

**ACHIEVING HOSTEL GUEST SATISFACTION: CUSTOMER
EXPERIENCE APPROACH**

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Abstract

This thesis focuses on Tourism sector (youth hostel holiday accommodation) and it is led by the marketing strategy that has been recently adopted in most sectors as well in tourism that is Relationship Marketing.

Recently, youth travel is a growing sector, but there is still lack of studies related to it. The objective of this study is to identify the factors that build the customer experience within the Youth Hostel sector and investigate the factors that have impact on it. A theoretical framework was developed for this study. The customer experience has been defined according to the Shaw's Customer Experience Hierarchy of Needs Theory. Following expectancy-disconfirmation theory of Oliver (1980), experiences were divided in expected and received by customer. The gap between what customer expects and receives is actually perceived as the obtained service, which is a base for customer satisfaction.

The study utilises two surveys as data collection tools. They were distributed in five European hostels and they contained questions related to the customer needs, according to Shaw's Theory, and were divided in four groups (as layers). The data were analysed using quantitative methods.

The main practical implication of the thesis is that it provides guidelines for the hostel management, to create customer satisfaction, through improving customer experience. The results emphasize the importance of staff performance. Another finding is that the length of the stay has an important impact on the expectations of the youth travellers. People that stay longer are more involved in the hostel choice.

JEL Classification: L83, M31

Keywords: Hostel, Expectations, Service, Satisfaction

Abstracto

A presente tese incide sobre o setor do Turismo (alojamento de férias em pousada de juventude), sob o ponto de vista da estratégia de marketing que tem sido recentemente adotada na maior parte dos setores e também no turismo, o Marketing Relacional. Recentemente, o turismo juvenil tem-se revelado um setor em crescimento, mas ainda há alguma escassez de estudos que lhe estejam relacionados. O objectivo deste estudo é o de identificar os fatores que compõem a experiência do cliente no sector das Pousadas de Juventude e investigar o respectivo impacto. A investigadora escolheu as unidades de negócio das Pousadas de Juventude independentes como objeto da investigação. Foi desenvolvido um quadro teórico para este estudo. A experiência do cliente foi definida de acordo com a Teoria da Hierarquia de Necessidades de Experiência do Consumidor, de Shaw, e dividida em quatro componentes principais (ou níveis). Segundo a teoria da expectativa-desconfirmação de Oliver (1980), as experiências do cliente foram divididas entre esperadas e obtidas. A diferença entre o que o cliente espera e o que recebe é na realidade apercebida como o serviço obtido, o qual é uma base para a satisfação do cliente.

O estudo utiliza dois questionários como ferramentas de recolha de dados, que foram distribuídos em cinco pousadas europeias. Os questionários continham questões relacionadas com as necessidades do cliente, de acordo com a Teoria de Shaw, as quais estavam divididas por quatro grupos (referentes aos níveis de necessidade). Os dados foram analisados pela aplicação de métodos quantitativos.

A principal implicação prática desta tese é a de que ela disponibiliza linhas de orientação para a gestão das pousadas, de forma a criar satisfação no cliente, através da melhoria da respectiva experiência. Os resultados realçam a importância do desempenho do staff. Outro resultado aponta para que a duração da estadia tenha um impacto importante nas expectativas dos jovens viajantes. Os que planeiam permanecer mais tempo apresentam um maior envolvimento na escolha da pousada.

Classificação JEL: L83, M31

Palavras-chave: Pousada, Expetativas, Serviço, Satisfação

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I share the credit of my work with the managers of the hostels that agreed to cooperate and being involved in the research essential for this study. Also I am indebted to my many staff members of the hostels who supported me by distributing my research surveys among the hostel guests, thus collecting data. Without their kindness and help this thesis would not have been finished.

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Executive Summary

With the increasing competitiveness in the markets, and the need for differentiation and having unique competitive advantages, companies turn to themselves in an effort to improve the quality of the products and/or service provided.

In the last years, youth travelling has become a very significant industry; however this sector was omitted in the research about the tourism product, called destination product. The nature of youth tourism sector is different, especially the hospitality part that is an element of the destination product and a main focus of this thesis.

New trend observed, especially in service sector (that includes tourism and hospitality) is Relationship Marketing, that besides providing high service quality, refers to delivering a unique experience to the clients. This thesis investigates what experiences create customer satisfaction within youth holiday hostels sector.

Findings are emphasizing the significance of the attitude and behavior of the members of the hostel staff. All the needs of experience (adopted from The Hierarchy of needs of Shaw) that had major value for the surveyed hostel guests were related to the employees. The conceptual framework developed for this research bases on the expectancy-disconfirmation theory (Lewin, 1938; Oliver, 1980), therefore focuses on the differences between customer expectations and his perception about the received service.

The most important factors influencing customers experience within hostel sector were identified. The result pointed overall Staff-care as the variable that impacts customer satisfaction most significantly. Thus focusing on improvement staff care can benefit in general assessment of the hostel service. Investing in trainings and motivating the staff is crucial for the managers of the holiday hostel accommodation for youth travelers.

Another important finding is that the length of the stay has significant impact on the customer satisfaction, via the impact on the expectations, thus the managers should focus on providing best service quality from the first contact between guest and hostel. Guests should experience highest quality of service, no matter if they stay for a short or for a long time.

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Chapter 1: Introduction

1.1. Background to the Study

This diploma thesis investigates what experiences create customer satisfaction within youth holiday hostels sector.

A key strategy that has been recently adopted in the Tourism Industry is creating long-term relationship with customers, building their loyalty and achieving satisfaction. Relationship marketing literature claims that customer satisfaction is essential in order to succeed for any product or service provider. Many studies on achieving customer satisfaction were made. They mostly result in describing the factors that have impact on satisfaction as well as the importance of building customer satisfaction related to its outcomes. Most of the researchers studying customer satisfaction focus on service quality and customer satisfaction measurement (e.g. Berry; 1991).

“Holbrook and Hirschmann (1982) first theorized that consumption has experiential aspect”. Later the studies on creating pleasant and memorable experiences for customers started to appear (Pine II & Gilmore, 1999; Schmitt, 1999; Shaw, 2005). Researchers agreed that creating a memorable experience is necessary to build relations with the customers, obtain their satisfaction and loyalty.

Customer experience literature is mainly limited to the description of the nature of customer experience and the operational tools and techniques related to it. It is not well defined how experience impact customer satisfaction. It is not clear while measuring customer satisfaction which elements build real experience for the customers and which are the part of the basic satisfaction with the service. There is also not much of the study about how the organizations can improve the customer satisfaction by improving specifically their customer experiences. Thus the objective of this study is to identify the factors that build the customer experience within the Youth Hostel sector and investigate the factors that have impact on it.

1.2. Research Aims and Objectives

The overall aim of this research is to identify the major determinants of building customer satisfaction through creating customer experience in Youth Hostels.

Objectives:

1. Analyze the impact of Shaw's Layers of Needs in customer satisfaction.
2. Observe which independent variables have significant influence in customer expectations and experiences within the hostel sector.

Research Questions:

1. Which customer needs of experience are the most important determinants for achieving customer satisfaction?
2. How does the experienced service result different from the expectations?
3. Does the customer expectations and received service differ between hostels?
4. What are the independent variables that influence customer expectations within the hostel sector?

1.3. Research Outline

In order to define drivers for customer satisfaction within hostel sector the conceptual framework based on Relationship Marketing Frameworks, combined with Customer Experience Needs Theory of Shaw (2005) was developed. Based on the existing theory and research a set of questions was developed in order to investigate the experience and satisfaction of hostel guests. Questions were divided into four groups, considering the Experience Layers of Shaw's Pyramid. Surveys were distributed in five selected hostels in Europe. The research purpose is descriptive and the approach is quantitative.

1.4. Research Disposal

The structure of this thesis is consistent with determined objectives, developed framework and research methodology. It is composed of 6 chapters.

Chapter 1 presents an overall view of this study. It addresses the research background, the problem, the purpose and objectives of the work. Further this chapter presents what kind of methodology will be used.

Chapter 2 provides a theoretical background on the topics studied. It introduces the overview of tourism sector and tourism product. Next describes the relationship marketing theory as a base for the study and the literature review of the related concepts in particular customer loyalty, customer satisfaction, service quality and customer experience and its alignment to

the tourism. The chapter ends with presentation of the developed for the study conceptual framework.

Chapter 3 starts with a description of different research methodologies. Next there is an explanation of the reasons for using chosen methodology.

Chapter 4 presents a data analysis. It concludes with providing the main findings of the research analysis as the answers for the research questions.

Chapter 5 contains main conclusions of the master thesis, related to the objectives, practical implications and recommendations for hostel managers. Next, the research limitations are described.

The last part of the thesis presents all the sources of information that were used for creating this work as well as appendices.

Chapter 2: Literature Review

2.1. Tourism and Travel Market Overview

2.1.1. Tourism Sector, Destination Experience and Tourism Product Overview

“He that travels in theory has no inconveniences.” –Samuel Johnson

In the twenty-first century world tourism industry keeps growing. United Nations World Tourism Organization (UNWTO) ranks the export income generated international tourism as fourth among the world industries.

This research focuses on tourism topics thus the term tourism is necessary to explain. Existing literature presents variety of definitions for this term. Therefore “UNWTO created an officially accepted one:

“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (Cooper, Fletcher, Gilbert, Fyall, and Wanhill, 2008)””.

The fundamental product in Tourism is the destination experience and thus major part of the competition is focused on destination. “Stickdorn and Zehrer (2009) listed the significant components of the tourism destination that most of the researchers agreed with:

- Accessibility: a function of distance from tourist markets, an external transport and communications, which enable a product to be reached;
- Amenities (e.g. catering, entertainment, communications which enables tourists to move around during their stay);
- Accommodation;
- Attractions: stay (natural wonders, scenic) or event attractions (e.g. exhibitions, sporting events);
- Activities (e.g. indoor and outdoor recreation activities).”

“The UNWTO (2002) defines a local destination as:

“Physical space that includes tourism products such as support services and attraction, and tourism resource. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness””.

In tourism product is called destination product and it is presented as a bundle of elements such as transportation, accommodation, and entertainment. “In the tourism sector the source for the competition is the construction of services aiming to create memorable and satisfying customer experiences (Zabkar, Brenc and Dmitrovic, 2010)”.

The tourism product has a specific nature, where large part of it are the interpersonal relationships, for instance the performance level of the staff, is directly associated with the satisfaction and the overall experience of the customer.

The tourist satisfaction, service quality, its measure methods and tourist experience – the components necessary to achieve destination loyalty will be described in the next chapters.

For this study tourism product perception would be narrowed to the accommodation or hospitality service.

“Oxford dictionary (2004) states that:

“Hospitality is the friendly and generous reception and entertainment of guests, visitors, or strangers””.

2.1.2. Youth Travel Market Growth

“According to the World Tourism Organization *Youth Travel Matters – Understanding the Global Phenomenon of Youth Travel Report* (WTO, 2008), “the youth travel is becoming very significant industry”. The report emphasizes how important is becoming to be a youth travelers market. We can find there many figures proving that, e.g.:”youth travel would account for over 20% of international tourist arrivals (of the estimated 160 million international tourist arrivals a year). The youth travel market is worth an estimated US\$ 136 billion a year, or around 18% of worldwide international tourism receipts”. Authors claim that “due to longer average trip duration, a typical youth traveler spends more than the average tourist during his/her trip””.

The market of all the services and products intended for youth travelers is expanding. It includes the market of accommodation suppliers especially Youth Hostels. There are thousands Backpackers Mansions opened every year.

Here it is necessary to explain the terms “backpacker” and “backpacking”. Backpacking is related to the way of travelling usually associated with budget, independent, focused on change and experience gained as a result of the travel. The term Backpacker is a subject of analysis Association of Tourism and Leisure Education and Backpacker Research Group. According to both, the term “backpacker” has been used in the general travel literature since the 1970s, but in academic appeared first time in 1990, used by Pearce (Richards and Wilson, 2004). No formal definition of backpacker and backpacking exists.

“According to Pearce (1990) “backpackers are primarily defined by the preferences for: budget accommodations, social interactions with some other travelers, independence and flexibility in their plans, preference for longer rather than brief holidays, and significance on holidays that are informal and participatory””. Currently the most popular sources of information about backpacking are blogs and internet forums. “Backpackers cannot be assigned to any framework, because it is culture of the independence and avoiding too much of planning. These kinds of travelers usually choose so called Youth Hostels as the

accommodation while traveling, in order to meet other backpackers and make the plans for the next travels (Pearce, 1990)”.

2.1.3. Youth Hostels

In 1912 Richard Schirrmann opened the first youth hostel (Jugendherberge) in Germany aimed at serving the needs of poor young city dwellers that were willing to go on holidays. Later this term started to be used to describe the accommodation for the homeless people. Nowadays the meaning of a youth hostel has changed completely. However in some countries hostel is still perceived as a homeless or drug addicts accommodations. “In the sector of tourism it is considered as a place that provides cheap accommodation, aimed mainly at young (Oxford dictionary, 2004)”. As so called Youth Hostel doesn’t have one definition, most of the web portals about youth travelers and “backpackers” agree about some characteristics of it:

- low-budget place
- offering temporary accommodation
- place that accommodates guests at both lower and higher standard
- different to a hotel in terms of the number of places in rooms and the sharing of equipment and space with other guests (e.g. a shared kitchen, common room, bathrooms)

For many young travelers these characteristics are not enough. There are difficulties in finding the definition of the hostel, as well as the necessary features of it and the characteristics of the backpackers in official existing publications. The reason for this is that some time ago youth travel market was omitted.

Travel blogs contain information about what is most important for the travelers. Most of the Young Travelers argue that hostel is characterized by much more than what was listed before. They argue that the integral parts of it are for instance:

- Hostel atmosphere: less official and more homely, easygoing
- Having common room for the guests, where a backpacker can meet new friends and are able to share their experiences
- Hospitality
- Events

- Friendly and helpful staff

These elements are not always present, but they are part of a youth traveler experience.

2.2. Marketing, Customer Experience and Related Concepts Literature

2.2.1. Marketing Mix for the Service Sector (Extended Marketing Mix) 7P Theory Concept

Since tourism marketing is within the service sector, hostel managers often build their marketing strategies using the 7P Marketing mix model. “The service marketing mix comprises of Product, Price, Place, Promotion, so basic marketing elements, plus as a service is not tangible it has three additional elements: People, Process and Physical Evidence Booms and Bitner, (1981: 47-51)”.

Fig. 1: Marketing Mix for the Service Sector.



Source: Booms and Bitner, 1981

2.2.2. Relationship Marketing Concept

2.2.2a. Relationship Marketing Defined

Customer Satisfaction is a central concern of the relationship marketing theories. Globalization and growing importance of customer retention and customer relationship economies forced the change on mainstream marketing from traditional marketing mix or transactional marketing towards relationship marketing. Relationship marketing is a strategy designed to foster customer satisfaction, loyalty, interaction and long-term engagement.

“The first to use the term relationship marketing in the literature was Leonard Berry. He defined relationship marketing as *“a strategy to attract main, and enhance customer relationships (Berry, 1983:25)”*”. For other researchers relationship marketing is the idea of market oriented activities, focused on long-lasting relationships with individual customers (e.g. Doyle and Roth, 1992 and O’Neal, 1989). “More broad view defining relationship marketing as *“aligning marketing, customer service and quality, with an emphasis on a focus on customer retention, an orientation on product benefit, a long time-scale, a high customer service orientation, a high customer commitment and a high customer contact as well as on the notion that quality is the concern of all”* is presented by Christopher, Payne and Ballatyne (1991)””.

As this study is related to the marketing more in the service sector the definitions of the researchers within this field are presented below:

“Marketing is to establish, maintain and enhance relationships with the customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by a mutual exchange and fulfillment of promises” (Grönroos, 1990: 138)””.

“Parvatiyar, Sheth and Kellstadt (1999) claim:

“Relationship marketing is the ongoing process of engaging in cooperative and collaborative activities and programs with immediate and end-user customers to create or enhance mutual economic value, at reduced cost””.

After general acceptance to the specific parts of the different definitions they agreed that:

“The general purpose of relationship marketing is to improve marketing performance and create mutual values for the parties involved in the relationship by increasing marketing effectiveness and/or improving efficiencies””.

2.2.2b. Transaction Marketing vs. Relationship Marketing

During the last few years there has been a growing interest in studying the economics of long-lasting customer relationships. Companies are slowly shifting from the traditional marketing approach called *transactional marketing*. The main idea of this approach is: ‘The more customers, the more profit’. Profit is maximized by acquiring more and more customers. It is a volume market. The goal and end of marketing activities is *to sell*. Companies invest more in product development, the quality improvements and promotion. Businesses are focused on increasing sells and market share, compete by exceeding competitors offer. This approach evolved in the era of mass marketing. It suited very well, but nowadays customers are becoming more and more demanding. Competing with the price (mass marketing pricing) not always works. *Relationship marketing* is a new trend – characterized by customer centrality. “Kotler (1992) in his article refers that companies have to move from a short-term transaction-oriented goal to a long-term relationship-building goal””. Several studies have been made, that confirm the maintenance of the customers is few times cheaper than acquiring new ones (Rosenberg and Czepiel, 1984). “Relationship marketing refers to all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges (Morgan and Hunt, 1994: 22)”. “Grönroos claims “A *company pursuing relationship marketing strategy creates more value for its customers than that which is provided by the core product alone. Thus relationship marketing makes customers less sensitive to price changes. For the firm most important contacts with the customer are these outside the marketing mix and the marketing specialists in order to achieve marketing success. “What determines whether customer will continue keeping contact with the company is the customer’s contacts with employees, technology, systems of operations and other non-marketing functions”* (Grönroos, 1994: 10)””. Customer-oriented approach is based on determining what the target group of customers wants and then maximizing that group’s satisfaction with a product or service. In order to succeed firm has to listen to their customers’ needs.

Fig.2: The marketing Strategy Continuum: Some Implications.

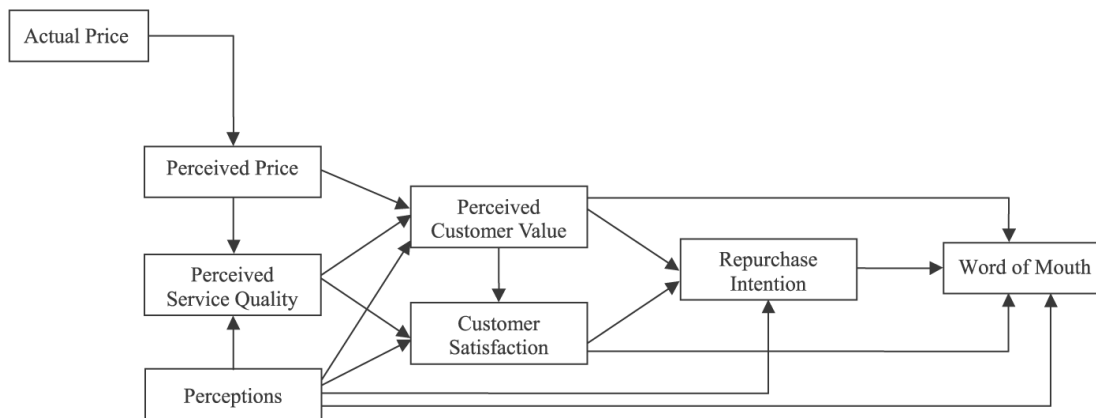
The Strategy Continuum	Transaction Marketing	Relationship Marketing
Time perspective	Short-term focus	Long-term focus
Dominating marketing function	Marketing Mix	Interactive marketing (supported by marketing mix activities)
Price elasticity	Customers tend to be more sensitive to price	Customers tend to be less sensitive to price
Dominating quality dimension	Quality of output (technical quality dimension) is dominating	Quality of interactions (functional quality dimension) grows in importance and may become dominating
Measurement of customer satisfaction	Monitoring market share (indirect approach)	Managing the customer base (direct approach)
Customer information system	<i>Ad hoc</i> customer satisfaction surveys	Real-time customer feedback system
Interdependency between marketing, operations and personnel	Interface of no or limited strategic importance	Interface of substantial strategic importance
The role of internal marketing	Internal marketing of no or limited importance to success	Internal marketing of substantial strategic importance to success
The production continuum	Consumer packed goods ↔ Consumer durable	Industrial goods ↔ Services

Source: Grönroos, 1990

2.2.2c. Relationship Marketing Drivers Models

H. Oh (1999) proposed a model in which service quality, perceived price, customer value and perceptions of the company performance are determinants of the customer satisfaction, which has an influence on customer revisit intention (Fig. 3).

Fig. 3: Oh's model of service quality, customer value, and customer satisfaction.

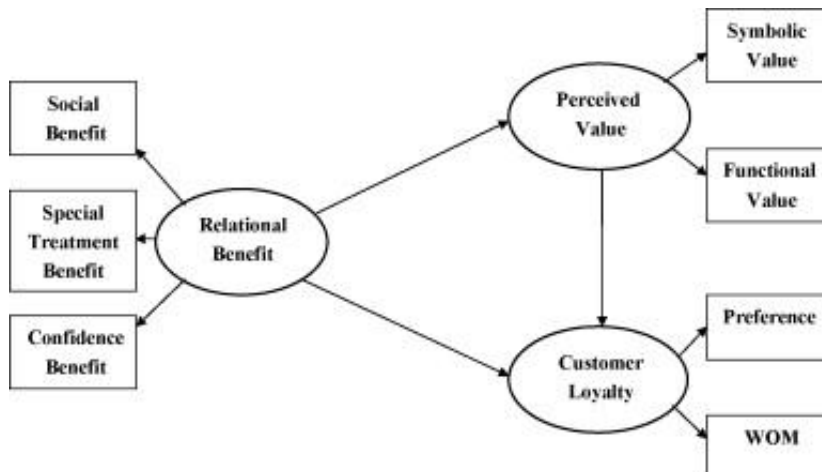


Source: Oh, 1999

“According to Oh “the results of actual and perceived price difference impact customer will to repurchase and to have communication intention of the word of mouth (Oh, 1999)”. He doesn't consider expectations as a variable significant to develop customer loyalty. Oh sees the perceptions, value, satisfaction as the drivers for repurchase intention (we can say loyalty) and all together as a base for word of mouth intention.

Henning-Thruau, Gwinner and Gremler (2002) proposed an integrative model of the determinants of Key Relationship Marketing Outcomes. In this model they included most popular determinants that appear in the literature. Three types of benefits: Confidence Benefits (trust), Special Treatment Benefits and Social Benefits focused on relationships as a part of the service quality perception. These are the drivers for Commitment and Satisfaction, based on Customer experience that supposed to lead to the Customer Loyalty and Word-of-Mouth that give profits.

Fig. 4: Model of Relationship Marketing Drivers and Outcomes.



Source: Hennig-Thruau *et al.*, 2002

Researchers set some hypothesis to investigate if all of the theoretical determinants for customers' loyalty and word of mouth have a real impact on them in service providers sector. "The results showed that what have significant direct impacts on loyalty are: satisfaction, commitment, confidence benefits/trust and social benefits. Satisfaction is the leading construct. For the use of word of mouth as well the customer satisfaction was the main determinant (Hennig-Thruau *et al.*, 2002)".

2.2.2d. Relationship Marketing Key Drivers

Researchers agreed that relationship marketing leads to customer retention. Recently the tourism and hospitality literature presents growing interest in relations between the customer satisfaction, service quality, experience, customer loyalty and word of mouth.

In this chapter the key drivers for building the loyal customers will be presented, based on existing literature. Then they will be applied to the tourism and hospitality industry.

2.2.3. Customer Satisfaction

"Relationship marketing starts from building customer satisfaction. Higher customer satisfaction results in faster market share growth, better company performance (due to possibility of raising the prices) and increase in customer loyalty (Fornell, 1992; Hennig-Thruau *et al.*, 2002; Vavra, 2002)". It leads to repurchase intentions and positive word of

mouth (e.g. Holjevac, Marković and Raspor, 2000; Oh and Parks, 1997). By most of the businesses customer satisfaction is being considered as a basic goal because of the old rule: ‘the more a customer is satisfied, the more he is willing to buy’.

Fornell et al. (1996) recognized positive influence of the perceived value and customer satisfaction.

In order to succeed, the main concern of every organization should be to satisfy the customers, meet their needs and expectations, and build relations with them by delivering better service and unique experience.

Most of the relationship marketing literature mentions the price, perceptions, expectations, service quality, and customer satisfaction as most common drivers for the intention to repurchase or customer loyalty and the word of mouth communication behaviors.

Customer satisfaction was an interest of many researchers. The most common concept of the customer satisfaction is based on expectancy-disconfirmation theory of Lewin (1938), developed by Oliver (1980). According to them “the satisfaction level is a result of the differences between expected and perceived performance. If perceived performance exceeds a consumer’s expectations (a positive disconfirmation) the satisfaction of the consumer appears, but if perceived performance is worse than customer expectations (a negative disconfirmation) then he is dissatisfied (Lewin, 1938, Oliver, 1980)”.

“Expectations are the needs or desires of the customer, what he feels that should be delivered by the provider of the service, product before receiving it (Millan, 2004)”. Kotler, Keller and Burns (2006) point out those expectations are the only variables that have an impact on customer satisfaction from the purchase. “Anderson, Fornell and Lehmann (1994) agreed that customer satisfaction can be defined as overall evaluation based on the total purchase and consumption experience with a good or service over time. It is influenced by overall quality, price and disconfirmation or expectations”.

“Vavra (2002) presents the following definition of the customer satisfaction:

“Satisfaction is a customer’s emotional response to his or her evaluation of the perceived discrepancy between his or her prior experience with expectations of our product and organization and the actual experience performance as perceived after interacting with organization and consuming our product”.

Satisfaction can be determined by subjective, e.g. customer needs, emotions, expectations and objective factors, e.g. product and service features. “Holjevac, Marković and Raspor (2000) as well as most of the researchers agreed that customer satisfaction in a service sector is concerned with:

- the service functionality (perceived customer service quality)
- subjective customer experience”.

In conclusion relationship marketing seeks to satisfy the customers. In order to build satisfaction a firm needs to deliver good service quality and create a memorable experience.

2.2.4. Service Quality

Service quality is a multi-dimensional and abstract concept. It is generally agreed that customer satisfaction is a broader term than service quality. Both have been identified as key factors for every business success, customer retention (Holjevac *et al.*, 2000) and differentiation marketing strategy (Grönroos, 1990; Parasuraman, Zeithaml and Berry, 1988)

Different researchers define service quality using different factors. “For LeBlanc (1992) there are corporate image, competitiveness, courtesy, responsiveness, accessibility and competence”. “For Grönroos (2000) it is the professionalism and skills, attitudes and behavior, accessibility and flexibility, reliability and trustworthiness, service recovery, reputation and credibility and atmosphere”.

“Parasuraman, Zeithaml and Berry (1985) described perceived service quality as a gap, the difference between consumers’ expectations and perceptions”. The measurement of service quality is based on both on how consumer evaluates the service delivery process and the outcome of the service. “A good service quality is considered as one which meets or exceeds consumer’s expectation of the service (Parasuraman *et al.*, 1985: 46)”.

Researchers gathered the criteria for evaluating service quality. Ten key categories were identified which they called "Service Quality Determinants", similar to every service sector consumers, identified by Parasuraman *et al.* (1985, 1988):

1. Tangibles - Appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability - Ability to perform the promised service dependably and accurately.

3. Responsiveness - Willingness to help customers and provide prompt service.
4. Competence - Possession of the required skills and knowledge to perform the service.
5. Courtesy - Politeness, respect, consideration, and friendliness of contact personnel.
6. Credibility - Trustworthiness, believability, honesty of the service provider.
7. Security - Freedom from danger, risk or doubt.
8. Access - Approachability and ease of contact.
9. Communication - Keeping customers informed in language they can understand and listening to them.
10. Understanding the customer - Making the effort to know customers and their needs.

Based on Parasuraman et al. (1985) model for measuring the quality of service by use of customer perception of it, “Gronroos (1984) proposed that customers compare their expectations to their experience of service quality in forming judgments. The author defined service quality as:

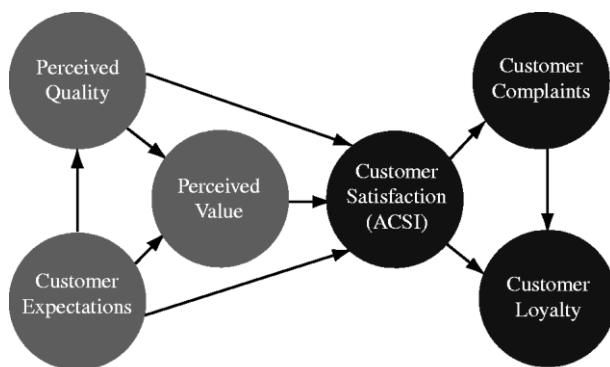
“the perceived quality of a given service will be the outcome of an evaluation process, where the consumer compares his expectations with the service he perceives he has received, i.e. he puts the perceived service against the expected service. The result of this process will be the perceived quality of the service (Grönroos, 1984: 37)”.

2.2.5. Relationship between Customer Satisfaction and Service Quality

As mentioned before high service quality has a positive impact on customer satisfaction. Service quality is used to measure customer satisfaction by many researchers.

A common measure for the service quality is American Customer Satisfaction Index ACSI that is based on six elements with customer satisfaction as a central construct, customer expectations, perceived quality and perceived value as the antecedents and two outcomes: customer loyalty and customer complaint behavior. Survey of ACSI is made of 15 indicators, ranked on 1 to 10 point scale (Fornell et al., 1996).

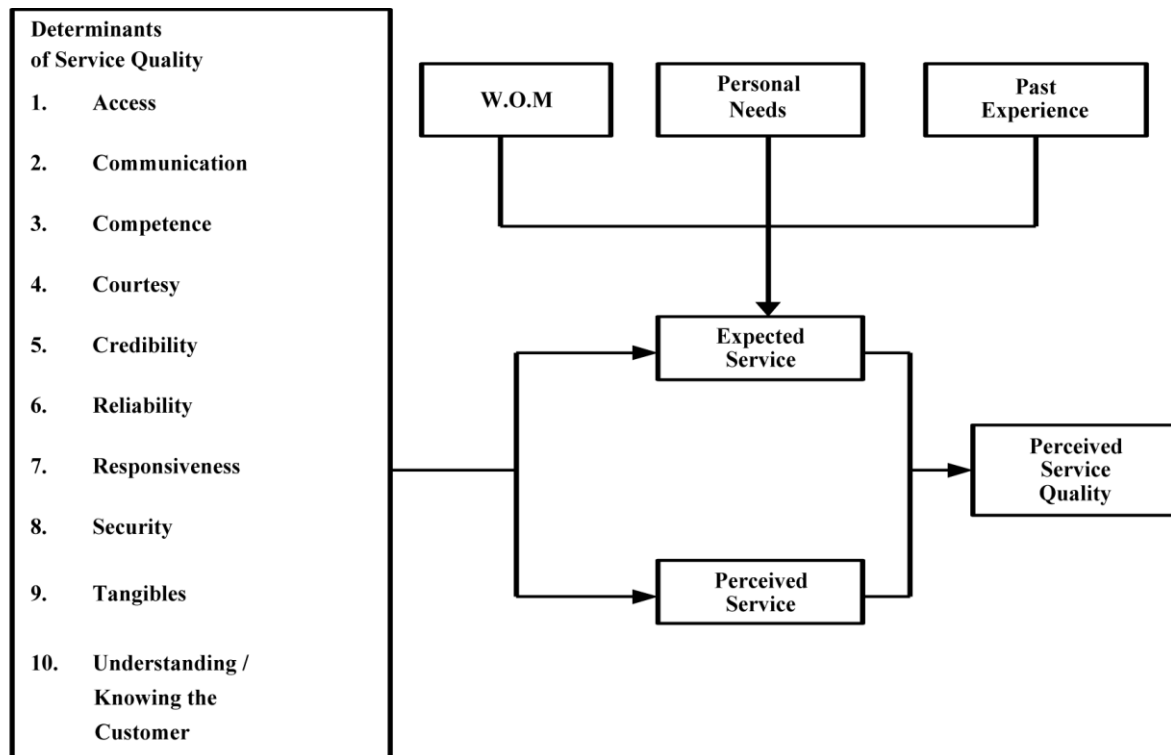
Fig. 5: ACSI Framework for Customer Loyalty.



Source: ACSI (2008)

Another and the most widely applied model in service industry that measure customer satisfaction by service quality is SERVQUAL, developed by Parasuraman, Zeithaml and Berry (1988). The model indicates that service quality contains five dimensions: **reliability, responsiveness, assurance, empathy, and tangibles**. “Tangible dimension is related to physical facilities, reliability is how accurately the firm performs promised service, empathy is being able to recognize customer’s emotional state about the service and paying individual attention to each customer, assurance is related to knowledge and ability to build trust of the employees (Gandhi and Singh Kang, 2009)”. These dimensions present how customers organize information about the quality of service in their minds. A degree of agreement or disagreement with an item is rated on the seven-point Likert scale. The results are being identified as positive or negative gaps. “The difference between perceptions and expectations scores measures each gap that indicates the level of customer satisfaction. Positive result means that perceived service meets or exceeds expected and therefore a service quality occurs (Parasuraman et al., 1988)”.

Fig. 6: Determinants of Perceived Service Quality.



Source: Parasuraman, et al., 1988

2.2.6. Customer Experience

Observed during the recent years, the economic, social and technological changes significantly influenced the thinking of nowadays customers. The New Generation we can call Experience Generation and it requires from the companies to focus on all the sensations experienced by the client that has contact with the company. Researchers emphasize that creating total memorable experience is extremely important in building customer satisfaction and loyalty. Delivered experience can help with creating competitive advantage for each company.

The literature in marketing hasn't considered customer experience as a separate construct. Researchers have focused instead on studying the methods to measure service quality and customer satisfaction (e.g. Parasuraman, Berry). "Holbrook and Hirschmann (1982) theorized that consumption has experiential aspect". "Schmitt (1999) has explored how companies create experiential marketing by having customers sense, feel, think, act and relate to a company and its brands".

“According to Shaw *“A Customer Experience is an interaction between an organization and a customer. It is a blend of an organization’s physical performance, the senses stimulated, and emotions evoked, each intuitively measured against Customer Expectations across all moments of contact”*. Shaw claims that “only physical or emotional aspects are not enough, both must exist together and customers will compare then with their previous expectations at every moment they live with the company (Shaw, 2005: 51)””.

We can observe the relation of Shaw’s theory to the theory of Parasuraman model as well as the theory about Expectations and Perceived Performance of Oliver (1980).

“Schmitt (1999: 60) claims *“Experiences are private events that occur in response to some stimulation”*”. Stimulation must be made by companies in order to create those experiences for customers.

“According also to Pine and Gilmore *“An Experience occurs when a company intentionally uses services as a stage and goods as props, to engage individual customers in a way that creates a memorable event”*. They claim that *“clients generally value the benefits of services more highly than the goods required to provide them (Pine and Gilmore, 1999) ““*

“*“Customer Experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representatives of a company’s products, service or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews and so forth” (Meyer and Schwager 2007: 118)”. “*

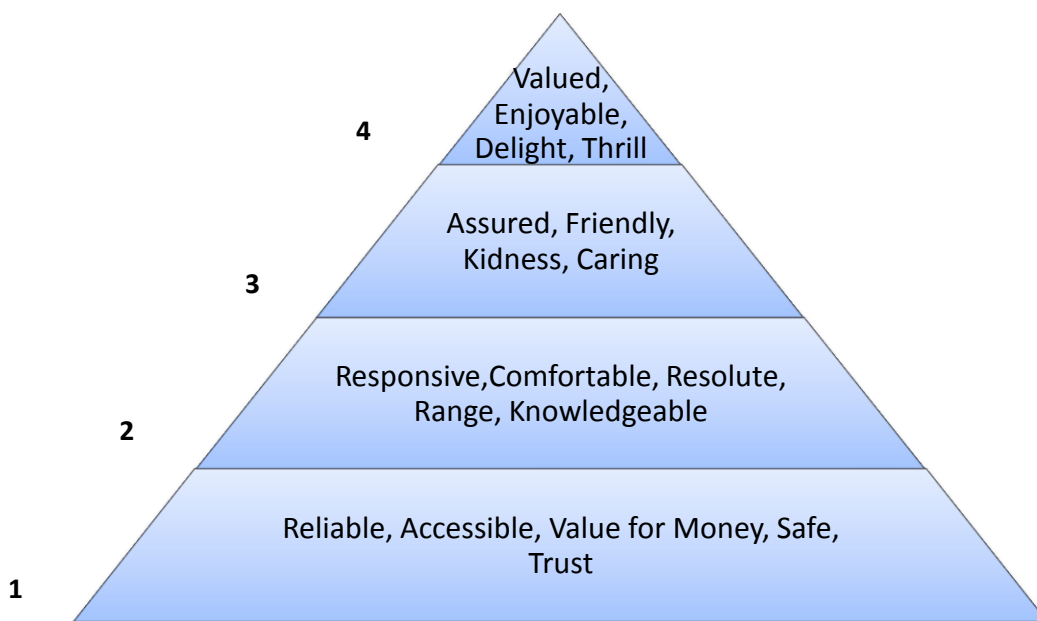
“Grönroos (1984), Berry and Seltman (2007) claim the customer experience as a way to build the quality of services and customer satisfaction and loyalty”. “According to Grönroos total customer experience drivers can be divided for technical and functional and according to Berry for mechanical, functional and human clues”.

“Another view on Customer Experience presents Shaw who refers that *”...in order to build experience the needs of the customer have to be satisfied in the hierarchy...(Shaw, 2005)”*”. Model is similar to Maslow’s Pyramid, where first basic needs have to be satisfied, and then people start to think about more needs to be satisfied. However Shaw relates satisfaction to the meeting needs of higher layer and no dissatisfaction to the meeting needs of the lower level. From this point of view his theory is similar to Herzberg’s theory of motivation

(motivation factors can be compared to the needs). He didn't agree with the hierarchy theories (e.g. Maslow's). "Herzberg introduced two-dimensional theory of motivation, where each dimension is comprised of two distinct factors. The first dimension of factors is called *hygienes* or *dissatisfiers* that can lead to dissatisfaction when not sufficiently present, but they don't raise motivation. The second dimension is represented by motivators which present can raise the motivation and satisfaction (Thomson, 1996: 13)".

Shaw presents Customer Experience Hierarchy of Needs (Fig. 7). Shaw's pyramid consists of the basic needs the people want to have before moving up in the hierarchy. First two levels from the bottom are quite common in all industries and all companies should provide all the elements. However what differentiate customers, build experience are the two higher layers, that consist of the elements related to customer emotions.

Fig. 7: Customer Experience Hierarchy of Needs.



Source: Shaw, 2005

2.3. Studies on drivers for Customer Satisfaction in Tourism Industry

2.3.1. Customer Satisfaction in Tourism

Tourism is a service-intensive industry that is dependent on the quality of customer service and customers' experiences as well as their consequent assessments of satisfaction or dissatisfaction.

Satisfaction has become a main focus of tourist's behavior, because it is a determinant of tourist revisiting. "Oliver claims that tourist satisfaction can be seen as *"...a tourist's post-purchase evaluation of the destination... (Oliver, 1981)"*". "Baker and Crompton claim satisfaction in relation to tourism is defined as *"...the tourist's emotional state after experiencing the trip... (Baker and Crompton, 2000)"*".

Satisfaction is strongly connected with tourist's experience. It can be used to evaluate the products and services quality offered at the destination.

Tourism researchers have used different views and models in order to examine tourist satisfaction. Most popular models are:

- Expectancy-disconfirmation model of Oliver (1980), Oh and Parks (1997)
- Equity model of Oliver and Swan (1989).

There are developed some less known models of tourist satisfaction as well e.g. assimilation or cognitive dissonance, contrast, attribution, comparisation (Oh and Parks, 1997). This research will be based on the Expectancy-disconfirmation theory of Oliver (1980). "Very popular is SERVQUAL Model based on service quality dimensions that was used in a range of research in tourism and hospitality service for many countries or regions as well as hotels, restaurants, historic houses, travel agencies, health spas, diving, tourism and hospitality higher education units (Holejevac et al., 2003)".

2.3.2. Service Quality in Tourism

Tourism Industry is very sensitive to quality issues. People go on holidays in order to rest from the everyday life problems and they expect certain level of the quality related to the price, expectations, and perceptions. Competition in this industry must be driven by strategies focusing on quality of service to add value, as opposed to product or price differentiation.

"The World Tourism Organization (WTO, 2003) has defined the quality in tourism as

"the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment"

“According to Grönroos (1984), services in tourism have two quality dimensions. These dimensions are related to the way that customers perceive a given service:

1. Technical which concerns what tourists get at the destination, the technical outcome of the process
2. Functional referring to the manner the customers receive services. Grönroos calls it the ‘*expressive performance of a service*’”.

In the context of services, functional quality is generally perceived to be more important than technical quality. However the service must be provided at a technically satisfactory level. “Grönroos claims *“Experience is a product of a technical and functional quality, which is filtered through the image (Grönroos, 1984)”*”. Functional quality dimension can be perceived in a very subjective manner. Grönroos model has more practical application as it shows factors that contribute to each side of the perception gap. It shows that by managing customer expectations the service provider has an impact on both sides of the gap. In addition it illustrates that the customer experience is a product of the image of delivered quality of the supplier, not just the actuality. Therefore marketing can influence the perception gap (Grönroos, 1984).

2.3.3. Customer Experience in Tourism

The tourism experience extends beyond the offered service. In this sector the construction of services aiming to create memorable and satisfying customer experiences.

Many researchers were trying to build the definition of the tourist experience. Experiences are often defined as being within the person who is engaged with the event on an emotional, physical, spiritual or intellectual level and is left with a memorable impression. An occurrence of the experience requires customer participation and connection. (Pine and Gilmore, 1999)

“Accommodation is a part of the tourism product (Middleton and Clarke, 2001)”. Tourism is an experience industry thus destination managers have to deliver experience in order to

achieve tourist satisfaction. Best practice accommodation providers acknowledge this and show compassion, understanding and try to create an exceptional tourism experience. In order to be successful service providers need to know customer expectations, what do they value most, when they are satisfied. The need to specify customer touch points and make an improvement in these areas.

“Boswijk *et al.* (2005) refers that the approach to building experience should include: thinking about the things from the perspective of the individual then creating and delivering enjoyable and memorable experiences for them, treating every customer as a guest and create the culture of hospitality in every business, showing respect and breaking through pre-existing notions and changing paradigms to solve problems for the individuals”.

“A tourist experience consists of certain touch points: indirect (starting before the journey – e.g. websites, reviews, that build expectations) and direct that take place at the destination. (Stickdorn and Zehrer, 2009)”.

Stickdorn and Zehrer presented the Assessed Customer Journey Model based on disconfirmation paradigm of customer satisfaction. According to their research “Expectations (pre-service phase; hotel website and hotel rating website) have an impact on experiences (several single touch points at the destination) that influence an overall satisfaction (post-service phase; word of mouth, hotel ranking) (Stickdorn and Zehrer, 2009)”.

The tourism experience concept is prevalent in tourism literature. The main characteristics of the tourist experience, deduced from the exiting literature are as follow:

- Elements that can impact experience, literature divides mainly into three categories: physical aspects, social aspects and products/services. “Physical aspects are natural or human-made attractions, geographical features etc, social aspects based on interactions with people at the destination (locals, personnel etc.) and the service quality (Morgan *et al.*, 2010)”.
- The overall tourist experience is the outcome of the combination of tangible and intangible elements.
- The bundling of the wide range of the services required to produce tourism product (transformation, accommodation, information, marketing, financial service etc.) support the production of tourists experiences.

- The tourism experience starts from the initial contact with the customer on company’s website or by telephone. It includes the decision process and the booking process, which must be as seamless and as easy as possible. Experience continues after the return of tourist.
- “The outcomes of experience, according to Havlena and Holbrook (1986) are: pleasure, arousal and dominance. Pleasure is the level of happiness, satisfaction, arousal the level of being stimulated or excited and dominance refers to the level of control that the individual feels”. Most of the researchers agreed the satisfaction is the most significant result of the tourist experience
- A good overall experience will culminate in the tourism being an advocate for the company or the destination and lead to a positive word of mouth.

2.4. Defining Working Concept and Conceptual Framework

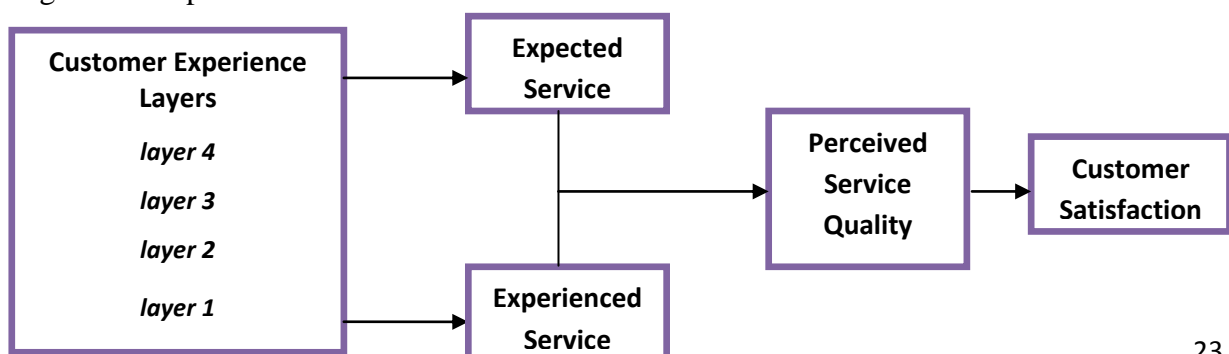
The main aim of this research is to study customer satisfaction, by customer experience.

Developed model contain elements previously described in the literature. Thus in this model:

- Customer Satisfaction element is according to the Expectancy-disconfirmation theory (Oliver, 1980; Oh and Parks, 1997) related to Perceived Service Quality
- Perceived Service Quality is according to Lewin (1938), Oliver (1980) and Parasuraman (1988) a gap between customer expectations and real service performance (experienced service)
- Ascendants of the Service Experience are according to the Customer Experience Hierarchy of Needs of Shaw (2005) represented by 4 layers of different experience needs. These 4 layers of experiences element became a base for creating the surveys’ questions for the hostel guests.

All these are combined and included in the Conceptual Framework for the Research (Fig. 8).

Fig. 8: Conceptual Framework for the Research.



Parasuraman et al. (1990) adopted expectancy-disconfirmation approach of Oliver (1980) and described most of listed above determinants for the experience. Basing of this theory as well as the SERVQUAL model survey questions from existing research within Hotel Industry and Shaw's Pyramid the questions for the surveys, related to this conceptual framework were created.

Chapter 3: Research Methodology

3.1. Research Purpose

Research can be classified according to the purpose of it – the reason why it was conducted. There are three types of research: Explanatory, Exploratory and Descriptive. Every type is described below and later one has been chosen.

3.1.1. Exploratory Research

The primary aim of exploratory research is to discover important variables in a given situation. It's very often used to study the new phenomenon as a kind of investigation of the problem or situation, where there are not much research done. "The goal is to formulate the problem more precisely, providing details, to clarify concepts and to gather some explanations or to produce qualitative data (Webb, 1992)". "Explanatory research is concerned with explaining the why and how of the situation (Brotherton, 2008)". It gives directions for the other types of research. It is characterized by a high flexibility level and no formal structure. "It may use a variety of methods such as trial studies, interviews, group discussions, experiments, or other tactics for the purpose of gaining information (Webb, 1992)".

3.1.2. Descriptive Research

Descriptive research could be the continuation of the exploratory research. "Webb (1992) claims that the main aim of descriptive research is to provide an accurate and valid representation of the factors or variables, found by exploratory research, that are relevant to the research question". It doesn't attempt to establish links or relations between those variables, only describes them. Such research is more structured than exploratory research. "Shuttleworth (2008) says that it "*...involves observing and describing the behaviour of a subject without influencing it in any way...*". The aim is to collect data in order to answer

questions about the current status of the subject or topic of study, to find information and stimulate new explanation. “Shuttleworth (2008) refers that “...*descriptive research uses variety of formal instruments in order to examine preferences, attitudes, practices, concerns, or interests of a sample...*””.

3.1.3. Explanatory research

“The aim of explanatory research is to identify and explore the causes lying behind the effects and the nature of the relationships between the factors or variables from theory based expectations, link different topics or issues under a common general statement. It is the way to extend the theory or principle into new areas or issues by providing evidences to support or refute it and an explanation why (Neuman, 1994)”.

3.1.4. Research purpose defined

This research aim is to identify which of the major determinants related to the customer expectations and experience influence customer satisfaction in Youth Hostels.

“Basing on what Brotherton (2008) claims, we can consider descriptive and explanatory study in order to study factors that influence for instance customer satisfaction “...*in case of descriptive study would only identify these factors and perhaps speculate about their relationship to satisfaction. An explanatory study would seek to differentiate between, and measure, the relative influence of the factors and explain the cause and effect relationship between them. In this sense, the explanatory study clearly has more applied value than the descriptive one...* (Brotherton, 2008)””.

The researcher of this study due to the difficulties in obtaining an international random sample, within the short term for this research, chose the descriptive method of study. The study will identify, in the available sample, the most important factors that affect hostel guest satisfaction and that are related to the customer experience and perceived service quality. Though the results may not be generalized, they can point out some clues for further research to be developed in a broader program. This thesis will be based on the conceptual framework created during the study of the existing literature (and developed while analyzing statistical data).

3.2. Research approach

3.2.1. Qualitative vs. Quantitative

Customer satisfaction research methodologies may be divided according to their content and objectives into quantitative and qualitative research. The researcher needs to choose the most appropriate one for the study. Both research approaches will be described in order to explain the reason of choosing by the researcher quantitative one for this study.

“Murray Thomas (2003) claims „*qualitative methods involve a researcher describing kinds of characteristics of people and events without comparing events in terms of measurements or amounts*””. Qualitative Research is about the collecting, analyzing, and interpreting data by observing how people act. Qualitative research studies can provide the researcher with details about the characteristics of something for instance human behavior, emotion, and personality characteristics that quantitative studies cannot match. “Qualitative data includes information about user behaviors, needs, desires, routines, use cases, and a variety of other information that is essential in designing a product that will actually fit into a user’s life (Madrigal and McClain, 2012)”. Statistical analysis lets us derive important facts from qualitative data, for instance preference trends, differences between groups, and demographics. The nature of this type of research is more exploratory and subjective.

Quantitative research is more about numbers, objective hard data; the measurement must be objective, quantitative and statistically valid. By definition of King *et al.* (1996):

“*Quantitative Research uses numbers and statistical methods. It tends to be based on numerical measurements of specific aspects of phenomena; it abstracts from particular instances to seek general description or to test casual hypotheses; it seeks measurements and analyses that are easily replicable by other researchers*”.

“Qualitative research can be used to identify the factors that affect the areas under investigation, and then a researcher can use that information to devise quantitative research that assesses how these factors would affect the preferences of the studied group (Madrigal and McClain, 2012)”. In the case of this study identifying the factors that affect customer satisfaction by qualitative research is not necessary because of previous researchers that identified the determinants for customer satisfaction within tourism and hospitality sector. The researcher of this study will use them in order to discover which of the determinants have

bigger influence for customer satisfaction within youth hostels guests. Moreover these findings can be used to construct quantitative research for instance as a base or support for creating Questions.

3.2.2. Defining Research Approach

In conclusion, the researcher of this dissertation will use existing information about the determinants for the customer satisfaction in order to perform quantitative research, which will lead to determine how these variables might affect hostel guest preferences.

3.3. Data Collection - Surveys

The researcher of this study chose surveys as the method of data collecting, mainly because it makes easier to collect data from a large number of people during short time and people that are difficult to reach. It's is an indirect method (there is no personal contact between the researcher and the respondents). The two surveys that investigated the hostel guests' opinions at the beginning and at the end of their stay were created and sent to the hostels that agreed to cooperate to distribute them between the guests. In this way the survey could reach hostel guests staying in different cities in Europe. The surveys were sent by electronic mail to the staff of the five European hostels Hostel that agreed to cooperate: Interflat Hostel Budapest (Hungary), Goodnight Hostel Lisbon, Old Town Hostel Lisbon (Portugal), Ostello Bello Milan (Italy) and Melody Hostel Poznan (Poland). One month was the length of time that was given to the employees to distribute and collect responds to the surveys.

The researcher prepared two different surveys for the guests, that were based on information that were collected while analyzing the theory from the first part of this thesis about the customer satisfaction in the tourism and hospitality sector.

Two surveys for the hostel guests contain:

- Survey 1 (Appendix 1): questions related to the expected level of service quality and customer experience
- Survey 2 (Appendix 2): questions related to the received level of service quality and customer experience

The first questionnaire for the guests was delivered to them just after their arrival and the second in the end of their stay. They are designed in pairs in order to recognize the difference between the expected and perceived service quality and how this gap influence total customer satisfaction. More specifically, each question from Survey 1 is related to the same number of question from the Survey 2. The surveys contain question about the initials and the hostel in order to connect Survey 1 and 2 to the same person. Following the developed conceptual framework it was possible to identify the gap between expected and perceived quality.

The surveys were divided into four sequences of questions. Each sequence was related to the one layer of issues, which are the experiences of the Customer Experience Hierarchy of Needs Pyramid of Shaw (2005). Therefore questions of the layers are related to:

- Layer 1 - Reliability, Accessibility, Value for Money, Safety, Trust and Security Experience.
- Layer 2 - Responsiveness, Resolution, Comfortable, Resolute, Range, Knowledgeable, Satisfied Experience.
- Layer 3 - Assured Friendly, Kindness and Caring Experience.
- Layer 4 -Valued, Enjoyable, Delight and Thrill Experience.

Surveys are in the form of the Likert-type questionnaires, meaning the answer is to be marked on the 5–point scale: *1 –poor; 2- low; 3-neutral; 4-high; 5-very high.*

Used Likert Scale is an ordered, one-dimensional scale from which respondents choose one option that best reflects their view. “Likert's original scale was bipolar, with five points running from one extreme to another, with a neutral central position, ranging from 'Strongly Agree' to 'Strongly Disagree' (Likert, 1932)”. Five-option scale is still most common. In scoring, numbers are usually assigned to each option (such as 1 to 5). A benefit is that questions used are usually easy to understand and so lead to consistent answers. A disadvantage is that only a few options are offered, with which respondents may not fully agree.

The statistics used to analyze the data:

In order to test the consistency of the surveys Cronbach's Alpha Test will be used.

Research Question 1. Which customer needs of experience are the most important determinants for achieving customer satisfaction?: The gaps will be compared, using standard deviations for each variable (because standard deviations squares the deviations

regardless whether the differences were positive or negative); then the means of the standard deviations for each layer will be used to compare these sets of variables. Also Factorial Analysis will be used to find out groups of correlated variables.

Research question 2. How does the experienced service result different from the expectations?: Paired t-test, which compares the means of two different responses from the same sampling unit to detect whether there are any statistically significant differences between expectations and received service.

Research Question 3. Does the customer expectations and received service differ between hostels?: Kruskal-Wallis Test will be used to investigate the equality of means between the variables in different hostels at the beginning and in the end of the stay. ANOVA test can't be used because of the normality and the size of the sample.

Research Question 4. What are the independent variables that influence customer expectations within the hostel sector?: The purpose of this research question is to identify the factors that affect customer expectations. Kruskal-Wallis Test with different independent variables was conducted, to investigate the equality of means between the variables.

Chapter Four: Data Analysis and Interpretation. Research Findings.

The researcher presents data analyze and research findings by answering the research questions.

4.1. Research Question 1. Which customer needs of experience are the most important determinants for achieving customer satisfaction?

Investigating the importance of customer experience needs experience layers.

According to the adapted theory the bigger the gap between expected and received experience – the better is customer satisfaction. The researcher calculated the gaps using standard deviations for each variable (need of experience). These standard deviations were used to find as well the mean of the standard deviations for the variables of each layer to investigate their importance within the hostel sector (Appendix 3).

Appendix 3. Excel Output – Mean of Standard Deviation for each Shaw’s layer:

Layer	Mean of Standard Deviation for each Shaw’s layer
Layer 1	1,08
Layer 2	1,17
Layer 3	1,17
Layer 4	1,16

Concerning the relevance of each need of experience (seen as corresponding to one question) the results showed major gaps in Q10, Q14 and Q20. Questions belong to different Layers. For this reason next the consistency of the questions within each layer (reliability) was tested using Cronbach's alpha test.

Interpretation of the gap calculation (Appendix 3):

The calculations of the means of standard deviations for each layer showed that only Layer 1 is less important than other three layers (Layer’s 1 Mean=1,08).

The researcher combined the interpretation of the results with the Herzberg Theory of the Motivation. Layer 1 seems to be related to the first dimension of Herzberg factors and variables within this Layer operate as non-motivators. According to Herzberg they don’t provide motivation (or in this case satisfaction) but they have to be provided in order to not create dissatisfaction. In contrast variables from the Layer 2, 3 and 4 operate as motivation factors. Thus the higher personal assessment of the variables, the better is experience of the hostel guest. What differentiate Shaw’s theory is as mentioned in the first part of this thesis Shaw relates satisfaction to the meeting needs of higher layer and no dissatisfaction to the meeting needs of the lower level, meaning people are always more satisfied when another needs are met, but they don’t downgrade within the level of satisfaction.

Investigating the consistency of the surveys’ questions within each Shaw’s layer (reliability).

After analyzing the previous results the researcher decided to test the consistency of the questions, using the Cronbach's Alpha Test, which is the most common measure of internal consistency ("reliability"). “It is most commonly used when the researcher has multiple Likert questions in a survey/questionnaire that form a scale, and the researcher wish to determine if the scale is reliable (Cronbach, 1951)”. In this thesis the Likert-type scale was used in the

surveys, and that is why it is suitable to test the reliability of the questionnaires by Cronbach's Alpha test. The test showed very high (close to 1) results (Appendix 4) for each layer, meaning that the questions used to measure the layers are consistent within each layer. However consistency within each layer doesn't mean that questions are inconsistent to more other layers. For this reason a Factor analysis was later conducted.

Factor Analysis

The researcher decided to conduct a Factor Analysis (including Varimax Rotation) to Survey 1 (expectations questionnaire), in order to find out what might be the new set of components, as layers (Appendix 5). Analyze of the second survey wasn't conducted because Factor Analysis should be used to create group of questions (variables), find the correlation between them and prepare the questionnaire. Survey 2 was used with the purpose of calculating the gap between expectations and experienced service, and was related to the created Survey 1.

Interpretation of the Factor Analysis (Appendix 5):

The factor analysis led the researcher to three main components:

- Factor 1: Q1 to Q7
- Factor 2: (former 2 and 3): Q8 to Q18, except Q11 (Q15 correlation to factor 1 is also significant)
- Factor 3: (former 4): Q19 to Q24 (also Q19 has little different correlations to the other components)

Factor analysis proved that Factor 1 (Shaw's Layer 2 and 3) explains most of the variance of the expectations within the sample, thus it is a key set of needs of experience influencing customer satisfaction that can be gathered as explained below.

Investigating the importance of the new set of variables (needs).

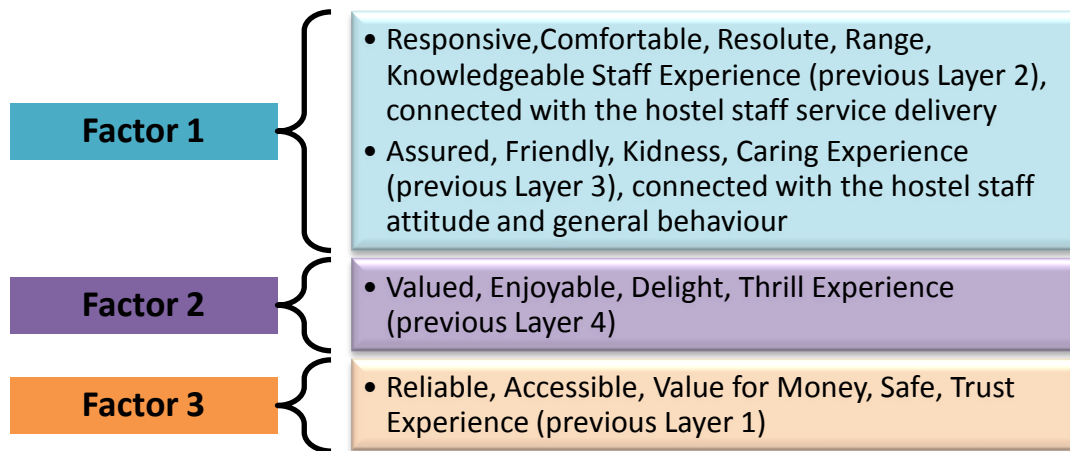
Again the means for the each new set of variables, so for the new factors, were calculated, in order to investigate which of them are more and less important (Appendix 6). Q11 was excluded because Factor Analysis showed that it explains very few variance of the answers (the only one that remains belonging to Factor 4).

Appendix 6: Excel Output - Mean of the Standard Deviations for the New Groups of Components:

Layer, Factor	Mean of Each New Factor
Layer 1, <u>Factor 3</u>	1,081346
Layer 2 and 3, <u>Factor 1</u>	1,164319
Layer 4, <u>Factor 2</u>	1,158942

The calculations of the gaps using standard deviations and later the means for the new set of components (Appendix 6) showed that only Factor 3 related to the Shaw's Layer 1 is less important than other two factors. Factor 1 gathers most important variables, related to the Shaw's Layer 2 and 3. Factor 4, related to the variables from Shaw's Layer 4 is slightly less important than Factor 1. The calculations are related to the Expectation Survey 1, because Factor Analysis, as mentioned before, should be used to create group of questions (variables) and Survey 2 is just related to this one.

We can observe that factors gather the following Shaw's Needs of Experience:



The researcher named the set of components within the factors as:

- Factor 1: Staff-care
- Factor 2: Enjoyable experience
- Factor 3: Service Accessibility and Reliability.

The importance of the new Layers can be presented as follow:



This shouldn't be interpreted as a hierarchy. It doesn't mean that Enjoyable Experience cannot be achieved without satisfying the Service Accessibility and Reliability. The researcher only put them in the order considering the importance (calculated from the means for each layer before) (Appendix 6).

To point out how these results may be used is strategic marketing; the researcher related them to the 7P Marketing Mix Theory.

The analysis of the questions of the Staff-care, related to the Shaw's second and third layer (Factor 1), led the researcher to the main conclusion – they are both closely connected with two mixes of the 7P Service Marketing: People and Process:

- **People** relates to the people that are directly or indirectly involved in the service. In order to create experience for the client, the staff should be able to create a competitive advantage. It requires appropriate interpersonal skills, attitude, and service knowledge.
- **Process** concerns the way the service is delivered to the customer.

The conclusion is that People and Process mixes can be chosen as good drivers for the marketing mix of the hostels, in order to obtain customer satisfaction within holiday hostel accommodation for youth travelers.

Investigating the consistency of the questions within each new set of components (needs) (reliability).

In order to determine if the scale in the Surveys used for the research, divided in new 3 groups of the components (Factors) is reliable Cronbach's Alpha Test for new Factors (set of variables) was conducted (Appendix 7). Again the consistency between variables within the each layer was confirmed (test value close to 1). The reliability in this case is slightly higher than for the set of variables divided onto the layers according to the Shaw's Theory.

4.2. Research question 2. How does the experienced service result different from the expectations?

Investigating statistically significant differences between expectations and received service.

This thesis work compares expectations with experienced service. Thus there are two samples with dependent variables. The researcher wanted to deduct if, along the sample, the same

surveyed people had significant different expectations, comparing to received service; analyzing answers for the question about the same variable at the beginning of the stay connected with the expectations (Survey 1), and at the end of the stay related to the actual received experience (Survey 2).

The researcher used the paired t-test (Appendix 8), which compares the means of two different responses from the same sampling unit to detect whether there are any statistically significant differences between these means (so between expectations and received service). The null hypothesis in this case is: *There is no difference in the means for the different groups.*

Interpretation of the paired t-test:

The statistics may be reported in the following format: t (degrees of freedom [df]) = t -value, p = significance level.

For instance concerning Question 1:

$t(64) = -8.004$ (marked in blue), $p < 0.0005$.

Due to the means of the assessment of the same variable (Appendix 8) in Survey 1 and later Survey 2, t and the direction of the t -value, it can be concluded that there was a statistically significant improvement from perception to received experience within this variable from 2,52 to 3,68 (also marked in blue), with $p < 0.0005$; an improvement of 1.16 can be observed.

If the result of t -test is higher than 0.05 then we don't reject the null hypothesis. As all the results (for every question) are below, the null hypothesis is to be rejected, which means that there was a statistically significant difference in all the variables. The same person had different perceptions comparing expectations and received (experienced) service level (Appendix 8).

The results show also that there was an improvement (concluded from the table Paired Samples Statistics) in perception of received experience (comparing to the previous expectations). The experienced service assessment was higher than primary expectations.

4.3. Research Question 3. Does the customer expectations and received service differ between hostels?

In order to see if the answers for the survey questions were dependent on the hostel few tests were conducted, first using ANOVA test, but because the normality assumption has been rejected (Test of Homogeneity of Variances – Levene’s Statistic) and the sample size was small, the test could not be validated. As the assumptions of the ANOVA test were failed, a nonparametric Kruskal-Wallis test was conducted (Appendix 9).

If the result of the significance level associated to the Chi-Square test in Kruskal-Wallis test is higher than 0.05 then we don’t reject the null hypothesis that stands for the equality of means among different groups. If the significant level is lower than 0.05, it means that there was a statistically significant difference in answers between different Hostels.

Interpretation of the Kruskal-Wallis Test for Survey 1 - Hostel as an independent variable (Appendix 9):

Basing on the results of the first Kruskal-Wallis Test (Appendix 9) the Chi-square value and the probability associated with the Kruskal-Wallis Test $p > 0.05$ we can report that there was no statistically significant difference between the different hostels, except Answers for the Question 3 (Which level of availability of facilities did you expect basing on the offer promise considering the price)?. This means that, in general, the expectations concerning the variables that the questionnaire contained didn’t depend on the hostel.

The next step to investigate, applying Kruskal-Wallis Test to the Survey 2, if experienced service differs between the hostels.

Interpretation of the Kruskal-Wallis Test for Survey 2 - Hostel as an independent variable (Appendix 10):

Kruskal-Wallis Test results (Appendix 10) showed that there was statistically significant difference between the different hostels when considering the received service for the most of the variables (Survey 2). The exceptions were answers for the Question 4 (Which level of accessibility of the employees when needed did you receive?) and Question 16 (Which level of friendliness and kindness of the employees did you experience?).

This means that experience service differ between the hostels. Thus overall customer satisfaction differs between the hostels basing on different experienced quality of service, but

the customer expectations toward the certain hostel don't influence the customer satisfaction significantly.

In order to find out which hostels were better evaluated the researcher compared the Mean ranks (Appendix 10) of the hostels of the survey 2 (experienced service quality).

A rank is an ordered classification of the hostels by the group of guests. The mean rank is the sum of all positions of a hostel in a rank, divided by the number of positions (or the number of guests who were surveyed). Since the scales, in this case, are from 1 to 5 (where 5 is the best evaluation), the highest the mean rank for each hostel in a variable (need of experience), the best its classification.

Analyzing the mean ranks of the hostels of the survey 2 (Appendix 10) the researcher to the following conclusions:

- The best in the classification are Goodnight Hostel (Lisbon), Old Town Hostel (Lisbon) and Ostello Bello Hostel (Milan) - marked in blue (the highest mean rank) and grey (high mean ranks)

4.4. Research Question 4. What are the independent variables that influence customer expectations within the hostel sector?

Analyze and final result of the previous research question proved that expectations don't differ between the hostels. The purpose of this research question is to identify the factors that affect customer expectations. From the theoretical point of view, it is important because expectations together with the experienced service affect customer satisfaction. Thus another Kruskal-Wallis Tests, with different independent variables were conducted.

Interpretation of Kruskal-Wallis Tests with Nationalities, Travelling alone or not, length of the stay, People that stayed in the hostel first time or not as the independent variables (basing on the Survey 1):

- There was no statistically significant difference between the different nationalities, except answers for the Question 19 and Question 22 (Appendix 11);
- There was no statistically significant difference between the people travelling alone, with friends or with a family, except answers for the Question 10, (Appendix 12);
- There was statistically significant difference considering the length of the stay for most of the variables (Appendix 13; the significant level was lower than 0.05 - marked

in grey). The mean ranks showed that the longer the guests were planning to stay, the strongest expectations related to the needs of experience they had (Appendix 13; highest mean ranks marked in blue);

- There was no statistically significant difference between the people that chose hostel first time or do it more often, except answers for the Question 20, which is equal to the significant level (Appendix 14).

Chapter Five: Discussion and Conclusions

5.1. Conclusions

Conclusions are related to the thesis objectives:

1. Analyze the impact of Shaw's Layers of Needs in customer satisfaction.
2. Observe which independent variables have significant influence in customer expectations and experiences within the hostel sector.

Analyze of the impact of Shaw's Layers of Needs in customer satisfaction led the researcher to the main conclusion that Needs of the Layers 2, 3 and 4 are important for the customer satisfaction within the hostel sector. Layer 1 is less important than other three layers.

Layers 2, 3 and 4 represent following needs of experiences:

7	level of the punctual / immediate service given by staff
8	Willingness of the staff to help guests and provision of information on local entertainment and attractions
9	level of the room maintenance
10	level of general and updated knowledge of the staff about travelling, transport, visiting the city/country
12	level of cleanness
13	level of the ability to instil confidence and security in the interactions with the hostel
14	level do you expect guests to receive individual attention from staff, being recognized, addressed by name
15	level of staff involvement in creating the environment and cultivation of friendly relationships of the hostel

16	level of the friendliness and kindness the employees (front and back-line)
17	level in which the employees to listen to guests problems and demonstrate understanding and concern
18	level of the giving personal attention and willingness to meet specific need of the individual guest of the hostel's personnel
19	overall enjoyable hostel experience
20	level of the entertainment provided by the hostel for the guests
21	level of the positively impact on the enjoyable experience connected with the facilities of the hostel
22	feeling of the special experience delivery
23	overall service quality as a factor that will influence the enjoyable experience of the stay
24	overall level of delight and joy experience

The researcher found a slightly different way to Shaw's Layers experience measurement, using the Factor Analysis. The test presented three new groups of components. Calculating the means of each factor the same way as before for the Shaw's layers showed similar results (Research Question 1): the most important Shaw's Layers were Layers 2, 3 and 4 and Layer 1 was less significant. New most important variables that provide hostel guest experience are Staff-care (previous Layer 2 and 3) and Enjoyable Experience (previous Layer 4). Service Accessibility and Reliability (Shaw's Layer 1) is less important for the hostel guest experience.

Staff-care represents following variables:

8	willingness of the staff to help guests and provision of information on local entertainment and attractions
9	level of the room maintenance
10	level of general and updated knowledge of the staff about travelling, transport, visiting the city/country
12	level of cleanness
13	level of the ability to instil confidence and security in the interactions with the hostel

14	level of receiving individual attention from staff, being recognized, addressed by name
15	level of staff involvement in creating the environment and cultivation of friendly relationships of the hostel
16	level of the friendliness and kindness the employees
17	level in which the employees listen to guests problems and demonstrate understanding and concern
18	level of the giving personal attention and willingness to meet specific need of the individual guest of the hostel's personnel

Enjoyable Experience represents following variables:

19	enjoyable hostel experience
20	level of the entertainment provided by the hostel for the guests
21	level of the positively impact on the enjoyable experience connected with the facilities of the hostel
22	feeling of the special experience delivery
23	overall service quality as a factor that will influence the enjoyable experience of the stay
24	overall level of delight and joy

Questions of Layer 2 and 3 (Staff-care) are strongly related to the people and the way people provide service in the hostels. Factor Analysis for the Survey 1 confirmed that these two groups of variables are suitable to be combined in one group. Staff-care group represents two elements of the 7P Marketing Mix for Services: People and Process. Therefore these are good drivers for the customer satisfaction within hostel sector. *People* relates to the people that are directly or indirectly involved in the service. *Process* concerns the way the service is delivered to the customer.

Overall conclusion is that the most important for the hostel guests is the right, friendly attitude of the staff and the way the employees serve guests.

Another deduction came out from the paired t-test that proved significant difference in all the variables between Survey 1 and 2, meaning that each surveyed person had different

perceptions comparing expectations and experienced service level (Appendix 8). Paired Sample Statistics showed also an improvement in assessment of each variable between expected and experienced service for each person (in each hostel).

Next important finding is that the customer expectations don't differ between hostels chosen for the stay (Appendix 9). What is important for the customer satisfaction is the received service perception. Experienced service differs between the hostels as the Kruskal-Wallis Test for the Survey 2 proved (Appendix 10). The hostels that served clients better were ranked higher.

Further Kruskal-Wallis tests with different independent variables helped to observe which independent variables have significant influence in customer expectations and experiences within the hostel sector. The results showed that the programmed length of the stay have an influence on the expectations of the youth travelers. The longer they were planning to stay, the higher expectations related to the every need of experience they had (Appendix 13), so basically were more involved hostel choice. Other analyzed variables (Nationalities, Travelling alone or not, length of the stay, People that stayed in the hostel first or another time) have less influence on the expectations so on the overall experience. They impact only some need of experiences (Questions marked in grey: Appendix 11, 12 and 14).

5.2. Practical implications

The research findings may be quite useful for hostel managers.

In order to create experience for the client the hostel staff has to be able to create a competitive advantage. It requires appropriate interpersonal skills, attitude, and service knowledge. Therefore investing in staff performance is the first thing to do to raise customer satisfaction

The main recommendations for the hostel managers in order to achieve customer satisfaction, by improving customer experience are:

- focusing on the training of the employees
- rising their motivation
- improving employees' job satisfaction.

Other recommendations are related to the independent variable that have and impact on the customer satisfaction - the length of the stay. People that are planning to stay longer in the

hostel have higher expectations. The implication is that people that stay longer are more involved in the hostel choice.

5.3. Research limitations

The conducted research has got some limitations that need to be acknowledged.

The first important limitation for this research is the non-random type of the sample, not allowing any kind of generalization.

Besides that, a large number of people couldn't be reached during short time through indirect contact.

The surveys were written in English (only for some travelers it was a native language). Consequently some information could be lost due to the language barrier.

Further, results are limited as they provide numerical descriptions and generally provide less elaborate accounts of human perception. Because of the closed-type of questions and no direct contact with the surveyed person, answers could be negligible and incomplete since probing by interviewer was not possible.

The researcher created questions of the second layer of the needs model relating them to the hostel staff behavior that might have led to the result that Layer 2 and 3 were both related to the attitude of the staff. The development of standard questions by researchers sometimes leads to 'structural' bias and false representation, where the data actually reflects the view of them, instead of the participating subject.

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Appendices

Appendix 1: Survey 1.

Questionnaire I

Dear Respondent,

My name is Alicja Pietrasz and I study MBA in ISCTE Lisbon University Institute. I would like to ask you to help me in my Master's thesis questionnaire research about achieving customer satisfaction considering customer experience approach. I would be grateful if you fill in two questionnaires for me: the questionnaire below and the other one which you will receive in the end of your stay. Please have in mind the price you are paying and the value you expect to receive from the hostel. Any information obtained in connection with this study that can be identified with you will remain confidential.

Name of your hostel.....

Your initials (needed in order to identify and connect both surveys to the certain person):

PART I

Please circle one response for each question. The response scale is as follow:

1-Poor/ Very low, 2-Low, 3- Neutral, 4-High, 5-Very high

		QUESTION	SCALE					<i>For the researcher (do not fill)</i>
<i>Layer 1</i>	1	Which level of safety do you expect (considering the price)?	1	2	3	4	5	
	2	Which level of the hostel staff reliability and promise keeping do you expect (considering the price)?	1	2	3	4	5	
	3	Which level of availability of facilities did you expect basing on the offer promise (considering the price)?	1	2	3	4	5	
	4	Which level of accessibility of the employees when needed do you expect (considering the price)?	1	2	3	4	5	
	5	In which level do you expect to be confident that the provided service will be done correctly (considering the price)?	1	2	3	4	5	
	6	Which level of value for money do you expect compare to the previously visited hostels (considering the price)?	1	2	3	4	5	
<i>Layer 2</i>	7	Which level of the punctual / immediate service given by staff do you expect (considering the price)?	1	2	3	4	5	
	8	Which level of willingness to help guests and provision of information on local entertainment and attractions do you expect (considering the price)?	1	2	3	4	5	

	9	Which level of the room maintenance do you expect (considering the price)?	1	2	3	4	5	
	10	Which level of general and updated knowledge about travelling, transport, visiting the city/country do you expect from the employees (considering the price)?	1	2	3	4	5	
	11	Which level of the comfort of the common area (including kitchen and bathrooms) do you expect (considering the price)?	1	2	3	4	5	
	12	Which level of cleanness did you expect (considering the price)?	1	2	3	4	5	
<i>Layer 3</i>	13	Which level of the ability to instil confidence and security in the interactions with the hostel do you expect (considering the price)?	1	2	3	4	5	
	14	In which level do you expect guests to receive individual attention from staff, being recognized, and addressed by name (considering the price)?	1	2	3	4	5	
	15	Which level of staff involvement in creating the environment and cultivation of friendly relationships of the hostel do you expect (considering the price)?	1	2	3	4	5	
	16	In which level do you expect the employees to be friendly and kind (considering the price)?	1	2	3	4	5	
	17	In which level do you expect employees listen to guests problems and demonstrate understanding and concern (considering the price)?	1	2	3	4	5	
	18	Which level of the giving personal attention and willingness to meet specific need of the individual guest do you expect form hostel's personnel (considering the price)?	1	2	3	4	5	
<i>Layer 4</i>	19	I which level do you expect your experience with this hostel to be enjoyable (considering the price)?	1	2	3	4	5	
	20	Which level of the entertainment provided by the hostel for the guests do you expect (considering the price)?	1	2	3	4	5	
	21	In which level the facilities of the hostel do you expect to positively impact your enjoyable experience (considering the price)?	1	2	3	4	5	
	22	In which level do you expect the hostel to deliver special experience (considering the price)?	1	2	3	4	5	
	23	How do you expect the service quality to be a factor that will influence the enjoyable experience of the stay (considering the price)?	1	2	3	4	5	
	24	Which level of delight and joy do you expect compare to the previously visited hostels (considering the price)?	1	2	3	4	5	

PART II

For statistical purposes only. Please fill in or tick appropriate.

1. Gender

- Male Female

2. Age

- 16-20 21-25
 26-30 >30

5. Nationality:

6. Country of residence:

7. Travelling:

- alone
 with family
 with friends

8. Most often the purpose of your travel while staying in youth hostels is:

- sightseeing party visiting friends other
 relax sport concerts/ special events

9. Why are you choosing youth hostels to stay in while your travel:

- low price atmosphere facilities meeting new people
 recommendation service quality special events other

10. For how long are you staying in this hostel?

- 1 day 2 days 3 days 4 days
 5 days 1-2 weeks >2 weeks

11. Are you travelling around (changing the places of stay during this trip)?

- No, this is my only destination Yes, I am doing a trip around Europe (part of Europe)

12. How often do you stay in the hostel?

- it's my first time once a year few times a year more than few times a year

13. How often do you choose hostel to stay before other types of accommodation?

- I always stay in the hostels
- I usually choose hostels

- I usually use another type of holiday accommodation
- It's my first time in the hostel

Appendix 2: Survey 2.

Questionnaire II

Dear Respondent,

As this is the end of your stay in this hostel I would like to ask you to fill in the second Questionnaire in order to obtain necessary data for my research. As it was in the case of the first Questionnaire any information obtained in connection with this study that can be identified with you will remain confidential.

Name of your hostel.....

Your initials (needed in order to identify and connect both surveys to the certain person):.....

Please circle one response for each question. The response scale is as follow:

1-Poor/ Very low , 2-Low, 3- Neutral, 4-High, 5-Very high

		QUESTION	SCALE					<i>For the researcher (do not fill)</i>
<i>Layer 1</i>	1	Which level of safety did you receive?	1	2	3	4	5	
	2	Which level of the hostel staff reliability, promise keeping did you receive?	1	2	3	4	5	
	3	Which level of availability of promised facilities did you receive?	1	2	3	4	5	
	4	Which level of accessibility of the employees when needed did you receive?	1	2	3	4	5	
	5	In which level have you been confident that service provided will be done correctly during your stay?	1	2	3	4	5	
	6	Which level of value for money do you perceive to obtain compare to the previously visited hostels?	1	2	3	4	5	
<i>Layer 2</i>	7	Which level of the punctual / immediate service given by staff did you receive?	1	2	3	4	5	

	8	Which level of willingness to help guests and provision of information on local entertainment and attractions did you receive?	1	2	3	4	5	
	9	Which level of the room maintenance did you receive?	1	2	3	4	5	
	10	Which level of the general and updated knowledge of the employees about travelling, transport, visiting the city/country do you perceive the hostel staff have?	1	2	3	4	5	
	11	Which level of the comfort of the common area (including kitchen and bathrooms) was provided?	1	2	3	4	5	
	12	Which level of cleanness was provided?	1	2	3	4	5	
<i>Layer 3</i>	13	Which level of the ability to instill confidence and security in the interactions with the hostel did you have?	1	2	3	4	5	
	14	In which level did the guests receive individual attention from staff, were recognized, addressed by name?	1	2	3	4	5	
	15	Which level of staff involvement in creating the environment and cultivation of friendly relationships of the hostel did you experience?	1	2	3	4	5	
	16	Which level of friendliness and kindness of the employees did you experience?	1	2	3	4	5	
	17	In which level did the employees listened to guests problems and demonstrated understanding and concern during your stay?	1	2	3	4	5	
	18	Which level of the giving personal attention and willingness to meet specific need of the individual guest did you receive form hostel's personnel?	1	2	3	4	5	
<i>Layer 4</i>	19	In which level you feel your experience with this hostel was enjoyable?	1	2	3	4	5	
	20	Which level of the entertainment provided by the hostel for the guests did you receive?	1	2	3	4	5	
	21	In which level the facilities of the hostel have positively influenced your enjoyable experience with the hostel?	1	2	3	4	5	
	22	In which level do you perceive a special experience was delivered to you in the hostel?	1	2	3	4	5	
	23	How do you value the service quality as the factor that influenced the positively the experience of the stay?	1	2	3	4	5	
	24	Which level of delight and joy did you receive compare to the previously visited hostels?	1	2	3	4	5	

Appendix 3: Excel Output – Standard Deviations for each question and the means.

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
0	1	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	0	1	0	0	0	0
1	2	2	2	2	2	3	3	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	3
2	2	2	2	2	2	2	3	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3
1	1	0	0	1	0	0	1	1	2	2	1	1	2	1	1	2	2	2	2	1	1	1	1
1	1	0	0	1	1	2	2	1	2	2	1	1	1	1	1	1	0	1	2	1	0	1	0
2	3	1	2	2	2	2	2	1	2	2	1	1	1	2	2	1	1	1	1	2	1	2	1
3	2	2	2	3	2	2	3	2	2	2	2	3	4	3	2	2	3	3	4	4	3	3	3
1	2	2	2	2	2	1	1	3	2	3	3	3	3	2	1	1	1	3	2	2	2	2	3
1	3	3	2	2	2	2	2	1	2	1	2	2	2	1	1	1	2	2	1	2	2	2	2
0	1	1	1	1	1	3	2	2	2	1	1	-1	1	1	1	2	1	1	1	1	1	1	1
1	2	1	1	1	1	1	1	1	0	1	1	1	0	0	-1	-1	0	1	0	0	1	1	1
1	1	2	2	1	1	2	2	1	2	2	1	1	1	2	2	2	1	1	1	2	1	2	1
2	3	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
2	2	1	1	2	3	2	1	1	2	2	0	2	2	2	3	3	3	2	2	2	2	2	2
1	2	1	1	1	0	2	1	1	2	3	2	1	2	2	2	2	2	1	2	1	2	2	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1
2	2	2	2	3	1	1	2	2	1	1	2	2	1	1	2	2	1	1	1	1	1	2	1
2	2	2	1	2	1	2	2	1	2	2	1	1	2	2	1	1	1	2	2	1	1	2	1
1	2	2	2	1	1	1	2	1	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2
3	3	2	2	3	2	3	2	3	2	3	3	3	3	3	2	2	3	2	2	2	2	2	2
1	2	1	2	2	2	3	1	3	1	2	2	2	3	3	1	2	2	2	2	2	2	2	2
1	2	1	1	1	1	1	2	0	2	2	0	0	1	1	1	1	2	1	2	2	2	2	2
1	1	1	1	1	1	1	1	1	2	1	1	1	2	0	1	1	1	0	2	1	1	1	1
1	1	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	1	1	0	0	1	1	1
-1	0	1	1	0	0	1	1	0	0	0	0	0	0	0	2	2	1	1	0	1	1	1	1
-1	0	1	0	-1	0	1	0	0	0	0	0	0	-2	0	1	1	0	0	-2	0	-1	0	0
0	1	2	2	2	2	2	1	2	1	0	1	2	-1	1	2	1	0	2	-1	0	1	0	2
2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2	2	2	3	2	2
2	1	2	1	2	2	2	2	3	3	2	3	2	3	3	2	2	3	2	3	2	3	2	2
1	2	1	3	2	1	1	2	0	-2	0	1	0	1	1	2	1	0	3	0	1	2	1	2
2	2	0	0	1	2	2	3	3	1	3	4	2	2	2	3	3	3	2	2	2	2	2	2
1	2	1	0	1	0	3	3	1	0	0	3	2	0	1	1	1	2	2	2	2	1	2	2
-1	-1	-2	-1	-2	-3	-1	-1	-1	-1	-3	-3	-2	-2	-2	-1	-2	-1	-2	-2	-3	-2	-2	-2
1	1	0	1	0	-1	1	0	2	2	1	1	1	2	3	1	2	1	0	3	2	2	2	2
-3	-1	-1	-1	-2	-1	-2	-1	-2	-3	-1	-2	-2	-2	-1	0	-1	-2	-1	0	-2	-1	-2	-1
2	2	2	0	0	2	1	2	3	1	2	3	2	2	2	2	1	2	2	0	1	1	1	1
0	0	3	0	1	1	0	0	1	0	1	0	1	3	0	3	0	0	2	2	2	2	1	0
-1	1	0	0	1	0	1	1	1	1	1	0	1	2	0	2	1	2	1	1	1	2	-1	-1

0	0	1	1	2	-1	2	2	0	0	0	1	1	0	0	2	1	1	1	0	0	1	1	1
1	1	1	1	1	0	0	1	1	1	0	1	2	1	1	1	1	1	0	0	0	1	0	0
0	1	2	0	0	0	1	-2	-1	-2	0	-1	-1	-1	-1	0	1	-2	0	-2	0	0	-1	-1
2	1	0	2	1	0	4	2	2	0	1	1	1	2	3	2	2	2	2	2	2	3	3	2
-1	-1	-1	-1	-1	0	0	1	0	2	1	1	0	2	0	-1	0	0	-1	1	2	0	0	0
0	1	1	1	2	2	3	2	3	1	2	2	2	1	0	1	0	0	1	0	0	0	0	0
3	0	0	0	1	1	2	0	1	-1	0	0	1	1	1	-1	-1	0	0	1	1	1	1	1
0	1	1	1	1	0	0	-1	1	-1	0	0	1	1	1	2	1	1	0	1	0	1	0	1
1	0	0	1	1	-1	1	0	0	1	0	0	-1	0	0	1	1	0	1	0	0	0	0	0
3	3	2	2	2	2	2	2	3	2	2	3	2	3	3	3	3	3	3	2	2	3	3	3
4	1	2	2	2	2	3	2	2	2	2	2	2	1	2	2	2	2	1	2	3	3	3	3
-1	0	1	1	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0	3	1	1	1
3	2	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2
1	1	1	-1	1	0	1	-1	0	-1	1	0	0	0	0	-1	0	-1	0	0	1	1	0	0
0	0	0	0	0	0	2	1	2	1	0	1	1	1	1	0	2	1	1	0	0	0	0	0
1	1	0	0	1	0	0	0	1	1	1	1	1	1	0	0	1	1	1	1	0	0	0	0
2	3	3	3	2	3	3	3	2	3	3	3	3	3	3	2	3	3	2	3	3	2	3	3
2	1	1	1	2	3	2	1	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2
1	2	2	2	2	2	3	2	3	2	3	2	1	2	3	2	2	2	2	3	2	3	3	2
2	2	2	1	2	1	2	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	2	1	1	1	1	1	1
2	2	1	1	2	2	3	2	3	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2
2	2	2	1	2	1	2	1	1	1	1	1	1	1	1	0	0	1	1	2	1	2	1	1
2	2	2	1	1	1	2	1	1	1	1	0	0	1	1	0	1	3	2	2	1	2	1	1
2	2	2	1	1	1	1	1	1	1	1	1	1	2	2	1	1	2	1	2	1	1	2	2
2	2	1	1	2	1	1	1	2	1	1	2	2	2	2	1	2	3	2	3	2	1	1	1
3	4	2	2	3	2	2	2	3	2	2	2	3	3	3	2	2	3	2	3	2	2	2	2
1,252881	1,029143	1,027272	0,973199	1,038444	1,159202	1,089283	1,102881	1,137854	1,273245	1,1822	1,227294	1,146063	1,272301	1,217461	1,076854	1,066987	1,230228	1,062245	1,290312	1,195344	1,102445	1,18484	1,118464

Layer	Mean of Standard Deviation for each Shaw's layer
Layer 1	1,08
Layer 2	1,17
Layer 3	1,17
Layer 4	1,16

Appendix 4: Cronbach's Alpha Test for the Survey 1.

First Layer:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,902	,903	6

Second Layer:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,895	,896	6

Third Layer:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,928	,928	6

Fourth Layer:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,932	,932	6

Appendix 5: SPSS Output Factor Analysis (Survey 1).

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	13,937	58,070	58,070	13,937	58,070
2	1,833	7,638	65,708	1,833	7,638
3	1,126	4,691	70,399	1,126	4,691
4	1,057	4,405	74,804	1,057	4,405
5	,885	3,687	78,491		
6	,817	3,404	81,895		
7	,614	2,557	84,452		
8	,548	2,285	86,737		
9	,458	1,909	88,646		
10	,407	1,697	90,344		
11	,378	1,577	91,921		
12	,340	1,418	93,339		
13	,285	1,187	94,526		

14	,239	,996	95,522		
15	,209	,873	96,395		
16	,194	,809	97,204		
17	,155	,647	97,851		
18	,145	,606	98,457		
19	,113	,470	98,927		
20	,079	,331	99,258		
21	,063	,262	99,520		
22	,052	,216	99,735		
23	,035	,145	99,880		
24	,029	,120	100,000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	58,070	5,243	21,845	21,845
2	65,708	4,761	19,837	41,682
3	70,399	4,713	19,637	61,319
4	74,804	3,236	13,485	74,804
5				
6				
7				
8				
9				
10				
11				

12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
Q1	,114	,528	,661	,132
Q2	,260	,200	,823	,022
Q3	,069	,088	,818	,195
Q4	,532	,216	,663	,061
Q5	,286	,153	,676	,442
Q6	,246	,135	,574	,517
Q7	,251	,398	,473	,393
Q8	,542	,386	,452	,154

Q9	,546	,213	,342	,479
Q10	,737	,086	,214	,292
Q11	,191	,290	,268	,780
Q12	,516	,341	,293	,377
Q13	,570	,278	,323	,440
Q14	,638	,382	,045	,516
Q15	,512	,626	,211	,276
Q16	,669	,388	,228	,268
Q17	,803	,346	,137	,091
Q18	,731	,434	,236	,169
Q19	,480	,329	,449	,362
Q20	,357	,679	,013	,427
Q21	,248	,707	,100	,506
Q22	,278	,723	,265	,324
Q23	,371	,768	,432	,092
Q24	,343	,728	,458	,070

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 9 iterations.

Appendix 6: Excel Output-Standard Deviations.

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
0	1	1	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	0	1	0	0	0	0
1	2	2	2	2	2	3	3	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	3
2	2	2	2	2	2	2	3	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3
1	1	0	0	1	0	0	1	1	2	2	1	1	2	1	1	2	2	2	2	1	1	1	1
1	1	0	0	1	1	2	2	1	2	2	1	1	1	1	1	1	0	1	2	1	0	1	0
2	3	1	2	2	2	2	2	1	2	2	1	1	1	2	2	1	1	1	1	2	1	2	1
3	2	2	2	3	2	2	3	2	2	2	2	3	4	3	2	2	3	3	4	4	3	3	3
1	2	2	2	2	2	1	1	3	2	3	3	3	3	2	1	1	1	3	2	2	2	2	3
1	3	3	2	2	2	2	2	1	2	1	2	2	2	1	1	1	2	2	1	2	2	2	2
0	1	1	1	1	1	3	2	2	2	1	1	-1	1	1	1	2	1	1	1	1	1	1	1
1	2	1	1	1	1	1	1	1	0	1	1	1	0	0	-1	-1	0	1	0	0	1	1	1
1	1	2	2	1	1	2	2	1	2	2	1	1	1	2	2	2	1	1	1	2	1	2	1
2	3	3	3	2	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
2	2	1	1	2	3	2	1	1	2	2	0	2	2	2	3	3	3	2	2	2	2	2	2
1	2	1	1	1	0	2	1	1	2	3	2	1	2	2	2	2	2	1	2	1	2	2	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1
2	2	2	2	3	1	1	2	2	1	1	2	2	1	1	2	2	1	1	1	1	1	2	1
2	2	2	1	2	1	2	2	1	2	2	1	1	2	2	1	1	1	2	2	1	1	2	1
1	2	2	2	1	1	1	2	1	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2
3	3	2	2	3	2	3	2	3	2	3	3	3	3	3	2	2	3	2	2	2	2	2	2
1	2	1	2	2	2	3	1	3	1	2	2	2	3	3	1	2	2	2	2	2	2	2	2
1	2	1	1	1	1	1	2	0	2	2	0	0	1	1	1	1	2	1	2	2	2	2	2
1	1	1	1	1	1	1	1	1	2	1	1	1	2	0	1	1	1	0	2	1	1	1	1
1	1	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	1	1	0	0	1	1	1
-1	0	1	1	0	0	1	1	0	0	0	0	0	0	0	2	2	1	1	0	1	1	1	1
-1	0	1	0	-1	0	1	0	0	0	0	0	0	-2	0	1	1	0	0	-2	0	-1	0	0
0	1	2	2	2	2	2	1	2	1	0	1	2	-1	1	2	1	0	2	-1	0	1	0	2
2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	2	2	2	2	3	2	2
2	1	2	1	2	2	2	2	3	3	2	3	2	3	3	2	2	3	2	3	2	3	2	2
1	2	1	3	2	1	1	2	0	-2	0	1	0	1	1	2	1	0	3	0	1	2	1	2
2	2	0	0	1	2	2	3	3	1	3	4	2	2	2	3	3	3	2	2	2	2	2	2
1	2	1	0	1	0	3	3	1	0	0	3	2	0	1	1	1	2	2	2	2	1	2	2
-1	-1	-2	-1	-2	-3	-1	-1	-1	-1	-3	-3	-2	-2	-2	-1	-2	-1	-2	-2	-3	-2	-2	-2
1	1	0	1	0	-1	1	0	2	2	1	1	1	2	3	1	2	1	0	3	2	2	2	2
-3	-1	-1	-1	-2	-1	-2	-1	-2	-3	-1	-2	-2	-2	-1	0	-1	-2	-1	0	-2	-1	-2	-1
2	2	2	0	0	2	1	2	3	1	2	3	2	2	2	2	1	2	2	0	1	1	1	1
0	0	3	0	1	1	0	0	1	0	1	0	1	3	0	3	0	0	2	2	2	2	1	0
-1	1	0	0	1	0	1	1	1	1	1	0	1	2	0	2	1	2	1	1	1	2	-1	-1
0	0	1	1	2	-1	2	2	0	0	0	1	1	0	0	2	1	1	1	0	0	1	1	1

1	1	1	1	1	0	0	1	1	1	0	1	2	1	1	1	1	0	0	0	1	0	0	
0	1	2	0	0	0	1	-2	-1	-2	0	-1	-1	-1	-1	0	1	-2	0	-2	0	0	-1	-1
2	1	0	2	1	0	4	2	2	0	1	1	1	2	3	2	2	2	2	2	3	3	2	
-1	-1	-1	-1	-1	0	0	1	0	2	1	1	0	2	0	-1	0	0	-1	1	2	0	0	0
0	1	1	1	2	2	3	2	3	1	2	2	2	1	0	1	0	0	1	0	0	0	0	0
3	0	0	0	1	1	2	0	1	-1	0	0	1	1	1	-1	-1	0	0	1	1	1	1	1
0	1	1	1	1	0	0	-1	1	-1	0	0	1	1	1	2	1	1	0	1	0	1	0	1
1	0	0	1	1	-1	1	0	0	1	0	0	-1	0	0	1	1	0	1	0	0	0	0	0
3	3	2	2	2	2	2	2	3	2	2	3	2	3	3	3	3	3	3	2	2	3	3	3
4	1	2	2	2	2	3	2	2	2	2	2	2	1	2	2	2	2	1	2	3	3	3	3
-1	0	1	1	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0	3	1	1	1
3	2	3	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2
1	1	1	-1	1	0	1	-1	0	-1	1	0	0	0	0	-1	0	-1	0	0	1	1	0	0
0	0	0	0	0	0	2	1	2	1	0	1	1	1	1	0	2	1	1	0	0	0	0	0
1	1	0	0	1	0	0	0	1	1	1	1	1	1	0	0	1	1	1	1	0	0	0	0
2	3	3	3	2	3	3	3	2	3	3	3	3	3	2	3	3	2	3	3	2	3	3	3
2	1	1	1	2	3	2	1	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2
1	2	2	2	2	2	3	2	3	2	3	2	1	2	3	2	2	2	2	3	2	3	3	2
2	2	2	1	2	1	2	1	1	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	2	1	1	1	1	1	1
2	2	1	1	2	2	3	2	3	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2
2	2	2	1	2	1	2	1	1	1	1	1	1	1	1	0	0	1	1	2	1	2	1	1
2	2	2	1	1	1	2	1	1	1	1	0	0	1	1	0	1	3	2	2	1	2	1	1
2	2	2	1	1	1	1	1	1	1	1	1	1	2	2	1	1	2	1	2	1	1	2	2
2	2	1	1	2	1	1	1	2	1	1	2	2	2	2	1	2	3	2	3	2	1	1	1
3	4	2	2	3	2	2	2	3	2	2	2	3	3	3	2	2	3	2	3	2	2	2	2
1,252881	1,029143	1,027272	0,973199	1,038444	1,159202	1,089283	1,102881	1,137854	1,273245	1,1822	1,227294	1,146063	1,272301	1,217461	1,076854	1,066987	1,230228	1,062245	1,290312	1,195344	1,102445	1,18484	1,118464

Layer, Factor	Mean of Each New Factor
Layer 1, <u>Factor 3</u>	1,081346
Layer 2 and 3, <u>Factor 1</u>	1,164319
Layer 4, <u>Factor 2</u>	1,158942

Appendix 7: SPSS Output: Cronbach's Alpha Test for new Factors (set of variables).

New Factor 1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,907	,907	7

New Factor 2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,944	,944	10

New Factor 3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,932	,931	6

Appendix 8: SPSS Output for Paired t-test.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Q1	2,5231	65	,79270	,09832
	Q1b	3,6769	65	,77273	,09585
Pair 2	Q2	2,7538	65	,77118	,09565
	Q2b	4,1692	65	,60128	,07458
Pair 3	Q3	3,0615	65	,76805	,09527
	Q3b	4,3077	65	,58425	,07247
Pair 4	Q4	3,2769	65	,71824	,08909
	Q4b	4,3538	65	,51329	,06367
Pair 5	Q5	2,6769	65	,77273	,09585
	Q5B	3,9538	65	,62327	,07731
Pair 6	Q6	3,0154	65	,78047	,09681
	Q6B	4,0154	65	,73935	,09170
Pair 7	Q7	2,7385	65	,77615	,09627
	Q7B	4,3077	65	,61041	,07571
Pair 8	Q8	3,0769	65	,77677	,09635
	Q8B	4,3846	65	,65413	,08113
Pair 9	Q9	2,6462	65	,79904	,09911
	Q9B	4,0000	65	,68465	,08492
Pair 10	Q10	3,0769	65	,71387	,08855
	Q10B	4,2154	65	,85682	,10628
Pair 11	Q11	2,8308	65	,62673	,07774
	Q11B	4,1231	65	,87514	,10855
Pair 12	Q12	2,6923	65	,80861	,10030

	Q12B	3,8923	65	,73150	,09073
Pair 13	Q13	2,7077	65	,76492	,09488
	Q13B	3,9538	65	,69441	,08613
Pair 14	Q14	2,5538	65	,82974	,10292
	Q14B	3,9538	65	,89147	,11057
Pair 15	Q15	2,8615	65	,89925	,11154
	Q15B	4,2154	65	,73935	,09170
Pair 16	Q16	3,2615	65	,92326	,11452
	Q16B	4,5846	65	,49662	,06160

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 17	Q17	3,1846	65	,82712	,10259
	Q17B	4,5385	65	,56116	,06960
Pair 18	Q18	2,7231	65	,92715	,11500
	Q18B	4,0769	65	,75638	,09382
Pair 19	Q19	3,0000	65	,70711	,08771
	Q19B	4,3231	65	,66398	,08236
Pair 20	Q20	2,7385	65	,85288	,10579
	Q20B	4,0769	65	,90671	,11246
Pair 21	Q21	2,9844	64	,82601	,10325
	Q21B	4,2344	64	,79167	,09896
Pair 22	Q22	2,7231	65	,81983	,10169
	Q22B	4,1385	65	,74743	,09271
Pair 23	Q23	2,908	65	,8790	,1090
	Q23B	4,2154	65	,76019	,09429

Pair 24	Q24	2,954	65	,8372	,1038
	Q24B	4,2000	65	,61745	,07659

Paired Samples Test

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	
					Lower	Upper
Pair 1	Q1 - Q1b	-1,15385	1,16231	,14417	-1,44185	-,86584
Pair 2	Q2 - Q2b	-1,41538	1,01385	,12575	-1,66660	-1,16417
Pair 3	Q3 - Q3b	-1,24615	,93593	,11609	-1,47807	-1,01424
Pair 4	Q4 - Q4b	-1,07692	,90671	,11246	-1,30159	-,85225
Pair 5	Q5 - Q5B	-1,27692	1,06811	,13248	-1,54159	-1,01226
Pair 6	Q6 - Q6B	-1,00000	1,23744	,15349	-1,30662	-,69338
Pair 7	Q7 - Q7B	-1,56923	1,04537	,12966	-1,82826	-1,31020
Pair 8	Q8 - Q8B	-1,30769	1,15816	,14365	-1,59467	-1,02071
Pair 9	Q9 - Q9B	-1,35385	1,08153	,13415	-1,62184	-1,08586
Pair 10	Q10 - Q10B	-1,13846	1,19735	,14851	-1,43515	-,84177
Pair 11	Q11 - Q11B	-1,29231	1,27136	,15769	-1,60733	-,97728
Pair 12	Q12 - Q12B	-1,20000	1,28938	,15993	-1,51949	-,88051
Pair 13	Q13 - Q13B	-1,24615	1,15962	,14383	-1,53349	-,95881
Pair 14	Q14 - Q14B	-1,40000	1,29663	,16083	-1,72129	-1,07871
Pair 15	Q15 - Q15B	-1,35385	1,24286	,15416	-1,66181	-1,04588
Pair 16	Q16 - Q16B	-1,32308	1,09127	,13536	-1,59348	-1,05267
Pair 17	Q17 - Q17B	-1,35385	1,03729	,12866	-1,61087	-1,09682

Pair 18	Q18 - Q18B	-1,35385	1,21746	,15101	-1,65552	-1,05217
Pair 19	Q19 - Q19B	-1,32308	1,06225	,13176	-1,58629	-1,05987
Pair 20	Q20 - Q20B	-1,33846	1,36103	,16882	-1,67571	-1,00121
Pair 21	Q21 - Q21B	-1,25000	1,28483	,16060	-1,57094	-,92906
Pair 22	Q22 - Q22B	-1,41538	1,19755	,14854	-1,71212	-1,11865
Pair 23	Q23 - Q23B	-1,30769	1,29811	,16101	-1,62935	-,98604
Pair 24	Q24 - Q24B	-1,24615	1,15962	,14383	-1,53349	-,95881

Paired Samples Test

		t	df	Sig. (2-tailed)
Pair 1	Q1 - Q1b	-8,004	64	,000
Pair 2	Q2 - Q2b	-11,255	64	,000
Pair 3	Q3 - Q3b	-10,735	64	,000
Pair 4	Q4 - Q4b	-9,576	64	,000
Pair 5	Q5 - Q5B	-9,638	64	,000
Pair 6	Q6 - Q6B	-6,515	64	,000
Pair 7	Q7 - Q7B	-12,103	64	,000
Pair 8	Q8 - Q8B	-9,103	64	,000
Pair 9	Q9 - Q9B	-10,092	64	,000
Pair 10	Q10 - Q10B	-7,666	64	,000
Pair 11	Q11 - Q11B	-8,195	64	,000
Pair 12	Q12 - Q12B	-7,503	64	,000
Pair 13	Q13 - Q13B	-8,664	64	,000
Pair 14	Q14 - Q14B	-8,705	64	,000
Pair 15	Q15 - Q15B	-8,782	64	,000

Pair 16	Q16 - Q16B	-9,775	64	,000
Pair 17	Q17 - Q17B	-10,523	64	,000
Pair 18	Q18 - Q18B	-8,965	64	,000
Pair 19	Q19 - Q19B	-10,042	64	,000
Pair 20	Q20 - Q20B	-7,929	64	,000
Pair 21	Q21 - Q21B	-7,783	63	,000
Pair 22	Q22 - Q22B	-9,529	64	,000
Pair 23	Q23 - Q23B	-8,122	64	,000
Pair 24	Q24 - Q24B	-8,664	64	,000

Appendix 9: SPSS Output – Kruskal-Wallis Test for Survey 1: Hostel as the Independent variable.

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Chi-Square	8,748	3,271	9,581	5,825	9,390	7,416	3,168
df	4	4	4	4	4	4	4
Asymp. Sig.	,068	,513	,048	,213	,052	,115	,530

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Chi-Square	3,400	5,110	1,155	2,494	2,115	1,905	1,035
df	4	4	4	4	4	4	4
Asymp. Sig.	,493	,276	,885	,646	,715	,753	,904

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
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Chi-Square	5,209	4,415	2,819	3,486	5,487	3,244	2,751
df	4	4	4	4	4	4	4
Asymp. Sig.	,266	,353	,589	,480	,241	,518	,600

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	2,206	6,256	6,031
df	4	4	4
Asymp. Sig.	,698	,181	,197

a. Kruskal Wallis Test

b. Grouping Variable: Hostel

Appendix 10: SPSS Output – Kruskal-Wallis Test for Survey 2: Hostel as the Independent variable.

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Chi-Square	41,691	17,537	12,979	7,425	31,043	28,482	11,378
df	4	4	4	4	4	4	4
Asymp. Sig.	,000	,002	,011	,115	,000	,000	,023

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Chi-Square	14,827	27,897	31,189	30,741	33,556	32,569	39,022
df	4	4	4	4	4	4	4
Asymp. Sig.	,005	,000	,000	,000	,000	,000	,000

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
Chi-Square	30,727	2,869	14,608	32,674	18,419	42,215	34,055
df	4	4	4	4	4	4	4
Asymp. Sig.	,000	,580	,006	,000	,001	,000	,000

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	35,583	31,919	27,689
df	4	4	4
Asymp. Sig.	,000	,000	,000

a. Kruskal Wallis Test

b. Grouping Variable: hostelname

Appendix 11: SPSS Output – Kruskal-Wallis Test for Survey 1: Nationality as an independent variable.

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Chi-Square	28,367	23,387	29,763	27,716	28,114	27,485	20,609
df	20	20	20	20	20	20	20
Asymp. Sig.	,101	,270	,074	,116	,107	,122	,420

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
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Chi-Square	16,922	25,668	17,661	32,668	18,726	20,260	24,912
df	20	20	20	20	20	20	20
Asymp. Sig.	,658	,177	,610	,037	,540	,442	,205

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
Chi-Square	22,646	27,796	21,882	17,238	32,682	23,788	30,603
df	20	20	20	20	20	20	20
Asymp. Sig.	,307	,114	,347	,637	,037	,252	,061

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	35,432	23,120	24,823
df	20	20	20
Asymp. Sig.	,018	,283	,208

a. Kruskal Wallis Test

b. Grouping Variable: Q27nationality

Appendix 12: SPSS Output – Kruskal-Wallis Test for Survey 1: Travelling alone, with family or friends as an independent variable.

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Chi-Square	,117	,022	,868	,067	,899	,231	4,840
df	1	1	1	1	1	1	1
Asymp. Sig.	,732	,882	,351	,795	,343	,631	,028

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Chi-Square	1,395	1,231	5,269	1,807	,151	3,253	3,418
df	1	1	1	1	1	1	1
Asymp. Sig.	,238	,267	,022	,179	,698	,071	,064

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
Chi-Square	2,167	1,774	1,378	4,271	,632	2,401	1,750
df	1	1	1	1	1	1	1
Asymp. Sig.	,141	,183	,240	,039	,427	,121	,186

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	,892	1,152	,687
df	1	1	1
Asymp. Sig.	,345	,283	,407

a. Kruskal Wallis Test

b. Grouping Variable: Q29travelling

Appendix 13: SPSS Output – Kruskal-Wallis Test for Survey 1: Length of the stay as the independent variable.

Kruskal-Wallis Test

Ranks

	Q32how_long	N	Mean Rank
Q1	1 day	12	35,54

	2 days	28	33,71
	3 days	19	24,84
	4 days	3	42,83
	5 days	1	47,00
	1-2 weeks	2	63,50
	Total	65	
Q2	1 day	12	32,17
	2 days	28	33,54
	3 days	19	25,63
	4 days	3	47,83
	5 days	1	60,50
	1-2 weeks	2	64,50
	Total	65	
Q3	1 day	12	31,75
	2 days	28	30,82
	3 days	19	28,74
	4 days	3	56,50
	5 days	1	56,50
	1-2 weeks	2	64,50
	Total	65	
Q4	1 day	12	37,50
	2 days	28	29,88
	3 days	19	31,05
	4 days	3	38,67
	5 days	1	26,50
	1-2 weeks	2	63,00

	Total	65	
	1 day	12	38,29
	2 days	28	30,96
	3 days	19	26,13
Q5	4 days	3	49,67
	5 days	1	44,00
	1-2 weeks	2	64,50
	Total	65	
Q6	1 day	12	34,67

Ranks

	Q32how_long	N	Mean Rank
Q6	2 days	28	29,48
	3 days	19	31,29
	4 days	3	40,83
	5 days	1	57,50
	1-2 weeks	2	64,50
	Total	65	
	1 day	12	37,75
	2 days	28	30,16
	3 days	19	30,55
Q7	4 days	3	32,17
	5 days	1	41,50
	1-2 weeks	2	64,50
	Total	65	
Q8	1 day	12	35,08

	2 days	28	31,70
	3 days	19	29,29
	4 days	3	40,33
	5 days	1	32,00
	1-2 weeks	2	63,50
	Total	65	
Q9	1 day	12	43,71
	2 days	28	29,00
	3 days	19	28,53
	4 days	3	31,17
	5 days	1	44,00
	1-2 weeks	2	64,50
	Total	65	
Q10	1 day	12	35,42
	2 days	28	25,70
	3 days	19	37,87
	4 days	3	32,00
	5 days	1	58,00
	1-2 weeks	2	63,50
	Total	65	
Q11	1 day	12	38,46
	2 days	28	29,88

Ranks

	Q32how_long	N	Mean Rank
Q11	3 days	19	31,24

	4 days	3	29,17
	5 days	1	39,00
	1-2 weeks	2	63,50
	Total	65	
Q12	1 day	12	44,25
	2 days	28	28,39
	3 days	19	30,16
	4 days	3	24,67
	5 days	1	43,00
	1-2 weeks	2	64,50
	Total	65	
	Q13	1 day	12
2 days		28	31,89
3 days		19	27,00
4 days		3	34,00
5 days		1	60,50
1-2 weeks		2	64,50
Total		65	
Q14		1 day	12
	2 days	28	31,77
	3 days	19	29,63
	4 days	3	13,50
	5 days	1	46,50
	1-2 weeks	2	64,50
	Total	65	
	Q15	1 day	12

	2 days	28	29,14
	3 days	19	32,42
	4 days	3	17,67
	5 days	1	56,50
	1-2 weeks	2	64,50
	Total	65	
Q16	1 day	12	39,29
	2 days	28	31,16
	3 days	19	25,63

Ranks

	Q32how_long	N	Mean Rank
Q16	4 days	3	46,67
	5 days	1	50,00
	1-2 weeks	2	62,00
	Total	65	
Q17	1 day	12	35,67
	2 days	28	27,55
	3 days	19	34,39
	4 days	3	37,50
	5 days	1	53,50
	1-2 weeks	2	63,00
	Total	65	
Q18	1 day	12	36,50
	2 days	28	30,70
	3 days	19	28,13

	4 days	3	47,83
	5 days	1	42,50
	1-2 weeks	2	63,50
	Total	65	
Q19	1 day	12	37,75
	2 days	28	29,93
	3 days	19	28,42
	4 days	3	50,33
	5 days	1	34,00
	1-2 weeks	2	64,50
	Total	65	
Q20	1 day	12	35,50
	2 days	28	29,84
	3 days	19	34,82
	4 days	3	19,17
	5 days	1	59,50
	1-2 weeks	2	52,50
	Total	65	
Q21	1 day	11	32,14
	2 days	28	30,93
	3 days	19	32,92
	4 days	3	17,33

Ranks

	Q32how_long	N	Mean Rank
Q21	5 days	1	56,00

	1-2 weeks	2	63,50
	Total	64	
Q22	1 day	12	32,25
	2 days	28	31,23
	3 days	19	31,34
	4 days	3	33,00
	5 days	1	60,00
	1-2 weeks	2	64,50
	Total	65	
Q23	1 day	12	33,46
	2 days	28	29,29
	3 days	19	33,32
	4 days	3	35,17
	5 days	1	57,00
	1-2 weeks	2	64,00
	Total	65	
Q24	1 day	12	32,54
	2 days	28	30,07
	3 days	19	32,87
	4 days	3	34,33
	5 days	1	57,00
	1-2 weeks	2	64,00
	Total	65	

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
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Chi-Square	12,268	14,998	16,118	9,798	14,432	11,357	9,130
df	5	5	5	5	5	5	5
Asymp. Sig.	,031	,010	,007	,081	,013	,045	,104

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Chi-Square	8,979	14,481	18,390	10,114	15,065	12,403	13,560
df	5	5	5	5	5	5	5
Asymp. Sig.	,110	,013	,002	,072	,010	,030	,019

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
Chi-Square	13,052	12,853	10,764	10,779	13,868	7,856	11,065
df	5	5	5	5	5	5	5
Asymp. Sig.	,023	,025	,056	,056	,016	,164	,050

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	9,377	9,312	8,988
df	5	5	5
Asymp. Sig.	,095	,097	,110

a. Kruskal Wallis Test

b. Grouping Variable: Q32how_long

Appendix 14: SPSS Output - Kruskal Wallis Test: People that chose hostel first or another time as the independent variable.

Test Statistics^{a,b}

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Chi-Square	,268	2,510	3,191	4,056	4,392	4,988	6,566
df	3	3	3	3	3	3	3
Asymp. Sig.	,966	,473	,363	,256	,222	,173	,087

Test Statistics^{a,b}

	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Chi-Square	5,420	3,194	6,810	5,234	2,913	4,647	3,661
df	3	3	3	3	3	3	3
Asymp. Sig.	,144	,363	,078	,155	,405	,200	,300

Test Statistics^{a,b}

	Q15	Q16	Q17	Q18	Q19	Q20	Q21
Chi-Square	6,209	3,158	2,757	6,820	3,369	7,795	1,787
df	3	3	3	3	3	3	3
Asymp. Sig.	,102	,368	,431	,078	,338	,050	,618

Test Statistics^{a,b}

	Q22	Q23	Q24
Chi-Square	3,821	3,054	1,829
df	3	3	3
Asymp. Sig.	,281	,383	,609

a. Kruskal Wallis Test

b. Grouping Variable: Q34hostay

Appendix 15: List of the Hostels.

1. *Interflat Hostel Budapest (Hungary)*
2. *Goodnight Hostel Lisbon (Portugal)*
3. *Old Town Hostel Lisbon (Portugal)*
4. *Ostello Bello Milan (Italy)*
5. *Melody Hostel Poznan (Poland).*