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## IMPACTS OF HOSTING APPLICATION (AIRBNB) IN THE HOSPITALITY INDUSTRY IN TAGAYTAY CITY

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### ABSTRACT

This study analyzed the factors affecting tourist preferences for Airbnb accommodations in Tagaytay City and assessed Airbnb's impact on the local tourism and hospitality sector. It identified affordability, location, amenities, cultural experiences, and online reviews as key determinants influencing tourist choices. The research employed a quantitative-descriptive correlational design, utilizing surveys among Airbnb guests in Tagaytay. Results indicated that tourists prioritize value, focusing on affordability, comfort, and convenience, which in turn enhanced customer satisfaction and competitiveness among traditional accommodations. Furthermore, Airbnb's growth has positively affected competition and service innovation within the hospitality sector, encouraging improvements in pricing and service quality. The study culminated in an infomercial video showcasing Airbnb's amenities, emphasizing their role in enriching travel experiences and promoting Tagaytay's tourism economy.

**Keywords:** *Airbnb, tourist preference, affordability, amenities, location, service quality, customer satisfaction, Tagaytay City, tourism, hospitality industry*

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