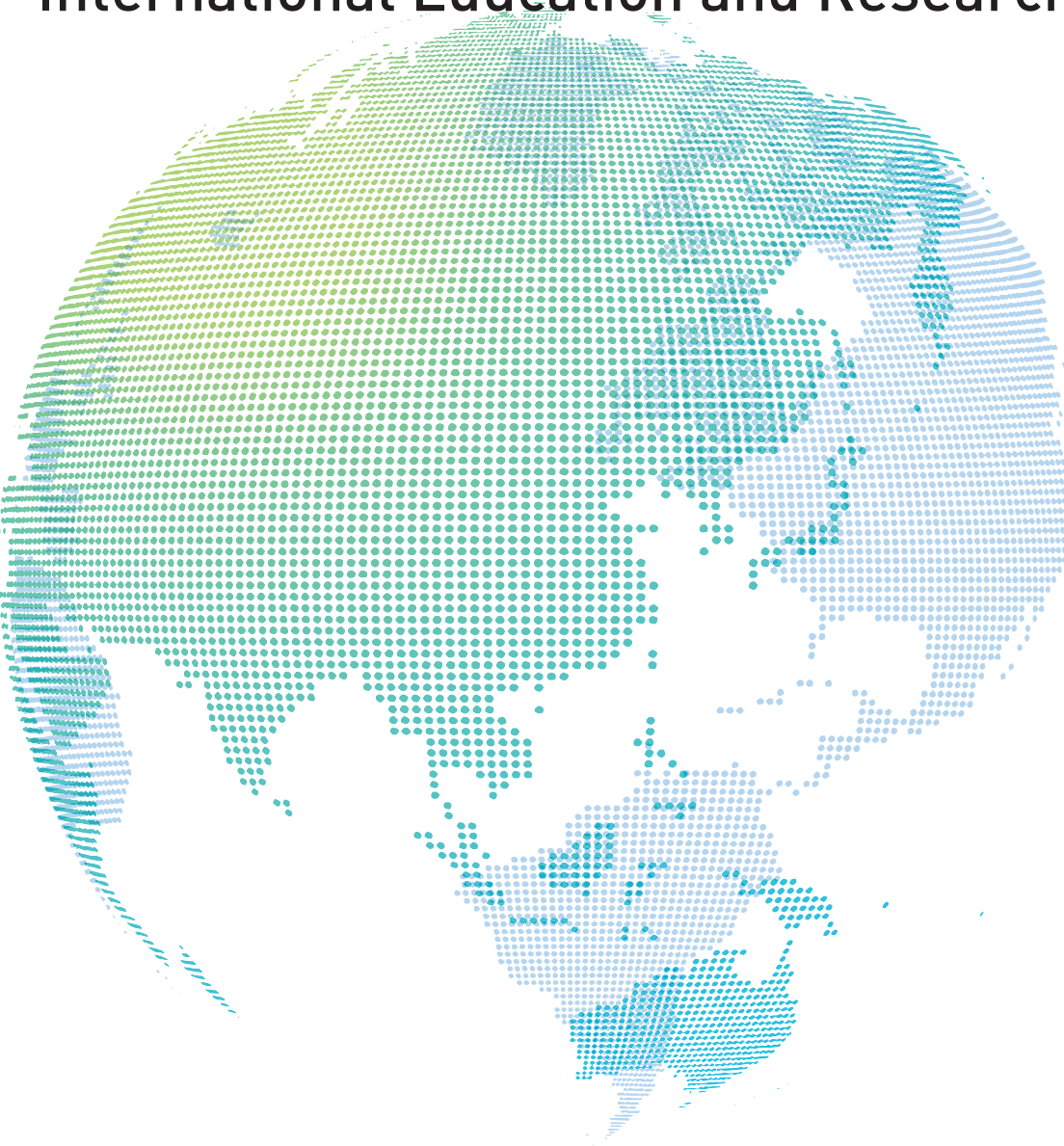


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紀要「名城インターナショナル研究」第1号刊行によせて

名城大学インターナショナル教育・研究センター 名誉センター長 明石 康 (元国連事務次長)

紀要「名城インターナショナル研究」第一号がこのたび発刊される運びとなったことを心から嬉しく思います。その前身である「アジア研究センター」の時から、10年以上にわたり国内外の大学や研究者と活発な研究交流を行い、その成果を発信してきましたが、これからも益々積極的に、広く国内外へ情報発信していくことを大いに期待しています。

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名城大学「インターナショナル教育・研究センター」において、世界との交流が深められ、多数の国々の人々による多様で活発な研究活動が行われ、日本と世界の平和と発展に資することを心より切望してやみません。

ARCHITECTURAL FEATURES OF P2P ACCOMMODATION AND ITS COVERAGE AND IMPACT ON THE RENTAL HOUSING MARKET IN INNER BANGKOK

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Abstract

Peer-to-peer (P2P) accommodation as usually represented by Airbnb has grown significantly in Bangkok. We investigated the market segments of Airbnb and their architectural features in inner Bangkok for major Airbnb housing types (apartments and condominiums), analyzed overlapping segments between rental housing and Airbnb, and identified the impact of Airbnb on the rental housing market using A-R Ratio, which is the ratio between the volume of active and entire Airbnb listings against rental housing units in the market circulation in the same period. Typical Airbnb properties are characterized by stylish, mid- to luxury-grade, medium- to high-rise buildings, where a studio unit ranges from 21 m² to 40 m²; also included are common facilities, which are consistent with guests' needs. The A-R Ratio is higher for apartments than for condominiums (3.21 to 0.52). Apartments from moderate grades in the city center and transitional area are highly impacted by Airbnb (A-R Ratio > 2). Airbnb has had an extremely high impact on lower-middle-income condominiums in the city center and transitional area, but not on high-income condominiums due to the large supply of rental housing.

Keywords : P2P accommodation, Airbnb, architectural features, coverage and impact of Airbnb, rental housing market.

1. Introduction

Peer-to-peer (P2P) accommodation is an alternative form of tourists and travelers' accommodation that was introduced under the concept of a "sharing economy". The main idea of the concept is that housing owners share their underutilized properties with other people to earn extra money and/or exchange experiences¹⁻³⁾. The primary concept of sharing accommodation can be tracked back to 2003 with the introduction of Couchsurfing.org, which promoted the free exchange of tourist accommodations. The concept became more popular when Airbnb (www.airbnb.com) was founded in 2007 from the idea by a group of students who needed accommodation during seminars away from their base. The factors underlying the great success of Airbnb is the wide use of the internet and smartphones⁴⁾.

Short-term Airbnb rentals for tourism are widely accepted in Airbnb's site of origin, i.e., the United States, and Smith⁵⁾ reported that 11% of the U.S. population had used P2P accommodation. The concept soon extended across North America and Europe to other tourist-heavy destinations. The popularity of P2P accommodation is on the rise, as are the academic debates about its effects⁶⁾. Airbnb is currently the world's largest alternative tourist accommodation, and it was estimated to have a presence in 191 countries and 30,000 cities in 2015⁷⁾, with a market value of \$25.5 billion; that value climbed to \$130 billion in 2022 from Forbes estimation⁸⁾.

In response to the rapid global expansion of the P2P accommodation market, including Airbnb, research has been conducted around the world from various perspectives. Over half of the studies focusing on P2P accommodation were conducted in the tourism and hospitality industries⁹⁾. Our literature search revealed that the main themes of the studies include the impact of P2P accommodations on hotel business^{6,10)}, gentrification^{11,12)}, the regulation of P2P accommodations¹³⁻¹⁶⁾, and impacts on housing stocks and supply¹⁷⁾ as well as the impact on housing prices and rents.

For the impact of Airbnb on hotel business, Zervas et al., (2014)¹⁰⁾ studied the impact of Airbnb concentration on hotel revenue. The study found that areas that have more than 1,000 Airbnb listings earned 8–10% less revenue, with low-price hotels being impacted the most. Dorgu et al. (2020)⁶⁾ examined impact of Airbnb on hotel revenue across the major cities (London, Paris, Sydney, and Tokyo) and found that an increase of 1% supply of Airbnb listings decreased 0.1%–0.3% of hotel

revenue (depending on hotel class) in all cities.

Housing price and rents are also impacted by Airbnb. Yrigoy (2017) and Wachsmuth & Weisler (2018) concluded that Airbnb increased rental price, especially in areas that have high tourism activities. When rent cost increased, it attracted wealthier inhabitants, creating affordability challenges for previous tenants. Thus, they were pushed out from the area causing displacement in the neighborhood. The mechanism confirmed by the study of Kim, Li & Srinivasan (2020)¹⁷⁾ concluded that Airbnb decreased long-term rental supply in the affordable housing segments in the cities where tourism is more popular, while luxury housing stock is less impacted. Rental housing supply shortage pushes up the price and leads to gentrification.

Many cities tried to control the growth of Airbnb to maintain their housing market efficiency. However, Grimmer et al. (2019)¹⁵⁾, Chen et al. (2020)¹³⁾, van Holm (2020)¹⁴⁾, and Vinogradov et al. (2020)¹⁶⁾, who studied the Airbnb regulations outcomes, found that while the policy can slow the growth of Airbnb in the short-term, it is less likely to restrain the growth in the long-term because growth of Airbnb will eventually resume. Thus, Bao & Shah (2020)¹⁸⁾ suggested that policy makers should design the regulations based on the major characteristics of Airbnb in the area, similar to study of Chen et al. (2020), who suggested that effective policy should influence individuals' entry and exit decisions through a number of mechanisms.

Lastly, the numbers of analyses of the impact of Airbnb on rents and housing prices using time-series data of Airbnb and rental housing by zip code level are increasing¹⁸⁻²²⁾. The early work conducted by Barron, et al. (2017,2021)¹⁹⁾ found that a 1% increase of numbers of Airbnb increased 0.018% of rents and 0.026% of housing prices in the cities in USA. Horn & Merante (2017)²²⁾ used a similar method to Barron et al. (2017, 2021) to examine the impact of Airbnb in American cities, and concluded that an increase of Airbnb pushed up rents. In addition, the rental housing unit characteristics affects the magnitude of the increase rents. Bao & Shah (2020)¹⁸⁾ revealed that increase of density of Airbnb in a neighborhood causes an increase of the rental rate level in the long run. Moreover, the impact of Airbnb on rents depending on the area's characteristics, as well as physical feature of Airbnb, for example numbers of bedrooms or the property is entire or shared units. In addition, Franco et al. (2019)²⁰⁾ adopted the same method to evaluate the impact of Airbnb in Portugal and found a strong impact of Airbnb on the rental housing market, polarized in the main tourism centers and historical districts. Following Horn & Merante (2017), Chang (2020)²¹⁾ studied the impact of Airbnb in Taiwan and found that an increase of a one-standard deviation of number of Airbnb listings significantly increased rental rates by 0.38%, while the impact on rents is lower at 0.22%. He concluded that Airbnb listings are convertible with the rental housing market but not with the housing sales market.

However, in Bangkok, Thailand, a quantify impact analysis is not possible due to the lack of time-series and area-based data that could be used to quantitatively analyze the impact of Airbnb on the city's housing prices and rents. Our previous studies²³⁻²⁴⁾ clarified (i) the actual situation and characteristics of Airbnb in Bangkok, (ii) the presence of Airbnb in rental housing households, and (iii) the rental housing distribution volume, as well as (iv) the actual situation and conversion mechanism of residential properties to Airbnb in inner Bangkok, where Airbnb housing is concentrated. We have found no published study that empirically clarified what types of housing/architectural characteristics Airbnb properties have and which income classes of the housing market segments tend to be converted to Airbnb. We conducted the present study to (i) investigate the architectural characteristics of Airbnb in inner Bangkok, and (ii) analyze an overlapping market segmentation between rental housing and Airbnb and the intensity of the impact of Airbnb on the rental housing market⁽¹⁾. Our analyses identified which housing segments at which price ranges are more sensitive to a transformation from rental housing to P2P accommodation, and we observed the detailed architectural characteristics of Airbnb properties (including the building type, building size, room size, room composition/layout, interior style, the exterior style of the building, and the building facilities). Our results can be used by policy makers when decisions are to be made regarding which housing types and segments should be targeted when relevant policies for P2P accommodation are devised or amended in order to mitigate distortions to the housing market caused by Airbnb in Bangkok.

2. Analytical framework and major survey

2.1 Analytical framework

To identify the architectural features of Airbnb and the impact of the rise of Airbnb on the rental housing segment, we set up the analytical framework illustrated in Figure 1. After identifying the characteristics of each segment of the rental housing market by housing types, including architectural structure and design, unit size and composition, unit utilities, and common facilities, we analyzed which rental housing segments the Airbnb properties were converted from (i.e., Airbnb’s coverage in the various segments of the rental housing market). We divided this market segment into seven grades of low-income to high-income housing based on rent levels. Through this process, we identified the architectural characteristics of Airbnb by the grades, and we investigated which grade or grades are the mainstream of Airbnb (Section 3). In our analysis of the impact of Airbnb, we established detailed market segments considering not only the housing type and grade but also the area locations of inner Bangkok (the city center, a transitional area, and an inner suburb) to clarify the coverage and the intensity of the impact of Airbnb on the rental housing market (Section 4)

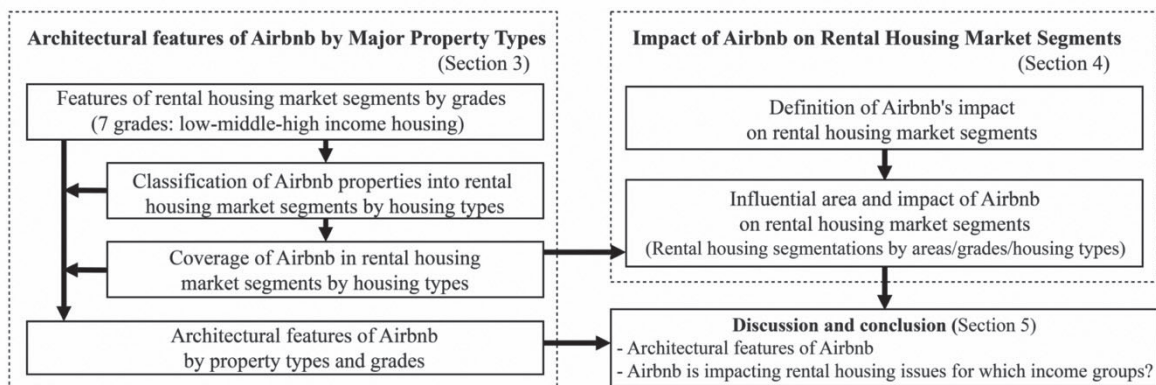


Figure 1 Analytical framework

2.2 Major survey

2.2.1 Study area

We selected two tourism-centric districts in inner Bangkok as our study area, Watthana and Khlong Toei, which we observed have shown the highest tendency of transforming rental housing into P2P accommodation²⁴⁾, our earlier study demonstrated that 26.9% of the active Airbnb listing in Bangkok are concentrated in these two districts. The study area comprised of Watthana and Khlong Toei districts encompasses the area around Sukhumvit Road, which is the main corridor extending east from the city center to the inner suburb, and the study area has different characteristics as a tourist/commercial area and a residential area. We thus divided the target area into the city center, transitional area, and inner suburb before conducting the analysis of Airbnb’s coverage and impact on the rental housing market (Figure 2).

The city center is the area around the interchange station between the Bangkok Mass Transit (BTS) elevated sky train and the Metropolitan Rapid Transit (MRT) subway, as well as the interchange station between the subway and the Airport Rail Link in the north side of the study area. The south side of the city center also has access to Rama IV road, which connects the area to the inner Central Business District (CBD) and Bangkok’s ‘old town.’ The major land uses of the city center are commercial, tourism, and luxury residential use.

The transitional area of inner Bangkok contains a luxury neighborhood that has embassies, a renowned international hospital, and a surrounding luxury residential area. The transitional area also includes the well-known nightlife and hipster

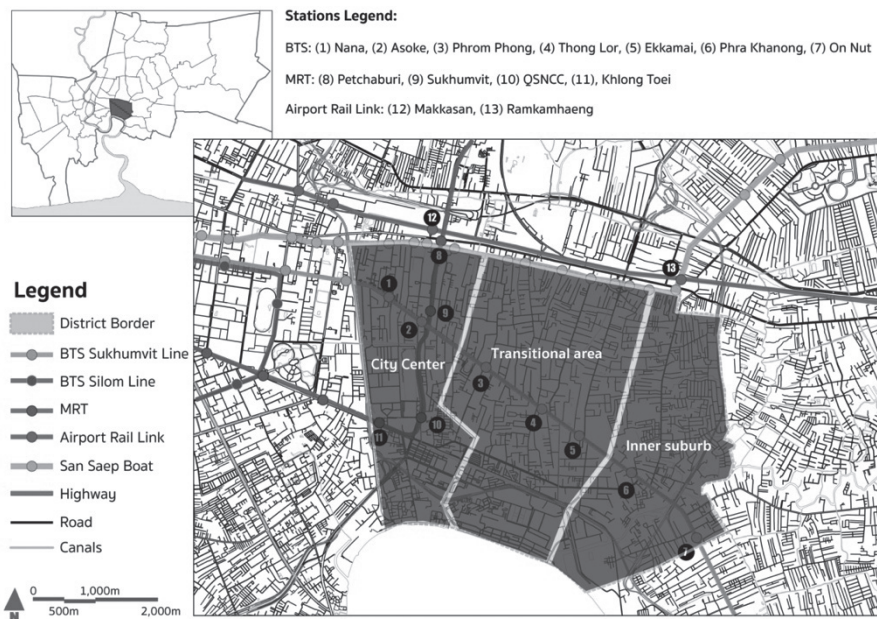


Figure 2 Study area

area known as Thonglor-Ekkamai. The main land uses of the transitional area are similar to those of the city center, but the transitional area has lower density.

The inner suburb of inner Bangkok connects to eastern and northern Bangkok with main roads, and it has convenient access to the Suvarnabhumi international airport. The inner suburb plays important roles not only as a residential area, but also an outer business district of inner Bangkok.

2.2.2 Data collection

(1) Property type

We focused on the two main property types of Airbnb (apartments and condominiums) to identify the architectural characteristics of Airbnb in this study. In Thailand, apartments and condominiums are commonly distinguished by tenure. Apartments are residential buildings owned by a single person or an entity built for rental purposes, tenants are not allowed to sublet. Condominiums are residential buildings built by developers and sold to an individual person as an owner-occupier. Rental condominiums in the market offered by those owner-occupiers who bought for investment in rental market. Apartments and condominiums account for 55.6% and 37.0%, respectively, of all property types of 'active Airbnb'⁽²⁾ and entire properties in the study area (excluding non-residential properties) for a total of 87.6%; the remaining Airbnb properties include detached houses and townhouses, but their percentages are limited to 3.7% and 3.1%, respectively. There are a total of 6,641 active and entire Airbnb listings in the study area, of which 60.1% are apartments and 39.9% are condominiums (see Table 1).

(2) Data used

Rental housing: We obtained the data on rental housing in Bangkok in order to identify the composition and features of the various segments of the rental housing market (criteria for classifying Airbnb properties) by using the scraping method from Renthub, which is the largest rental housing brokerage web platform for Bangkok. The website categorized apartments and condominiums separately for customers to search for rental properties. We identified a total of 6,372 units of rental apartments and condominiums in the study area, of which 19.5% are apartments and 80.5% are condominiums (Table 1).

Airbnb properties: To determine the volume of active and entire listings of Airbnb in the two study districts, we obtained the 2019 Airbnb data from AirDNA^{26,27)}, the company that tracks and collects the performance data of Airbnb listings. Property types of Airbnb listings assigned by owners when listing their properties on the platform, and AirDNA collected

Table 1 Current market circulation volume of Airbnb and rental housing in the study area

Types		Apartment units, %	Condominium units, %	Total units, %
Airbnb	Market Volume	3,988 (60.1%)	2,653 (39.9%)	6,641 (100.0%)
	Sampling	144 (57.7%)	106 (42.3%)	250 (100.0%)
Rental housing	Market Volume	1,243 (19.5%)	5,129 (80.5%)	6,372 (100.0%)

Source: Authors, based on AirDNA data

those data based on information provided by owners on the Airbnb website. There are three listings types on Airbnb including entire home, private room, and shared room. Entire home is the whole residential unit/house accounted to 64.4% in the whole Bangkok and 75% in the study area. Non-entire home including private room (a room within the residential unit/house that homeowners also living in the same housing unit) and shared room (guests share sleeping and common area with another guests) accounted to 35.6% in whole Bangkok and 25% in the study area. This study focused on active and entire home Airbnb listings because if one entire home of rental housing converts to Airbnb, it will affect rental housing supply unlike spare rooms or shared rooms in the house.

We conducted the detail examination on architectural features of the Airbnb sampling, classifying them into segmentations based on the indicator that developed from rental housing to examine the impact of Airbnb on rental housing (detail in section 4). We set the target of a detailed survey of 250 listings in the study area using property types composition of the market volume as a sampling target. We picked one in every 20 listings from the Airbnb listings database to collect the architectural features of Airbnb from the provided information and images by hosts on the website, as well as further data collection of the development projects from developers' website (if any) until the number of samples reached the 250-sample quota. We collected 144 (57.7%) active and entire apartments and 106 (42.3%) active and entire condominiums in the study area (Table 1).

We compiled the Airbnb listing database and the rental housing database in 2019. It should thus be noted that the impact of Airbnb on the rental housing market in this study represents the situation prior to the Covid-19 epidemic (the Thai government declared a national state of emergency for COVID in March 2020). The data of the architectural features of both the Airbnb properties and rental housing were collected in February 2022, due to the inability to track the web data of Airbnb and Renthub as of 2019, assuming that there is no major renovation affecting unit structure of the listing until the data collection period. The composition of the sampling numbers by housing types and districts follows the 2019 data.

3. Architectural features of Airbnb by major property types

3.1 Features of the rental housing market segments by grade

We analyzed the characteristics of rental housing by the rent grades based on Thailand's National Housing Authority's²⁸⁾ income classification and affordable rent standards for the Bangkok metropolitan area. The affordable rent standard is set at 30% of household income, so we defined rent grades to seven levels based on the affordable rent from low-income to high-income housing as shows in Table 2. After that, we classified rental housing into seven groups based on the pricing range of each grade for further examination.

We then examined the architectural features of rental housing from the database and checked which features are common for offers at given rent grades. To check those features, we established 17 parameters that grouped into four areas including (1) building structure and exterior, (2) dwelling unit size and room composition, (3) dwelling unit facilities and amenities, and (4) common facilities. In addition, quality of each feature is also determined based on the completeness of the features,

Table 2 Household income classification and rental affordability in Bangkok and vicinity (2019)

NHA Income classification		Monthly Income level, Baht	Affordable rent, Baht	Rent Grade
Low-income, C	Low	~18,600	~5,600	C-
	Medium-low	18,601-27,200	5,600-8,200	C
	Upper-low	27,201-39,900	8,200-12,000	C+
Middle-income, B	Lower-middle	39,901-49,100	12,000-15,000	B
	Upper-middle	49,101-62,200	15,000-19,000	B+
High-income, A	Lower-high	62,201-88,400	19,000-27,000	A
	High	>88,401	>27,000	A+
Average income (mean)		43,800	13,000	B

Source: Authors, based on NHA data.

durability of materials used, as well as consistency of styles and decorations.

The architectural feature with a low quality indicated by incomplete components (i.e., kitchen parameter includes cooking preparation area, stovetop, fridge), low-maintenance, and non-durable or flimsy materials (such as particle boards). Medium quality has a complete or partially complete components in each parameter, with higher maintenance and more durable and sturdy materials. High quality has a complete set of components in each parameter, with durable and sturdy materials in the same direction.

Tables 3 and 4 show the architectural characteristics of the rental apartments and condominiums that were examined using the aforementioned criteria. Also, they were used as quality indicator to classify Airbnb listings into segmentations for further analyses in section 4. The apartments include properties in all rent grades from low- to high-income housing, whereas the condominiums include only the upper-low-income (C+) and higher properties. The overall architectural quality of the condominiums is also higher than that of the apartments within the same rent grades. From an architectural

Table 3 Properties quality indicator of rental apartments by rent grade

Rent Grade	Building structure and exterior				Dwelling unit size and room composition				Dwelling unit facilities and amenities				Common facilities				
	Building height	Building structure	Building exterior deco.	Balcony	Unit size, m ²	Room composition	Separation of BR & living	Kitchen & dining	Basic furniture	Decorated & styled	Washer & dryer	Hot shower & bathtub	Garden & recreation	Gym, pool, & sauna	Lift, lobby & reception	Security & keycard	Parking & shuttle serv.
C-	L	C/S	*	*	<20 or 21-30	Studio	*	*	*	*	*	*	*	*	○	○	*
C	M	C/S	*	*	21-30	Studio	*	*	○	*	*	*	*	*	○	●	*
C+	M	C/S	*	●	21-30	Studio	○	*	●	○	*	○	*	*	●	●	○
B	M	C/S	*	●	21-40	1 BR	○	○	●	●	*	○	*	*	●	●	○
B+	M	C/S	●	●	21-40	1 BR	○	○	●	●	○	○	*	○	●	●	○
A	M/H	C/S	●	●	21-40 or 41-60	1 BR	●	●	●	●	○	○	*	○	●	●	●
A+	M/H	C/S	●	●	31-50 or 51-80	1 BR, 2 BR	●	●	●	●	●	●	*	●	●	●	●

*: do not have the feature, -: do not exist in the market circulation, ○: have some feature, low quality, ●: have all features, medium quality, ●: have all features, high quality. L: low-rise (≤3 floors), M: medium-rise (4-10 floors), H: high-rise (>10 floors), C/S: reinforced concrete or steel structure. Source: Authors, based on NSO (National Statistical Office, Thailand) and Renthub data.

Table 4 Properties quality indicator of rental condominiums by rent grade

Rent Grade	Building structure and exterior				Dwelling unit size and room composition				Dwelling unit facilities and amenities				Common facilities				
	Building height	Building structure	Building exterior deco.	Balcony	Unit size, m ²	Room composition	Separation of BR & living	Kitchen & dining	Basic furniture	Decorated & styled	Washer & dryer	Hot shower & bathtub	Garden & recreation	Gym, pool, & sauna	Lift, lobby & reception	Security & keycard	Parking & shuttle serv.
C-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C+	M	C/S/P	⊗	⊗	21-30	Studio, 1 BR	○	○	○	✖	✖	○	○	⊗	⊗	●	○
B	M/H	C/S/P	●	●	21-30 or 31-40	Studio, 1 BR	○	○	⊗	⊗	○	○	○	⊗	●	●	⊗
B+	M/H	C/S/P	●	●	31-40	1 BR	●	●	●	⊗	○	○	⊗	●	●	●	⊗
A	H	C/S/P	●	●	31-40 or 41-60	1 BR	●	●	●	●	○	○	●	●	●	●	●
A+	H	C/S/P	●	●	41-60 or >100	1 BR, 2 BR, >2 BR	●	●	●	●	●	●	●	●	●	●	●

✖ : do not have the feature, - : do not exist in the market circulation, ○ : have some feature, low quality, ⊗ : have all features, medium quality, ● : have all features, high quality. L: low-rise (≤3 floors), M: medium-rise (4-10 floors), H: high-rise (>10 floors), C/S: reinforced concrete and steel structure, P: precast floors. Source: Authors, based on NSO (National Statistical Office, Thailand), and Renthub data.

perspective, apartments can be qualitatively classified into four levels: low-quality (C – and C), moderate-quality (C + and B), high-quality (B + to A), and luxury-quality (A +). The low-quality apartments are studio-type apartments that offer the bare minimum in terms of in-unit facilities, amenities, and common facilities.

The moderate- and higher-quality apartments offer a wide range of unit compositions, such as separation of the bedroom(s) and living space, as well as a wide range of in-unit facilities and amenities. The building structures of the rental apartments at all quality levels are the same: reinforced concrete or steel structure. Low-rise buildings are found only at the low- quality level, and most of the apartments are medium-rise buildings or are high-rise buildings found only at the high- and luxury-quality level. The difference between the moderate-, high-, and luxury- quality levels is based on the qualitative differences in the elements of each level.

Regarding the condominiums in the study area (Table 4), there is no low-quality level, and the condos can be classified into three levels: moderate quality (C + and B), high quality (B + and A), and luxury quality (A +). Compared to the moderate-quality level, the availability of most of the elements of in-unit facilities and amenities and communal facilities in the high and luxury condominiums is not significantly different, but there are differences in the unit size, room configuration, and the quality of each feature. Most of the condominiums are medium- or high-rise buildings. The building structures of the condominiums differ from those of the apartments, as the condo structures are made of reinforced concrete and steel but the floors are precast.

3.2 Airbnb coverage in the different segments of the rental housing market

We classified the extracted Airbnb samples based on the index of the architectural characteristics of apartments and condominiums by rent grades (Tables 3 and 4). Table 5 shows which segments of properties are the primary segments of

Table 5 Airbnb coverage of rental housing by market segments

Rent grade, Baht/month			Apartments		Condominiums	
			Rental, %	Airbnb, %	Rental, %	Airbnb, %
Low-income housing	Low	C- ~5,600	11.9	-	-	-
	Medium-low	C 5,601-8,200	16.5	7.6	-	-
	Upper-low	C+ 8,201-12,000	16.2	10.4	6.6	10.3
Middle-income housing	Lower-middle	B 12,001-15,000	8.3	16.7	9.7	29.2
	Upper-middle	B+ 15,001-19,000	9.2	13.9	13.4	16.1
High-income housing	Lower-high	A 19,001-27,000	8.4	12.5	25.6	23.6
	High	A+ 27,001~	29.5	38.9	44.7	20.8

Source: Authors, based on NSO (National Statistical Office, Thailand), AirDNA, and Renthub data. Dark gray: major segment, light gray: minor segment

Airbnb. We classified the rental properties that are brokered directly by Renthub based on their rents.

While the A+ portion of the rental apartment market is large at 29.5%, the remaining approx. 70% is spread between C- and A (8.3%-16.5%), covering a wide variety of rent grades. Airbnb, in contrast, has a 38.9% concentration in A+, indicating that premium apartments are the major segment being switched to Airbnb.

The remaining slightly more than half of the Airbnb coverage is the minor segment, which is rather evenly distributed between rent grades C and A (7.6%-16.7%).

As a result, there is overlap between rentals and Airbnb in a wide range of grades from C to A+, with a large overlap in A+. This means that housing at the low rent grade (C-) are not directly affected by Airbnb.

Our analyses also revealed that 70.3% of the rental condominiums are concentrated in the A/A+ grades, followed by 23.1% in the B/B+ grades; only 6.6% are in the C+ rent grade. The Airbnb coverage shows a wide spread of B to A+ grades (16.1%-29.2%), with the C+ grade accounting for 10.3%. There were no rental condominiums at grades C- or C, and they are thus unlikely to be converted to Airbnb, but all five of the other grades of rental condominium completely overlap with Airbnb.

3.3 Architectural features of Airbnb housing

3.3.1 Apartments (see Table 6)



















(1) Low-quality apartments

The architectural features of all of the Airbnb apartments are summarized in Table 6. There are only grade C apartments among in the low-quality apartment segment, and it is the smallest group (7.6%). The buildings are small in size, <50 units, and they are rather old painted buildings with no decorations. There are very limited common facilities; in some cases there is a lift, a small lobby, a shared coin laundry, and/or a small shop/restaurant. The security systems are comprised of only CCTV (close circuit television) and a keycard to enter the building. The sizes of the units are mostly <20 m² (72.7%) and are no larger than 40 m². The apartments are mostly the studio type (81.8%), with no separation of the sleeping, living, kitchen, and dining areas. The interior styles are mostly budget-style, otherwise no style with no decorations and balcony; only basic furniture and amenities are provided.

(2) Moderate-quality apartments

The moderate-quality Airbnb apartments include grades C+ and B in this segment (27.0%). The buildings are usually rather small (<100 units: 78.9%) and their ages vary; some of them are >20 years old. Standard common facilities are a lobby and a physical security system with a security guard at the entrance/exit area. Just under half of the apartments in this class

Table 6 Architectural features of the Airbnb apartments

Architectural features		Low-quality :C n=11, 7.6%	Moderate:C + B n=39, 27.0%	High:B + A n=38, 26.5%	Luxury:A+ n=56, 38.9%	
Building	Bldg. age, yrs*	≤10	0.0%	31.6%	20.5%	12.5%
		11–20	45.5%	44.7%	51.3%	62.5%
		>20	54.5%	23.7%	28.2%	25.0%
	Bldg. size, units***	≤100	100.0%	78.9%	46.2%	44.6%
		101–300	–	15.8%	51.3%	53.6%
		301–500	–	5.3%	2.6%	–
		>500	–	–	–	1.8%
Images:						
Dwelling units	Unit size, m ² ***	<20	72.7%	7.9%	7.7%	0.0%
		21–30	9.1%	28.9%	43.6%	14.3%
		31–40	18.2%	13.2%	10.3%	5.4%
		41–50	–	31.6%	5.1%	3.6%
		51–60	–	13.2%	17.9%	19.6%
		>60	–	5.2%	15.4%	57.2%
	Unit type***	Studio	81.8%	57.9%	61.5%	1.8%
		1 BR	18.2%	34.2%	23.1%	41.1%
		2 BR	–	7.9%	10.3%	35.7%
		>2 BR	–	–	5.1%	21.4%
Images:						
Common facilities	Garden	–	36.8%	92.3%	89.3%	
	Gym***	–	26.3%	89.7%	94.6%	
	Pool***	–	31.6%	89.7%	94.6%	
	Parking***	–	47.4%	74.4%	82.1%	
	Lift***	18.2%	47.4%	89.7%	94.6%	
	Lobby	90.9%	97.4%	100.0%	100.0%	
	Security	81.8%	81.6%	92.3%	94.6%	
	Images: Lobby					
	Images: Gym		–			
	Images: Pool		–			

Dark gray: major segment (~50%), light gray: minor segment (~20%). *p<0.10, **p<0.05, ***p<0.01.

Contem. : Contemporary. Source: Authors, based on AirDNA and Airbnb data.

have a lift (elevator) and parking, and about one-third have a small garden, swimming pool, and gym. The unit size is larger and more varied compared to the low-quality apartments, with solid walls that allow the separate use of sleeping and living areas. The apartments are mostly studio (21–30 m²) or one-bedroom (41–50 m²) apartments with a small balcony. The most common interior styles are contemporary, minimal, and classic. The apartments' interiors are a mixture of basic furniture-only and fully furnished with additional amenities and furniture such as a hot shower, sofa set, and dining table, but there is no clearly marked space between the small pantry and dining area.

(3) High-quality apartments

The high-quality Airbnb apartments include grades B+ and A (26.5%), and some of them are serviced apartments. The building sizes are mostly small and medium size (not more than 300 units) and the ages of the buildings vary. They are painted and decorated with concrete and wooden or steel. Most of the high-quality apartments have complete common facilities including a small garden, gym, swimming pool, and parking. Serviced apartments provide shuttle service and a 24-hour reception desk as well as a decorated lobby. A range of unit sizes is available but the most popular (43.6%) are 21–30 m². The room type is mostly studio (61.5%), but some of the apartments have one bedroom that is separated from the living area, as well as a small kitchen and dining area separated by a solid wall or light wall. The rooms are fully furnished with furniture of durable quality and a carefully styled interior design such as contemporary or minimal. However, about one-third of them have no consistence style although decorated with the durable and good quality furniture.

(4) Luxury-quality apartments

The largest segment of the Airbnb apartments in inner Bangkok is A+ apartments (38.9%). The A+ grade's share is the largest among the four grades of apartments. The ages of the buildings are a mix of old and new; slightly more than half are 11–20 years old. The building sizes are medium (101–300 units: 56.3%) or small (≤ 100 units: 44.6%), with most of the buildings having at least 70–80 units. The building exteriors are well designed and decorated with concrete, wooden, or steel façades. Almost all of the luxury-quality apartments have a complete set of common facilities and are of better quality than the previous higher class. Many of them are serviced apartments which are more luxurious than the others in the same grade, with level of quality that is similar to that of the moderate-quality condominiums.

The most common unit size is >60 m² (57.2%), though some of units (14.3%) are small at 21–30 m². The bedroom type is usually one or two bedrooms divided from the living space, and there is a fully equipped kitchen and a dining area separated by a solid or light wall. There is a well-designed bathroom, separating dry and wet areas and including a bathtub. The rooms are carefully decorated in classic, contemporary, and luxury styles.
















3.3.2 Condominiums (see Table 7)

(1) Moderate-quality condominiums

The moderate-quality level includes grade C+ and B condominiums (39.6%). The building is usually new (<10 years old: 82.1%). The sizes of these buildings vary widely from 100 units to >500 units. The exterior designs have façade decorations using concrete, wooden, glass and/or steel, and this level includes a well-maintained garden and recreation area equipped with paved walkways, trimmed plants, and benches. A set of common facilities is present, and the lobby areas include a reception desk and lift. There are couch sets in the lobby for guests and small gatherings. The security arrangements include CCTV, multiple security guards, and a keycard required to enter the lift to the units. The gym is small- to medium-size and includes treadmills, bicycles, and weight-training equipment. The swimming pools are usually an outdoor. There are parking and shuttle services to the nearest mass transit stations. Parking spots are available for some Airbnb units depending on the listing owners. The unit sizes are 21–30 m² (57.1%) or 31–40 m² (38.1%), and the housing is mostly one-bedroom.

Most of them have a shared living and sleeping area, but some have rooms that are separated by a light wall (e.g., of glass with a steel frame). The interior styles are often contemporary or minimalist, but budget-style and no style are also somewhat common, reflecting grade C+ and B. These condos are fully furnished with the basic furniture that came with the condo when it was purchased by the owner, including a bed, wardrobe, dining table, sofa, and air conditioning. The dining table is

Table 7 Architectural features of the Airbnb condominiums

Architectural features			Moderate-quality C + B n=42, 39.6%	High-quality B + A n=42, 39.6%	Luxury-quality A+ n=22, 20.8%
Building	Bldg. age, yrs *	≤10	82.1%	85.7%	71.4%
		11–20	15.4%	11.9%	23.8%
		>20	2.6%	2.4%	4.8%
	Bldg. size, units***	≤100	5.3%	0.0%	5.0%
		101–300	34.2%	50.0%	75.0%
		301–500	34.2%	23.8%	15.0%
		>500	26.3%	26.2%	5.0%
Images:					
Dwelling units	Unit size, m ² , ***	21–30	57.1%	23.8%	4.5%
		31–40	38.1%	57.1%	13.6%
		41–50	4.8%	16.7%	50.0%
		51–60	–	–	9.1%
		>60	–	2.4%	22.6%
	Unit type***	Studio	7.1%	9.5%	–
		1 BR	90.5%	81.0%	36.4%
		2 BR	2.4%	7.1%	54.5%
		>2BR	–	2.4%	9.1%
	Images:				
Common facilities	Garden		100.0%	100.0%	100.0%
	Gym		97.6%	100.0%	95.5%
	Pool		97.6%	100.0%	100.0%
	Parking		100.0%	100.0%	100.0%
	Lift		100.0%	100.0%	100.0%
	Lobby		100.0%	100.0%	100.0%
	Security		100.0%	100.0%	100.0%
	Images: Lobby				
	Images: Gym				
	Images: Pool				

Dark gray: major segment (50%~), light gray: minor segment (20%~). *p<0.0, **p<0.05, ***p<0.01.

Contem. : Contemporary. Source: Authors, based on AirDNA and Airbnb data.

a part of a small kitchen with basic cooking utensils and a stovetop, sink, and refrigerator. A washing machine is included in many cases. The bathroom includes a hot shower and separated wet and dry areas, but no bathtub is included.

(2) High-quality condominiums

This grade in the study area include the B+ and A segments (39.6%). The buildings are usually ≤ 10 years old (85.7%), painted, and decorated with concrete, wood or steel. Half of the condominium complexes are 101–300 units, and the rest are equally distributed with 301–500 and >500 units. Common facilities are complete with a lift, lobby, security system, large and well-maintained garden, gym, swimming pool, parking, and shuttle service. The swimming pool and gym are larger with more equipment compared to the moderate-quality condominiums; for example, extensive dumbbell and weight-training sets, treadmills, and bicycles are available. Some condominiums have a boxing room, sauna, indoor swimming pool, and children's playroom. The unit sizes vary from 20 to 50 m², with 30–40 m² being the most common. Most of them (81.0%) are one-bedroom type. Spaces such as those for sleeping, living and dining are well separated by a solid or light wall. This class of condos is also fully furnished, and full laundry units (washer and dryer) are more common. The rooms are well decorated in contemporary or minimalist styles.

(3) Luxury-quality condominiums

This level is comprised of the A+ segment (20.8%). The buildings are usually new (≤ 10 years old; 71.4%) and well-decorated with a concrete, steel, wooden, or glass façade. The common facilities are very similar to those of the high-quality group but are often of better quality. The lobbies at this grade are more luxurious and have more decorations. The fitness center includes a gym and a swimming pool. The gym is equipped with treadmills, bicycles, a greater variety of weight training equipment, and a boxing ring. The swimming pools are larger indoor pools located close to the fitness area, usually on a high floor, and Airbnb owners are often mentioned in the property's description. This class has also shuttle services that are free of charge throughout the day. Parking spots are available, but the availability of parking spots depends on the property owners.

The A+ grade is characterized more by the size and composition of the units: 50.0% of the condos are 41–50 m² and 31.7% are >50 m², which is much larger than the sizes of the high-quality condominiums. This large size results in multiple room compositions in many cases (two or more bedrooms: 63.6%). The spaces for sleeping and living are separated by a light wall (glass and steel frame) or a solid wall (concrete). The kitchen and dining area are also separated. The dining area is a part of the kitchen. The kitchen is more of a full kitchen compared to the high-quality condos, with a stovetop, oven, microwave, sink, refrigerator, and cooking tools. The units are carefully decorated in classic, contemporary, or luxury styles. The quality of the furniture and decorations is high. The units are also completely furnished with the essentials such as a bed, wardrobe, dining table, sofa, and air conditioning. The rooms are also attractively decorated and outfitted with additional furnishings when the rooms were first purchased. The washer-dryer unit is normally located in the kitchen or bathroom. The bathroom had a hot shower, separate wet and dry areas, quality materials and decorations (marble tiles), and a bathtub.

4. Impact of Airbnb on rental housing market segments

This section clarifies the distribution (volume and share) of Airbnb and rental housing in the market segments in inner Bangkok by housing type, based on two variables: the rent grades (seven grades from C– to A+) and locations (city center, transitional area, and inner suburb). Comparing the distributions and examining the overlap between them, we will also clarify which grades and locations of the rental housing segments are affected by Airbnb.

We used A-R Ratio as the key parameter to examine the intensity of the impact of Airbnb on rental housing in each segment. The A-R Ratio derived from the volume of Airbnb listings to the volume of rental housing in the market circulation in the same period of time. The Airbnb entire-type is a house that is likely to be distributed as a rental house that has been

converted to Airbnb, and the impact of this conversion is to reduce the amount of rental housing in circulation. The A-R ratio is the ratio of Airbnb’s distribution volume to that of the rental housing market, which is reduced by Airbnb. The A-R ratio is an indicator of the impact of Airbnb on the rental housing market⁽¹⁾. The higher ratio indicating the higher tendency of higher tendency that rental property owner will convert their property to Airbnb because the volume of Airbnb clearly related with the demand from tourists, especially in the cities with high tourism activities²⁹⁾. We classified A-R Ratio into five levels: extremely high (A-R Ratio ≥ 5), very high ($3 \leq$ A-R Ratio <5), high ($2 \leq$ A-R Ratio <3), slightly high ($1 \leq$ A-R Ratio <2), and low is ratio less than 1. Table 9 shows almost all overlapped segments has high to extremely high A-R Ratio.

4.1 Overall trends of Airbnb’s impact on the rental housing market segments

We discussed Airbnb’s primary segments in the rental housing market (Coverage of Airbnb) in Section 3.2, and here we provide an overview of the A-R Ratio on the rental housing market segments as shows in Table 8.

Table 8 Comparison of the A-R ratio by housing types by rent grades in tourism-centric districts in inner Bangkok

Rent Grade	Apartments, units		Condominiums, units		A-R ratio	
	Airbnb	Rental	Airbnb	Rental	Apartment	Condominium
C-	-	148 (11.9 %)	-	-	-	-
C	304 (7.6%)	205 (16.5 %)	-	-	1.48	-
C+	415 (10.4 %)	201 (16.2 %)	275 (10.3 %)	337 (6.6 %)	2.06	0.82
B	665 (16.7 %)	103 (8.3 %)	776 (29.2 %)	496 (9.7 %)	6.46	1.56
B+	554 (13.9 %)	115 (9.2 %)	425 (16.1 %)	685 (13.4 %)	4.82	0.62
A	499 (12.5 %)	104 (8.4 %)	626 (23.6 %)	1,316 (25.6 %)	4.80	0.48
A+	1551 (38.9 %)	367 (29.5 %)	551 (20.8 %)	2,294 (44.7 %)	4.23	0.24
Total	3,988 (100 %)	1,243 (100 %)	2,653 (100 %)	5,129 (100 %)	3.21	0.52

Source: Authors, based on AirDNA and Renthub data. Trans=Transitional area.

The A-R Ratio of Airbnb to apartments in inner Bangkok is 3.21, which is approx. 6.2 times greater than the 0.52 ratio for condominiums. This is due to the higher number of Airbnb apartments despite the limited amount of rental apartments in the market circulation, while the number of Airbnb condominiums is small compared to its larger number of rental circulations.

For apartments, the A-R Ratio is slightly high in the C and C + grades (1.48–2.06), where the volume of Airbnb is slightly larger than rental housing. In contrast, the A-R Ratio is extremely high in the middle to high rent grades (B to A: 4.80–6.46) - where the volume of active Airbnb units is relatively much higher compared to the number of rental housing in market circulation. Interestingly, Grade A + Airbnb apartments is the major segment with extremely high volume of Airbnb (38.9%), nonetheless, the volume of rental apartments is also high (29.5%) and resulted in an extremely high A-R Ratio (4.32).

In particular, grade C – is not covered by Airbnb. This suggests that Airbnb’s impact on the middle- to upper-income rental apartment market is significant, whereas its impact on the low-income rental apartment market is relatively limited.

Airbnb’s impact on the rental condominium market is slightly high for grade B (A-R Ratio 1.56) compared to grades B + (0.62) and C + (0.82) which have relatively lower Airbnb distribution. Grades A and A + have not a small number of Airbnb properties, but more importantly, they have a large volume of rental distribution and thus the A-R Ratio for these grades is quite low, ranging from 0.24 to 0.48. In other words, Airbnb has a stronger impact on the minor segments (the upper-low- to medium-rent grades in the rental housing market), and its impact on the major segments (high-rent grades) is relatively small.

4.2 Primary segments and impact of Airbnb on rental apartments

The primary segments of Airbnb in apartments are in grades C + and above in the city center and the transitional area.

The total share reaches 82.8% (Table 9). Airbnb’s share is particularly high in grade A+ in the city center and transitional area (36.1%) and in grades B and B+ in the city center (18%). On the other hand, the share of rental housing in the primary segments of Airbnb account for 56.8%. Rental apartments has higher share than Airbnb in grades C – and C at all locations (28.4% and 7.6%, respectively). The separation between the share made the lower rent grades a major segments of rental housing, while a minor for Airbnb.

A-R Ratio of Airbnb and rental apartments by rent grades by areas presented on the right side of the Table 9.

Table 9 Comparison of the A-R ratio of apartments by rent grades by areas in tourism-centric inner Bangkok

Rent Grades	Airbnb units, %			Rental housing units, %			A-R Ratio		
	City Center	Trans.	Inner Suburbs	City Center	Trans.	Inner Suburbs	City Center	Trans.	Inner Suburbs
C-	-	-	-	40 (3.1%)	40 (3.1%)	68 (5.6%)	-	-	-
C	83 (2.1%)	138 (3.5%)	83 (2.1%)	36 (2.9%)	103 (8.3%)	66 (5.4%)	2.31	1.34	1.26
C+	166 (4.2%)	166 (4.2%)	83 (2.1%)	78 (6.4%)	60 (4.8%)	63 (5.1%)	2.13	2.77	1.32
B	444 (11.1%)	166 (4.2%)	55 (1.4%)	30 (2.4%)	48 (3.9%)	25 (1.9%)	14.80	3.46	2.20
B+	277 (6.9%)	222 (5.6%)	55 (1.4%)	25 (1.9%)	66 (5.4%)	24 (1.9%)	11.08	3.36	2.29
A	222 (5.6%)	194 (4.9%)	83 (2.1%)	25 (1.9%)	51 (4.1%)	28 (2.2%)	8.88	3.80	2.96
A+	637 (16.0%)	803 (20.1%)	111 (2.8%)	105 (8.5%)	217 (17.5%)	45 (3.6%)	6.07	3.70	2.47

Source: Authors, based on AirDNA and Renthub data. Trans=Transitional area.

An extremely high impact of Airbnb appeared in the city center, where there is a certain amount of Airbnb demand from travelers even for the intermediate grades. Their good location compensates for the lower quality of the property. We found that distribution of Airbnb is significantly much higher than rental housing (for example, over 200 listings to less than 30 rentals units) in these segments. The phenomenon is seen in grades B to A+ in the city center (A-R Ratio 6.07–14.80). Similarly, a very high impact of Airbnb is seen in the same rent grades in the transitional area where demand from tourists is considerably high. They located slightly out of a famous spots but still have some points of interests for tourists. As a result, the A-R Ratio of B to A+ is very high (3.36–3.80), indicating more than three times larger of active Airbnb volume to available rental apartments in the same segments.

The low and moderate quality Airbnb apartments in the city center and transitional area still got some attention from tourists due to the easy access to attractions in the area which resulted in a certain volume of Airbnb compared to rentals, resulted in a high impact of Airbnb because the volume of Airbnb is larger than two times to rental apartments. In inner suburbs, high to luxury quality properties (B to A+) also has a tendency of high impact from Airbnb (2.20–2.96). Even though the amount of the listings are relatively small compared to another segments, but a very limited circulation of rental units made high ratio. Some apartment owners might probably converted their rental units to Airbnb in these segments.

A slightly high intensity of impact of Airbnb ($1 \leq A-R \text{ Ratio} < 2$) appears in the market segments in which the volume of active Airbnb and rental apartments are not largely different. These areas are mostly segment C in the transitional and inner suburbs, and C+ in the inner suburbs, where there are low demand from tourists according to lower quality properties and far distance from attractions.

4.3 Primary segments and the impact of Airbnb on rental condominiums

The trend of the impact of Airbnb on rental condominiums shows significantly lower A-R Ratio than that of apartments in all segments. However, the impact is not neglectable.

The primary market segments of Airbnb in condominiums cover grades B and B + in all three of the areas studied (45.4%) and grades A and A + in the city center and transitional area (41.6%); the total share reaches 87% (Table 10). The share of rental condominiums in these Airbnb-intensive segments is also very high at 84.2% (Table 10). These results indicate that there is a large overlap in the distribution of key segments of Airbnb and rental condominiums and almost no separation between the two. The quality of the condominiums is higher than that of the apartments and has coincided with the high-demand segment of Airbnb.

A-R Ratio on the right side of Table 10 shows an extremely high impact of Airbnb (ratio ≥ 5) in the upper-low and lower-medium market segments (C + to B) in the city center (7.29–12.50) and transitional area (C +, 11.11). There is a certain level of Airbnb listings in these segments, but a low volume of rental housing increased the intensity of the impact of Airbnb locally. In these segments, the distribution volume of lower quality rental condominiums is extremely low due to high land prices⁽³⁾. The property owners may see opportunities in converting their rental condominiums to Airbnb due to a higher profit gained compared to rental housing, which further reduces the volume of rental condominiums. On the other hand, the A-R Ratio of C + grade located in the inner suburb is low at 0.23. This is due to the high supply of C + grade condominiums because of the low land prices at the slightly lower Airbnb distribution volume from smaller tourist demand caused by locational disadvantage.

The A-R Ratios for all segments above grade B + remain low (0.66–0.08), with the exception of A in the city center, due to the high volume of rental units in high or luxury quality condominiums in all areas. In the A + grade in the city center and transitional area, and in the A grade in the transitional area, the volume of Airbnb distribution is large from the quality and location of the properties. But the volume of rental condominiums is also equal to, or much larger than that of Airbnb.

The A-R Ratio in the moderate to high segments are slightly high (2.09 and 1.03 for B in transitional and inner suburb; A in city center, 1.10), or low but leaning to 1 (B + in all area, 0.59–0.66).

These segments have a certain demand for Airbnb and rental housing from an effect of location and the property quality. In this group, the dwelling units size and compositions may vary, but the common facility in the same development project can compensate with quality and location led tourists still enjoy their stay.

In contrast, because of an extremely large volume of rental condominiums in high and luxury segments in the city center and transitional area compared to Airbnb, it suppressed the impact of Airbnb on rental housing at the low level (0.13, 0.39, and 0.42). The possible explanation of this situation is expected stable revenue from rental condominiums. Rental units in the city center and transitional area in study area (Watthana and Khlong Toei) is known for headquarters or offices of multinational companies, and embassies that property owners may earn from potential tenants in long-term rather than Airbnb.

Lastly, A and A + condominiums in the inner suburb got low impact from Airbnb (A-R Ratio 0.23, 0.08, and 0.31,

Table 10 Comparison of the A-R ratio of condominiums by rent grades by areas in tourism-centric inner Bangkok

Rent Grades	Airbnb units, %			Rental housing units, %			A-R Ratio		
	City Center	Trans.	Inner Suburbs	City Center	Trans.	Inner Suburbs	City Center	Trans.	Inner Suburbs
C-	-	-	-	-	-	-	-	-	-
C	-	-	-	-	-	-	-	-	-
C+	100 (3.8%)	100 (3.8%)	75 (2.8%)	8 (0.2%)	9 (0.2%)	320 (6.2%)	12.50	11.11	0.23
B	175 (6.6%)	226 (8.5%)	375 (14.2%)	24 (0.5%)	108 (2.1%)	365 (7.1%)	7.29	2.09	1.03
B+	100 (3.8%)	175 (6.6%)	150 (5.7%)	165 (3.2%)	265 (5.2%)	255 (5.0%)	0.61	0.66	0.59
A	326 (12.3%)	275 (10.4%)	25 (0.9%)	297 (5.8%)	704 (13.7%)	315 (6.1%)	1.10	0.39	0.08
A+	326 (12.3%)	175 (6.6%)	50 (1.9%)	770 (15.0%)	1,364 (26.6%)	160 (3.1%)	0.42	0.13	0.31

Source: Authors, based on AirDNA and Renthub data. Trans=Transitional area.

respectively). The volume of Airbnb is much lesser than rental housing from the less attractive location, while there are more rental units available in the area. From the physical features examination, more than 80% of high and more than 75% of luxury condominiums has project size larger than 100 units.

5. Discussion

5.1 Architectural features of Airbnb housing

The architectural characteristics of Airbnb apartments and condominiums differ in terms of overall quality and variety. The apartments have a wider quality range, as there are low-quality (rent grade C), moderate-quality (grades C+ and B), high-quality (B+ and A), and luxury-quality (A+) apartments. The Airbnb condominiums have better features and higher quality even within the same rent grades as the apartments, starting from moderate quality (C+ and B), high quality (B+ and A), and luxury quality (A+).

The grades of the apartments and condominiums depend on the quality and design of the building, the size and amenities of the units, and the quality of common facilities. The building quality and design are influenced by the age of the building, and the quality of the common facilities is influenced by the scale of the development (i.e., number of units). Bangkok is undergoing rapid modernization, and the standard of living has improved significantly over the past few decades. This is reflected by the differences in the quality and design of the housing built more than 20 years ago and the housing built within the last 10 years. In addition, if the scale of a housing development is large, the development cost per dwelling unit can be kept under control, which makes it possible to enhance common facilities. The development strategy used by apartment/condominium developers with financial resources is to increase the number of units and enhance common facilities while keeping the unit area under control. This also reflects the fact that small households, such as singles and couples, are the developers' main target group. The apartments and condominiums that have been built under this development strategy are exactly what Airbnb guests, mostly tourists, need.

5.1.1 Airbnb apartments

Since the architectural characteristics of low-grade Airbnb apartments are relatively old and the scale of the development is small, the quality and design of the housing is low, and common facilities are not well developed. The owners of these Airbnb properties thus use a strategy of attracting guests by offering low rates. In the moderate and above grades, although the building ages range widely, the units' interiors have been renovated according to the respective grades, even in the older properties.

Newer properties feature a complete set of common facilities and room amenities with a variety of grade-specific designs for both the exterior and interior, and Airbnb users can choose an interior design from budget, minimalist, contemporary, classic, luxury, and more to suit their preferences. As the grade increases, the scale of the development increases and common facilities are enhanced. Many of the luxury grade apartments are serviced apartments that have been converted to Airbnb. The quality of the building, units, and common facilities are equivalent to those of mid-level condominiums, and Airbnb users also appreciate the 24-hour service and shuttle service to and from the airport and the nearest train station. The room rates are much higher than those of other grades, but many tourists feel that the quality is worth it.

5.1.2 Airbnb condominiums

Since condominiums were originally a type of property that was for sale, the quality of the buildings, units, and common facilities is higher than that of apartments. Moreover, the majority of the condos are <10 years old regardless of the grade, and because the scale of the development is large, the quality of the building, units, common facilities and services is generally well-developed with well-designed interiors and exteriors. In particular, the lobby, gym, and swimming pool of the high- and luxury-grade condominiums are equivalent to those of mid-range to high-end hotels. As with the apartments, Airbnb guests

can choose an interior design according to their preferences from contemporary, classic, luxury, minimalist, etc. The very influential determinants of the condominium grade are the size and layout of the unit and the overall quality of the building, units, and common facilities, as all grades offer major common facilities and in-unit amenities. As the grade increases from moderate to high to luxury, the typical unit size increases from 21–30 m² to 31–40 m² to ≥41 m². In the moderate and higher grades, units with one bedroom + a living area + a dining area + kitchen (1LDK⁽⁴⁾) are the norm, while in the luxury grade, 2–3LDK units are the mainstream. Airbnb users who prefer a hotel-like standard can choose from a variety of condominium types, depending on the number of companions.

5.1.3 Tourist demand and the architectural features of Airbnb housing

The results of our analyses demonstrated that Airbnb properties, both apartments and condominiums, are predominantly mid-range and above in quality (Table 5). This is because Airbnb's guests are concerned about the physical attributes of the properties when choosing the place to stay, including the unit space, number of bedrooms, decorations, and kitchen, as well as common facilities^{30–32}. As noted above, mid-range and higher Airbnb properties have mid/high-rise modern architecture with stylish designs. In addition, the typical unit is a studio/1LDK ranging from 21 to 40 m² (otherwise, 2LDK at 41–60 m²), with living facilities/equipment that can accommodate extended stays.

In Bangkok, international tourists usually travel in small groups; the Ministry of Tourism and Sports of Thailand³³ reported that average number of individual tourists per room in Bangkok is 1.87 (or ~ two people) in 2019. This is in agreement with the report by Lutz & Newlands³⁴; they studied Airbnb's consumer profiles and found that the guests are generally single travelers or traveling with partners/spouses. Thus, the one-bedroom Airbnb housing is more in demand by tourists. Zhu et al.³¹ noted that the one-bedroom size met the expectations of tourists looking for the coziness of a rental that feels more like home. Regarding common facilities, all grades of the condominiums and upper-grade apartments studied herein have gyms and swimming pools. Property owners usually present pictures and mentioned these important features on their listings on the Airbnb website to attract more guests. The services and the hosts' hospitality are additional important factors considered by tourists when they are selecting an Airbnb property^{30, 34–35}. Our present analyses revealed that grade A+, mostly serviced apartments, accounted for the highest share among the Airbnb apartments, and these services provide airport pick-up, free shuttle service, cleaning services, and/or 24-hour contact availability in many cases to ensure luxury-quality services to their potential guests.

Overall, most Airbnb apartments and condominiums combine a private-stay function (“like a second home”) with certain common facility service functions, similar to the research by Liu & Mattila (2017)³⁶. The lower-grade Airbnb housing offers relatively inexpensive rates. It contributes to provide a wider range of accommodation options, though its market share in inner Bangkok is not high.

5.2 The intensity of the impact of Airbnb in the rental housing market segments

5.2.1 Overall trends

Overall, the strength of Airbnb's impact on rental housing in inner Bangkok is higher for apartments than for condominiums. This is because Airbnb apartments have a larger market volume than condominiums, but the rental apartment market volume is less than that of condominiums. As apartments are often operated on a project-by-project basis by business entities rather than individuals, they are more likely to be converted to Airbnb if doing so is more profitable, resulting in a larger volume of Airbnb apartments. Condominiums, on the other hand, have mitigated the impact of Airbnb, as many high-quality properties that were developed and sold for speculative purposes have been re-invested into the rental housing market.

Demand for Airbnb in inner Bangkok will be higher (1) with quality accommodations that are at least upper-low-income-housing level, more preferably at a middle- to high-income-housing level, and (2) in city centers and transitional areas that are convenient for tourists and have many attractions, collide with the research by Guttentag et al. (2017)³⁷ that Airbnb users

are usually attracted by the comparatively low cost and the convenient location. Airbnb guests have shown a preference for properties that are located in convenient areas, are easy to find, and have easy access to tourist attractions and points of interests such as shops, cafes, and restaurants³⁰⁻³¹. In market segments that meet these conditions, Airbnb's market distribution volume will increase.

5.2.2 Apartments

The present study shows that the primary segments of Airbnb apartments consist of upper-low-income housing (C+) and above in the city center and transitional area of Bangkok, and the total share reaches 82.6% of all of the Airbnb properties, which overlaps with 56.8% of the rental apartments in the same segments. These results indicate the separation of Airbnb and rental housing in some market segments. Rental apartments relatively predominate over Airbnb apartments in low-income housing (C and C-) in all three locations studied and for all grades in the inner suburb.

Most of the apartments in Bangkok's city center and transitional area are highly impacted by Airbnb. The existence of Airbnb has had an extremely high intensity of impact (A-R Ratio ≥ 5) on middle- and high-income apartments (B to A+) in the city center, and very high impact in the same segments but in the transitional area, confirm the conclusion of Adamiak (2018)³⁸ that Airbnb supply is positively related to the tourism importance of the city. The slightly high to high impact was found in the middle to high-income apartments (C+ to A+) in inner suburbs that also has some attractions, which is extending part of the urban center or tourist bubble leading to the transformation from residential housing to tourist accommodation, especially the nearby areas to tourist activities that have established tourism facilities confirming the findings of Ioannides et al. (2019)³⁹. While the lower quality apartments that are located in the decent location of the city center and transitional areas were compensated by their good location and got some demand from Airbnb.

5.2.3 Condominiums

The primary segments of Airbnb condominiums are middle-income housing (B and B+) in all three areas and high-income housing (A and A+) in the city center and transitional area, accounting for 87.0% of all of the Airbnb use in this study. These segments overlapped with 84.2% of the rental condominiums. This result illustrates a large overlap in the distribution of key segments of Airbnb and rental condominiums, with almost no separation between the two.

Among the two major primary segments, Airbnb has had an extremely high impact on lower-middle-income housing (A-R Ratio 7.29) due to the small supply of active Airbnb listings. The market segment with the largest impact by Airbnb is upper-low-income housing (C+) in Bangkok's city center and transitional area outside of Airbnb's primary segments. These segments have significantly low volume of rental housing due to the high land prices, revealing that even not so much (approx. 100 listings) volume of Airbnb distribution sent extremely high local impact (A-R Ratio 11.11-12.50) to rental housing. The distribution of active Airbnb condominiums are similar to apartments in inner Bangkok, supporting the conclusion of the study by Jiao and Bai (2020)⁹ as well as Gunter et al. (2020)⁴⁰ that distribution of active Airbnb is heavily concentrated in the urban center.

5.3 Policy implications

From a housing policy perspective, it is important how to ensure affordable housing opportunities for low-to-medium-income people. Lower/medium-low-income housing is not targeted for Airbnb due to the quality of the accommodations, and there is thus little need to address this policy issue. Many of the high-income apartments converted to Airbnb are serviced apartments, which have little relationship to the housing issue of the general population of Bangkok. There is a sufficient supply of rental housing for high-income condominiums, and the impact of Airbnb is relatively small. The attention of policy-makers should therefore focus on the segments of upper-low to middle-income housing in Bangkok's city center and transitional areas.

In particular, in lower-middle-income housing, the impact of Airbnb is increasing even in the inner suburb (not only the city center and transitional area) for both apartments and condominiums. In these segments of the housing market, continuous

monitoring should be conducted to determine whether the supply of affordable rental housing is sufficient and whether it is leading to rent increases and other adverse outcomes; consideration should be given to strengthening the related regulations as necessary.

6. Conclusion

This research aims at (i) clarifying the architectural features of Airbnb properties in inner Bangkok, (ii) identifying coverage of Airbnb on rental housing market segments in order to grasp which housing segments have been converted from rental housing to Airbnb and analyzing the intensity of the impact of Airbnb on the rental housing market. The research results concluded as follows:

1) Architectural features of Airbnb: apartments have a wider range of quality from low to luxury quality. For condominiums, there are moderate to luxury grades on the platform and have higher quality than apartments, even in the same grades. Lower-quality apartments are relatively old with a small development size. Common facilities are limited, where unit sizes are small studio with poorer design compared to the high and luxury. Moderate to luxury apartments are newer with more facilities and utilities. Many of them are serviced apartments that offer facilities equivalent to mid-range Airbnb condominiums (i.e. garden, swimming pool, and small gym). Overall, the common unit size across all grades of apartments is not larger than 30 m². Condominiums have typical unit sizes starting from 21–30 m² in mid-quality to larger than 41 m² in the luxury grades. Buildings, common facilities, and units of condominiums have careful design and maintenance. One-bedroom units are a common room type in moderate and high quality, and two-bedrooms are more common in the luxury grades.

2) Coverage of Airbnb on the rental housing segments in inner Bangkok: For apartments, Airbnb covers 56.8% of the primary segments of upper-low income and above in the city center and transitional area. There is a clear separation between rental housing and Airbnb dominance area. Condominiums have a large overlap in the distribution of Airbnb and rental housing of the middle to high income housing in the city center and transitional area. The 87% overlap created almost no separation between the two markets.

3) We evaluated the intensity of the impact of Airbnb on the rental housing market by quality and area segments using A-R Ratio. The ratio is the volume of Airbnb listing to the volume of rental housing in the same segments. A higher ratio indicates the risks of higher conversion from rental housing to Airbnb because Airbnb supply is positively related to tourist demand. Overall, A-R Ratio of apartments is larger than condominiums because some rental apartments already converted to Airbnb, sending impact to rental housing supply. Reasons behind the converting to Airbnb include relatively higher occupancy rate (OR) as well as higher average daily rate (ADR) of Airbnb than that of rental apartments. The analyses found that both apartments and condominiums have very high to extremely high A-R Ratio (≥ 3) in the upper-low income and above, especially in the city center and transitional area. In addition, the lower-middle income apartments in inner suburb have slightly high A-R ratio. In particular, policy makers should closely monitor these segments to prevent insufficient affordable rental housing that may lead to gentrification in the area.

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Note

The impact of Airbnb on the rental housing market is derived from fluctuations in Airbnb supply, so this study shows the impact of Airbnb on

the rental housing market from the supply side. The demand for Airbnb and the rental housing market in Bangkok has been described in our previous studies⁴¹⁾ and is not the scope of this study.

- (1) We chose Airbnb as our research subject because of its large market share (78.3%) of the P2P accommodation sharing platforms mainstreaming the use of entire residential units in Bangkok²³⁾.
- (2) AirDNA (2019)²⁵⁾ defines active Airbnb as follows: “Active vacation rentals are those that had at least one calendar day classified as reserved or available during the reporting period (annual)”.
- (3) Land prices in 2019 are from the publication Bangkok Land Price: Chronological Research 1994–2020 by the Agency for Real Estate Affairs (AREA), 2020. Land price in city center is 550,000–650,000 Baht per m², in transitional area land price is 175,000–375,000 Baht per m² and can be as high as 400,000–600,000 Baht per m² if close to BTS station. For inner suburb, land price is 112,500–147,500 Baht per m² or up to 275,000 if closer to BTS.
- (4) LDK is an abbreviation that is commonly used in Japanese real estate to describe housing units. It stands for Living, Dining, and Kitchen area and proceeded by the number of rooms, for example 1LDK is one room apartment with a living, dining, and kitchen area.

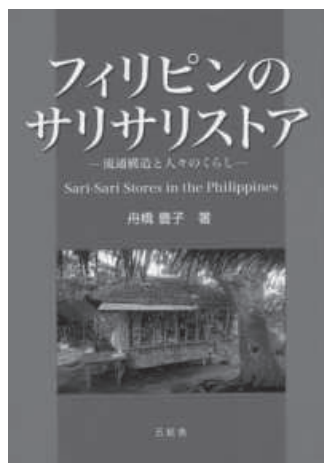
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『フィリピンのサリサリストア—流通構造と人々の暮らし—』 五絃舎, 2021年 舟橋 豊子【著】

澤田貴之



本書の構成は以下のとおりである。

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終章 本書のまとめと今後の課題

本書は、フィリピン経済の低所得者層（本書ではBOP（Base of Pyramid）層としている）における消費活動に大きな役割を果たしてきた零細小売店サリサリストアを中心に、商品の流通や仕入・販売方法、BOP層の購買力の解明を試みた労作である。現地調査によるインタビューや観察調査を中心に、フィリピン各地の状況を調査し、フィリピンの経済構造を確認し、その結果を本書に反映させている。なお、現地調査としてはサリサリストアの店主や来店客、出入り業者へのインタビューと観察調査、多国籍企業（ネスレ・フィリピン、サンミゲル・ブルワリー、フィリピン・ヤクルト）の役職者へのインタビューを行っている。本書はフィリピンの低所得者向け小売業であるサリサリストアに注目し、現地調査をする過程で、商取引の慣習、海外企業との関わりな

どを詳細に調査し、実態を解明したという点で、価値のある研究書だと思われる。

これまでのアジア地域の零細小売業研究について共通している点は、いずれの国やフィールドリサーチにおいても、スーパーマーケットのような近代的小売業との比較と関係を含みながら、多国籍企業やローカル企業の製品流通ルート丁寧にたどっていることであろう。この点以外にも国際比較という視点から見れば、興味深い複数の共通点が浮かび上がってくる。本書のフィリピンに加えて、これまでのタイ、インド、インドネシアなどのアジア各国の関連先行研究にも触れながら、それらの点について簡単に述べておきたい。

一つ目は零細小売店に至るまでの流通チャネル、販売品目、企業側の流通・マーケティング戦略に関することである。近代的な流通ルートに零細小売店が組み込まれており、伝統的にかつ零細でありながらも、小売店舗の数の上では近代的な小売店舗であるスーパーやコンビニ以上に普及しているため、多国籍企業、ローカル企業を問わず、それらの製品を最末端に位置する零細小売店にまで到達させる必要がある。それらのルートは一律ではなく、卸売り、販売代理店、ディストリビューター、直販など、企業ごとに相違があるとはいえ、零細小売業が国内小売市場におけるBOPのボリュームゾーンを形成している限り、多国籍企業もローカル企業も販売製品において低所得者層向けの対応を迫られることになる。

そうした対応こそが、多国籍企業ならば、BOPビジネスに対応した「製品の現地化」であり、それはローカル企業においても同様である。店頭で吊り下げられたネスレや現地メーカーのインスタントコーヒーやユニバー製品などの小分けされたパッケージはその代表的なものであろう。洗剤などの日用品も水質に合わせて現地化されており、イスラム圏ではロッテ（韓国）などのチョコパイもハラール認証を付けている。このように多国籍企業が製品を小口化し現地化していること自体、それだけ低所得層を意識していることになる。

特定企業の流通ルートを追う場合、商品回転率の高い加工飲料製品が取り上げられることが多い。ココ・コー

ラなどはその代表的例であるが、本書でも第7章でネスレ、サンミゲル・ブルワリー、ヤクルトが取り上げられている。ネスレの場合、インスタントコーヒー類以外にペットボトルの加工飲料製品も販売しており、サンミゲルの場合は、フィリピンで最も人気の高いビールである。さらに各国でもBOPビジネスとして取り上げられることが多いヤクルトが入っており、調査対象としては理想的な選択であったと思われる。

上述の3社のケースでは、フィリピン全土におよぶサリサリストアを積極的に活用したチャネルづくり、組織づくりを通じて、自社製品を浸透させてきたことが明らかにされている。主要な加工飲料メーカーにとっては、固有の流通構造上、スーパーやコンビニだけでなく、末端の零細小売店まで直接流通販売ルートを形成することは不可欠となっている。また加工食品や日用品に比較して、店頭での商品回転率の高い商品で重量もある加工飲料は、サリサリストアの店主がスーパーや卸売店で仕入れるには向いていないこともある。

例えば、「サンミゲルビール」自体は、フィリピン市場で独占的な市場シェアを築いているが、ブランデーの「エンペラドール」（メーカー名もエンペラドール）のように低価格のアルコール飲料もサリサリストアやスーパーで販売されており、一般にウォッカなども含む特定の蒸留酒はフィリピンでは破格的と言えるほど安い。欧米諸国へも輸出されており、グローバルM&Aも行いつつ、フィリピン発の世界一のブランデーメーカー（親会社アライアンス・グローバル・グループ）がサリサリストアや現地のスーパーから販路を築き上げてきたことは興味深い。

こうした販売回転率の高い加工飲料と異なり、日用品の場合、流通ルート形成において事情が異なってくる。国や企業ごとにより差があるのが実情である。新興アジア地域では、井原（2017）が論じているように、同じ多国籍企業でもユニリーバーとP&Gでは国によってかなり差があり、こうした企業間の差は日系企業でも見られる。同じく井原（2018）によれば、日系メーカーの花王の例でも、中国、タイ、インドネシアでは日本型の販売会社方式は、伝統的流通業が強い進出先ほど末端の零細小売店にまで届くほどの直接的な流通ルートを形成していない。

他方で、同じ日系企業でもインドネシアではフマキラーの蚊取り線香のように、地方ディストリビューターを用いて零細小売店ワルンに対してどぶ板営業を仕掛

け、市場シェアトップになった例もある。そうした意味では、サリサリストアで販売されている主要な日用品の流通ルートから日系企業も含む多国籍企業の流通・マーケティング戦略の限界も提示できた可能性があり、この点も今後の課題として期待したいところであろう。

二つ目は近代的流通業（あるいは現代的流通業）と零細小売店との共生関係である。東南・南アジアにおける零細小売業を取り上げた研究においては、調査対象国・地域が違えども、調査結果についても一定の共通点が見られる。それは近代的の小売業（スーパー、コンビニなど）と零細小売業の併存であり、単に「すみ分け」という言葉では表現できない相互依存関係も含んでいるということである。

フィリピン同様、タイでも近代的の小売業は、零細小売業にとって卸売りの機能も果たしている。川端（2007）によれば、地方においてはグローバルリテイラーである欧米系資本との間にもそうした関係が成立しているとされている。こうした共生関係は、本書でもサリサリストア間の関係（地方における大型サリサリストアと零細サリサリストア間）においても見られることが報告されている。

例えば、インドのキラナを対象とした研究では、仕入れ先においての共通性以外に、顧客側からの視点に基づいた共生関係・すみ分けについても指摘されてきた。本書においても顧客側のつけ払いに示されるように、地方に限定されるが、伝統的に一定の顧客を囲い込んでいることが指摘されている。キラナでも顧客・消費者の買い物行動や心理構造からパトロ・ストロネージが形成されていることを、友尻、佐藤（2017）は明らかにしている。

日本のインドへのコンビニエンスストアの進出に際して、長島（2013）は、キラナが競合店として立ちふさがっているが、キラナ自体がICTを導入し卸売り元の一元化を図っていくという道もあると指摘している。ただし、その場合には初期投資の負担や経営者（店主）の意識が障害となる可能性にも言及している。実際、インド、タイ、インドネシア、フィリピンなどの零細小売業が近代的の小売店舗に転化することは極めて困難である。また零細小売業そのものをチェーンストア化するか、共同仕入れをはじめとする組織化も同様に困難であろう。

近代的の小売業への障害となっているのは、それがインフォーマルセクター（都市雑業層）に属していることと、経営者の属性とその限界にあると考えられる。本書のサリサリストアのケースでは、サリサリストア以外の店舗

を副業的に経営しているような事例が紹介されているものの、生計を維持していくだけの経営規模では資本・金融面から大きな制約を受けていることも確認できる。多額の加盟店料や初期投資を擁するコンビニへの転化は、金融面での支援も必要なだけに経営者がそうした選択をできない制度的な制約も大きい。

例外はあるものの、制度的な金融（銀行融資）が受けられないとしたら、開業資金や運転資金は零細な貯蓄原資に依存するしかない。本書ではこの点についてマイクロファイナンス（MF）の利用は見られなかったとしている。MF自体、国によって普及度は異なっており、澤田（2010）によれば、最も普及しているバングラデシュの場合、グラミン銀行やBRACのバックアップによって女性自営業者に融資が供与されている。しかしながらMFの1人当たり融資規模は路上販売の運転資金を支えるほどでしかなく、女性の自立という面で融資対象となるのは女性経営者のみというジェンダー的な経済哲学の限界も見られる。

これに対して本書では、サリサリストア経営者の属性についての言及があり、ほとんどが女性であること、そして彼女らの多くが海外への出稼ぎ労働で貯めた資金を原資としているという興味深い事実が紹介されている。むろんこうしたケース以外にもサリサリストア開業のハードルが低いために、多くの参入者が開業していると思われる。他方で極端なバラ売りやその仕入れ形態から価格が高いにもかかわらず、市場やスーパーより近い、どこにでもあるサリサリストアで商品を購入する低所得層の購買行動が合致している結果として、多数のサリサリストアが「存立」していると考えられる。

しかしながら、経営的な「存立」という観点からすれば、それらのほとんどではレジもなく、在庫管理の概念もない露店の別業態ともいえるものである。経営的な脆弱性を持ちながらも、固定費がほとんどかからないゆえに「存立」しているにすぎない。組織化された地場資本のコンビニもある程度同じばら売りの商品構成にして、かつサリサリストアと価格が同額か安ければ、少なくとも都市部ではドミナント戦略を通じてコンビニの数が増えるならば、囲い込みによってサリサリストアへの需要や店舗は減ると考えられる。

サリサリストアの場合、都市部では参入が容易な反面、撤退も多いはずである。この点については統計やデータがなく、本書でも時系列的な定点観察はされていない。参入・撤退の流動性が高いことも踏まえて、長期的な定

点観察が加われば、この分野の研究はより興味深い進展を示していくものと思われる。

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Japanese Culture: The Religious and Philosophical Foundations

Roger J. Davies
 Tuttle
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As foreign students return to the campuses and classrooms of Japanese universities after the Covid-19 pandemic, educators will be searching for suitable texts to introduce the complex subject of Japanese cultural history to their new charges.

Roger J. Davies' *Japanese Culture: The Religious and Philosophical Foundations* is a very suitable introduction to the subject and is meant to guide the student to future, more in-depth, autonomous study. The author has taught the subject of Japanese cultural history for many years to MBA students at Hitotsubashi University, The University of Tokyo and also Waseda University.

The book begins with a look at the origins of the Japanese people themselves and the various approaches to Japanese cultural history including discussions of geographical determinism and *nihonjinron*, both of which are rejected in favour of “the multilayered model” where Japanese culture is conceived “as a structure composed of successive layers.”

These “successive layers” are then explored in successive chapters beginning with Shinto, followed in largely chronological order by Buddhism, Taoism, Zen, Confucianism (primarily the Neo-Confucianism of the Tokugawa period) and finally Western influences in the modern era.

Each chapter ends with notes and questions for further class discussion.

Shinto, according to the author, forms the “bedrock layer of the multi-layered, syncretic religious and belief system of Japan” and is one of the longer and most informative chapters. Often a subject of much misunderstanding to students from a different religious background, such as Christianity or Islam, Shinto and its importance to understanding Japan and the Japanese is well-explained.

The reader understands that Shintoism “does not offer an explicit moral code,” but is more concerned with matters of purity and physical well-being rather than for any forgiveness of sins. Thus there are prayers for “harvests and good health,” on the one hand and strict practices to guard against the pollution of sickness and death, with purity at the “core of Shinto ceremonial.”

Davies argues that it is Shinto that remains the most embedded of all the other belief systems in everyday Japanese life. Shinto's message of purity can be seen in the habit of the people in removing their shoes at home, for example. Important rites of passage in the life of the ordinary Japanese person are also, too, largely Shinto in origin. These include *omiyamairi*, *shichigosan*, *seijin-no-hi*, marriage and *kanreki* (reaching the age of 60). Seasonal rites and festivals also have a largely Shintoist background.

The next chapter on Buddhism outlines the religion's role in introducing the “values, ways of thinking, and social and political institutions of continental China.” The import of Buddhism coincided with and consolidated the emergence of the centralized Yamato state during the Nara period. Buddhism arrived along with the Chinese writing system (*kanji*) and was to influence Japanese architecture, literature, theatre and the visual arts. However, along with the other foreign influences that have arrived on Japan's shores over the centuries, Buddhism was changed, modified and adapted to the suit the pre-existing, local culture.

Thus it was Mahayana rather than Theravada Buddhism that largely became predominant in Japan. Thus Japanese Buddhism as it developed stressed that salvation could be sought in the secular life not just in a monastic existence.

“More emphasis was put on faith and devotion and practices related to daily life” in the Japanese conception and practice of Buddhism. The notes at the end of the chapter expand on the various Buddhist sects in Japan with the Tendai and Shingon becoming prominent before the introduction of Zen.

The next chapter covers Taoism again introduced from China. Taoism’s influence on Japan is seen mainly through its influence of Zen, which is the subject of the following chapter. Zen became attractive to the warrior class of samurai in Japan. In addition, Zen was to have an enormous influence on Japanese aesthetics including garden design, painting, poetry, flower arranging, tea ceremony and the martial arts.

The book continues with a chapter on Confucianism, namely the Neo-Confucian principles that were readily and eagerly adopted and propagated by the Tokugawa regime. Concerned with the preservation of its own power along with law and order after centuries of civil war, the Tokugawa regime promoted Confucian values of social hierarchy, filial piety, the respect for elders, education and diligence. They all remain, more or less, very much part of present-day Japanese culture.

Finally, the chapter on Western influences traces the arrival of a belligerent, technologically advanced West in the mid-19th century. This challenging event was one of a number of historical and economic challenges that was to see the fall of the Tokugawa and Japan become a modern state with governmental institutions modelled on those of the West. A tragic counterpoint to the heightened nationalism of the new Japanese state was the rise of a State Shinto especially in the field of education that played its part in the militarism of the 1930s. Other western influences such as Christianity and secularism are also discussed in the final chapter.

The book ends with an Appendix where various themes are explained in more detail with the help of illustrations and a lengthy bibliography for further study.

Though the book is primarily aimed at students undertaking courses in Japanese cultural history, it is also of much interest to the reader with a general interest in Japan.

インターナショナル教育・研究センター
シニアフェロー

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(前駐スウェーデン特命全権大使)



43年間の外交官人生を通じてオランダ、アメリカ、イギリス、アフガニスタン、南アフリカ、スウェーデンの日本国大使館・総領事館に勤務し、赴任先での思い出は尽きません。駐アフガニスタン大使時代は自爆テロが激しい頃で防弾チョッキ、防弾車と共に暮らす毎日でしたが、現地の人々の生活向上のために学校建設、教師の人材養成、農村支援、インフラ整備などに力を注ぎました。東日本大震災直後の在ニューヨーク総領事時代には米国・在留邦人の方々と共に被災地支援に奔走。アフリカ53か国の中で1、2を争う経済大国の南アフリカでは日本とのビジネス関係強化に尽力した日々は忘れられません。その後駐スウェーデン大使として同国21県全てを訪問し北欧男女平等社会の真髄に触れた経験は得難く、今後の日本社会に生かせればと考えています。

これまで世界98カ国を訪れ多様な文化・歴史・言語に接しながら、数多くの出会いを通じて日本の魅力や政治経済について理解を深めてもらい世界における日本の存在をアピール出来たことは嬉しく思います。

国際情勢は混迷の度合いを深めています。世界中を巻き込んだコロナ感染は無数の尊い命を奪い、国境を超える人々の移動を妨げ、国際物流にも甚大な支障が生じま

した。人々の働き方・価値観は大きく変化し、世界経済に深刻な影響を与えています。ロシアのウクライナ侵攻、北朝鮮のミサイル発射等により国際社会が緊張を増す中で日本の安全を守り、世界平和に向けて志を同じくする国々と協力を進めていくには迅速な決断力と行動力が求められます。地球環境を守り、食料の安全保障を確保し、科学技術の向上に努めることも現下の喫緊の課題です。

このような中で国際的な視野を持ち、リーダーシップのとれる人材の育成が日本にとって急務となっています。特に重要なのはコミュニケーション能力を磨き、常に“why”という探求心を持ち、変化に適應できる柔軟な思考力を養うことです。チャレンジ・スピリットをもって壁を乗り越え、多様な文化・社会に触れることで大きな発見や成長があります。

名城大学インターナショナル教育・研究センターはこの意味で貴重な貢献を果たすことができる場です。本センターで問題解決能力を身につけ、他者との共感力を育ててほしいと願って止みません。私も皆さんと共に考え行動していきたいと考えています。兎年にあたる令和5年(2023年)が本センターにとって大きな飛躍の年になるものと信じています。

インターナショナル教育・研究センター
シニアフェロー

バシール モハバット
(前駐アフガニスタン・イスラム共和国特命全権大使)



First of all I would like to express my gratitude to the head and staff of the Meijo University International Education and Research Center for offering me the remarkable position of Senior Fellow of this prestigious center.

My very sincere appreciation goes to Meijo University for giving me the chance to further my studies and obtain my Master's Degree in International Law and Politics (1982-1985) and continue my research in the same field (1985-1990). This opportunity helped shaped my future life and carrier and assisted me in becoming Ambassador Extraordinary and Plenipotentiary of my country, Islamic Republic of Afghanistan to Japan.

The said position gave me great honor to serve and become a bridge between both countries and its people for which I was dreaming and striving to do.

Again let me reiterate that it is my utmost pleasure as my aim and purpose is to serve, cooperate and advise this very esteemed Meijo International Education and Research Center and I would especially like to share my long time experience as Diplomat dealing with International Affairs and Global Matters.

I am very much looking forward to working with you all.

Sincerely yours

Dr. Bashir MOHABBAT

Senior Fellow

Meijo University International Education and Research Center

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