

Social and Economic Impact of Home Sharing in Metro Manila: Hosts' Perspective

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Abstract : Home sharing continues to gain traction in the Philippines at the expense of traditional lodging options, to which the hospitality industry has reacted in stages. This study aims to describe the social and economic impact of home sharing in Metro Manila from the perspective of hosts. A cross-sectional survey questionnaire consisting of five-point Likert items was administered to 120 hosts in Metro Manila. Kruskal-Wallis test, together with Dunn's pairwise comparison, was used in the analysis of data. Results show that there is a significant difference in the median scores between increased awareness of Filipino food/heritage and the pursuit of enjoyable life in terms of social impact. Economic-wise, the respondents, did not perceive that their businesses as an additional source of income for the local government. These findings can be used for further exploratory studies and formulation of sustainable business policies conducive for the entrepreneurs and the hospitality industry alike.

Keywords : bed-and-breakfast, home sharing, marketing, tourism

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