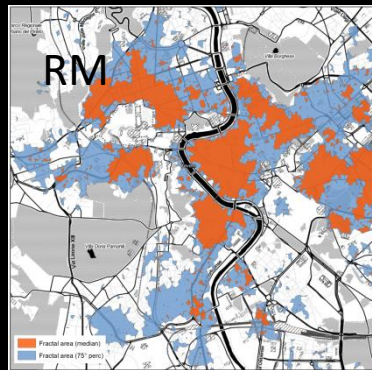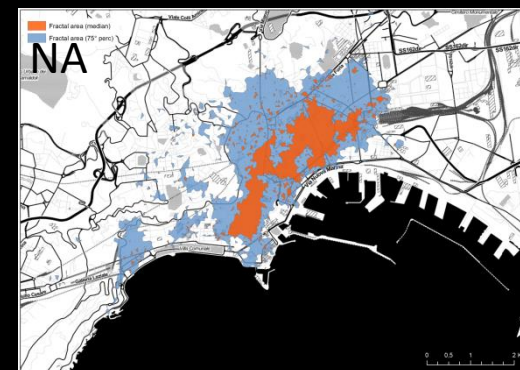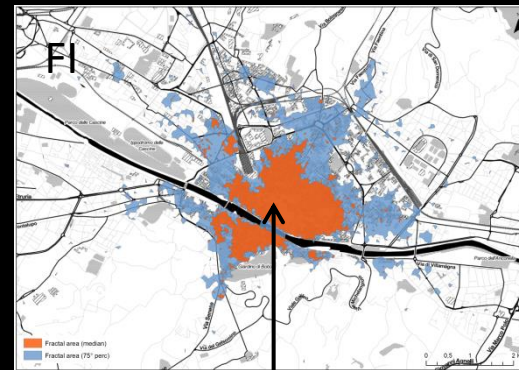
Area: 2.3 km₂
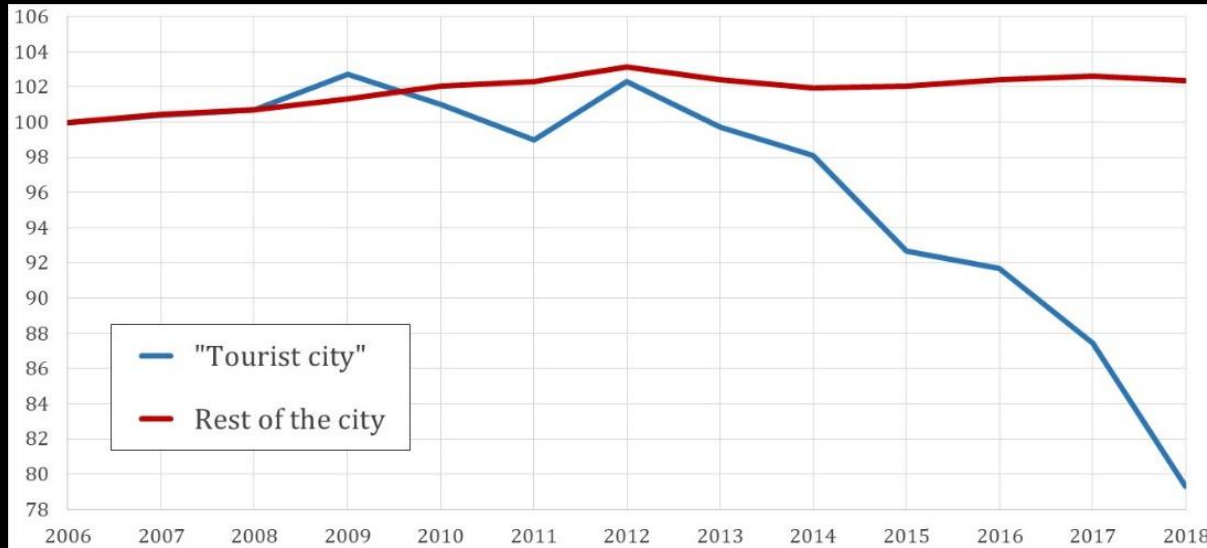
Impatto: 1 appartamento 'intero' su 3 offerto sulla piattaforma

Celata, F., & Romano, A. (2022). Overtourism and online short-term rental platforms in Italian cities. *Journal of Sustainable Tourism*, *30*(5), 1020-1039.
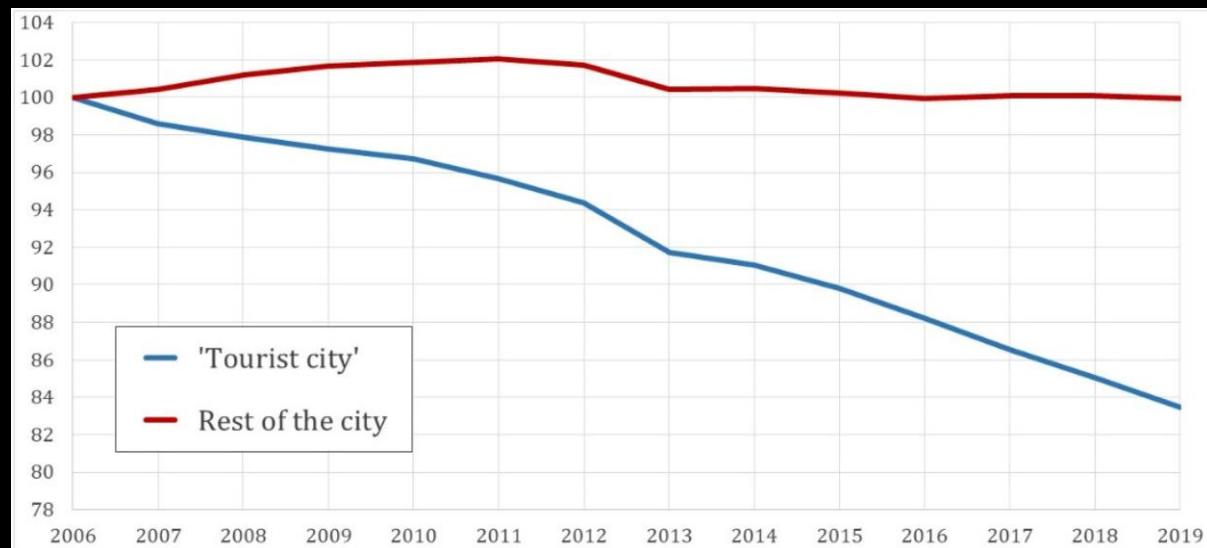
Celata, F., & Romano, A. (2022). Overtourism and online short-term rental platforms in Italian cities. *Journal of Sustainable Tourism*, *30*(5), 1020-1039.

City	Fractal area / Tourist city (km²)	Percentage of Airbnb listings in the fractal area	Percentage of Airbnb reviews in the fractal area	Density of Airbnb listings in the fractal area (per Km2)	Yearly growth rate (%) of listings within the fractal area (2018-2019)	Ratio between entire homes on Airbnb and the total residential housing stock in the fractal area	Ratio between entire homes on Airbnb and the number of families residing in rented apartments in the fractal area	Ratio between the accommodation capacity of Airbnb listings and the resident population in the fractal area
Florence	2.3	77%	70%	3599	+39%	29.1%	149.5%	118.5%

ROMA

Variation of the resident population in Rome, 2006-2018 (Base: 2006 = 100). The tourist city's neighbourhoods are those that fall almost completely within the fractal area (Figure 5): Centro Storico, Trastevere, Esquilino, XX Settembre, Prati and Eroi. Data source: Municipality of Rome

VENEZIA

Variation of the resident population in Venice, 2006-2018 (Base: 2006 = 100). The tourist city corresponds to the zone "centro storico", i.e. the main central islands (neighbourhoods: S.Marco-Castello-S.Elena-Cannaregio and Dorsoduro-S.Polo-S.Croce-Giudecca). Data source: Municipality of Venice (https://www.comune.venezia.it/it/content/serie-storiche).

Celata, F., & Romano, A. (2022). Overtourism and online short-term rental platforms in Italian cities. *Journal of Sustainable Tourism*, *30*(5), 1020-1039.

AIRBNB VS HOTEL

CLOSENESS

	Entire Municipality	'Tourist city'
Hotels and similar	649.5 mt	279.2 mt
Airbnb listings	136.7 mt	10.5 mt
Non-hotel registered accommodation facilities	351.1 mt	51.1 mt

Average distance between the resident population and the closest accommodation facility in Rome.
Data source: Insideairbnb, Municipality of Rome, ISTAT

Celata, F., & Romano, A. (2022). Overtourism and online short-term rental platforms in Italian cities. *Journal of Sustainable Tourism*, *30*(5), 1020-1039.

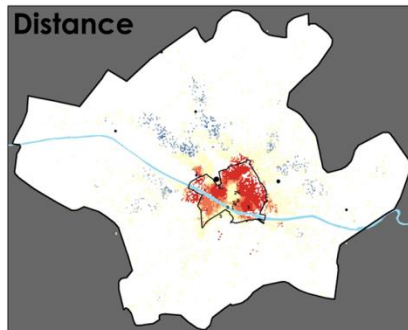Spatial analysis of the main topics (and key words) in Airbnb listings' reviews — Firenze (Italy). Maps are ordered from the top-left per degree of importance (eigenvector centrality)
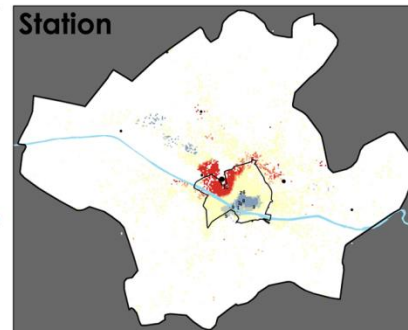
Celata F., Capineri C., Romano A., (2020). A room with a (re)view. Short-term rentals, digital reputation and the uneven spatiality of platform-mediated tourism, *Geoforum,* 2020. https://doi.org/10.1016/j.geoforum.2020.04.007

Celata F., Capineri C., Romano A., (2020). A room with a (re)view. Short-term rentals, digital reputation and the uneven spatiality of platform-mediated tourism, *Geoforum,* 2020. https://doi.org/10.1016/j.geoforum.2020.04.007

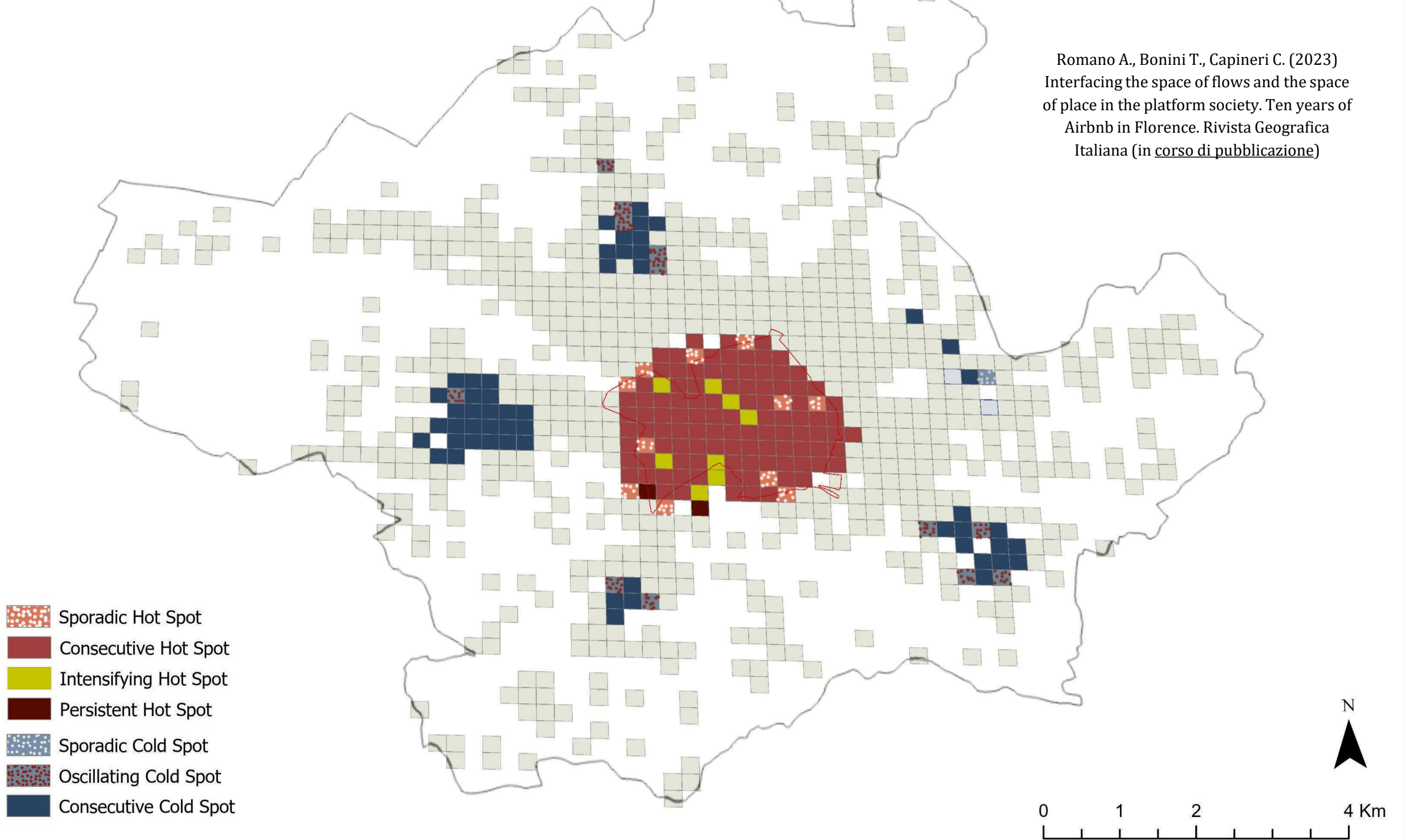# MECCANISMI CIRCOLARI CUMULATIVI CHE VEICOLANO UNA SPAZIALITA' SELETTIVA
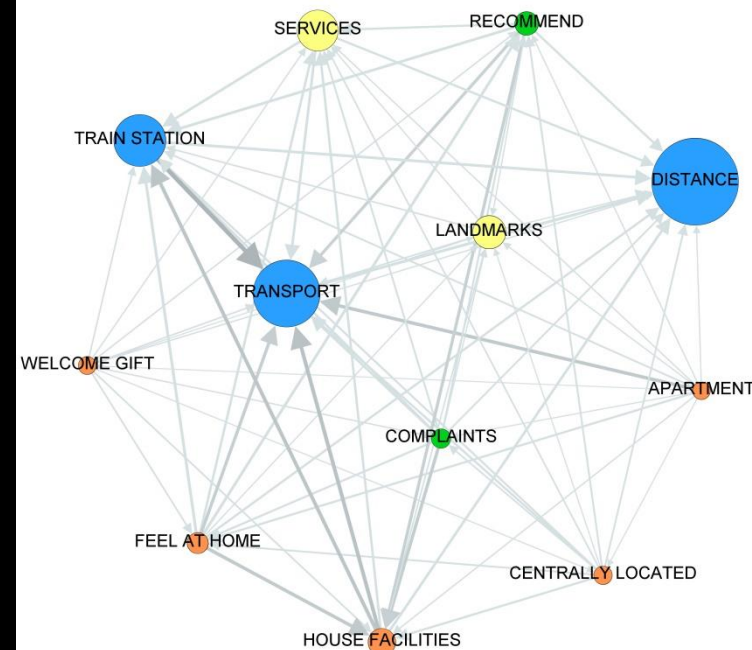
IL RIVERBERO DELLO SPAZIO DEI FLUSSI NELLO SPAZIO DEI LUOGHI

560.000 recensioni | 10 anni

Romano A. (2022). *La geografia delle piattaforme digitali. Mappe, spazi e dati dell'intermediazione digitale*. Florence University Press, 2022. ISSN 2704-6249 (print), ISSN 2704-5870 (online), ISBN 978-88-5518-602-5 (PDF), ISBN 978-88-5518-603-2 (XML), DOI 10.36253/978-88-5518-602-5

Spazio dei flussi

Densità di recensioni Airbnb per sezione di censimento

Firenze

Spazio dei luoghi
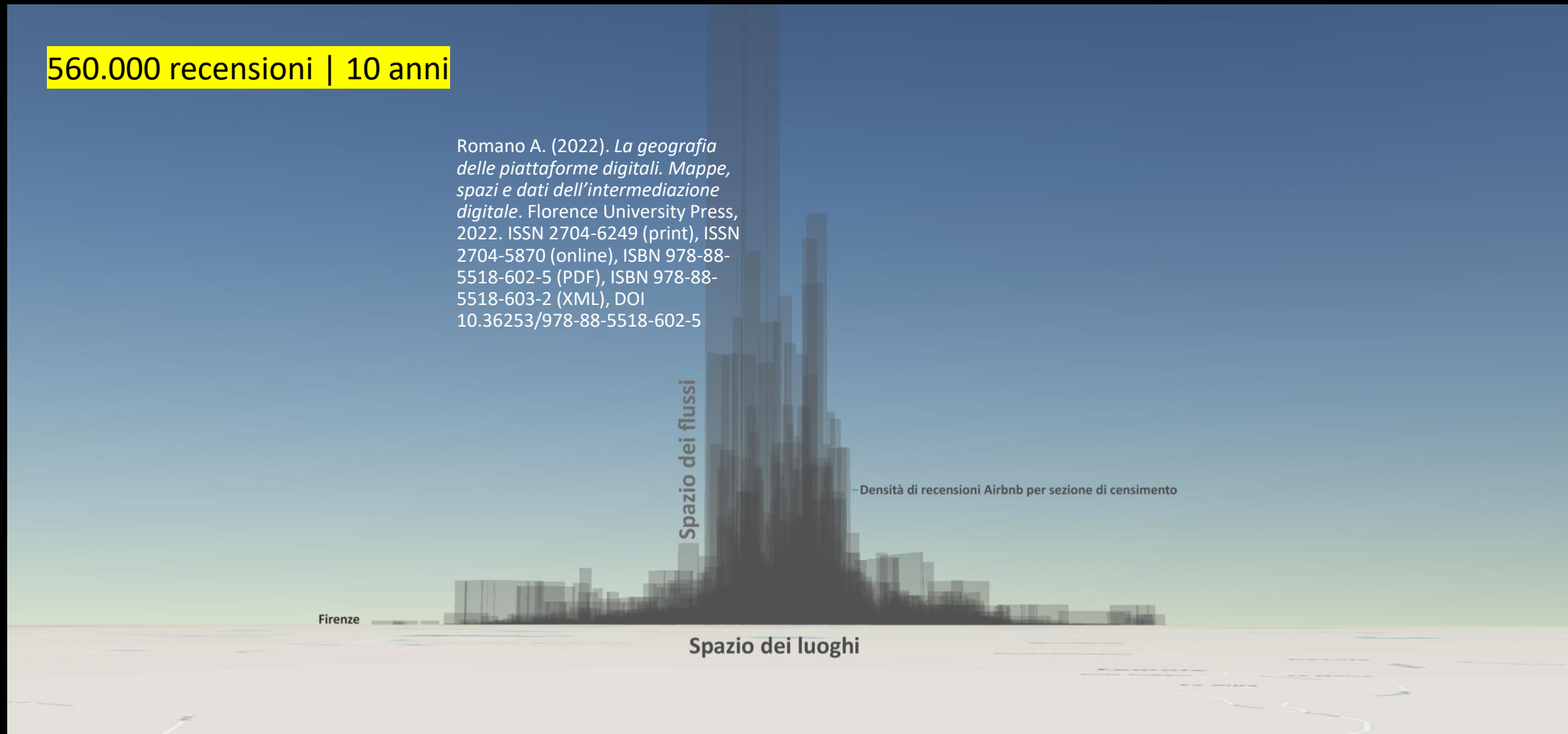
In this framework, a central question is not any more 'if' digital platforms mediated the social reality, but the 'where' rather then 'if', of the socio-spatial consequences of platform-mediated practices in urban spaces. In sum, it is crucial to study how platforms operate and what effects they have in space (Van Dijck, 2020).

Sporadic Hot Spot

Consecutive Hot Spot

Intensifying Hot Spot

Persistent Hot Spot

Sporadic Cold Spot

Oscillating Cold Spot

Consecutive Cold Spot

N

0   1   2   4 Km

nocodegeography.com/dataviz/the-short-term-beat/

ISOLOTTO

FIRENZE

CART●

Airbnb reviews   530K SELECTED

Jun 2010

★ Map by Antonello Romano   CART●

La visualizzazione mostra l'evoluzione spazio-temporale delle recensioni di short-term accommodations (Airbnb) a Firenze a partire dal 2010. E' possibile osservare la concentrazione della domanda all'interno del centro storico Unesco della città ma anche due momenti 'vuoti' che corrispondono alla crisi pandemica e ai mesi di lockdown in particolare.

AIRBNB   COVID-19

SNA

TAG

#twitterincomune 4D Adsl Airbnb big data Bike trip Citizen Science comuni Coronavirus Covid-19 Digital Divide Digital platforms Elezioni Facebook firenze Flickr Flixbus gamification geoweb google Instagram Internet Internet speed Italy Matrix openstreetmap OSM Overtourism pasocial Platform capitalism Platforms Population Rome Sharing Economy Siena SNA Sostenibilità Spatial analysis strava Topic Modelling twitter user generated content vgi whatsapp wikipedia

POST
BETWEEN URBAN CENTRES

NEXT POST »
L'ESPANSIONE URBANA DI FIRENZE PER ANNO DI
ISTITUZIONE DELLE STRADE | DAL 1000 AL 2020 |

Mouse   Pen   Rectangle   Stickers   Eraser
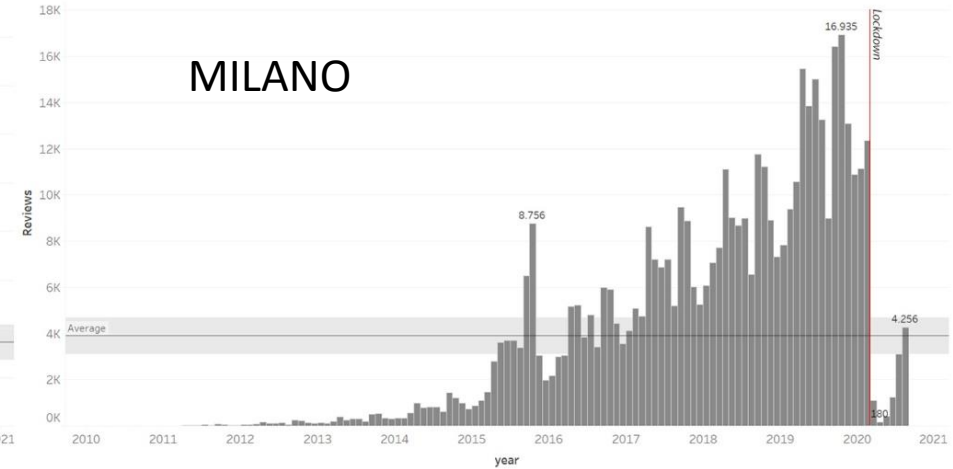
11°C   Cerca   14:52 20/03/2023

L'IMPATTO DELLA CRISI DA COVID-19

Romano A., (2021).The shifting geographies of digital intermediation: the effects of the COVID-19 pandemic on short-term rentals in Italian cities. *Digital Geography and Society.*
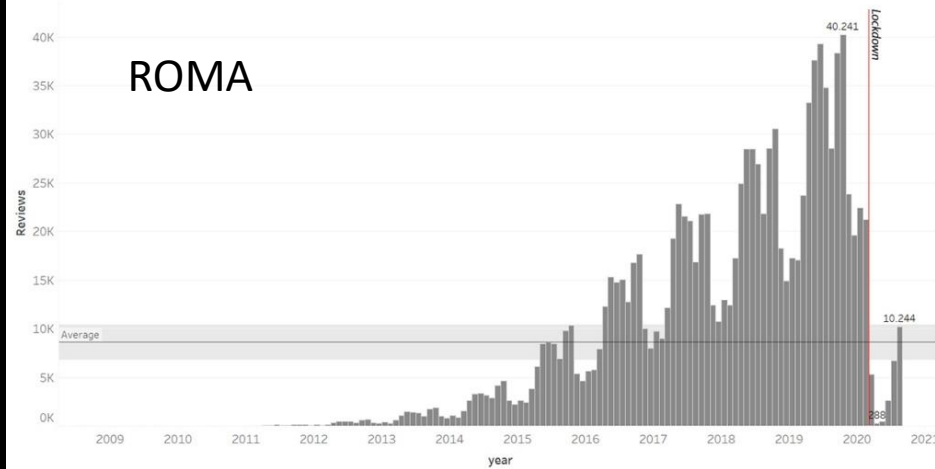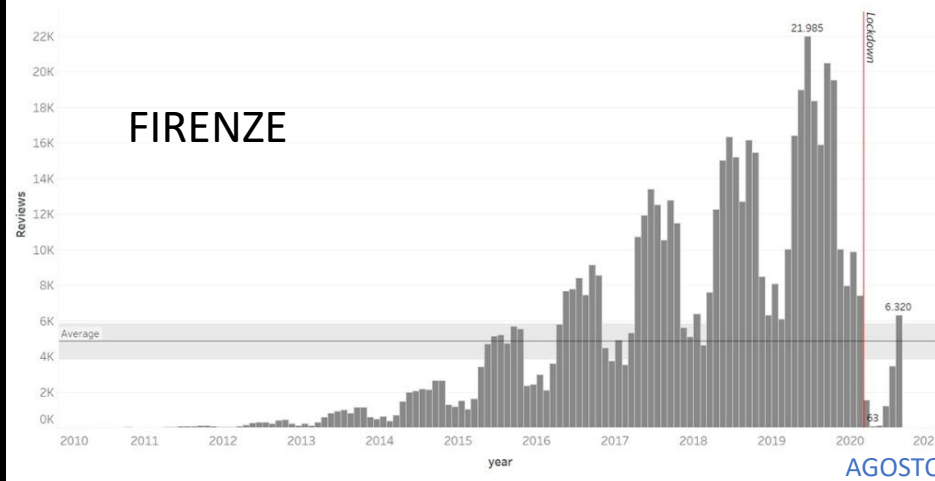
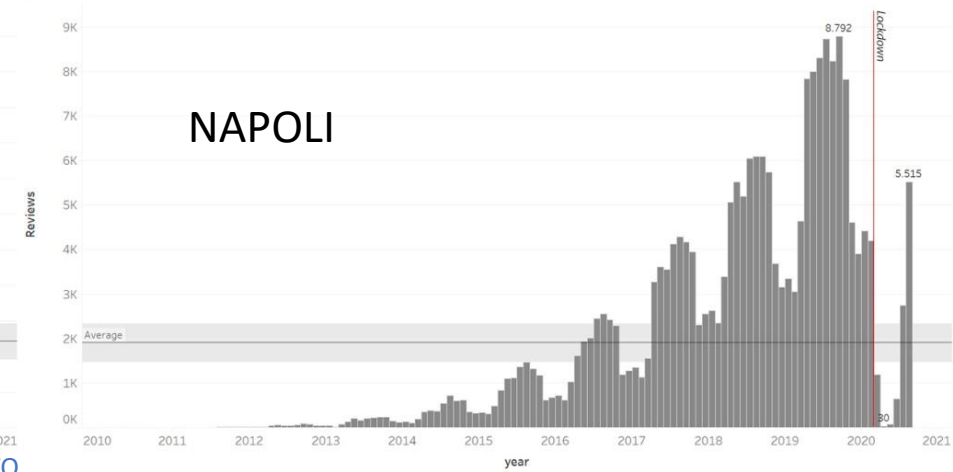| City	Variation in listings supply	Moran's I deactivation areas)	Moran's I (increase areas)	Number of reviews 2008-2020	Variation of demand 2018-2019	Variation of demand 2019-2020
Rome	-9.19%	0.53	0.29	1158271	33.65%	-70.07%
Milan	-10.16%	0.39	0.22	475446	133.45%	-77.71%
Florence	-3.79%	0.42	0.33	593669	48.44%	-77.57%
Naples	-5.46%	0.25	0.34	224854	43.76%	-63.92%

ROMANO A., (2021). The shifting geographies of digital intermediation: the effects of the COVID-19 pandemic on short-term rentals in Italian cities, *Digital Geography and Society.*.
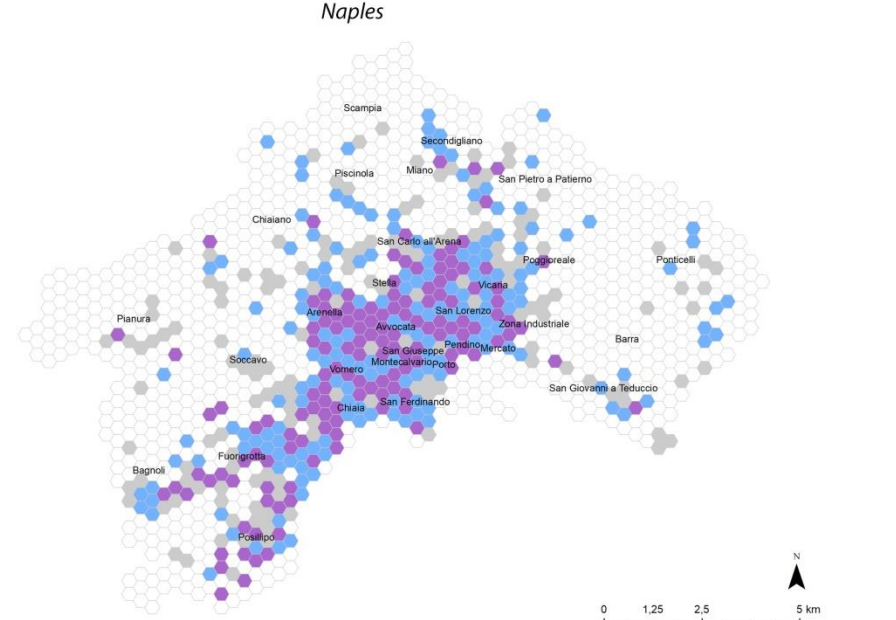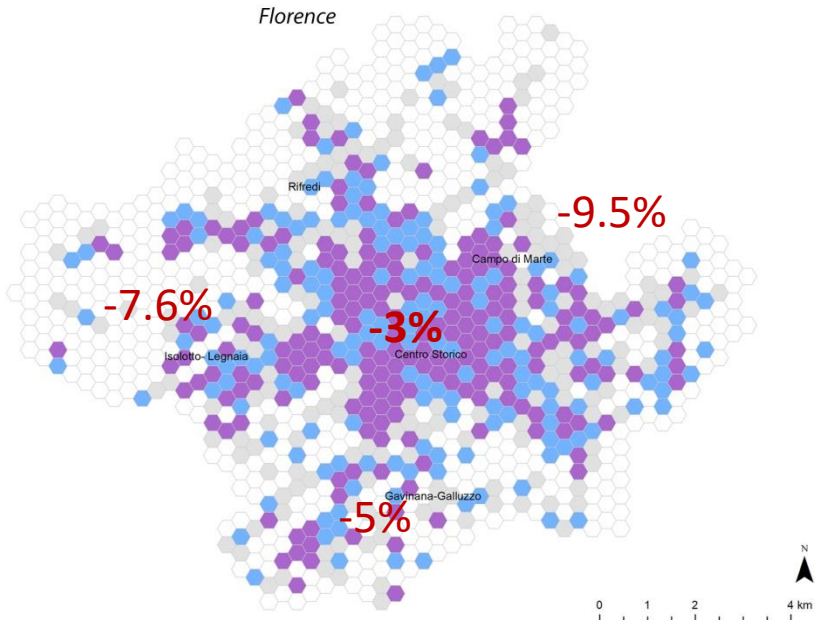
WHERE?

Shifting Geographies

Romano A., (2021).The shifting geographies of digital intermediation: the effects of the COVID-19 pandemic on short-term rentals in Italian cities. *Digital Geography and Society*.
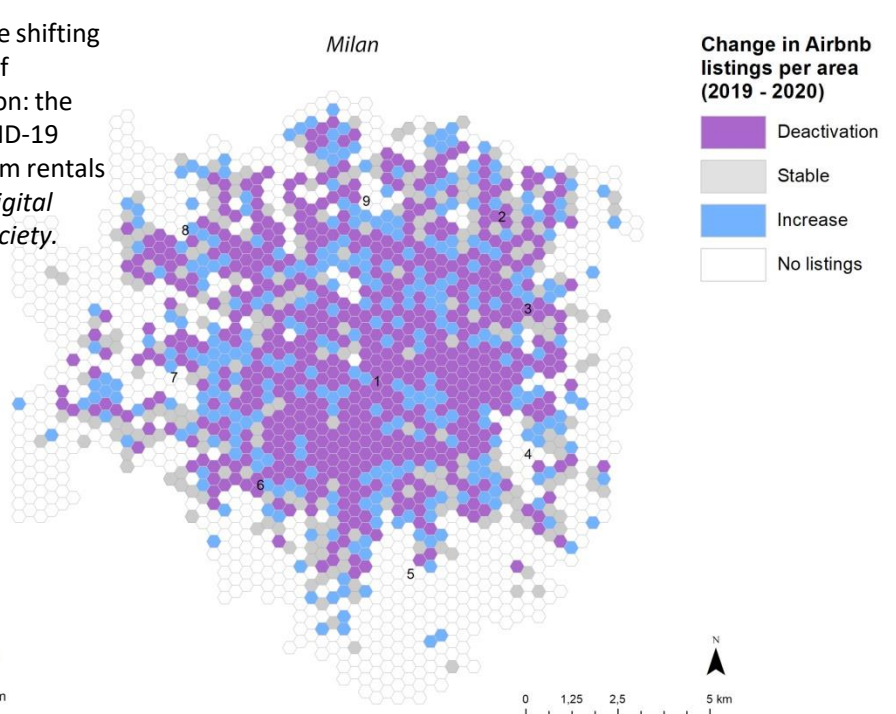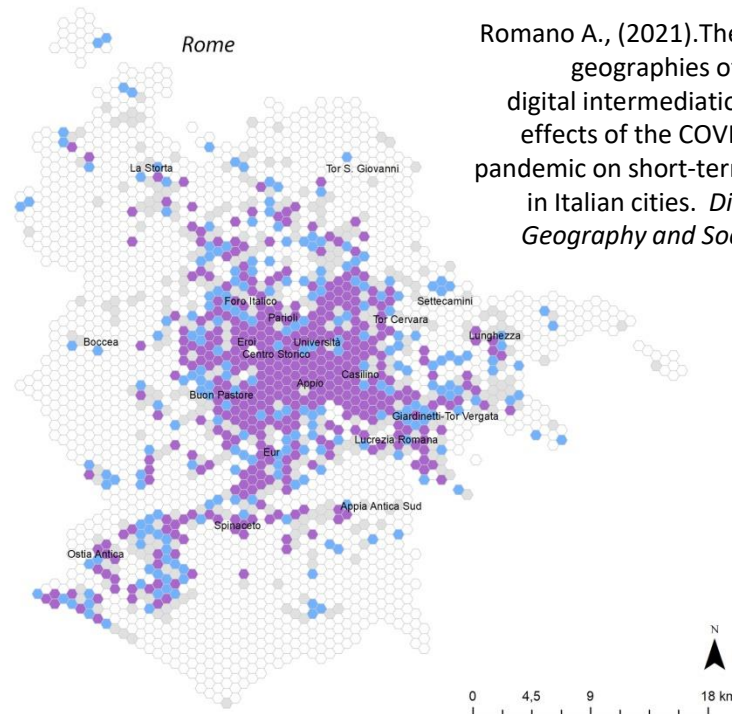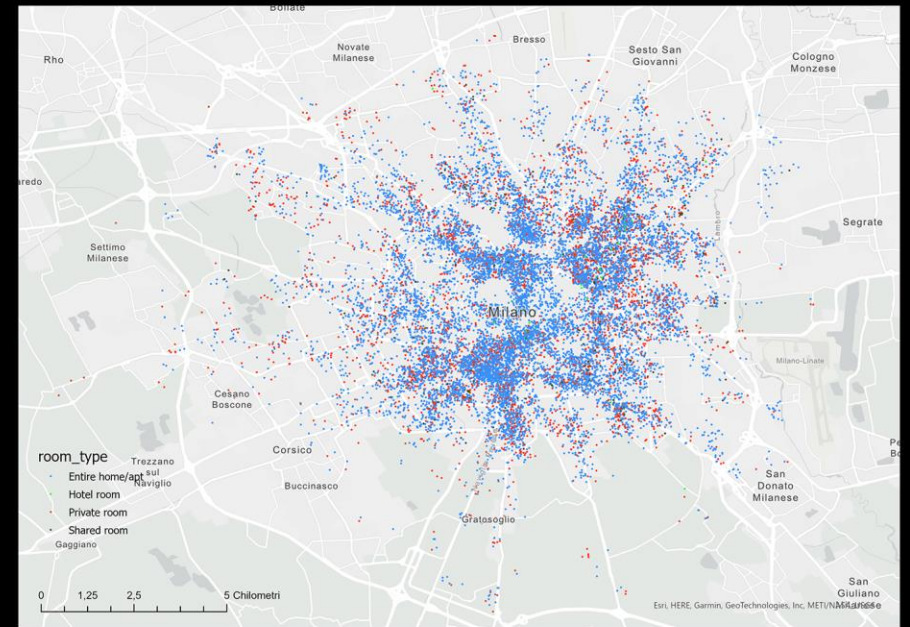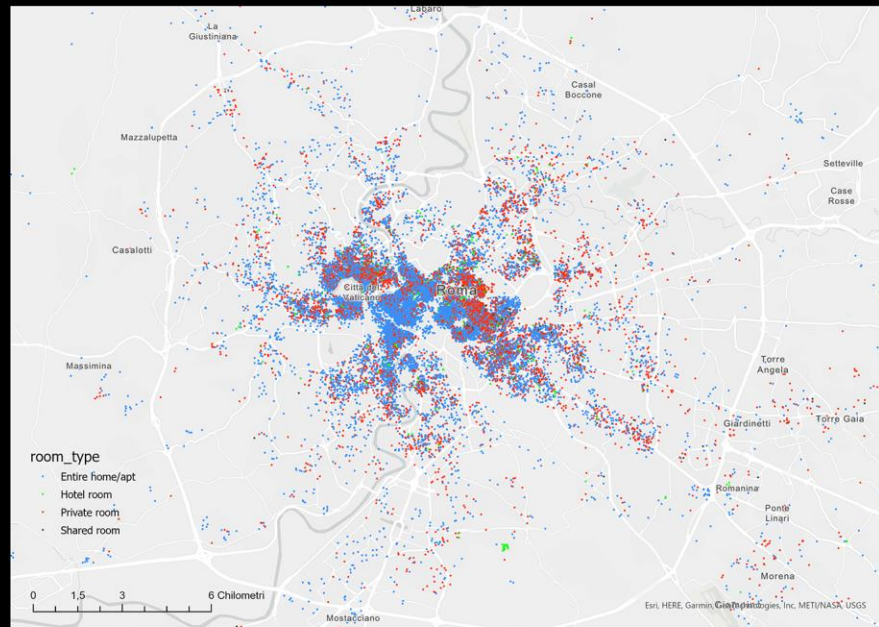
L'OFFERTA 2023

- Crescono gli Appartamenti interi (es. **Firenze 78%**)
- Mercato pervaso da Corporate Hosts
- Da sharing a forme di capitalismo avanzato
- Polarizzazione ulteriore
- Hotel room?
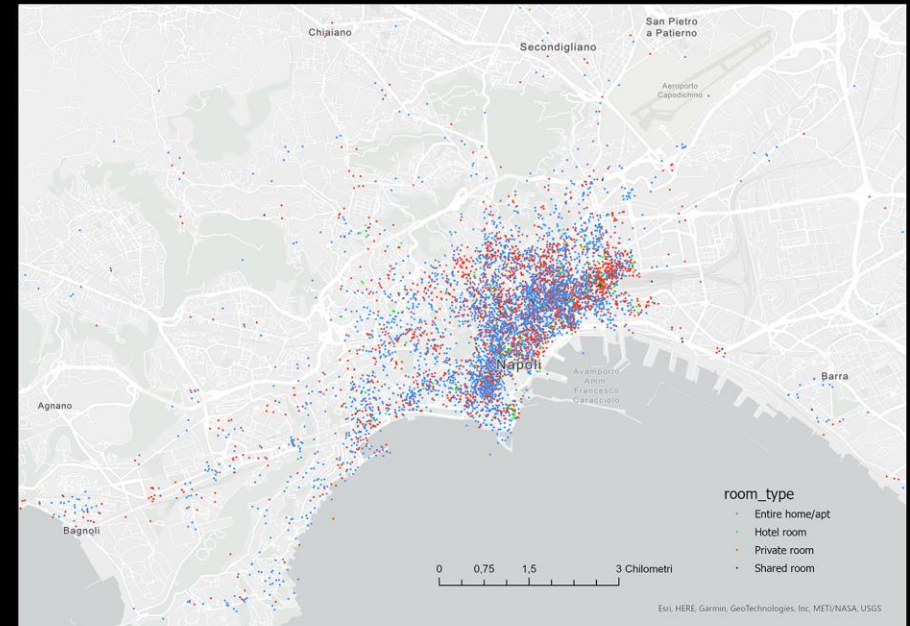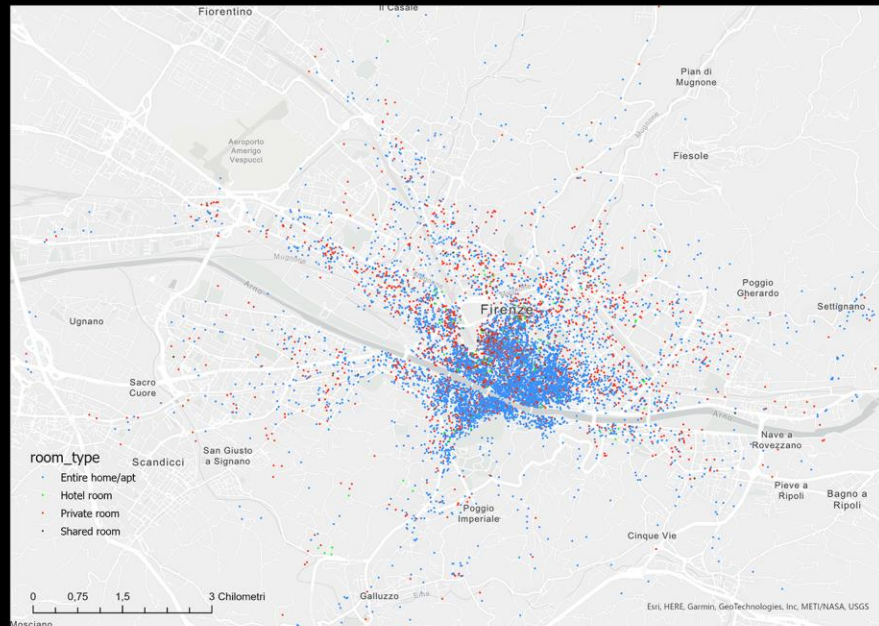
L'OFFERTA 2023 A FIRENZE

78.5%
entire homes/apartments

8,419 (78.5%)
entire home/apartments
2,120 (19.8%)
private rooms
41 (0.4%)
shared rooms
(1.8%)
longer-term rentals
147 (1.4%)
hotel rooms

65.6%
multi-listings

3,693 (34.4%)
single listings
7,034 (65.6%)
multi-listings

Romano A., 2023
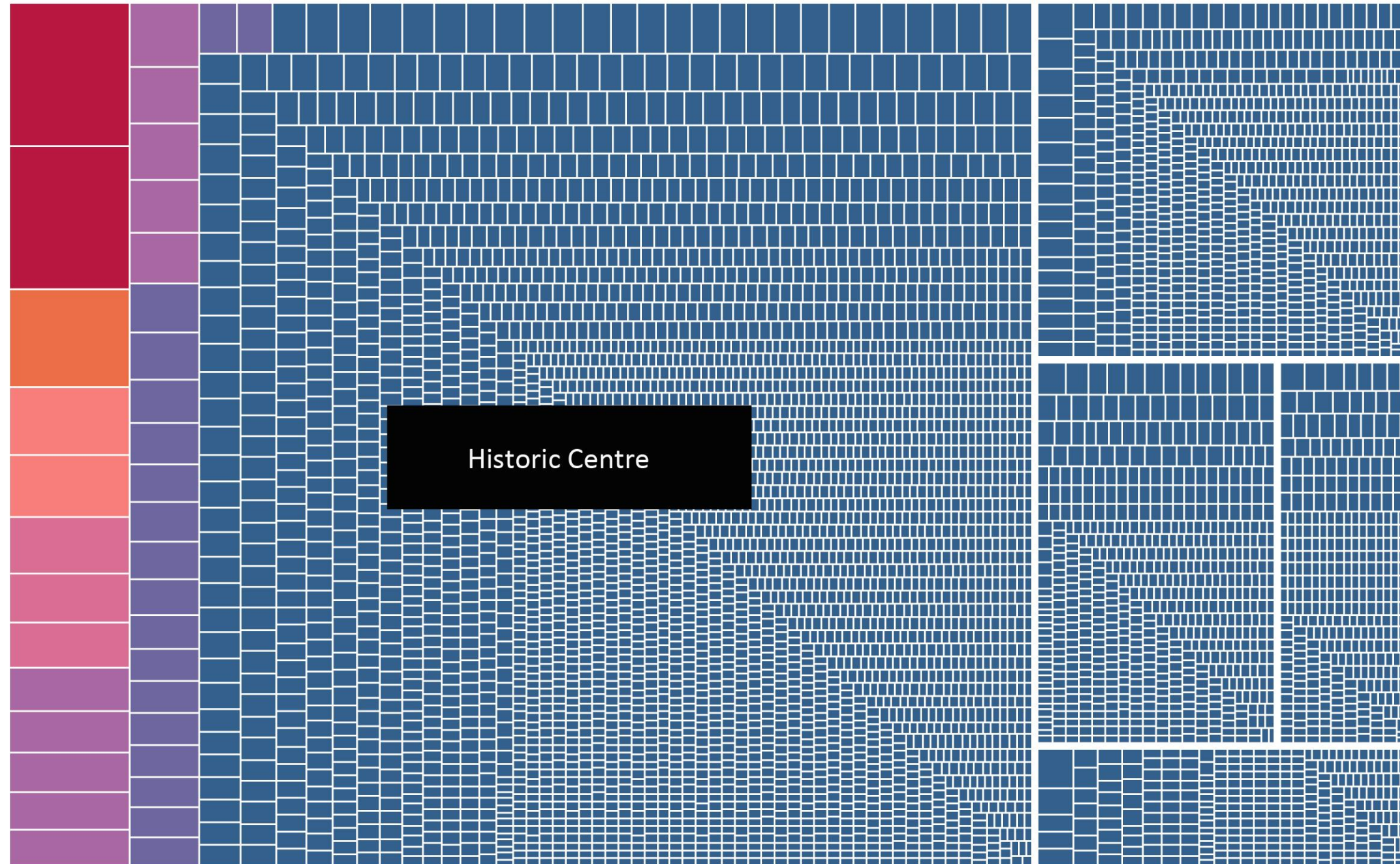
Airbnb listings in Florence

La distribuzione dei 'multilistings'

Number of listings per host

1,0   159,0

1   10   159

Historic Centre
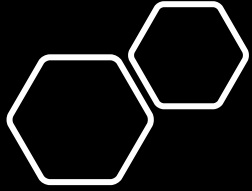
Conclusioni

- La de-strutturazione spaziale del fenomeno utile a decodificare i processi che sottostanno alle dinamiche al centro del dibattito la cui comprensione diviene fondamentale per la Pianificazione strategica / Regolamentazione.

- Airbnb = impatti diretti maggiori rispetto ad un 'normale' processo di gentrificazione pertanto si amplifica lo spopolamento in termini di pop residente a favore di quella transiente.

- Polarizzazione al centro non solo per l'attrattività del 'centro' ma anche per processi di automazione algoritmica gestiti dalla piattaforma che veicolano spazialità selettive.

- Capacità resiliente della piattaforma nonostante la crisi
- Es. Long term > 28 giorni che però viene offerto in maniera residuale
- Al netto delle fluttuazioni del mercato la polarizzazione rimane elevata anche se non ai livelli pre-covid.

- La fotografia attuale conferma la trasformazione del mercato SMTR
- Es. Multilistings crescent / Corporate Hosts
- Es. Hotel offrono i propri servizi su Airbnb (4% del totale a Roma, 1.4% a Firenze).
- Venezificazione possibile senza un piano?

- Quale modello adottare? Come e cosa regolamentare? Quali gli effetti della regolamentazione?

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Riferimenti
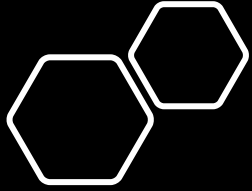
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