

# SOCIAL AND PHYSICAL FACTORS INFLUENCING TOURISTS' CHOICE OF ACCOMMODATION USING AIRBNB IN TAGAYTAY CITY

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**Abstract:** Airbnb has become a popular platform for easier bookings of accommodation within specific areas. Tagaytay City, Cavite is considered to be one of the major listings in the country and top popular destination according to the Department of Tourism in 2015. This study was conducted to examine the social and physical factors that influenced tourists' choice of an Airbnb as their accommodation, assessed their experience, Airbnb's strengths and weaknesses and the most important features that satisfy tourists on their stay. This research utilized a qualitative method and content analysis approach. Based on the findings, in social factors, tourists assessed their experience on an Airbnb through social interaction of hosts to the guests, giving full information about the Airbnb and being responsive which also became the strength of the Airbnb as an accommodation. That said, local authenticity on the other hand appeared the least expected factor for tourists' preference. So as to the physical factor, the quality of the unit was highly considered that includes cleanliness and scent. However, prestige was not absolutely necessary. This research will help the hosts, tourists, future researchers, and local government to deepen their knowledge in relation to the influential factors that affect the preferences of the tourist to choose Airbnb in Tagaytay as their accommodation.

**Keywords:** Airbnb, Tagaytay city, social factors, physical factors.

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## 1. INTRODUCTION

Tourism has become a fundamental pillar of economic growth in every country, considering the fact that it acquires a good portion of the world's GDP, and it generates revenue and cultural wealth for a nation (Loss, 2019). Tourism is not only growing economically but it is also an employment engine. The investment of many countries has increased when it comes to the tourism sector. It includes several campaigns and strategies to attract individuals to visit their place (Loss, 2019). When it comes to strategies, marketing in tourism is pertinent. It requires clear understanding of the requirements and patterns in the industry, the tourism product supply orientation according to the size and structure of demand, the implementation of price and pricing strategy, the distribution platform, the utilization of resources to promote tourism products, and lastly, estimation of sales opportunities that is seasonally expanding. Marketing in the tourism industry involves all the steps by which the management of tourism business can explore the relationship between product and the market by managing and directing on economic activities that are considered their foundation necessary to evaluate the possible customer and transforming it into a definite demand for a specific tourism product, along with its customer's supply for a guaranteed profit and other goal in the development programs of the tourist units (Sofronov, 2019).

In travelling, one of the most essential elements that the tourist should look at is accommodation. It is a necessary element in the development and promotion of tourism in any destination. The quality and range of the available accommodation facilities may represent the progress of tourism in a place and convince the travelers to choose that certain destination (Nutsugbodo, 2016). In the present time, different kinds of accommodation have been surfacing around the world. According to Guttentag (2016), traditional accommodation such as hotels, hostels, or bed & breakfast (B&B) were not preferred by over 500,000 tourists to lodge but rather paid to stay in the residence of an ordinary person arranged via online company named Airbnb. Airbnb is a platform wherein the people can rent a property as a tourist without having the standards of a hotel (Rimer, 2017). Airbnb started in San Francisco in 2008 by its founders, Brian Chesky and Joe Gebbia when they realized that renting an air mattress in their living room could be a possible source of income. The intention evolved into a website that helped travelers to get cheaper accommodation rather than a hotel (Al-Saad, 2019). As stated by the Business Models Inc. (2020), the business model of Airbnb is made for a mass market such as travelers, hosts, and experience providers and can connect each in a unique manner. The business model is centered on engaging individuals that have something to offer that other people also need. Additionally, it has various sources of revenue mainly associated with booking stays and experiences. On the aspect of operations, Airbnb has established methods to disseminate information quickly and effectively to new markets. Parallel with the accurate value propositions with the right people, Airbnb's algorithm agitates through millions of guests, hosts, and experiences. As the company grew, various strategies were known. The website is user-friendly, personalized and pleasing to the eye, with the use of paid search - the term focuses around accommodation and often used by the audience, it protrudes the advertisement of its competitors. Airbnb's emails are automated, customized, and well-timed. With the use of dynamic remarketing and social media, the company provides proper information on the audience. As a result of the referral system, the messages are profoundly personalized from the sender which is also simple to understand. (Al-Saad, 2019).

As claimed by Airbnb Southeast Asia's managing director JiaJih Chai, the Philippines has the rapid growth of market across Asia in using the site. Majority of listings in the Philippines about Airbnb is in Manila, Tagaytay, Baguio, Cebu and Davao (Bation, 2017). The company is legal inside the country and measures such as licensing, registration and requirement fees are essential to have a proper recording of transactions and maintenance of a proper census of hosts and guests in the given locality. However, safety and security, satisfaction and population of guests and hosts must be the priority (David, 2019). Tagaytay City, Cavite is one of the most popular tourist destinations in the Philippines because of its outstanding scenery and cooler climate provided by its high altitude. In 2015, the Department of Tourism commended the city as the top destination in the Philippines. In addition to that, Tagaytay is one of the DOT's priority areas when it comes to tourism development. According to Airbnb.com (2020), Tagaytay features more than 300 places to lodge. In booking an Airbnb, there are different types to examine - the Entire place, Private Room, and Shared Room. (Guest Ready, 2019).

Some academic researchers have conducted a study to better understand the preference of tourist in choosing an Airbnb, on why tourist choose Airbnb (Guttentag, 2016), and what are the Airbnb physical attributes (Nawi, et.al., 2019) and the most influencing factors that encourage customers to use Airbnb (Wahono & Kartika, n.d.). Although there have been a number of valuable studies of motivational factors about Airbnb, these studies provide a limited picture of physical and social factors that influences tourists' choice of an accommodation.

Thus, several questions were raised in order to examine the factors influencing tourists' preference in choosing an Airbnb as their accommodation:

1. How do the guest of Airbnb in Tagaytay assess their experience in terms of:
  - 1.1. Social Factors
  - 1.2. Physical Factors
2. What are the strengths and weaknesses of each Airbnb Accommodation?
3. What are the most important features of an Airbnb that make the user satisfied?

According to Guttentag (2016), thousands of tourists choose not to stay in a traditional accommodation such as hotels, motels, etc., but tend to pay to lodge in a stranger's property. The purpose of the study is to examine the literature on the roles of social and physical factors towards the preference of tourists in choosing Airbnb as their accommodation.

Specifically, it aims to: (1) developed a framework for distinguishing social and physical influences from secondary literature studies and evaluating their effects on consumer preferences; (2) to be able to identify the key strengths and weaknesses of Airbnb; and (3) distinguish the important features that satisfy tourists and illustrate the top strategies and need to improve by the hosts in building competitiveness.

## **2. LITERATURE REVIEW AND CONCEPTUAL/THEORETICAL FRAMEWORK**

The study of Guttentag (2016) identifies the reason why tourists choose Airbnb as their accommodation. The notion of the study is disruptive innovation by which to identify the new and difference of the product of an Airbnb, this study used exploratory factors with five indicators to know the connection of motivational elements and cluster analysis categorized into five factors and to classify the participants into separate key markets. Data was collected through online surveys and resulted in the tourists being drawn to the practical attributes of an Airbnb, whereas the experiential aspects attracted them in less. Furthermore, Airbnb was widely predicted to gain sustainable competitive advantage. It indicates that Airbnb can be an alternative lodging than the traditional one. Focusing the practical attributes driving the tourists to choose Airbnb. However, in a wider scope Airbnb is understood as a legit contender to the other form of accommodation.

Guttentag, Smith, & Havitz, (2017) investigates the intentions of the travellers to choose Airbnb and consequently classify them. This study used an exploratory factor to analyze the five motivational variables. In addition, this study provides valuable insights regarding the intentions of the tourists why they use Airbnb, by concentrating primarily on Airbnb and the motivations of its users. Data collected through online surveys to the Airbnb users for the past twelve months and used an approach of non-random sampling. The researchers found out that 80.3% of the Airbnb guests travelled for leisure, 18.1% characterized themselves as backpackers and 70.3% chose to stay the entire home rather than sharing accommodation with a host. Airbnb guests are more driven by its practical attributes- (cost, place and amenities) and less by its experiential characteristics- (novelty and interaction).

A research conducted by Rimer (2017) had used qualitative data and had gathered data using online surveys for both users and non-users of Airbnb to explore the motivations that affect the decision-making of a consumer to book accommodation online. This study investigates the factors such as functional attribute, price authenticity, novelty and sustainability that drive tourists to choose it rather than traditional accommodations and the qualities that attract them. This study identifies the price and authenticity of the product attributes to choose Airbnb. Moreover, the findings show that consumers used Airbnb as a substitute for traditional accommodation; however, hoteliers do not find Airbnb as their rival.

Wahono & Kartika (2017) aims to know the view of the guests in Surabaya, Indonesia in selecting Airbnb as their accommodation; three main factors that influence them are amenities, reviews and price. Researchers conducted an online survey to investigate more about the study. According to the findings, it shows that consumers are attracted to the new innovation of Airbnb. Furthermore, tourists are basing through technologies, social media and other customer reviews. Therefore, they recognize the value of recommendation, pricing and convenience which affects the consumers purchasing behaviour and the relationship of the motivational factors in convincing consumers to use the accommodation in their country.

Kuzmanovic & Langovic (2018) investigate the intentions and the views of the users and non-users of an Airbnb in choosing it as their accommodation. Identify the online booking intention including its preference towards service and attribute. In this study researchers used multi-frame online non-random sampling in selecting participants and to those hard-to-reach participants. Moreover, they conducted it through an online survey composing five sections in the year of 2018 aimed to identify the intentions in choosing Airbnb. According to the result, users of an Airbnb show a significant level of repurchasing it and the factors of uniqueness and local authenticity that connect with locals influence non-users. However, trust, instability and language barriers have been specified as the challenges of this accommodation.

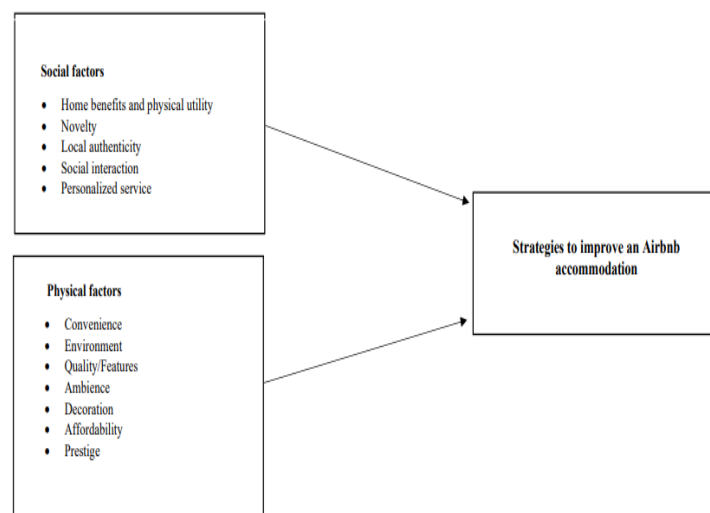
Nawi & Hamid (2019) examined the physical elements that contribute to the behavioural intentions of the consumers in choosing an accommodation. It identifies the relationship of the physical environment factors such as decoration, layout and ambience that affect the intentions of the consumers. In addition, the researchers find out that these key factors contribute to the attractiveness of the physical environment that increased the positive customer experience through the various reviewed literature. The research framework t shows the positive relationship of the variables that influence the consumer to choose Airbnb. Moreover, similar dimensions and viewpoints of the physical factors have been reviewed. This study illustrates a conceptual framework utilizing various reviewed literature. Identify the different social and

physical factors that influenced the tourist's preference in terms of choosing Airbnb as their accommodation. Social factors consist of home benefits and physical utility, novelty, local authenticity, social interactions, personalized service. According to Furthermore, the finding of this study has been identified with four dimensions which is the personalized service, home benefits, social connection and authenticity. The personalized services are included in these dimensions that affect the consumer buying habits. It stated that the users of an Airbnb are usually basing on its special services offered by the host (Li, et.al. 2019).

Regarding physical factors, millennials always prefer to immerse themselves in social media and other people's insights in choosing accommodation and convenience is one of the motivations that influence their decision making. It concludes the price or affordability, enjoyment and home benefits attract the consumers to use Airbnb (Wahono, F. A & Kartika, E.W, 2017). Moreover, prestige and ease of use are identified to the hypothesized framework of the study that shows the travelers intentions in choosing alternative accommodation. Qui, C. (2015)

Lastly, the result on the factors leads in producing strategies to improve an Airbnb accommodation the significant factors identify and add value to the consumer and hosts knowledge. It helps to broaden the preference of users, and the effects of social behaviour create a unique context for both Airbnb hosts and guests. The relationship of the social factors and physical factors are presented by the arrows that connected to the ways on how to improve their accommodations.

#### CONCEPTUAL FRAMEWORK



### 3. METHODOLOGY

The researchers used content analysis to classify and define common terms, phrases, and concepts. Manual coding was used to collect data. This procedure was applied to 325 Airbnb listings. The tourists who utilized the website were the respondents to this study. The tourist reviews for the year 2018 to 2019 were textually analyzed to evaluate the social and physical factors that influenced tourists' choice of Airbnb in Tagaytay City as their accommodation. Researchers used the classified social factors – Social Interactions, Home Benefits and Physical Utility, Novelty, Local Authenticity, Social Interactions, and Personalized Service – as codes, as well as physical factors including Convenience, Environment, Quality, Ambience, Decoration, Affordability, and Prestige. The researchers used the website Airbnb.com as a tool to analyze all of the users' feedback on a specific host's unit, so the factors that influenced the tourists were determined, Airbnb's strengths and weaknesses and the approach used to attract users to book accommodation in Tagaytay city. Airbnb is a website that links people who want to rent out their homes with people who are looking for lodging in the same area (Folger, 2021). The site was applicable due to the fact that it was made specifically for booking an Airbnb. One of its features is the "review section" wherein it was designed to give feedback about the Airbnb unit they have stayed in. The researchers will collect all of the reviews from Airbnb in order to modify the positive and negative impacts to its appropriate categories and themes in order to verify data accuracy. As the codes had been established, the researchers then labelled the words, phrases, sentences and paragraphs implied by the tourists on the categories that fit them most through

the Microsoft Excel sheet that served as the coding framework. In the data analysis, the researchers adapted new indicators and sub-indicators formulated through the collected tourists' reviews. With this, the researchers assessed the tourists' experience through social and physical factors, analyzed Airbnb's strengths and weaknesses and, lastly, observed the most important feature of an Airbnb accommodation. Over the course of two weeks, the researchers collected data. During the data collection process, researchers collect all of the reviews based on how the users experience living in an accommodation that meets their needs. Despite this, many users compare their reasons for staying in a different accommodation before booking a new one. Airbnb has expanded its offering based on how they customized their service for a user to experience a unique service from the host. These studies also indicate new indicators and sub-indicators that serve as the method of determining customer motivation in selecting an Airbnb.

The researchers have written to the hosts requesting permission to conduct a study on their Airbnb website to evaluate the reviews. The researchers involved in this research have responsibilities to share data files with other members, and the privacy of Airbnb users must be protected, and all files pertaining to this matter must be securely stored. It is accessible to researchers and the host. Unfortunately, several Airbnb hosts refused to approve us to conduct research on their website. However, there are still hosts who approved our request to conduct on their website even it took time to approve all the requests from the hosts.

The researchers used qualitative research as the method to gather data through the use of secondary data. It was useful to analyze and collect existing text. It has been applied to assess the physical and social factors that influence tourists' choice of Airbnb in Tagaytay city, Philippines.

#### 4. RESULTS AND DISCUSSIONS

The findings will be broken down into the following tables: table 1 for Social factors and table 2 for physical factors.

**TABLE 1. Social Factors**

MAIN THEMES	INDICATORS	Sub-indicators	Strength	Total	Weakness	Total	TOTAL	
1. Home Benefits and Physical Utility	Amenities	Entertainment (e.g. Netflix, wifi, TV)	"Entertainment-wise, we watched Netflix via Android screenmirroring and also hooked up a Nintendo Switch console to the TV."	398	"There was no Netflix or iflix which was initially indicated." "Poor wifi connection."	86		
		Home and outside utility (e.g. kitchenware, swimming pool, etc.)	"Complete amenities."	419	"has very limited amenities" "- the AC is broken I guess"	95		
	Space capacity	None	"Place is spacious enough"	157	"It would be overcrowded for four or more pizp" "Not much space to move around"	12		
	Homely feel	None	"Home away from home." "We really feel at home and very comfortable. :)"	369	"Not a comfortable place to stay."	3		
				1343		196	1539	
2. Novelty	Unique Experience	None	"The room is pet-friendly which is a plus for us!" "Will recommend this to our friends." "We recommend this listing for family gatherings and staycation."	32	"The only thing that made our staycation horrible was when we experienced the earthquake while we are relaxing that time. People got panic and we had no choice but to rush from 20th floor down to 3rd floor. We thought the building would crash and we will die."	3		
		Shared with family/friends	None	333	"Will recommend this place just take note of the above minimal flaws."	3		
				365		6	371	
3. Local Authenticity	Interaction with locals	None	"You will never get lost in the place since all people there were very friendly."	2		0		LOWEST
				2		0	2	
4. Social Interactions	Accommodating (Host/caretaker)	None	"The host is very accommodating!" "The owners are very very hospitable. the feeling of being nurtured or assisted with firstclass service is what youll feel." "The host, caretaker and all the staff are very approachable and magalang."	892	"I just wish the host/caretaker can provide better service next time." "The contact person was late on the meet up."	18		HIGHEST
		Good communication	None	"She even sent me a full details of everything I need to know before going to her place." "The communication was super easy."	666	"I just got confused though as to who was responding with my queries." "The contact person is not responsive"	48	
				1558		66	1624	
5. Personalized Service	Customized service	None	"The set up for our anniversary in the room was really nice." "With bonus treat from the hosts."	64	simple set-up but I saw none, would have been a nice extra	1		
				64		1	65	

The first area that was analyzed was the home benefits and physical utility, one of the most significant factors that made a great contribution based on the preference of Airbnb guests in choosing accommodation at Tagaytay City. The overall result showed the three sub-indicators of home benefits and physical utility, specifically the amenities, space capacity and the "homely feel". Fast internet connection and Netflix are added as key advantages that encourage tourists to stay in an

Airbnb. In addition, kitchen utilities, bathroom necessities, and other stuff that can be found at home have impacted the preference of the guests. Moreover, the concept of Airbnb satisfies tourists by making them feel comfortable, spacious and away from home. Home seekers are often motivated by the authentic and homely feel of an Airbnb. (Guttentag, 2017).

*"Entertainmentwise, we watched Netflix via Android screen mirroring and also hooked up a Nintendo Switch console to the TV."*

However, poor internet connection and incomplete basic amenities were the concerns of the guests during their stay.

The results of the data under novelty demonstrated that unique offered services such as "pet-friendliness" of the unit contribute to the guest's satisfaction in Airbnb, Tagaytay. A unique experience is identified as one of the motivational factors that also satisfies tourists in choosing accommodation in Tagaytay, City. Novelty considered a wider overview in terms of experience that Airbnb gives to their guests compared to the common service of an accommodation (Guttentag, 2016). A review from one of the guests stated:

*"The room is pet-friendly which is a plus for us!"*

In addition, the value of excitement and familiarity with the services offered by the hosts corresponds to a positive impact. Novelty seeking refers to being positively aware and informed of the process and familiarity based on new experiences. (Guttentag, 2016). On the other hand, as a result of the data, tourists share their thrilling experiences during their stays due to the natural disasters that happen in the area.

The next area that was examined was Local Authenticity, which involved the interactions between locals and tourists. Engaging with locals is important in cultural tourism because it helps to understand tourists' behaviour while interacting with the local community. The researchers found on the 2019 review section of Airbnb.com a guest's comment stated:

*"You'll never get lost in this place since everyone is friendly."*

Providing tourists with a local experience is relevant since consumers would like to participate in cultural activities that allow them to live like locals. According to (Hudson and Li, 2018) ToursbyLocals and Your Local Cousin provide visitors with authentic tours led by "people who love their cities."

The next area that was studied in the data was social interaction with the hosts, revealing that it was the highest among the social factors in terms of the tourists' preference in choosing an Airbnb at Tagaytay City. According to the information gathered, tourists prefer hosts and caretakers who are accommodating and always open for communication. One of the tourists who gave comment to the unit stated:

*"the owners are very very very hospitable. the feeling of being nurtured or assisted with first class service is what you'll feel."*

On the other hand, failure to give an excellent service and articulate conversation has an effect on the decision process of a guest whether to stay or not on a specific Airbnb. Interaction according to Guttentag (2017) has two variants- 'interaction with host/locals' and 'local info/tips from host'-which had been the basis of the data. Airbnb's most recent advertisement emphasizes the service's experiential aspect, specifically its ability to provide authentic local experiences and encourage engagement with locals.

The final aspect of social factors examined was personalized service. The respondents were satisfied with the concept of improving customer service. According to the data results, personalized service has an impact on the social interaction between the host and the users. These can affect a guest's motivation in choosing an Airbnb, especially if the customer is looking for a unique experience from the host unit. Therefore, personalized service improves customer retention and satisfaction. One of the guests in 2018 stated:

*"The set up for our anniversary in the room was really nice."*

One of the most important aspects of developing host skills is improving personalized service. This is supported by the findings of Lyu et al (2018), Airbnb users expect to be treated uniquely. As Airbnb does not provide standardized rooms or service, customers may often obtain special and unexpected experiences from their host.

TABLE 2. Physical Factors

MAIN THEMES	INDICATORS	Sub-indicators	Strength	Total	Weakness	Total	TOTAL
1. Convenience	Safety	None	• "The area is safe if wish to go late night."	13	• "rest assured that it is safe" • "there is no privacy"	2	
			• "The place is walking distance to establishments and tourist destinations." The location of the unit is plus, walking distance from popular attractions (Sky Ranch, Plonic Grove) in Tagaytay City." • "We'd definitely book again when we go back to Tagaytay for sightseeing or food tripping. The place is walking distance to Josephine's, Sky Ranch, Baitay Dako, and a branch of Bag of Beans (in Summit Ridge)." • "Malapit sa Primark para bumili ng groceries. May malapit na Starbucks din" • "the place is very accessible to public transport and malls" • "Transpo is not hard" • "For those who are taking public transpo, this is very convenient as buses and jeepneys have designated stops in Sevin Mall."	850	• "Nothing much to see really" • "The place is far from the stores, supermarkets and restaurants." • "Pero kung wala kang car, mahrap maghanap ng tricycle. Need to walk for at least 20 minutes para makapunta sa Hi-way and makasakay ng jeep." • "It is so hard to commute."	30	
	Accessibility	Airbnb Resources (e.g. Parking area)	• "you'll have a free parking"	56	• "Limited slot for parking lot"	51	
			Lodging Process	• "Check-in and check-out was hassle free."	201	• "Check in and check out process is not flexible."	15
				1120		98	1218
2. Environment	Scenery	None	• "Breathtaking" • "perfect view of taal lake" • "If you like nature, super mag-eejoy."	611	"There's no view" "The view from the balcony is not that amazing."	13	
			Climate	None	• "cold weather." • "perfect weather"	11	"The weather wasn't great the entire time." "Extremely cool"
	Noise	None		0	"Noise pollution from the vehicle." "Could hear noises from the hallway."	2	
					622		23
3. Quality Features	Cleanliness	None	• "THE ROOM WAS CLEAN AND NEAT." • "The place is spotless" • "The place is organized/well-maintained"	1177	"THE ONLY PROBLEM WAS THERE WERE SMALL COCKROACHES" "the unit is a little bit outdated" "It was a little dirty than expected."	24	HIGHEST
			Scent	None	• "THE UNIT WAS SMELL GREAT" • "a very pleasant smell"	65	"THE ROOM WAS SMELLY" "a strong foul smell"
					1242		46
4. Ambience	Atmosphere (e.g. relaxing, vibes, peacefulness)	None	"peaceful place" "the place is welcoming."	131	"Could hear noises from neighborhood"	15	
	Lighting	None	"The lighting was great"	5	"The lighting were dull" "adjustments on lighting, super bright"	4	
	Comfortability (e.g. coziness, warmth)	None	"Very relaxing" "Perfect to unwind and relax at sunset or welcome the sunrise." "masalvatas" "It's very cozy"	601		0	
5. Decoration	Interior Design	Color	"I love the colors, it adds to the cool Tagaytay vibe!" "the color is pleasing to the eyes."	11		0	
			Style/Design	"I LOVE HOW MODERN THE INTERIOR ARE." "YOU'LL LOVE THE INTERIOR DESIGN OF THE UNIT." "MINIMALIST STYLE OF ROOM" "aesthetically pleasing" "It maximised the space."	379	"The building was old and looks worn"	1
	Decoration/ Furniture	"nice interior decorations." "Nicely done & well furnished"	81	"make sure your furnitures in the place is safe to use"	1		
	Theme	None	"i love the theme of the room, so unique"	72		0	
					543		2
6. Affordability	Economical/Low-cost (e.g. budget friendly, cheap, worth the price)	None	"It is also way cheaper than the other units and hotel." "Good value for money" "Their price is more affordable than others."	368	"Pricey" "Not good for those who are in budget"	3	
					368		3
7. Prestige	Image/brand	None	"No wonder that all the reviews for this place were statements of how they are amazed. "What you see is what you get." "Expectation vs Reality is exactly the same."	196	"the room is nice but not really the same with the one in the pic." "However, photos posted in Air BnB is 90% false from what it is in person unfortunately"	8	LOWEST
			Preference	None	"Place is legit high class". "The place is fancy"	5	
				201		8	209

The first area of physical factors that was analyzed was the quality. Overall, tourists who lodge in Airbnb at Tagaytay city are most satisfied with the quality. According to the data gathered, guests prefer to lodge in an Airbnb that is clean and has a pleasant smell. Both the 2018 and 2019 review from a tourist said:

*"the place is organized and well-maintained."* and *"The place was spotless."*

According to Guttentag (2017), a consumer attraction factor is a rating of an innovation's overall quality, expense, and ease of use. Money savers are a form of customer who will potentially evaluate factors such as location and facilities, but

will most likely select the accommodation with the lowest price and reasonable quality. However, the results exhibit a negative impact on the guests who were not satisfied with the quality of the establishment, which also includes the unpleasant smell of the unit/house and some dirty areas of the establishment.

Furthermore, results showed that convenience in terms of safety and accessibility were a significant preference in choosing Airbnb. Airbnb establishments at Tagaytay City are accessible with regard to the lodging process, transportation, tourist destinations, market, malls and grocery stores. Tourists' reviews in 2019 from Airbnb.com claimed:

*"The place is at a perfect location, very easy to get around in Tagaytay and walking distance to awesome restaurants."* and *"Check in and check out procedures were done fast and easily. Location is strategic and the unit is just across the fire exit of the floor (which is a plus point for safety)."*

As for Guttentag (2017), the motives of 'low cost' and 'location convenience' have been put at the top of the list of reasons why tourists choose to stay on an Airbnb. On the contrary, when it comes to facilities of an Airbnb unit, such as the accessibility to a parking lot, the results have shown that there is a need for improvement.

The results have shown that the respondents preferred ambience in which the relevance of lighting, the atmosphere of the unit, and its comfort in terms of lodging are present. The researchers analyzed the 2019 reviews from tourists who visited an Airbnb in Tagaytay stated:

*"Peaceful Place.", "The place is welcoming", and "perfect to unwind and relax, and maaliwalas."*

The guests are more comfortable staying in a unit that provides relaxation. These results were based on the reviews and supported by the study of Nawi, *et. al.* (2019) stating that ambience is the quality of the surrounding space that customers perceive. Which can serve its own purpose to create a motivation to stay on Airbnb.

*"Perfect to unwind and relax at sunset or welcome the sunrise."*

The next area that was studied revealed two sub-indicators that tourists described under the environment: climate and scenery. On the data, these sub-indicators provided relaxation, reduced discomfort, and increased the guest's energy when the accommodation is surrounded by nature, which encouraged users to book an Airbnb accommodation. The basis of this context was the 2019 review from Airbnb.com stated:

*"If you like nature, super mag eenjoy." and "perfect view of taal lake."*

Nonetheless, tourists desired to experience cooler climate and more peaceful surroundings, which were possible reasons tourists lodged in an Airbnb at Tagaytay city. According to Nawi, *et. al* (2019), it became increasingly important that a travel platform blends physical environment attributes and customer behavioural intentions to create a more seamless travel journey. In the results, it showed that factors such as bad weather, noise from vehicles and/or neighboring units create a negative impact on the preference of the guest in lodging on Airbnb. According to Nawi, *et.al* (2019), it is very difficult to predict the behavior of the customer, but all extreme factors can be easily noticed.

The next area to be examined was decoration in which according to the data has two sub-indicators: the interior design and theme. Under the interior design are the unit's layout, style, and furniture. 2019 review from a guest who used Airbnb.com stated:

*"The place was very nice and aesthetically pleasing."*

According to Nawi, *et. al* (2019), décor plays an important role in marketing strategies because it influences consumer intent and responses such as satisfaction, attitude, emotion, and purchase behaviour.

The researchers looked at prestige as the next physical element to investigate. The data showed a sub-indicator under the said physical factor which is image or brand. According to the information gathered, it was essential for the consumer to have a clear picture of the accommodation that perfectly suited their lifestyle and preferences. Moreover, the concept of elegance and fanciness of an Airbnb attracts guests in choosing their accommodation. 2019 review from Airbnb.com stated:

*"Place is legit high class" and "The place is fancy"*

In tourism, social status is essential for its reason of identifying the preferences and adoption of the guests to certain products (Guttentag, 2016). However, negative reviews show that some hosts give inaccurate images of their unit that causes dissatisfaction.



The last area that was examined was affordability. The data proved that a low-cost or economical price range for an Airbnb was considered by some of the guests. According to the data, tourists preferred accommodations where their stay would result in a high value for their money. A guest from Airbnb.com's review stated:

*"Their price is more affordable than others." and "good value for money."*

Price is a variable that relates to the significant factors that cater to consumers' motivations in evaluating Airbnb goods and services that are relatively inexpensive. (Guttentag, 2016).

However, some tourists were dissatisfied with the price, as well as their overall experience at the lodge. According to Guttentag (2016), it is a challenge to accommodate due to diverse competitors from the other Airbnb that provide low-cost accommodation with unique services and show the same performances as other units in the areas.

## **5. CONCLUSION**

The researchers conclude that guests assessed their Airbnb experience by means of having good communication with the hosts or caretakers. Hosts who are responsive and accommodating were preferred by the guests. This was also an indicator of the guests' willingness to stay on an Airbnb. Nevertheless, the lack of interaction from the host caused disappointment for some of the tourists. Accommodation amenities such as Airbnb's home and outside utilities like swimming pool, kitchenware and a complete set of appliances, as well as entertainment accouterments along with the unit's space capacity and, lastly, the sentiment of feeling at home were preferred by the tourists. In addition, unique experiences and customized service added an impact on the lodging experience. On the other hand, pertaining to the image or brand or the social status of Airbnb, the guests viewed it as least expected. By assessing the physical factors, tourists prefer an area which has quality standards. By this, cleanliness and the unit's scent were considered. However, several Airbnb guests' units claimed that there is a need for maintenance in terms of organization and sanitation. The convenience of the location in terms of accessibility to nearby establishments and transportation, as well as their personal safety and privacy inside and outside the premises, were highly valued by the tourists during their stay. Other physical factors that had a great impact on the tourist's choice of accommodation are the unit's interior design, theme, and its low-cost or economical price range. However, interaction with the locals was not significant for the tourist's overall stay.

Overall, the researchers determined that the most important features of an Airbnb that make the user satisfied are social interaction for social factors and the quality of an Airbnb accommodation for physical factors. This revealed that the tourists' preference in deciding accommodation depends on how easy it is to communicate with the host, being accommodating and responsive host/caretaker, as well as the cleanliness of the overall utility. This conveyed that the social and physical factors greatly influenced guests' choice of Airbnb as an accommodation.

## **6. RECOMMENDATION**

From the tourists' reviews, the results implied that there are areas of improvement that need to be considered for both social and physical factors in choosing Airbnb. Airbnb hosts should take into consideration the following in order to captivate tourists' want and need for accommodation.

In the area of social factors, to have an impact on the tourists' choice of Airbnb accommodation, Airbnb hosts should assure tourists that all of the facilities/amenities specified on the listings are accurate. To improve these motivational factors, Airbnb hosts must consider the unit with such kitchen wares, dining utensils, refrigerator, extra bed, linen, pillows and other home appliances that make the tourist experience a "homey feel". In addition, the host should consider having a strong internet connection and the capability to access other entertainment materials. To ensure the safety of the guests staying in their units, the tourists must be aware of the common natural disasters happening in the area, while the hosts must brief or give caution to the possible unforeseen event. With this, they must provide instruction of the emergency exit areas of the building and information on the right thing to do. Airbnb hosts should consider putting specific details on the Airbnb site of who the guests are communicating with, as well as stating that there are caretaker/s who can communicate with guests, in order to connect and clearly deliver information. Consider having a personalized service such as setting and organizing a mini party event inside the unit. Improving its service in terms of tourist satisfaction in terms of extra services provided by the hosts.

Providing physical factors as an area of improvement, the host should think about providing parking for their potential guests who own a vehicle, as this will encourage them to stay longer and choose their listing over other accommodations. The Airbnb hosts must consider the environment outside overlooked by the guests. However, some units have an

unpleasant view. The hosts should consider having a unique setting inside the Airbnb, such as an enjoyable atmosphere for the guests while staying in the accommodation, and ensuring that the area is quiet in comparison to other environments. To improve the quality of an Airbnb, they should maintain the cleanliness of the accommodation by implementing a structured cleaning program with effective disinfecting protocols and tracking cleaning schedules. Furthermore, tourists should be informed that noise is unavoidable. However, for the Airbnb host, they should coordinate with the admin of the building to assist the concern regarding the disturbance coming from the other unit, implementing strict and strong guidelines for the matter. To entice tourists when it comes to the appearance of the Airbnb, the hosts should maintain the theme or refurbish the establishment occasionally and to put images on the website according to its original appearance.

Moreover, the hosts of an Airbnb in Tagaytay City must consider the price based on the quality of the unit and service that they offer to the guests. Improve the affordability, such as having promos and other offerings that suit the budget of their guests but with the same quality of services. To improve the prestige of Airbnb, the hosts should also consider giving the right and accurate information about their Airbnb in the listings. Enhancing their Airbnb unit facility based on what the tourist expects, what to see and experience during their stays in the unit.

For accommodation platforms like Airbnb, the outcome of the study just proved the importance of positive and negative reviews, complete and highly observed listing of details about the accommodation, and efficient connection between host and guest. For tourists, this research proved the significant factors that could advance their influence of choice pertaining to the Airbnb accommodation specifically in Tagaytay City. For the local government, this study is one piece of evidence that Airbnb's online platform is indeed a great program to also promote tourism in Tagaytay city that could have an impact on its economy.

In order to obtain more reliable results in the future, the number of participants must be considered, because the greater the number of respondents, the more reliable the results are. Moreover, since the locale of this study is limited to Tagaytay city, the findings will only be representative of that city. As a result, future research in other cities, regions or countries will be needed. Lastly, since this analysis focuses solely on the physical and social factors that influence tourists' lodging choices, some other factors may be added in future research.

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