



ABSTRACT

Title: “CouchSurfing in Cavite: An Exploratory Research”

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Purpose of the Study

The study primarily highlights CouchSurfing in Cavite: An Exploratory Research. The respondents of the study were consist of 38 respondents consist of 10 host and 28 surfers. Total population sampling was used in the study to select the respondents.



Interview, online survey, secondary analysis was used to collect data in exploring CouchSurfing in Cavite. The study was conducted during second semester of the academic year 2011-2012. All information gathered in the study were based on the answers of the host and surfers.

Methodology

The exploratory method of research was used in this study. The researchers chose the exploratory research design in this study. According to Grotto (2009) exploratory research is often conducted because a problem has not been clearly defined as yet, or its real scope is as yet unclear. It allows the researcher to familiarize him/herself with the problem or concept to be studied. It was the initial research, afterwards more conclusive research. The definition of Stanton (2011) simply explained that such research design is used to find the most likely explanations regarding the problem.

Qualitative research was the chosen method of exploratory research design. To attain the needed information, the researchers used interview, online survey, secondary data and case analysis. Secondary data are data which have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively. Secondary data can be obtained through semi-structured and structured interviews, focus groups transcripts, field notes, observation records and other personal, research-related documents. In this study, the researchers used interviews and online survey for the chosen respondents. Case analysis is one of the most general and



applicable methods of analytical thinking, depending only on the division of a problem, decision or situation into a sufficient number of separate cases. In this study, case analysis was also used.

Conclusion

1. Through the information that the researchers gathered, the host main goals and objectives are to experience the true essence of Couchsurfing, to have connections, to learn the customs and tradition of local people, to meet and make new friends and for cultural exchange. Furthermore, the hosts located include one host in Cavite City, Dasmariñas City, and Tagaytay City; two host located in Bacoor and Trece Martires City; and lastly three hosts in Imus. The hosts availability could be determined through their profile in Couchsurfing site, this includes the status such as Couch Available, Maybe has a Couch Available, Meet for coffee or drink and No Couch Available. The hosts mostly offer their couches to the surfers on the month of January, March, April and May. It is very often for the hosts to accept vast number of surfers as they usually travel either alone or at least with 2-4 surfers. These hosts from Cavite continue their service from 2008 up to the present. However, the out of ten hosts from Couchsurfing in Cavite group most of them are female ranging 21-30 years old.
2. Surfers' primary purpose of travel is to learn other culture, meet new friends, leisure and for pleasure. Majority of the surferstravel during weekends, despite of



their busy days, they still have time to spend joining different activities of Couchsurfing group being informed primarily through the website itself and the different medium of communication as well. The surfers usually travel on the month of April, December, May, November, February and January. Thus, the destinations that surfers usually visited locally are on the Region VIII (Eastern Visayas), Region I (Ilocos Region), Region IV-B (MIMAROPA), and NCR (National Capital Region). On the other hand, Asia particularly in China, Japan, Korea, Singapore and Thailand; USA and Europe are the destinations they visited internationally. The length of the stay of the surfer usually last for about 4 to 5 days. Hence, majority of the group participated in such common activities including Food Feast, Beer Day Gathering, simple sharing of culture, beach activities, and festivals. Furthermore, the age range of the surfers is around 25-31 years old, mostly Asian, American, and European; these are both female and male. In addition to this, these surfers usually have expenditures for foods.

3. The issues and concerns that can affect the may affect the promotion of CouchSurfing are, missing children and runaways, sex purposes, threatened the concept of the youth hostel, rape case_and money robbed.



Recommendations

In the light of the formulated conclusions, the following recommendations were offered.

- The researchers suggested linking the official CouchSurfing website to relevant tourism websites such as Department of Tourism (DOT), province of Cavite, municipalities and other websites such as De La Salle University- Dasmariñas (DLSU-D) portal, social networking sites like Facebook, Twitter and etc.
- The researchers recommend volunteered CouchSurfing hosts to elect officials among their organization to effectively implement the objectives of CouchSurfing as well as their promotional plans.
- CouchSurfing members must take initiative in conducting promotional plans through the use of website and media promotions; social activities and written advertisements and publications.
- Inform the community about the benefits they can get in participating CouchSurfing activities like meeting new friends; learn other cultures of co-members with different nationalities.
- These proposed promotional plans must be analyzed, used and implemented by the CouchSurfing members to further advertise the concept of CouchSurfing.
- The researchers recommended continuous research study about CouchSurfing intended to know more its benefits on the local community; to provide innovative ideas; and better solutions on how to promote CouchSurfing being a new concept and a unique trend in traveling and tourism industry.