Introduction

Sharing economy has been bringing new alternatives in various sectors, such as transportation and accommodation. Disruptive technologies are connecting people, bringing back the willing of sharing, and changing the ways people work.

The rise of co-working spaces is amongst these changes and the purpose of this paper is to show such spaces can be transformed to be more suitable to business travelers. It could be done by adapting idle spaces of bars and restaurants into co-working spaces, so the following research question was proposed: “Why F&B venues can offer co-working spaces and be an option of workplace for business travelers?”.

In order to answer this question, and based on advantages for guests and hosts, two propositions were raised:

P1. Co-working spaces can reduce costs during the trip;  
P2. F&B venues can adapt their idle facilities to create a co-working space and improve travelers experience while at the destination.
Literature review

In order to understand a business traveler (BT) needs, firstly it’s important to deny the stereotype that they are international companies executives in suits. Professionals employed by business service firms are amongst the most mobile workers in the global economy and they are spending more of their time engaged in business travel (Jones, 2010).

When on the road, they have specific needs, like finding a proper place to have a meeting or work. It can be difficult and some end up working in coffee shops, like Starbucks, that not always offers the best environment, being usually crowded and noisy, with small furniture (Dauner, 2015).

A solution for this problem can be co-working offices, that are socio professional; can be cost-reduction oriented; are part of a cultural movement; and provides spaces where people come together and it is possible to meet, work and collaborate (Deparois et al, 2010; Gandini, 2015). Such spaces can be both functional and friendly, offering from high-speed Wi-fi, ergonomic furniture and meeting spaces, to hospitable staff.

However, many of such offices require memberships and this can be an obstacle to the BT. In this sense adapting idle spaces in bars and restaurants into co-working spaces could be a solution.

Research method

This is a qualitative, exploratory research and Study Case was the chosen method since that’s the best option to investigate “a contemporary phenomenon within its real-life context” (Yin, 2003, p. 13). The protocol includes hosts (staff) interviews and further categorization (Bardin, 2011).

The object is the platform Workhäuss that currently offers eight different co-working locations in São Paulo (Brazil), all based in bars and restaurants in trendy neighborhoods and with extra services, like concierges and individual plans.
Results

In terms of practical implications, this paper contributes to the development of the idea that F&B venues can adapt their spaces to create a hospitable environment and a functional structure to the business traveler to work. For these BT, such spaces can be a suitable option in order to reduce costs, having a good environment for meetings and live an experience at the destination.

References