

## **Absorptive capacity challenges in platform-based tour guiding companies**

*Matias Thuen Jørgensen, Roskilde University, Denmark*

*Ignacio Danieli, Roskilde University, Denmark*

*matiaastj@ruc.dk*

The article investigates individual Absorptive Capacity (ACAP) in a tour guiding company (TGC) that applies a platform economy business model. The focus is on micro-foundations of individual ACAP in the knowledge sharing processes between TGC's middle management and the freelance tour guides that they commission. Through triangulation of qualitative data, it investigates how these relationships affect TGCs ability to acquire and assimilate (into their product portfolio) and transform (into commercialised products) the guides' (external) knowledge, and the potential barriers in doing so.

**Key words:** tourism, absorptive capacity, micro-foundations, tour guides, motivations