

MANUELA ALEXANDRA ISTRATE

**Customer perceptions, experiences and emotions regarding the
budget accommodation: Insights from a hostel in Algarve**



UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

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Masters in Tourism Organizations Management

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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are in the listing of references included.

Manuela Alexandra Istrate

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Abstract

The purpose of this research is to analyze customer perception, related to the satisfaction, experience, memories and loyalty on budget accommodation. In this case Gold Coast Hostel, Lagos, Algarve .

In the last decades, it has been observed a significant increase in tourists looking for low-cost accommodation. Lately tourists of all ages seem to prefer this kind of accommodation. It is no longer a youth sector, but it has developed to further stages.

In Portugal, the last ten years have brought many changes related to this type of accommodation and the services that are provided. The travelers became more exigent with the services and experiences provided and their satisfaction and loyalty are strongly dependent of those.

This study was developed by applying a descriptive analyze as a first step, then a factorial analyze was conducted also, reviewing clients' opinion through a questionnaire which was sent to them by email.

The aim was to identify the means that can be used to measure clients' perceptions towards satisfaction with their experience and memories in the hostel and to determine the loyalty towards the hostel.

The work concludes with a discussion of the relevance of backpacker loyalty towards hostel accommodation through satisfaction, service quality and experiences.

Key words: hostel, perception, satisfaction, loyalty, experiences, memories.

Resumo

Construído nos conceitos de experiência de serviços de Otto e Ritchie (1996) e outras pesquisas relacionadas com a hospitalidade, este estudo investigou recentemente a percepção de experiências de clientes num hostel, a sua satisfação e recordações.

O presente artigo visa determinar quais são as percepções dos clientes e as suas experiências de *backpacking* na indústria turística e os meios através dos quais este se pode desenvolver mais, para oferecer um melhor entendimento acerca da sua relação, com recordações e lealdade no caso de turistas *backpackers*.

A pesquisa no turismo do tipo *backpacking* tem sido considerado importante nos últimos anos e os estudos demonstram que este sector de turismo é um importante e contribui para o aumento de oportunidades em muitos destinos (Martins & Coasta, 2016).

A experiência deste tipo de acomodação necessita (deve) ser tomada em consideração porque (uma vez que) nas últimas décadas a procura (tem aumentado) é maior, e os serviços oferecidos mudaram drasticamente. A indústria de alojamento *hostel* é muito pouco conhecida e os viajantes que estão hospedados neste tipo de acomodações devem ser tomados em consideração, visto que parece ser uma tendência na atualidade.

Alojamentos turísticos tipo *hostel* esta relacionado com *budget-oriented*, dormitórios partilhados (beliches), e até quartos privados. É projetado para viajantes individuais, ou até pequenos grupos. De início, a estadia deste tipo específico de viajantes era de curto prazo, e as acomodações forneciam áreas comuns como sala de estar, terraço, casas de banho, cozinha, salão (lounge), etc. Inicialmente a única conveniência deste tipo de acomodação era os preços baixos, mas as condições eram extremamente básicas. Estavam apenas preparadas para satisfazer os requerimentos de uma cama simples por uma noite ou não mais que três noites de acomodação. Nos últimos anos as características mudaram mas também as necessidades e demanda dos *backpackers*. Além, as condições nos *hostels* foram melhoradas, a maioria deles já oferece um pequeno almoço continental leve, Wi-Fi, livros para ler (consulta) e providenciam diferentes atividades que o viajante pode ter/ escolher (escolher) durante a estadia. As estadias continuam a ser por períodos curtos, mas alargaram para cinco noites ou até mais do que uma semana.

Na ultima década, tem se observado um aumento significativo de turistas que procuram alojamentos *low-cost*. Inicialmente considerava-se que este tipo de alojamento apenas servia para

jovens turistas, mas recentemente tem se observado que todas as categorias de turistas começaram a se interessar por este tipo de hospedagem.

Em Portugal, nos últimos 10 anos verificaram-se muitas mudanças relacionadas com este tipo de alojamento e os serviços que estes fornecem. Por exemplo, a variação de reservas em Portugal, para *hostels* apenas aumentou em média por 22.91% em 2016 relacionando com 2015 e em Lagos aumentou em uma média de 39.25% (relatórios Hostelworld 2017), facto que demonstra um aumento de interesse deste tipo de alojamento.

O objetivo geral deste trabalho é identificar o nível de impacto das perceções do cliente, experiências e memórias com o hostel, fato que leva a lealdade e recomendações futuras do *hostel*.

Os objetivos específicos deste trabalho são:

- 1.Caracterizar o perfil do cliente.
- 2.Caracterizar a visita no Algarve e cidade do Lagos.
- 3.Caracterizar a estadia no hostel.
- 4.Identificar as perceções dos clientes acerca do hostel e serviços.
- 5.Identificar as experiências no hostel e como o cliente está sentir a experiência no hostel.
- 6.Identificar as emoções dos clientes promovidas pelo hostel.
- 7.Identificar o nível de satisfação com as experiências dos clientes no hostel e recomendação.
- 8.Identificar a conexão entre as experiências, memórias e recomendação do hostel.

O trabalho esta estruturado em duas fases, primeiro foi realizada uma pesquisa descritiva, analisando a opinião dos clientes através de um questionário(Appendix A, p.36) que lhes foi enviado por email, logo, a informação foi coletada via online, para identificar os meios que podem ser usados para medir a perceção dos clientes com a sua experiencia e recordações no *hostel*, e numa segunda fase foi realizada uma analise fatorial que visa desenvolver um estudo qualitativo e (discernir) descobrir se a perceção dos clientes, experiencias no *hostel* e emoções promovidas levam a satisfação dos clientes ou não.

Começamos por apresentar a revisão da literatura relacionada com *backpacking* e turismo, experiência de serviços, recordações e experiências, satisfação e lealdade. Seguido de a metodologia que inclui: a configuração, o esquema do questionário e amostra, procedimento de recolha de data e métodos de análise de data. Na terceira parte estão representados (apresentados) os resultados: características demográficas, caracterização da visita, caracterização da estadia no *hostel*, perceção do cliente acerca do *hostel* e dos serviços, perceção do cliente sobre sentir a experiência (acerca das experiências vividas /sentidas) no *hostel*, emoções promovidas, satisfação das recordações e recomendação do *hostel*, satisfação das memórias e recomendação do Algarve, delineado por uma

análise descritiva em primeiro lugar e numa segunda fase por uma análise fatorial que desenvolve (que caracteriza) um estudo qualitativo e encontra-se as percepções dos clientes, experiências no *hostel* e emoções promovidas levam à satisfação dos clientes ou não.

A última parte do estudo é composta por a discussão e conclusão.

Palavras-chave: *hostel*, percepção, satisfação, lealdade, experiências, memórias.

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1. INTRODUCTION

The purpose of this work is to evaluate the customer perception about the hostel, characterization of the visit, characterization of the staying at the hostel, customers perception about the hostel and services, customer perceptions about sensing the experience in the hostel, promoted emotions, memories, satisfaction and recommending the hostel.

It is mandatory to understand how consumer perception towards the services of the hostel occurs, when services are performed.

Being known that backpackers choose a destination and accommodation based on their fellows experiences we can say that this fact is very important and needs a close study. Customer perceptions is the main topic when we talk about backpacker travels and establishing a scale will help us to understand better their choices and the probability in revisiting a destination or a place. Service quality in hostels is tightly related to the backpacker's choices towards a destination.

Building on Otto and Ritchie's (1996) service experience concepts and other related hospitality research, this study newly investigated the perception of hostel customers' experiences, their satisfaction and memories, factors that trigger loyalty towards a place or a destination.

The present article aims to determine how customer perceptions and their experiences in backpacker tourism industry and also the means by which this could be developed further, to provide a better understanding about its relationship with , memories and loyalty in the case of backpacker tourists.

The backpacker tourism research has been considered important in the last years and studies show that this sector of tourism is an important one and it contributes to the increase of business opportunities in many destinations (Martins & Coasta, 2016).

Experiencing this kind of accommodation needs to be taken into consideration because in the last decade the demand is higher, and the services offered have changed dramatically. The hostel lodging industry is very little known and the travelers that are hosted in this type of accommodation should be taken into consideration, because it seems to be the trend of our days.

Hostel tourism accommodation is related to budget-oriented, shared dormitories (bunk beds), and even private rooms. It is designed for individual travelers or even small groups. At the beginning, the stay of this specific range of travelers was of short term, and the accommodation provided common

areas like living room, terrace, bathrooms, kitchen, lounge, etc. At first, the only convenience of this type of accommodation was the low price but the conditions were extremely basic. They were only designated to fulfill the requirements of a simple bed for one night or no more than three nights' accommodation. In the last years the specific has changed and also the needs and requests of the backpackers. Further on, the conditions in hostels were improved, most of them already offer a light continental breakfast, Wi-Fi, books to read and provide different activities that the traveler could have during the stay. The stays are no longer of very short time, but they have extended to five nights or even longer than a week.

In the last decades, it has been observed a significant increase in tourists looking for low-cost accommodation. At first it was considered that this type of accommodation suits only for young tourists, but lately has been observed that all categories of tourists started to be interested by this type of lodging.

In Portugal, the last ten years have brought many changes related to this type of accommodation and the services that are provided. For example the booking variation in Portugal for hostels only increased on average by 22.91% in 2016 related to 2015 and in Lagos it increased in average with 39.25% (Hostelworld reports, 2017), fact that shows the increased interest towards this kind of accommodation.

The general objective of this work is to identify the level of impact of customer perceptions, experiences and memories towards budget accommodation, leading to loyalty and further recommendation.

The specific objectives of this work are:

1. To characterize the clients profile.
2. To characterize the visit to Algarve and Lagos city.
3. To characterize the staying in the hostel.
4. To identify customers perceptions about the hostel and services.
5. To identify the customer experiences and sensing the experience in the hostel.
6. To identify customers emotions promoted by the hostel.
7. To identify the level of satisfaction and further recommending the hostel.
8. To identify the connection between experiences, memories and recommendation of the hostel.

In this study a questionnaire was applied (Appendix A, p.36), reviewing clients' opinion. The questionnaire was sent to the clients by email. The study aims to identify the means that can be used to measure clients' perceptions with their experience and memories in the hostel, and for that we first applied univariate techniques of data analysis. As a second step a multivariate technique of data

analyze was applied which aims to develop a qualitative study and find whether the customers perceptions, experiences and promoted emotions lead towards customer satisfaction or not and if those trigger loyalty and further recommendation.

We begin by presenting a literature review related to backpacker and tourism, service experience, memories and experience, satisfaction and loyalty. Then follows the methodology which includes: the setting, questionnaire design, population and sample, data collection procedures and data analysis methods. The third section is represented by the results: demographic characteristics, characterization of the visit, characterization of the staying at the hostel, customer perception about the hostel and services, customer perception about sensing the experience in the hostel, promoted emotions, memories satisfaction and recommending the hostel, outlined by a descriptive analyze at first and, in a second phase, by a factorial analyze which develop a qualitative study and find whether the customers perceptions, experiences in the hostel and emotions promoted lead towards customer satisfaction or not. The last part of the article is represented by discussion and conclusions.

2. LITERATURE REVIEW

2.1 Backpacker tourism

Tourism industry is divided in many different sectors including the travel sector, hospitality sector and visitor services sector. Literature related to consumer behavior shows that consumer satisfaction is the last step of a psychological process from need of recognition to evaluation of experienced products. (after - Nina K. Prebensen, *Tourist Satisfaction with a Destination: Antecedents and Consequences*, 2004; Man-U Io, 2016; Javier Perez-Aranda, Maria Vallespin, Sebastian Mollinilo, 2018).

The backpacker tourism is quite new, and it was first taken into consideration by Cohen (1972) who outlined the difference between institutionalized and non-institutionalized tourism. Institutionalized tourism is described as complying with the conventional features of mass tourism, while non-institutionalized tourist, mostly middle class young travelers are found in the literature under various terms such as drifters (Cohen, 1972), nomads (Cohen, 1973), youthful travelers (Teas, 1974), wanderers (Voght, 1976), hitchhikers (Mukerji, 1978), tramping youth (Ader, 1985) or long-term budget travelers (Riley, 1988). More recently the name of this kind of travelers is known as backpackers (Locker, 1993; Locker, Murphy and Pearce, 1995; Locker-Murphy, 1996; Greg Richards, 2015).

The backpackers are characterized as low-budget travelers (Teas, 1974; Riley, 1978) who use public transportation, eat in cheap restaurants and have a flexible travel schedule (Riley, 1988).

The backpacker may travel for various motives such as finding independence (Cohen, 1972; Elsrud, 2001; Vogt, 1976; Reichel, A., Fuchs, G. & Uriely, N., 2009), others may travel for recreational motives, when others may seek for adventure and new experiences which is considered a pole of backpacker identity and important part of the backpacking experience (Cohen, 2003; Gibson & Jordan, 1998; Elsrud, 2001; Reichel, 2009).

Traveling in this way they are in a closer contact with the local population and have the opportunity to learn more about culture and have more profound and authentic experiences, on one hand (Cohen, 1972, 1973; Riley, 1988; Maoz, 2007). On the other hand, interacting with other backpackers they tend to learn about their culture and social habits. This type of social interaction takes place inside the backpacker lodgings (hostels) and this interaction is considered to be an alternative life style sometimes

showing no interest for the local culture (Cohen, 2003; Hotola, 2004).

The backpacker community has in common the need of sharing identity, philosophy and the feeling of belonging, many of them saying that they find to have more in common with the travelers from other countries than with their co-nationals (Sorensen, 2003; O'Reilly, 2006).

They seek the contact with other backpackers and establish relationships of “familiar stranger” type (Ryan & Moshin, 2001; Sorensen, 2003) through this feeling of belonging to a community and having similarities with others (Cova & Cova, 2002; Gronroos, 2006; Mitchell & Imrie, 2011).

Lately backpacking tends to be considered more as a form of tourism and not as a type of tourism (Ureily, Nathan, Yuval & Simchi, Dalit, 2002).

The backpackers need more than just consuming a service or a product. They seek to find services and products which could bring them memorable experiences (Walls, Okumus, Wang & Kwun, 2011), that will help to socialize with others creating thus a community (Holt, 1995). The consumption of products and services contributes to the construction of social identity of the travel community and connects emotionally the individuals that share the same interests and values.

The backpackers were classified in various sub-segments by Tourism Victoria (2009), Australia, as follows: *the holiday backpacker*, older age tourists that benefit of a vacation; *Gap year Backpacker* 18-19 years old that carry out a sabbatical year after finishing secondary education level (this subsegment includes Party backpackers and Voluntourism); *University Gap traveler*, between 20-24 years old taking a break from university studies; *the study backpacker*, represented by Australian students who travel during study brakes; the last one would be *the Grey Nomad* that include tourists who have over 55 years old.

The travelers make use of the services and products that the tourism industry offers participating to an independent travel style. They prefer to call themselves travelers and not tourists developing an “anti-tourist” feeling (Welk, 2004), having flexible travel schedules, sometimes even changing their itinerary, means of transport and accommodation in order to make part of the community (Murphy, 2001).

Making new friends and socializing is considered to be a strong point of the travel (Ryan, 1999). That is why the social atmosphere and activities that the accommodation offers is very important. Thus, they prefer to stay in hostels (Hampton, 1998; Firth & Hing, 1999; Nash, Thyne & Davies, 2006) and the main reason to choose this type of accommodation being social interaction and not only because this is a low budget accommodation (Vogt, 1976; Murphy, 2001). The backpackers prefer a friendly atmosphere that helps to create social interaction and a close contact with travelers that have similar behaviors and values (Buchanan & Roseto 1997; Murphy, 2001; Hecht & Martin, 2006; Musa & Thirumoorthi, 2011).

The common areas in the building and the kitchen are the places that facilitate social interaction and information exchange (Murphy, 2001) and also the shared rooms that may have 4 to 10 or 12 beds, most of the times mixed (male and female) (Ryan & Moshin, 2001).

They choose this type of accommodation knowing that they will not only get a service or a product, but they will live an experience (Carbone&Haeckel, 1994).

The backpackers give much credit to taking part to recreating activities (that would respect their social identity of non/conventional tourists) but also in visiting tourist attractions, in this case following the pattern of conventional tourists. Taking part in recreating activities contributes in creating value between the members of the community. Being part in different activities helps them to be distinct from the conventional tourists and keeps their unconventional identity (Locker-Murphy & Pearce, 1995), some of them choosing to leave the “beaten track” (Ureily, Nathan; Yuval& Simchi; Dalit, 2002)

In tourism the information transmitted through social interaction can change totally behaviors and attitudes (Merton, 1968) and affecting the comportment at the destination. Between backpackers changing opinions is very important and their behavior is influenced by what the others transmit. The information should be considered one of the most important factors in influencing consumer behavior and implicit consumer satisfaction towards a destination (White & Schneider, 2000; Reichheld, 2003).

Even if the backpackers try to keep independent they build interpersonal relations during their trips and create verbal networks between them. Thus, it is very important the experience that they live at a destination or during their stay in a hostel. The power of information is influenced by transmitter and by the one that receives it and it is linked to hidden stratification found into the hierarchy of backpackers (Lash& Urry, 1994). The one that is less experienced will always listen to the advice of the one who is more experienced (Cohen, 1973). The backpackers consider that the best places to visit are the ones recommended by the other persons from their community (Mohsin & Ryan, 2003).

If the information obtained through social interaction with the other members of the same community is so important that may influence the decision taking for visiting a place, or activities to do at a destination (Gitelson & Kerstetter, 1994). Also the opposite is reliable, meaning that the activities performed at a destination may influence the contents of the transmitted message during the social interactions (Steinbeck, 1962).

The satisfaction towards a destination, an accommodation or attractions is established between backpackers through their own experiences and is transmitted from one to another inside their own network of communication (White & Schneider, 2000; Reichheld, 2003).

The backpacker tourism research has been considered important in the last years and studies show

that this sector of tourism is an important one and it contributes to the increase of business opportunities in many destinations (Martins & Coasta, 2016).

2.2 Service experience in hospitality

According to Otto and Ritchie (1996) tourism a service industry or more exactly a mixture between several service industries. Quality and productivity of the services are considered to be the technical part of the service experience, while the emotions and feelings experienced by the clients when they consume a service is “the psychological environment”(John Crompton, addressing 'Quality Management in Urban Tourism' delegates, Victoria, BC, Canada, 1994- after Otto & Ritchie, p.165, 1996).

Tourism can be seen as service industry and by being viewed in this way the experience can be managed in such a way to respect and maintain its integrity. Experiencing tourism services there is a high potential in obtaining strong emotional and experiential reactions from the customers (Otto & Ritchie, 1996).

Experience in tourism services will always have an important role in the process of evaluation tourism services (Otto & Ritche, 1996). Experiential benefits are very important in obtaining satisfaction related to tourism services. In order to understand satisfaction, it is needed a better analyze of the service experience factors, because tourists will always look for information related to the type of experience that they will have at destination (Otto& Ritchie, 1996). We can further add that the same concept applies when we talk about accomodation.

When talking about the new generation of Millennials, hostel services, practices and trends had to adapt in order to fulfill their demands. It was seen that what hostels should offer the following services in order to get satisfied clients: good location (preferably central), functional facilities, interactive atmosphere and a large range of events and activites that can satisfy their demands (Verissimo & Costa, 2018).

2.2.1 Customer experiences

The beginnings of consumer experience research appeared with the work of Mihaly Csikszentmihaly, a Hungarian psychologist, in 1975, who aimed the study of experience in context of leisure and play. His work published in 1990 was actually the one which brought him an international audience (The psychology of the Optiman experience) where he describes the experiences as sense of enjoyment that will be memorable and will become “a landmark in memory of what life should be like”(Ritchie &Hudson, p.112, 2009)

Another very important work that studies the concept of experience is “The Anthropology of experience” by Victor W. Turner and Edward M. Burner (1986) where it is made a distinction between “mere experience” and “an experience” (Turner and Burner, 1986, p. 210), where on the one hand the mere experience is just the acceptance of the events and facts that take place around us is just a passive acceptance of some events and on the other hand “an” experience is the unforgettable moment of an event that lasts during years. This form of experience has temporal and processual structure – they carry on through distinguishable stages (Ritchie &Hudson, 2009).

According to Abrahams (1986) there are two types of experiences: the ones that come from the daily life, that are unplanned and have no preparations, and the ones that we prepare, plan and look forward to live. The same author underlines the need of people to live authentic acts. Generally, people use to appreciate most the moments which were unique and unexpected. To generate such moments we need to use a lot of time and energy in order to reach spontaneity. This way, the experiences will be so successful and surprising that people will keep talking about them (Ritchie &Hudson, 2009).

In 1996 Otto and Ritchie identify six dimensions of the experience construct: Hedonic Dimension, related to excitement, enjoyment and memorability; Interactive or Social Dimension related to meeting people, being part of the process and having choice; Novelty Seeking or Escape Dimension, related to escape, doing something new; Comfort Dimension, related to physical comfort and relaxation; Safety Dimension, related to personal safety and security of belongings; and Stimulating or Challenge Seeking Dimension, related to education, information and challenge (Ritchie &Hudson, 2009).

Tourists have different interests and backgrounds, fact that leads to different wives of a single tourist product. Each person has different experiences even if we talk about the same thing done in the same place. The moods and personal feelings at a particular moment affect each persons perceptions of the experience. All participants may say that they enjoyed themselves during an experience, but this does not necessarily mean that they all had the same type of existing and memorable experiences (Kim, Ritchie& McCormick, 2012).

It was lately underlined that customer experiences in hostels have a more symbolic meanyng than a utilitary one, because all of these are strenghtened by the key factors from the hostel. Those key factors are the staff, facilities, social activities, cleanliness, sfatey, atmospehere, guests' interractions (Verissimo & Costa, 2019).

2.2.2 Customer emotions

When we talk about tourism consumption, we often talk about it related to positive emotional experience(hedonic experiences) (Man-U Io, 2016).

The core component of hedonic experiences is the positive emotional experience. The studies showed that the emotions that tourists experience will be at the basis of the hedonic experience (Man-U Io, 2016).

It is thought that leisure activities stimulate tourists positive emotions and can contribute to satisfaction. Studies showed that tourists who had experienced more positive emotions during leisure activities, showed a higher level of satisfaction (Manu-U Io, 2016).

Entertainment has also an important role when we talk about positive emotional experiences and we should consider more in stimulating tourists positive emotions such as joy, excitement, or fun (Man-U Io, 2016).

By associating emotions with specific activities provides value and it was observed a significant correlation between emotions and the evaluation of the hedonic activities (Dobni, 2006). Of course, emotions may be stimulated in both pleasant and unpleasant way. Not always we will get to have positive emotions experiencing an activity.

Some scales for measuring emotional experience can be found in the existing literature, such as the three dimensions of emotional experiences adopted by environmental psychologists: arousal (surprised, excited, rewarded), dominance of control (feeling influential, dominant) and pleasure (happy, satisfied, relaxed). Often the dimensions of arousal and pleasure served for the development of scales used for measuring emotions in tourism consumption (Man-U Io, 2016).

It is believed that social aspects of travel represent a strong stimulus for arousing tourists positive emotions. Also the psychological arousal related to leisure activities was a strong stimulus for emotional experiences. Evaluating the positive emotional experiences should reflect tourists positive emotions related to their preference of leisure activities (Man-U Io, 2016).

2.2.3 Customer memories

It is known that events that are related to emotions are more likely to be remembered, individual's cognitive evaluations, such as meaningfulness and challenge, enhanced the recollection of a memory. There are several factors that increase the memorability of an event and include affective feelings, cognitive evaluation and novel events. These factors are: involvement, hedonism, happiness, pleasure, relaxation, stimulation, refreshment, social interaction, spontaneity, meaningfulness, knowledge, challenge, sense of separation, timelessness, adventure, personal relevance, novelty, escaping pressure, intellectual cultivation. It was observed that unusual or distinctive events are more likely to be remembered than usual events (Kim, Ritchie & McCormick ,2010).

The field of memories is a very complex one and influences the choices of the tourists for their

further vacations. Only by offering an appropriate environment, in which to consume characteristic and original products, giving appropriate information, convenient amenities for tourists use and friendly services to make them feel welcome, they will have positive emotions that will lead to positive memories.

Budget accommodations should create environments in order to produce memorable experiences. Due to memorabilia a tourist will revisit the place or will recommend it to family and friends. It is important for a budget accommodation to offer a large set of experiences because nowadays tourists seek different original ways of spending their vacations.

2.2.4 Satisfaction and loyalty

Service quality and customer satisfaction are recognized as very important in tourism industry. In 1981 it was introduced by Oliver the model of expectancy-disconfirmation in order to study customer satisfaction in the retail service. This model describes customer satisfaction after a direct comparison between expectations and perception towards a target product using a scale *worse than/better than expected* and the results were conceptualized as *subjective disconfirmation* (Oh, Fiore and Jeoung, 2007).

Churchill and Surprenant (1982) underline that customers are believed to remain neither satisfied nor satisfied in the moment in which confirmation occurs and expectation and perceptions influence customer satisfaction and subjective disconfirmation (Oh, Fiore and Jeoung, 2007). An important role in customer satisfaction has the perceived value in the decision making after purchasing a service. The perceived value has an immediate influence upon customer satisfaction.

Customer satisfaction is one of the most important aspects for all marketing activities. Having a satisfied customer means gaining a higher market share and expanding the business. Studies between quality of lodging, satisfaction and the intentions to recommend the lodging to friends and family show that the intention to recommend a certain place is a function of satisfaction and service quality towards the accommodation experience. We can easily say that there is a tight relationship between customer satisfaction and customer loyalty (J. Kandampully & D. Suhartanto, 2000).

3. METHODOLOGY

3.1 Setting

In the last decades, it has been observed a significant increase in tourists looking for low-cost accommodation. We have turned our attention towards hostel accommodation and we made a research regarding Gold Coast Hostel in Lagos, Algarve.

Algarve is a region located in the south of Portugal, with an area of 4996.8 square kilometers, 16 municipalities and an average population of 450 993 inhabitants. The Atlantic coastline measures about 150km length. The region is divided into three areas: coastal area (coastlines, beaches, lagoons, dunes), “barrocal” area (the area of transition between the coast and the mountains) and the hills (50% of the territory) (visitalgarve.pt).

Lagos is a municipality with an area of 212.99 square kilometers with a number of 30 776 inhabitants in 2012, it is surrounded at north by Monchique, East by Portimao, West by Vila de Bispo, Northwest by Aljezur and at South by the Atlantic Ocean (visitalgarve.pt).

Gold Coast Hostel was opened in 2007, it has a number of 13 rooms with a capacity of 52 bunk beds and six double rooms with private bathroom. At the beginning it started to function with a smaller number of rooms and beds (only five rooms) and, until 2009, it reached to a number of nine rooms. In 2010 were opened six other double rooms with private bathroom, in a different building, functioning together with the main building. In 2012 the works of the main building were finalized and four more rooms were opened. Since then the hostel has functioned at the actual capacity mentioned above. The hostel is located into the old city center, five minutes’ walk to the bars, shops and restaurants area and six minutes’ walk from the closest beach (Praia da Batata).

3.2 Population and sample

According to the portal “Turismo do Algarve”(2016) the number of tourists in 2016 was 4 034 688 visitors with an increase of 370 124 guests (+10.1%) related to the previous year (2015), out of which 355 403 were foreigners and the rest Portuguese. We talk here about all type of accommodation (Algarve conjuntura turistica, boletim no. 16 – 4ºtrimestre 2017, Turismo de Portugal).

The sample was selected randomly form a data base, of 1238 guest registration of the hostel which indicates their email address. Were sent a number of 570 invitations and we received an answer from 412 respondents, the response rate was of 72%.

3.3. Questionnaire design

A questionnaire was designed to explore tourist's perceptions towards the hostel, their level of satisfaction regarding hostel accommodation, and the willing to further recommend or not the hostel. Also, one of the sections of this questionnaire was designed to provide data that will show the way in which the reservation for the accommodation was made.

The questionnaire is consisted of three parts. Part one related to customer perception about the hostel accommodation and experience that they had in the hostel. The first question consists of 22 items on a five point Lickert scale related to agreement towards services provided by the hostel and by the employees, ranging from: *strongly disagree* to *strongly agree*. The 22 items from the first question were divided into two groups: one related to the hostel facilities and the other related to the employees and services provided by those.

The second question related to experience in the hostel consist of 23 items on a five Lickert scale ranging from *strongly disagree* to *strongly agree*.

The third question is related to emotions and it has 14 items with a five-point Lickert scale ranging from *never* to *every time*.

The forth question is related to the way the customer booked for the hostel having a sub/segment which mentions the medium through they made the booking. The fifth question is related to the level of satisfaction that they had during their stay in the hostel ranging from *very dissatisfied* to *very satisfied*. The sixth is related with the memories of the experience that they had in the hostel consisted on three items on a five Lickert scale, ranging from *strongly disagree* to *strongly agree*. The seventh question is related to memories and recommendation of the hostel to other people. It contains six items with a five points Lickert scale ranging from *strongly agree* to *strongly disagree*.

The second part characterizes the experience in Algarve, consist of seven questions describing the atmosphere of Algarve, the activities that can be performed in the area and the sites to visit.

How many times they have visited Algarve before and how satisfied they were with their visit. The first three questions of the second part the respondents were asked to write down the first three adjectives that come into their mind related to Algarve as a tourism destination and describing the atmosphere of Algarve, as well as naming some interesting sites to visit in the area.

The last two questions of the second part are related to the memories of the experience in Algarve and how likely is for them to recommend the region. The questions are consisted of three items ranging from *very dissatisfied* to *very satisfied* and respectively six items on five Lickert scale ranging from *strongly disagree* to *strongly agree*.

The third part of the questionnaire is related to demographic data, includes respondent characteristics: age, gender, marital status, level of education, place of origin, travel companions, occupation and motive of travel.

3.3.1 Specific objectives

The specific objectives of the present work are:

Objective	Question	References
To characterize the clients profile.	24. Was Algarve your first destination choice 25. Was Lagos city your first destination choice in the Algarve	Otto and Ritchie (1996)
To characterize the visit.	4. How did you book at this hostel?	Oh, Fiore, and Jeoung (2007).
To characterize the staying at the hostel.	4.1 If you mentioned online by which medium?	Otto and Ritchie (1996)
To identify customers perceptions about the hostel and services.	1. At which extend do you agree with the following sentences about this hostel?	Oh, Fiore, and Jeoung (2007). Kim and McCormick (2012). Verissimo & Costa, (2018).
To identify the customer experiences and sensing the experience in the hostel.	2. At which extend do you agree with the following sentences about the way you are sensing your experience in this hostel?	Man-U Io (2016).
To identify customers emotions promoted by the hostel.	3. Please indicate to what extend did your hostel unit promote the following emotions	Oh, Fiore, and Jeoung (2007). Verissimo & Costa, (2019).
To identify the level of satisfaction and further recommending the hostel.	5. Level of satisfaction with your experience at this hostel? 7. At which extend do you agree with the following statements about your memories and recommending this hostel?	Man-U Io (2016). Kim and McCormick (2012). Verissimo & Costa, (2019).
To identify the connection between experiences, memories and recommendation of the hostel.	6. At which extend do you agree with the following statements about your memories of your experience of this hostel? 7. At which extend do you agree with the following statements about your memories and recommending this hostel?	Man-U Io (2016). Kim and McCormick (2012).

Table A. Specific objectives of the work related to questionnaire and literature. Own input.

3.4 Data collection procedures

The work contains a research consisted on reviewing clients' opinion through a questionnaire which was sent to them by email. This online survey collected data to identify the level of clients' satisfaction with their experience and memories in the hostel and the region of Algarve.

The survey was conducted during June – September 2017 and the questionnaire had a number of

412 Respondents out of 570 invitations sent by emails giving a response rate of 72,28%.

The participants that responded via online are all tourists that visited Algarve region and stayed at the hostel in 2015/2017.

3.5 Data analysis methods

The present work contains a descriptive analysis and a factorial analysis.

The descriptive analysis conducted in this research is meant to identify the profile of the hostel customer, to describe the customer perception about the hostel. In our case we are talking of a specific type of tourist which is the backpacker and his experience related to the accommodation unit, the hostel, and related to the region that is visiting.

The factorial analysis conducted in the second phase aims to reduce the dimension of the data and develop an exploratory research and find whether the customers perceptions, experiences in the hostel and emotions promoted lead towards customer satisfaction or not. Eight objectives were set in order to reach this goal and the first three questions of the questionnaire were analyzed.

The data analyze was made using the IBM SPSS statistics software, version 24.

4. RESULTS

4.1 Sample profile

The sample studied is consisted of 41% of male respondents and 59% of female respondents. The mean of age is 25.16 years old (mode=24 years old and median = 21 years old). Most of the respondents have ages between 18-24 years old in a percentage of 56.1, followed by the group of age between 25-30 years old with a percentage of 30.4, the rest of the respondents with over 31 years old consisting of a percentage of 13.5.

Most of the respondents that took part of this study were single with 91.3% and only 5.8% married and 2.9% divorced. Concerning the education level it was found that 88.6% have higher education (university level), while only 11.2% have secondary education level and only 0.2% of the respondents have primary level of education.

Related to the nationality most pf the respondents came from Australia with 21.2% followed by Canada with 18.4 % and USA with 14.9%. The rest of the nationalities with a more significant percent were New Zealand 6.8%, Germany with 6.1%, UK with 5.1%.

Based on the results that we obtained we can mention that Australians and Canadians were found on

the first places of preferring hostel accommodation most probably because this type of lodging is much more developed in their countries and travellers are more used with it.

The results show that the majority of the respondents choosing this type of accommodation were single (91.3%) most of them accompanied by friends (62.1%) while only 16.6% were accompanied by partner and family. It was found that 21.4% chose the option another and when answering the question “who” they wrote “alone”, meaning that they had no travel companions. In 63.6% of the cases it was for the first time visiting Algarve, while 27.2% were visiting the second time they are and only 8.7% were visiting the area third time or more.

The stay in the Algarve was for 29.1% of the respondents of 4 days, 18,7% had a stay of 5 days, 15.3% have stayed 3 days and 14.6% have stayed 2 days.

Demographic Variable	Frequency	Percentage
Gender	169	41
Male	243	59
Female		
Age		
18-24	231	56.1
25-30	125	30.4
31+	56	13.5
Marital status		
Single	376	91.3
Married	24	5.8
Divorced	12	2.9
Level of education		
Primary	1	.2
Secondary	46	11.2
University	365	88.6
Place of origin		
Australia	87	21.2
Canada	76	18.4
USA	61	14.9
New Zealand	28	6.8
Germany	25	6.1
UK	21	5.1
Another	112	27.5
Travel companions		
Partner	48	11.7
Friends	256	62.1
Family	20	4.9
Another	88	21.4
How many times visited Algarve		
First time	262	63.6
Second time	114	27.7
Third time or more	36	8.7
How many days		
2 days	60	14.6
3 days	63	15.3
4 days	120	29.1
5 days	77	18.7
More than 5 days	91	22.1

4.2. Characterization of the visit

Related to the characterization of the visit in Algarve it was found that for 60.7% of the respondents Algarve wasn't the first destination choice, while for 39.3% Algarve was their first choice of destination. Regarding the choice of Lagos city it was found that for 57.3% of the respondents this was

not the first choice and for 42.7% it was their first choice. Most of the respondents came in the area for vacation (84.7%) and holiday (10%). Only 5.4% of the respondents had different answers, such as lazer (1,5%), learn (0.7%), relax (3.2%).

	Visit characterization			
	Yes		No	
	N	%	N	%
Was Algarve your first destination choice	162	39.3	250	60.7
Was Lagos city your first destination choice in the Algarve	176	42.7	236	57.3
Motive to travel	Vacation		Other	
	N	%	N	%
	349	84.7	63	15.3

Table 2. Visit Characterization. Source: Own outputs from SPSS.

4.3. Characterization of the staying at the hostel

In order to understand the way by which the respondents arrived to choose this hostel they were asked to say which was the way they booked through. Around 97.1% responded that they have made their booking online, while only 2.9% said they booked through other means (this could be by phone or email directly to the hostel).

From those who answered that they booked online, 64.3% responded that they have booked through Hostelwrold site, 15% through Hostelbookers, 9.2% through Booking.com site and 9% through Tripadvisor, which are actually the most used sites by all people booking online their staying.

Characterization of the staying in the hostel	Online		Other	
	N	%	N	%
How did you book at this hostel?	400	97.1	12	2.9
	Hostelworld		Other	
	N	%	N	%
If you mentioned online by which medium?	258	64.3	105	33.2

Table 3. Characterization of the staying in the hostel. Source: Own outputs from SPSS.

4.4 Customer perceptions about the hostel and customer perception about the services

The next step in the present research is to find out what was the customers' perception related to the service in the hostel. Table 4 shows the level of agreement related to the services that they received. To be noted that the service in a hostel is informal and the clients will need support in all types of requests, starting from the check in and presenting the area up to helping with booking bus, train or flight tickets.

Most of the respondents ranked as *good* and *very good* the environment in the hostel and the services that were offered. We can relate here two aspects of the hostel perception. One is linked to hostel

facilities, equipment and the way in which the problems solved, and services are provided and the second one about the personnel appearance and way of offering their service.

Talking about the equipment, materials and facilities provided by the hostel more than 88% of the respondents *agreed* and *strongly agreed* with the statements. Related to the services offered, if they are offered on time, without errors, in good operating hours having customers interest at heart there is a percentage between 88.1% and 89.8% in which the customer *agreed* and *strongly agreed* with the statements.

The statements related to the personnel were also ranked with *agree* and *strongly agree* answers, such as: *neat appearance* (89.6%), *prompt services* (88.6%), *helpful* (88.3%), *fast responding* (88.6%), *appropriate behavior* (87.8%), *courteous* (89.8%) and *according personal attention* to the clients (88.6%).

Customers' perception about the hostel	St Deviation	1		2		3		4		5	
		N	%	N	%	N	%	N	%	N	%
This hostel has modern looking equipment	.724			8	1.9	34	8.3	75	18.2	295	71.6
This hostel has physical facilities that are visually appealing	.791			14	3.4	35	8.5	86	20.9	277	67.2
Personnel at this hostel are neat in appearance	.729			8	1.9	35	8.5	79	19.2	290	70.4
Materials associated with service in this hostel are neat in appearance	.732			9	2.2	33	8.0	79	19.2	209	70.6
When this hostel promises to do something at a certain time they do it	.739			10	2.4	32	7.8	80	19.4	290	70.4
When a client has a problem this hostel shows a sincere interest to solve it	.774			14	3.4	30	7.3	85	20.6	283	68.7
This hostel gets things right the first time	.794			16	3.9	30	7.3	90	21.8	276	67.0
This hostel provides their services at the time it promises to	.809			18	4.4	29	7.0	90	21.8	275	66.7
This hostel insists on error free records	.787			16	3.9	28	6.8	99	22.3	276	67.0
Personnel in this hostel tell customers exactly when services will be performed	.765			14	3.4	27	6.6	96	23.3	275	66.7
Personnel at this hostel provide prompt services to customers	.784			14	3.4	33	8.0	87	21.1	278	67.5
Personnel in this hostel are always be willing to help customers	.791	1	.2	12	2.9	35	8.5	92	22.3	272	66.0
Personnel in this hostel are never be too busy to respond to customers' reques	.778			13	3.2	34	8.3	89	21.6	276	67.0
The behaviour of personnel in this hostel instils confidence in customers	.812			17	4.1	33	8.0	87	21.1	275	66.7
Customers in this hostel feel safe in their dealings with the hostel	.791			15	3.6	32	7.8	94	22.8	271	65.8
Staff in this hostel are consistently courteous with customers	.775			15	3.6	27	6.6	97	23.5	273	66.3
Staff in this hostel have the knowledge to answer customers questions	.800			17	4.1	29	7.0	91	22.1	275	66.7
This hostel gives customers individual attention	.790	1.2		13	3.2	32	7.8	89	21.6	277	67.2
This hostel has operating hours that are convenient to all customers	.794			15	3.6	33	8.0	93	22.6	271	65.8
This hostel has staff who give customers personal attention	.778			13	3.2	34	8.3	96	23.3	269	65.3
This hostel has customers interest at heart	.800			16	3.9	32	7.8	89	21.6	275	66.7
This hostel understands the specific needs of the customers	.812			16	3.9	36	8.7	86	20.9	274	66.5

Table 4. Customers' perception about the hostel. Source: Own outputs from SPSS.

Customer perceptions is the main topic when we talk about backpacker travels, and establishing a scale will help us to understand better their choices and the probability in revisiting a destination or a place. Service quality in hostels is tightly related to the backpacker's choices towards a destination.

As a second phase a Kaiser-Meyer-Olkin statistics was used in order to confirm the sample adequacy for the factorial analysis (KMO = 0.969) and Bartlett's test of specificity (Chi-Square = 18770.217; df= 231, p= 0.001) was used to compare if the correlation matrix is equal to an identity

matrix. The results obtained indicated that correlations were enough large to justify the use of the factorial analyses. The factors were extracted using the Principal Component Analysis method, followed by a varimax rotation.

Observing the screen plot, eigenvalues and the variance explained by each factor, two factors of 22 attributes were found, both with eigenvalues greater than one, explaining thus 89.171% of the data variability.

We can conclude here observing that all items have a median superior or equal to 4.5, with a minimum difference between the items which leads to the result of an elevated level of satisfaction among all the different characteristics.

Table 5 shows the component loadings after rotation and how they are grouped in the two suggested factors. Only factor loadings greater than 0.5 are displayed in this table.

ITEM	SERVICE QUALITY	ESTHETICS
The behavior of personnel in this hostel instils confidence in customers	0.825	
Personnel at this hostel provide prompt services to customers	0.819	
This hostel has customers interest at heart	0.817	
Personnel in this hostel are never be too busy to respond to customers' requests	0.816	
This hostel insists on error free records	0.813	
Customers in this hostel feel safe in their dealings with the hostel	0.812	
Personnel in this hostel tell customers exactly when services will be performed	0.811	
This hostel has staff who give customers personal attention	0.806	
This hostel understands the specific needs of the customers	0.800	
Personnel in this hostel are always be willing to help customers	0.792	
This hostel has operating hours that are convenient to all customers	0.791	
This hostel provides their services at the time it promises to	0.784	
Staff in this hostel have the knowledge to answer customers questions	0.780	
This hostel gives customers individual attention	0.777	
This hostel gets things right the first time	0.772	
This hostel has physical facilities that are visually appealing	0.772	
Staff in this hostel are consistently courteous with customers	0.768	
When a client has a problem, this hostel shows a sincere interest to solve it	0.756	
	0.717	
Personnel at this hostel are neat in appearance		0.861
This hostel has modern looking equipment		0.829
When this hostel promises to do something at a certain time they do it		0.754
Materials associated with service in this hostel are neat in appearance		0.738

Eigenvalues	12.395	7.223
Percentage of variance	56.340	32.831
Cronbach's alpha	0.99	0.97

Table 5 Factor analysis for perceptions about the hostel, rotated component loadings. Source: Own outputs from SPSS

The items grouped on the first component suggested the factor of service quality (behavior of personnel, prompt services, customers interest, error free record, on time answering to requests, individual attention, specific needs of the customers, appealing facilities, fast problem solving), while the items grouped on the second component indicated the factor of aesthetics (neat appearance of the personnel, modern looking equipment, materials associated with service neat in appearance). The alphas value of both factors are close to one, suggesting that the two factors have very good internal consistency.

4.5 Customers experiences in the hostel and sensing the experience in the hostel

The second set of questions from the first part of the questionnaire was related to the way that the respondents were sensing their experience in the hostel.

This second part was divided into four sections. The first section related to the hedonics where most of the respondents *agreed* and *strongly agreed* with the statements, 85.6% found the experience *memorable*, 85.7% *thrilling* and 86.4% found it as *once in a lifetime experience*. It was found that they were doing *something they really liked to do* (86.9%) and that they will *share the experience later* (87.2%). The respondents had their *imagination stirred* (86.2%), felt *challenged* (85.7), they had a *feeling of escape* (86.1%), were *doing something new and different* (87.1%), feeling like *they were on an adventure* (85.7%) and they were *having fun* (88.3%).

The second section was related to the peace of mind where the respondents felt *physically comfortable* (88.8%), their *property was safe* (88.6%), they had *personal security* (88.3%), their *privacy was issued* (87.6%), therefore they felt *relaxed* during their stay (89.3%).

The third section as related to the involvement into the process (86.4%), where the respondents had an *element of choice* (86.6%) and *control* over the outcome (87.1%). They felt a sense of *cooperation* (87.9%) and got the feeling of being *educated* and *informed* (87.6%).

The forth section is related to recognition where the respondents felt that they were *taken seriously* (88.4%) and that they were *important* (88.6%).

Customer perceptions about sensing the experience in the hostel	Mean	Median	Mode	St. Deviation	1 N %	2 N %	3 N %	4 N %	5 N %
Hedonics									
That I am doing something I really like to do	4.45	5.00	5	.820	1 .2	14 3.4	39 9.5	101 24.5	257 62.4
As though I am doing something memorable	4.45	5.00	5	.849	2 .5	14 3.4	43 10.4	90 21.8	263 63.8
That I am doing something thrilling	4.42	5.00	5	.828	2 .5	11 2.7	46 11.2	108 26.2	245 59.5
That I am having a 'once in a lifetime' experience	4.45	5.00	5	.817	2 .5	10 2.4	44 10.7	100 24.3	256 62.1
That I can share my experience with others later on	4.47	5.00	5	.805	1 .2	12 2.9	40 9.7	100 24.3	259 62.9
A feeling of escape	4.44	5.00	5	.819	1 .2	13 3.2	42 10.2	104 25.3	251 61.1
That I am being challenged in some way	4.43	5.00	5	.833	1 .2	14 3.4	44 10.7	101 24.5	252 61.2
That my imagination is being stirred	4.43	5.00	5	.832	1 .2	15 3.6	41 10.0	105 25.5	250 60.7
Like I am on an adventure	4.42	5.00	5	.844	1 .2	16 3.9	42 10.2	101 24.5	252 61.2
Like I am having fun	4.48	5.00	5	.797	1 .2	13 3.2	34 8.3	104 25.3	260 63.1
That I am doing something new and different	4.46	5.00	5	.799	1 .2	11 2.7	41 10.0	103 25.0	256 62.1
Peace of mind									
Physically comfortable	4.53	5.00	5	.781	2 .5	9 2.2	35 8.5	89 21.6	277 67.2
That my property is safe	4.52	5.00	5	.759		10 2.4	37 9.0	94 22.8	271 65.8
Relaxed	4.53	5.00	5	.762		12 2.9	32 7.8	94 22.8	274 66.5
A sense of personal security	4.50	5.00	5	.794		15 3.6	33 8.0	96 23.3	268 65.0
That my privacy is assured	4.52	5.00	5	.794	1 .2	11 2.7	39 9.5	83 20.1	278 67.5
Involvement									
That I am involved in the process	4.48	5.00	5	.827	1 .2	14 3.4	41 10.0	85 20.6	271 65.8
That there is an element of choice in the process	4.49	5.00	5	.818	1 .2	13 3.2	41 10.0	87 21.1	270 65.5
That I have some control over the outcome	4.48	5.00	5	.824	1 .2	15 3.6	37 9.0	92 22.3	267 64.8
That I am being educated and informed	4.47	5.00	5	.826	2 .5	14 3.4	35 8.5	97 23.5	264 64.1
A sense of cooperation	4.47	5.00	5	.808	1 .2	14 3.4	35 8.5	102 24.8	260 63.1
Recognition									
That I am being taken seriously	4.49	5.00	5	.797	1 .2	13 3.2	34 8.3	100 24.3	264 64.1
That I am important	4.50	5.00	5	.778		13 3.2	34 8.3	100 24.3	265 64.3

Table 6. Customers perceptions about sensing the experience in the hostel. Source: Own outputs from SPSS.

For the second question of our survey was also applied a Kaiser-Meyer-Olkin statistics to confirm the sample adequacy for the factor analysis ($KMO = 0.962$) and Bartlett's test of specificity ($\text{Chi-Square} = 19923.251$; $df = 253$, $p = 0.001$) was used to compare if the correlation matrix is equal to an identity matrix. In this case also the results obtained indicated that correlations were enough large to justify the use of factorial analyses. The factors were extracted using the Principal Component Analysis method, followed by a varimax rotation.

Observing the screenplot, the eigenvalues and the variance explained by each factor, four factors of 23 attributes were found, with eigenvalues greater than one, explaining thus 91.664% of the data variability.

Table 7 shows the component loadings after rotation and how they are grouped in the four suggested factors.

ITEM	EDUCATION AL LEARNING	SAFETY	VALORIZAT ION	INVOLVEME NT
That my imagination is being stirred	0.814			
Like I am on an adventure	0.807			
A feeling of escape	0.805			
That I am being challenged in some way	0.800			
That I am doing something thrilling	0.771			
That I am having a 'once in a lifetime' experience	0.764			
As though I am doing something memorable	0.750			
Like I am having fun	0.739			
That I am doing something new and different	0.721			
That I can share my experience with others later on	0.712			
That I am doing something I really like to do	0.695			
That I have some control over the outcome	0.517			
That my property is safe		0.796		
Relaxed		0.765		
Physically comfortable		0.742		
A sense of personal security		0.697		
That my privacy is assured		0.668		
That I am being taken seriously			0.685	
That I am important			0.655	
A sense of cooperation			0.653	
That I am being educated and informed			0.578	
That I am involved in the process				0.559
That there is an element of choice in the process				0.546
Eigenvalues	8.961	5.626	4.078	2.555
Percentage of variance	38.962	24.461	17.131	11.110
Cronbach's alpha	.988	.974	.986	.982

Table 7. Factor analysis for characterizing the customers experiences in the hostel, rotated component loadings. Source: own outputs from SPSS.

The items grouped on the first component suggested the factor of educational learning (being challenged in some way, involved in the process, cooperation, control over the outcome, element of choice in the process, having fun, doing something new and different, being taken seriously, doing something thrilling, share experience with others later on, imagination being stirred, I am on an adventure, feeling of escape,). The items grouped on the second component indicated the factor of safety (my property is safe, physically comfortable, sense o personal security, privacy assured, relaxed),

and the items grouped on the third component indicated the factor of valorization (I am important, sense of cooperation, being taken seriously, being educated and informed). Finally, the items grouped on the fourth component indicated the factor of involvement (involved in the process, there is an element of choice in the process). The reliability coefficients (Cronbach's alpha) ranged from 0.974 (Benefits) to 0.988 (Evaluation), which is an indicator of very good internal consistency. The factor of Educational Learning explained the highest percentage of the total variance (38.96%), followed by Safety (24.46%), Valorization (17.13%), and Involvement (11.11%).

4.6. Customer emotions promoted by the hostel

Related to the emotions promoted by the hostel the respondents were asked to mark how often they felt that those were promoted. There was used a five-point Lickert scale starting with never, almost never, occasionally/sometimes, almost every time and finishing with every time. Most of the respondents found that the emotions were promoted almost every time and every time as follows: fun 86.9%, relax 87.4%, pleasant 87.1%, interesting 85.2%, free 85.9%, comfortable 86,6%, energetic 84,2%, challenging 84.5%, exciting 84.2%, inspired 84.7%, surprised 84.2%, romantic 84.5%, entertained 84.2% and love 82.4%.

Also, for the third question was applied a Kaiser-Meyer-Olkin statistics to confirm the sample adequacy for the factorial analysis (KMO = 0.952) and the Bartlett's test of specificity (Chi-Square = 12417.231; df= 91, p= 0.001) was used to compare if the correlation matrix is equal to an identity matrix. The results obtained indicated that correlations were enough large to justify the use of factorial analyses. The factors were extracted using the Principal Component Analysis method, followed by a varimax rotation. Two factors of 14 attributes of the customers' emotions in the hostel were derived to represent the data and were retained for further analysis.

These two factors have eigenvalues greater than one and explain the 92.725% of the data variability. Table 9 shows the component loadings after rotation and how they are grouped in the two suggested factors.

Promoted Emotions	Mean	Median	Mode	St. Deviation	1		2		3		4		5	
					N	%	N	%	N	%	N	%	N	%
Fun	4.46	5.00	5	.811	2	.5	10	2.4	42	10.2	102	24.8	256	62.1
Relax	4.48	5.00	5	.794			13	3.2	39	9.5	98	23.8	262	63.6
Pleasant	4.51	5.00	5	.812	1	.2	13	3.2	39	9.5	82	19.9	277	67.2
Interesting	4.47	5.00	5	.841	1	.2	14	3.4	46	11.2	81	19.7	270	65.5
Free	4.47	5.00	5	.811			13	3.2	45	10.9	91	22.1	263	63.8
Comfortable	4.49	5.00	5	.818	1	.2	13	3.2	41	10.0	87	21.1	270	65.5
Energetic	4.41	5.00	5	.870	3	.7	13	3.2	49	11.9	96	23.3	251	60.9
Challenging	4.41	5.00	5	.868	3	.7	13	3.2	48	11.7	95	23.1	253	61.4
Exciting	4.39	5.00	5	.891	3	.7	17	4.1	45	10.9	98	23.8	249	60.4
Inspired	4.43	5.00	5	.870	2	.5	16	3.9	45	10.9	88	21.4	261	63.3
Surprised	4.42	5.00	5	.869	2	.5	15	3.6	48	11.7	91	22.1	256	62.1
Romantic	4.43	5.00	5	.867	2	.5	15	3.6	47	11.4	89	21.6	259	62.9
Entertained	4.42	5.00	5	.852	2	.5	12	2.9	51	12.4	92	22.3	255	61.9
Love	4.41	5.00	5	.876	3	.7	10	2.4	60	14.6	82	19.9	257	62.4

Table 8. Promoted emotions. Source: Own outputs from SPSS.

ITEM	INTENSIVE FUN	LIGHT PLEASURE
Surprised	0.829	
Exciting	0.821	
Entertained	0.820	
Love	0.815	
Romantic	0.815	
Inspired	0.804	
Challenging	0.801	
Energetic	0.780	
Free	0.769	
Relax		0.844
Pleasant		0.843
Comfortable		0.737
Interesting		0.714
Fun		0.706
Eigenvalue	7.313	5.668
Percentage of variance	52.236	40.489
Cronbach's Alpha	.991	.975

Table 9. Factor analysis for characterizing the customers emotions in the hostel, rotated component loadings. Source: Own outputs from SPSS.

The items grouped on the first component suggested the factor of intensive fun (surprised, exciting, entertained, love, romantic, inspired, challenging, energetic, free), while the items grouped on the second component indicated the factor of light pleasure (relaxed, pleasant, comfortable, interesting, fun). Cronbach's alphas of both factors are greater than 0.97, which indicate a very good internal consistency.

4.7. Memories, satisfaction and recommending the hostel

Memories and satisfaction are related with the possibility of recommending the hostel in the future. It is well known that a satisfied client who has lived positive emotions and has remained with strong

positive memories it is very likely to further recommend a certain service, in our case the hostel accommodation. Most of the respondents agreed that they will have *wonderful memories* (87.6%), that they will remember many *positive things* (88.4%) and they will *never forget the experience* (88.1%). Not only the memories, but also the experiences lived in the hostel have an important role in further recommending it. The level of satisfaction with the experience in the hostel was *very satisfying* for 61,4% of the respondents, *satisfying* for 25.2%, *neither satisfying nor dissatisfying* for 9.5% and for only 3.7% it was *dissatisfying* or *strongly dissatisfying*.

Having good memories and not forgetting the experience triggers *the wish to revisit* the hostel (87.8%) and *coming back* if given the opportunity (87.4%). In the same context it was found out that the respondents are *loyal* to this type of accommodation (86.6%) and that they will *say positive things* about it (87.9%) and will *encourage friends and family to visit the hostel* (88.1%).

They also *agreed* and *strongly agreed* that they will further *recommend the hostel to friends* (87.8%).

Memories, satisfaction and recommending the hostel	Mean	Median	Mode	St. Deviation	1	2	3	4	5
					N %	N %	N %	N %	N %
I will have wonderful memories	4.48	5.00	5	.794	1 .2	11 2.7	39 9.5	100 24.3	261 63.3
I will remember many positive things	4.46	5.00	5	.808	1 .2	15 3.6	32 7.8	106 26.5	255 61.9
I won't forget my experience	4.48	5.00	5	.800	1 .2	13 3.2	35 8.5	102 24.8	261 63.3
Level of satisfaction with your experience at this hostel	4.45	5.00	5	.831	2 .5	13 3.2	39 9.5	104 25.2	253 61.4
I would revisit this hostel in the future	4.45	5.00	5	.810	2 .5	12 2.9	36 8.7	111 26.9	251 60.9
If given the opportunity, I would return to this hostel	4.47	5.00	5	.826	1 .2	16 3.9	35 8.5	98 23.8	262 63.6
I am loyal to this type of accommodation	4.44	5.00	5	.842	2 .5	15 3.6	38 9.2	101 24.5	256 62.1
I would recommend this hostel to my friends	4.47	5.00	5	.808	1 .2	14 3.4	35 8.5	104 25.2	258 62.6
I would say positive things about this hostel	4.47	5.00	5	.808	1 .2	14 3.4	35 8.5	103 25.0	259 62.9
I would encourage friends and relatives to visit this hoste	4.45	5.00	5	.820	2 .5	14 3.4	33 8.0	110 26.7	253 61.4

Table 10. Memories, satisfaction and recommending the hostel. Source: Own outputs from SPS

4.8. Correlation between experiences, memories and recommendation

In order to understand if there is any correspondence between experience, memories and recommendation, it was computed the Spearman's correlation between each factor of experience and the memories of experience. Further was computed Spearman's correlation between each variable of memories of experience and the recommendation.

Table 11 shows the Spearman's correlation between each factor of experience and memories of experience. The results show that there is a strong and statistically significant correlation between all

factors (educational learning(F1), safety(F2), valorization(F3) and involvement(F4) and memories of experience. The result confirms the hypothesis that experiences and the memory of experiences are interconnected.

Factor	I will have wonderful memories.	I will remember many positive things.	I won't forget my experience.
F1	.833	.823	.809
F2	.758	.757	.739
F3	.833	.823	.809
F4	.808	.815	.823

Table 11. Correlation between factors of experience and memories of experience. Source: Own output from SPSS.

	I would revisit this hostel in the future.	If given the opportunity I would return to this hostel.	I am loyal to this type of accommodation.	I would recommend this hostel to my friends.	I would say positive things about this hostel.	I would encourage friends and relatives to visit this hostel.
I will have wonderful memories.	.921	.861	.862	.859	.879	.891
I will remember many positive things.	.883	.861	.856	.899	.878	.860
I won't forget my experience.	.842	.851	.876	.885	.863	.853

Table 12. Correlation between variables of memories of experience and the recommendation. Source: Own output from SPSS.

Table 12 shows the Spearman's correlation between each variable of memories of experiences and the recommendation. Results show that there is also a strong and statistical significant correlation between memories of experience and recommendation. This result confirms the hypothesis that memories of experience and recommendation are interconnected.

5. CONCLUSIONS AND FURTHER RECOMMENDATIONS

The main objectives of this article were to identify customer perception towards hostel services and personnel, hostel facilities, their perception about sensing the experience in the hostel, emotions, memories, satisfaction and recommending the hostel.

The results showed that most of the respondents, 56.1%, had between 18-24 years old, 30.4% had between 25-30 and 13.5% had over 31 years old. We can see here that even if the group of age with highest percentage was 18-24 years old, there is a considerable number of older persons (43.9%) choosing this kind of accommodation. We could see here that for most of them Algarve (60.7%) and Lagos (57.3%) were not their first destination choice and that the majority declared that had come here for vacation.

They booked for their stay in the hostel online (97.1%) and the site through which most of them booked was Hostelworld (64.3%). Even if they booked through other sites too, like Booking.com, Hostelbookers and Tripadvisor, Hostelworld remains their top choice as it is the most popular site through which one can make a reservation for a stay in a hostel.

Related to the customers perception about the hostel and services, 89.8% agreed and strongly agreed that the facilities were visually appealing with modern looking appearance. The personnel of the hostel were considered to be helpful, fast responding, with an appropriate behavior, courteous, offering personal attention to the guests. The percentage in which the customers agreed and strongly agreed was between 88.3% (helpful) and 89.8% (according personal attention). As helpfulness got the lowest percentage we recommend that this part could be improved, and the personnel could get more involved in helping the guests with their requests(Verissimo & Costa, 2019).

The results obtained during the factorial analyze that was conducted in the second phase indicated that correlations were enough large to justify the use this instrument of statistics.

Observing the screen plot, eigenvalues and the variance explained by each factor, two factors of 22 attributes were found, both with eigenvalues greater than one, explaining thus 89.171% of the data variability.

The items grouped on the first component suggested the factor of service quality (behavior of personnel, prompt services, customers interest, error free record, on time answering to requests, individual attention, specific needs of the customers, appealing facilities, fast problem solving), while the items grouped on the second component indicated the factor of aesthetics (neat appearance of the personnel, modern looking equipment, materials associated with service neat in appearance),(Oh, Fiore& Jeoung, 2007). The alphas value of both factors are close to one, suggesting that the two factors have very good internal consistency.

Sensing the experience in the hostel was divided in four sections: hedonics, peace of mind, involvement in the process and recognition(Verissimo & Costa, 2019). The hedonics were related to how they felt their experience in the hostel: memorable, thrilling, once in a lifetime experience, challenged, doing something new and different, they were on an adventure, they were having fun and they had their imagination stirred. The highest percentage was given to fun (88.3%) and the lowest to having the imagination stirred (86.2%). In this case the hostel could try to organize some activities or recommend activities that could stir the customers imagination and make the feel more involved. Related to the peace of mind the guests declared themselves physically comfortable, safe, having personal security, privacy (87.6%) and relaxed (88.3%).

As we can see the highest percentage was obtained by the feeling of relaxation while privacy got the lowest percentage. To solve this issue, the hostel should find a method that will offer more privacy to the guests even if they stay in a shared room (e.g. put a separation curtain on each bed).

The involvement into the process, cooperation, element of choice and control over the outcome, the feeling of being educated and informed are related to the way of how the customers sensed their experience into the hostel. The lowest percentage was received by the involvement into the process (86.4%) and the highest by the sense of cooperation (87.9%). In this case the hostel should find a way to make customers feel more involved in the process and activities that are taking place at the hostel. Observing the screenplot, the eigenvalues and the variance explained by each factor, four factors of 23 attributes were found, with eigenvalues greater than one, explaining thus 91.664% of the data variability.

The items grouped on the first component suggested the factor of educational learning (being challenged in some way, involved in the process, cooperation, control over the outcome, element of choice in the process, having fun, doing something new and different, being taken seriously, doing something thrilling, share experience with others later on, imagination being stirred, I am on an adventure, feeling of escape,), the items grouped on the second component indicated the factor of safety (my property is safe, physically comfortable, sense o personal security, privacy assured, relaxed), the items grouped on the third component indicated the factor of valorization (I am important, sense of cooperation, being taken seriously, being educated and informed) and the items groped on the fourth component indicated the factor of involvement (involved in the process, there is an element of choice in the process), (Oh, Fiore, & Jeoung 2007).

The reliability coefficients (Cronbach's alpha) ranged from 0.974 (Benefits) to 0.988 (Evaluation), which is an indicator of very good internal consistency. The factor of Educational Learning explained the highest percentage of the total variance (38.96%), followed by Safety (24.46%), Valorization

(17.13%), and Involvement (11.11%).

The last part of this section is related to emotions and most of the respondents answered that they felt almost every time and every time: fun, relaxed, pleasant, interesting, free, comfortable, energetic, challenging, exciting, inspired, surprised, romantic, entertained, love. The feeling of love got the lowest percentage (82.4%), in this case the hostel should show more empathy and transmit to the customers a feeling of warmth and love.

Two factors of 14 attributes of the customers' emotions in the hostel were derived to represent the data and were retained for further analysis.

These two factors have eigenvalues greater than one and explain the 92.725% of the data variability.

The items grouped on the first component suggested the factor of intensive fun (surprised, exciting, entertained, love, romantic, inspired, challenging, energetic, free), while the items grouped on the second component indicated the factor of light pleasure (relaxed, pleasant, comfortable, interesting, fun), (Man-U Io, 2016).

Memories, satisfaction and recommending the hostel, are very important when it comes to customers perception about them. Having unforgettable memories and being satisfied with the services trigger the recommendation of the hostel. They are all related to each other and depend on each other. Most of the respondents agreed and strongly agreed that they will have wonderful memories (87.6%), will remember many positive things and will never forget the experience (88.1%).

While 61.4% of the respondents declared themselves very satisfied with their experience only 3.7% were dissatisfied or strongly dissatisfied. The majority would revisit the hostel (87.8%), are loyal to this type of accommodation (86.6%) and declared that will encourage friends and family to visit the hostel (88.1%).

Related to memories, satisfaction and recommending Algarve region, 89,3% of the respondents declared that will not forget the experience, 90% will have memories about positive things, 91% will have wonderful memories, 89.3% are loyal to this type of destination, 90,3% would return, 89,3% will encourage relative and friends to visit Algarve and 90.3% will recommend Algarve as destination.

Adjusting the behavior, adding some more facilities in order to offer more privacy, making the customers feel safe and part of the process will always help to improve customers perception about the accommodation or about the destination.

We have seen that hostel accommodation is a trend of our days and more and more people choose it. Not only because of a lower price, but because of the involvement that they get in the process and the feeling of being educated and informed. This type of lodging offers personal attention and the behavior tends to be more informal, making the customer feel at home. We can say that what the customer looks at this type of accommodation represents "the home away from home"(Verissimo & Costa, 2018).

Finally the correspondence, between satisfaction, memories and recommendation was proved to be a strong one. By computing Spearman's correlation between each factor of *experience* and *the memories of experience*, and between each variable of *memories of experience* and *the recommendation*, it was confirmed the hypothesis that they are interconnected.

As a general conclusion we can say that in the last years hostel accommodation is not just a cheap place to sleep, but offers much more than that. Travellers benefit of a comfortable, safe and social environment, being involved in the process and supported through their stay with all the necessary information.

The limitations in our research were related mostly to the literature review as we had to use mostly general tourism literature as there is still little research in the area of hostel accommodation and customer satisfaction related to this area.

Therefore the present paper contributes to a better understanding of this type of traveller, their behavior towards hostel accommodation and underlines some good practices in order to have a satisfied customer.

As further research we suggest the identification of the level of impact of satisfaction and memories related to Algarve region and further recommending the Algarve.

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Appendix A: Questionnaire

Study of Customer Perception about a Hostel in Algarve

This questionnaire is part of a research project of a Master student at the Economics Faculty, University of Algarve. It aims to provide a better understanding about how hostel customers are experiencing their stay as well as their satisfaction related to their stay at the Hostel. This questionnaire is easy to fill in and the data collected will be used exclusively for statistical purposes. The research team wishes to thank you in advance for your cooperation.

I. CUSTOMERS' PERCEPTIONS ABOUT THE HOSTEL

1. At which extend do you agree with the following sentences about this hostel?	S t r o n g l	D i s a g r	N e i t h e r	A g r e e	S t r o n g	D o n ' t
This hostel has modern looking equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel has physical facilities that are visually appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel at this hostel are neat in appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials associated with service in this hostel are neat in appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When this hostel promises to do something at a certain time they do it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When a client has a problem this hostel shows a sincere interest to solve it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel gets things right the first time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel provides their services at the time it promises to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel insists on error free records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel in this hostel tell customers exactly when services will be performed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel at this hostel provide prompt services to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel in this hostel are always be willing to help customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel in this hostel are never be too busy to respond to customers' requests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The behaviour of personnel in this hostel instils confidence in customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customers in this hostel feel safe in their dealings with the hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff in this hostel are consistently courteous with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff in this hostel have the knowledge to answer customers questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel gives customers individual attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel has operating hours that are convenient to all customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel has staff who give customers personal attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hostel has customers interest at heart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This hostel understands the specific needs of the customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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2. At which extend do you agree with the following sentences about the way you are sensing your experience in this hostel?	Str on gly Di sa gre e	Di sa gr ee	Ne ith er agr ee no r dis agr ee	Ag ree	Str on gl y A gr ee	Do n't kn ow
Hedonics						
That I am doing something I really like to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As though I am doing something memorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am doing something thrilling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am having a 'once in a lifetime' experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I can share my experience with others later on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A feeling of escape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am being challenged in some way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That my imagination is being stirred	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Like I am on an adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Like I am having fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am doing something new and different	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peace of mind						
Physically comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That my property is safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A sense of personal security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That my privacy is assured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involvement						
That I am involved in the process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That there is an element of choice in the process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I have some control over the outcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am being educated and informed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A sense of cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition						
That I am being taken seriously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
That I am important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please indicate to what extent did your hostel unit promoted the following emotions. Please place one cross per statement.

	Ne ve r	Al m os t N ev er	Oc ca sio na lly /so m eti m es	Al m os t ev er y ti m e	Ev er y ti m e	Do n't kn ow
Fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energetic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Challenging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inspired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surprised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Love	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How did you book at this hostel?

Travel agent	Reservation central	Online	Another
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4.1 If you mentioned *online*, by which medium?

Booking	Hostelworld	Hostelbookers	Expedia	Tripadvisor	Another
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Level of satisfaction with your experience at this hostel?

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. At which extend do you agree with the following statements about your memories of your experience at this hostel?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I will have wonderful memories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will remember many positive things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I won't forget my experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. At which extend do you agree with the following statements about your memories and recommending this hostel?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I would revisit this hostel in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If given the opportunity, I would return to this hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am loyal to this type of accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend this hostel to my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would say positive things about this hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would encourage friends and relatives to visit this hostel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II. CHARACTERIZING THE EXPERIENCE IN ALGARVE

8. **In three words, could you please describe what comes to your mind when you think of Algarve as a tourism destination (topics only).**

9. **Please, use three words to describe the atmosphere/mood of Algarve (topics only).**

10. **Please, can you list any distinctive or unique tourist sites in Algarve?**

11. **Mark the activities you were engaged in during your stay in Algarve:**

- Horseback riding
- Fishing
- Nature walks/Pedestrian tours
- Boat trips
- Gastronomic experiences
- Bike riding
- Surf

- Visit Monuments
- Visit other regions in the Algarve
- Another. Which?

12. Including this visit, how many times have you visited Algarve before?

- a) First time b) _____ (number) times before.

12.1 How many days are you staying in a hostel in Algarve?

12.2 How satisfied are you with your visit to Algarve?

	Very Dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very Satisfied
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. At which extend do you agree with the following statements about your memories of your experience in Algarve?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I will have wonderful memories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will remember many positive things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I won't forget my experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. At which extend do you agree with the following statements about your memories and recommending Algarve?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I would revisit Algarve in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If given the opportunity, I would return Algarve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am loyal to this type of tourism destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend Algarve to my friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would say positive things about Algarve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would encourage friends and relatives to visit Algarve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III. RESPONDENT PROFILE

15. Age: _____ years old.
16. Gender Male
 Female
17. Marital Single Married Divorced Widow(er)
 Status
18. Level of Primary Secondary University Primary
 Education
19. Place of _____
 Origin
- Partner
20. Travel Friends
 Companion(s Family
) Another. Who?
 How many in total? _____
21. Occupation _____
22. Was Algarve your first destination choice _____
23. Was Lagos city your first destination choice in the Algarve
24. Motive to travel _____

Thank you very much for your kind cooperation!

Appendix B: Additional Tables

Booking Variation 2016

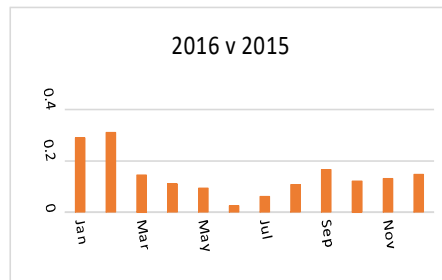
Europe

Bookings variation (all property types)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	26%	27%	11%	7%	6%	-1%	3%	8%	15%	10%	11%	12%

Bookings variation (Hostels only)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	29%	31%	15%	11%	9%	3%	6%	11%	17%	12%	13%	15%



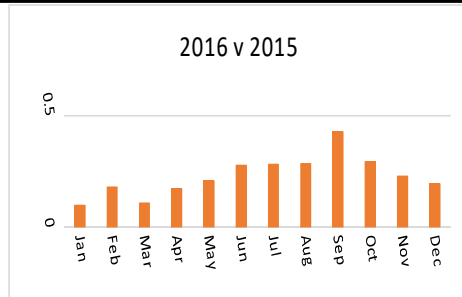
Portugal

Bookings variation (all property types)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	9%	18%	8%	13%	18%	26%	25%	26%	42%	28%	21%	17%

Bookings variation (Hostels only)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	10%	18%	11%	17%	21%	28%	28%	28%	43%	29%	23%	19%



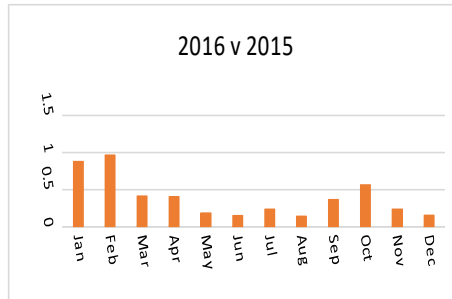
Lagos

Bookings variation (all property types)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	77%	86%	30%	34%	24%	20%	20%	8%	42%	44%	6%	-6%

Bookings variation (Hostels only)

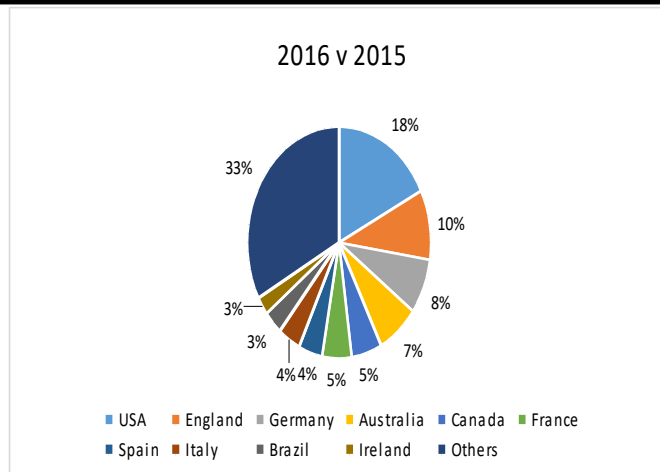
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016 v 2015	88%	97%	41%	41%	18%	15%	24%	14%	37%	56%	24%	16%



Top Nationalities 2016

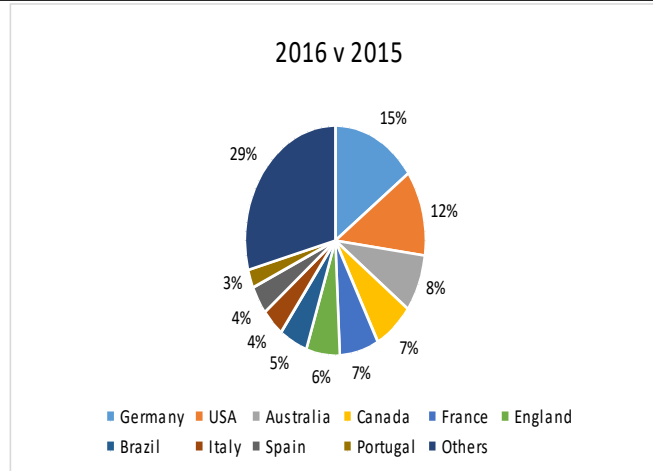
Europe

	USA	England	Germany	Australia	Canada	France	Spain	Italy	Brazil	Ireland	Others
2016 v 2015	18%	10%	8%	7%	5%	5%	4%	4%	3%	3%	33%



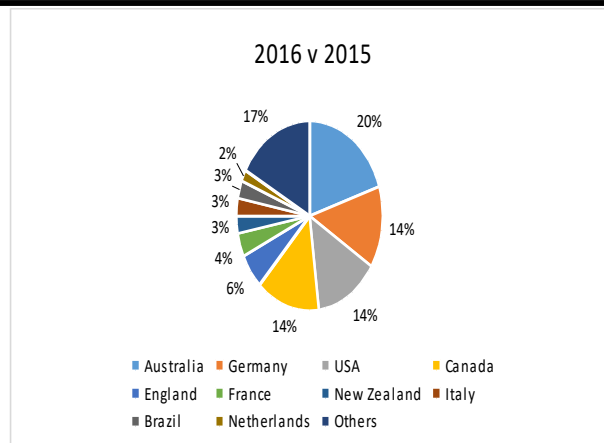
Portugal

	Germany	USA	Australia	Canada	France	England	Brazil	Italy	Spain	Portugal	Others
2016 v 2015	15%	12%	8%	7%	7%	6%	5%	4%	4%	3%	29%



Lagos

	Australia	Germany	USA	Canada	England	France	New Zealand	Italy	Brazil	Netherlands	Others
2016 v 2015	20%	14%	14%	14%	6%	4%	3%	3%	3%	2%	17%



Note. All the presented tables in Appendix B have as source Hostelworld.com and were provided by the key account manager of Gold Coast Hostel in Lagos.

Memories, satisfaction and recommending Algarve- behavioral intentions

When asked at which extend they agree with the statements related to the memories and experience in Algarve 89.3% of the respondents answered that they will not forget their experience, while only 2.7% disagreed with the statement and 7% had a neutral position. Memories about positive things are also very important, 90% of the respondents agreed and strongly agreed with the statement and 91% stated that they will have wonderful memories from Algarve.

Having wonderful memories and unforgettable experience lead to a 90.3% of respondents satisfied and very satisfied with their visit to Algarve.

It was found that 89.3% of the respondents are loyal to this type of destination by answering with agree and strongly agree, if given the opportunity 90.3% would return to Algarve and 89,8% will revisit Algarve in the future. In the same context 89.8% would say positive things about Algarve, 89.3% will encourage relatives and friends to visit the area and 90,3% will recommend Algarve to their friends.

Memories, satisfaction and recommending Algarve	Mean	Median	Mode	St. Deviation	1 N %	2 N %	3 N %	4 N %	5 N %
I will have wonderful memories	4.53	5.00	5	.719		9 2.2	28 6.8	111 6.9	264 64.1
I will remember many positive things	4.50	5.00	5	.740		10 2.4	31 7.5	115 27.9	256 62.1
I won't forget my experience	4.52	5.00	5	.743		11 2.7	29 7.0	108 26.2	264 64.1
How satisfied are you with your visit to Algarve	4.55	5.00	5	.758		9 2.2	29 7.0	107 26.0	265 64.3
I would revisit Algarve in the future	4.50	5.00	5	.730		8 1.9	34 8.3	112 27.2	258 62.6
If given the opportunity, I would return Algarve	4.50	5.00	5	.737		10 2.4	30 7.3	114 27.7	258 62.6
I am loyal to this type of tourism destination	4.51	5.00	5	.743		9 2.2	35 8.5	104 25.2	264 64.1
I would recommend Algarve to my friends	4.52	5.00	5	.730		9 2.2	31 7.5	108 26.2	264 64.1
I would say positive things about Algarve	4.51	5.00	5	.743		10 2.4	32 7.8	106 25.7	264 64.1
I would encourage friends and relatives to visit Algarve	4.49	5.00	5	.788	2 .5	11 2.7	31 7.5	106 25.7	262 63.6

Memories, satisfaction and recommending Algarve. Source: Own outputs from SPSS.

Annex A: Primary Data

	This hostel has modern looking equipment	Personnel at this hostel are neat in appearance	Materials associated with service in this hostel are neat in appearance	When this hostel promises to do something at a certain time they do it	When a client has a problem this hostel shows a sincere interest to solve it	This hostel gets things right the first time	This hostel provides their services at the time it promises to	This hostel insists on error free records	Personnel in this hostel tell customers exactly when services will be performed	Personnel at this hostel provide prompt services to customers	Personnel in this hostel are always willing to help customers	Personnel in this hostel are never too busy to respond to customers' requests	The behaviour of personnel in this hostel instils confidence in customers	Customers in this hostel feel safe in their dealings with the hostel	Staff in this hostel are consistently courteous with customers	Staff in this hostel have the knowledge to answer customers individual questions	This hostel gives customers hours that are convenient to all customers	This hostel has operating hours that are convenient to all customers	This hostel has staff who give customers personal attention	This hostel has customers interest at heart	This hostel understands the specific needs of the customers	This hostel has physical facilities that are visually appealing	
N	Valid	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.59	4.58	4.58	4.58	4.55	4.52	4.51	4.52	4.53	4.53	4.51	4.52	4.50	4.51	4.52	4.51	4.52	4.50	4.51	4.51	4.50	4.52
Median		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Std. Deviation		0.724	0.729	0.732	0.739	0.774	0.794	0.809	0.787	0.785	0.784	0.791	0.778	0.812	0.791	0.775	0.800	0.790	0.794	0.778	0.800	0.812	0.791

This hostel has modern looking equipment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	8	1.9	1.9	1.9
	neither disagree nor agree	34	8.3	8.3	10.2
	agree	75	18.2	18.2	28.4
	strongly agree	295	71.6	71.6	100.0
	Total	412	100.0	100.0	

Personnel at this hostel are neat in appearance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	8	1.9	1.9	1.9
	neither disagree nor agree	35	8.5	8.5	10.4
	agree	79	19.2	19.2	29.6
	strongly agree	290	70.4	70.4	100.0
	Total	412	100.0	100.0	

Materials associated with service in this hostel are neat in appearance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	2.2	2.2	2.2
	neither disagree nor agree	33	8.0	8.0	10.2
	agree	79	19.2	19.2	29.4
	strongly agree	291	70.6	70.6	100.0
	Total	412	100.0	100.0	

When this hostel promises to do something at a certain time they do it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.4	2.4	2.4
	neither disagree nor agree	32	7.8	7.8	10.2
	agree	80	19.4	19.4	29.6
	strongly agree	290	70.4	70.4	100.0
	Total	412	100.0	100.0	

When a client has a problem this hostel shows a sincere interest to solve it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	3.4	3.4	3.4
	neither disagree nor agree	30	7.3	7.3	10.7
	agree	85	20.6	20.6	31.3
	strongly agree	283	68.7	68.7	100.0
	Total	412	100.0	100.0	

This hostel gets things right the first time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	16	3.9	3.9	3.9
	neither disagree nor agree	30	7.3	7.3	11.2
	agree	90	21.8	21.8	33.0
	strongly agree	276	67.0	67.0	100.0
	Total	412	100.0	100.0	

This hostel provides their services at the time it promises to

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	18	4.4	4.4	4.4
	neither disagree nor agree	29	7.0	7.0	11.4
	agree	90	21.8	21.8	33.3
	strongly agree	275	66.7	66.7	100.0
	Total	412	100.0	100.0	

This hostel insists on error free records

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	16	3.9	3.9	3.9
	neither disagree nor agree	28	6.8	6.8	10.7
	agree	92	22.3	22.3	33.0
	strongly agree	276	67.0	67.0	100.0
	Total	412	100.0	100.0	

Personnel in this hostel tell customers exactly when services will be performed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	3.4	3.4	3.4
	neither disagree nor agree	27	6.6	6.6	10.0
	agree	96	23.3	23.3	33.3
	strongly agree	275	66.7	66.7	100.0
	Total	412	100.0	100.0	

Personnel at this hostel provide prompt services to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	3.4	3.4	3.4
	neither disagree nor agree	33	8.0	8.0	11.4
	agree	87	21.1	21.1	32.5
	strongly agree	278	67.5	67.5	100.0
	Total	412	100.0	100.0	

Personnel in this hostel are always be willing to help customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	12	2.9	2.9	3.2
	neither disagree nor agree	35	8.5	8.5	11.7
	agree	92	22.3	22.3	34.0
	strongly agree	272	66.0	66.0	100.0
	Total	412	100.0	100.0	

Personnel in this hostel are never be too busy to respond to customers' requests

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	13	3.2	3.2	3.2
	neither disagree nor agree	34	8.3	8.3	11.4
	agree	89	21.6	21.6	33.0
	strongly agree	276	67.0	67.0	100.0
	Total	412	100.0	100.0	

The behaviour of personnel in this hostel instils confidence in customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	17	4.1	4.1	4.1
	neither disagree nor agree	33	8.0	8.0	12.1
	agree	87	21.1	21.1	33.3
	strongly agree	275	66.7	66.7	100.0
	Total	412	100.0	100.0	

Customers in this hostel feel safe in their dealings with the hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	3.6	3.6	3.6
	neither disagree nor agree	32	7.8	7.8	11.4
	agree	94	22.8	22.8	34.2
	strongly agree	271	65.8	65.8	100.0
	Total	412	100.0	100.0	

Staff in this hostel are consistently courteous with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	3.6	3.6	3.6
	neither disagree nor agree	27	6.6	6.6	10.2
	agree	97	23.5	23.5	33.7
	strongly agree	273	66.3	66.3	100.0
	Total	412	100.0	100.0	

Staff in this hostel have the knowledge to answer customers questions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	17	4.1	4.1	4.1
	neither disagree nor agree	29	7.0	7.0	11.2
	agree	91	22.1	22.1	33.3
	strongly agree	275	66.7	66.7	100.0
	Total	412	100.0	100.0	

This hostel gives customers individual attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	32	7.8	7.8	11.2
	agree	89	21.6	21.6	32.8
	strongly agree	277	67.2	67.2	100.0
	Total	412	100.0	100.0	

This hostel has operating hours that are convenient to all customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	3.6	3.6	3.6
	neither disagree nor agree	33	8.0	8.0	11.7
	agree	93	22.6	22.6	34.2
	strongly agree	271	65.8	65.8	100.0
	Total	412	100.0	100.0	

This hostel has staff who give customers personal attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	13	3.2	3.2	3.2
	neither disagree nor agree	34	8.3	8.3	11.4
	agree	96	23.3	23.3	34.7
	strongly agree	269	65.3	65.3	100.0
	Total	412	100.0	100.0	

This hostel has customers interest at heart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	16	3.9	3.9	3.9
	neither disagree nor agree	32	7.8	7.8	11.7
	agree	89	21.6	21.6	33.3
	strongly agree	275	66.7	66.7	100.0
	Total	412	100.0	100.0	

This hostel understands the specific needs of the customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	16	3.9	3.9	3.9
	neither disagree nor agree	36	8.7	8.7	12.6
	agree	86	20.9	20.9	33.5
	strongly agree	274	66.5	66.5	100.0
	Total	412	100.0	100.0	

This hostel has physical facilities that are visually appealing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	3.4	3.4	3.4
	neither disagree nor agree	35	8.5	8.5	11.9
	agree	86	20.9	20.9	32.8
	strongly agree	277	67.2	67.2	100.0
	Total	412	100.0	100.0	

		That I am doing something I really like to do	As though I am doing something memorable	That I am doing something thrilling	That I am having a 'once in a lifetime' experience	That I can share my experience with others later on	A feeling of escape	That I am being challenged in some way	That my imagination is being stirred	Like I am on an adventure	Like I am having fun	That I am doing something new and different	Physically comfortable	That my property is safe	Relaxed	A sense of personal security	That my privacy is assured	That I am involved in the process	That there is an element of choice in the process	That I have some control over the outcome	That I am being educated and informed	A sense of cooperation	That I am being taken seriously	That I am important	
N	Valid	412	412	412	412	412	411	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412	412
	Missing	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Mean	4.45	4.45	4.42	4.45	4.47	4.44	4.43	4.43	4.42	4.48	4.46	4.53	4.52	4.53	4.50	4.52	4.48	4.49	4.48	4.47	4.47	4.49	4.50	4.50
	Median	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
	Mode	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Std. Deviation	0.820	0.849	0.828	0.817	0.805	0.819	0.833	0.832	0.844	0.797	0.799	0.781	0.769	0.762	0.794	0.794	0.827	0.818	0.824	0.826	0.808	0.797	0.778	0.778
	Minimum	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	1	1	1	1	1	1	1	1	2
	Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

That I am doing something I really like to do

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	39	9.5	9.5	13.1
	agree	101	24.5	24.5	37.6
	strongly agree	257	62.4	62.4	100.0
	Total	412	100.0	100.0	

As though I am doing something memorable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	14	3.4	3.4	3.9
	neither disagree nor agree	43	10.4	10.4	14.3
	agree	90	21.8	21.8	36.2
	strongly agree	263	63.8	63.8	100.0
	Total	412	100.0	100.0	

That I am doing something thrilling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	11	2.7	2.7	3.2
	neither disagree nor agree	46	11.2	11.2	14.3
	agree	108	26.2	26.2	40.5
	strongly agree	245	59.5	59.5	100.0
	Total	412	100.0	100.0	

That I am having a 'once in a lifetime' experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	10	2.4	2.4	2.9
	neither disagree nor agree	44	10.7	10.7	13.6
	agree	100	24.3	24.3	37.9
	strongly agree	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

That I can share my experience with others later on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	12	2.9	2.9	3.2
	neither disagree nor agree	40	9.7	9.7	12.9
	agree	100	24.3	24.3	37.1
	strongly agree	259	62.9	62.9	100.0
	Total	412	100.0	100.0	

A feeling of escape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	42	10.2	10.2	13.6
	agree	104	25.2	25.3	38.9
	strongly agree	251	60.9	61.1	100.0
	Total	411	99.8	100.0	
Missing	System	1	0.2		
Total		412	100.0		

That I am being challenged in some way

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	44	10.7	10.7	14.3
	agree	101	24.5	24.5	38.8
	strongly agree	252	61.2	61.2	100.0
	Total	412	100.0	100.0	

That my imagination is being stirred

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	15	3.6	3.6	3.9
	neither disagree nor agree	41	10.0	10.0	13.8
	agree	105	25.5	25.5	39.3
	strongly agree	250	60.7	60.7	100.0
	Total	412	100.0	100.0	

Like I am on an adventure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	16	3.9	3.9	4.1
	neither disagree nor agree	42	10.2	10.2	14.3
	agree	101	24.5	24.5	38.8
	strongly agree	252	61.2	61.2	100.0
	Total	412	100.0	100.0	

Like I am having fun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	34	8.3	8.3	11.7
	agree	104	25.2	25.2	36.9
	strongly agree	260	63.1	63.1	100.0
	Total	412	100.0	100.0	

That I am doing something new and different

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	11	2.7	2.7	2.9
	neither disagree nor agree	41	10.0	10.0	12.9
	agree	103	25.0	25.0	37.9
	strongly agree	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

Physically comfortable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	9	2.2	2.2	2.7
	neither disagree nor agree	35	8.5	8.5	11.2
	agree	89	21.6	21.6	32.8
	strongly agree	277	67.2	67.2	100.0
	Total	412	100.0	100.0	

That my property is safe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.4	2.4	2.4
	neither disagree nor agree	37	9.0	9.0	11.4
	agree	94	22.8	22.8	34.2
	strongly agree	271	65.8	65.8	100.0
	Total	412	100.0	100.0	

Relaxed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	12	2.9	2.9	2.9
	neither disagree nor agree	32	7.8	7.8	10.7
	agree	94	22.8	22.8	33.5
	strongly agree	274	66.5	66.5	100.0
	Total	412	100.0	100.0	

A sense of personal security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	3.6	3.6	3.6
	neither disagree nor agree	33	8.0	8.0	11.7
	agree	96	23.3	23.3	35.0
	strongly agree	268	65.0	65.0	100.0
	Total	412	100.0	100.0	

That my privacy is assured

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	11	2.7	2.7	2.9
	neither disagree nor agree	39	9.5	9.5	12.4
	agree	83	20.1	20.1	32.5
	strongly agree	278	67.5	67.5	100.0
	Total	412	100.0	100.0	

That I am involved in the process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	41	10.0	10.0	13.6
	agree	85	20.6	20.6	34.2
	strongly agree	271	65.8	65.8	100.0
	Total	412	100.0	100.0	

That there is an element of choice in the process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	41	10.0	10.0	13.3
	agree	87	21.1	21.1	34.5
	strongly agree	270	65.5	65.5	100.0
	Total	412	100.0	100.0	

That I have some control over the outcome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	15	3.6	3.6	3.9
	neither disagree nor agree	37	9.0	9.0	12.9
	agree	92	22.3	22.3	35.2
	strongly agree	267	64.8	64.8	100.0
	Total	412	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	14	3.4	3.4	3.9
	neither disagree nor agree	35	8.5	8.5	12.4
	agree	97	23.5	23.5	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

A sense of cooperation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	35	8.5	8.5	12.1
	agree	102	24.8	24.8	36.9
	strongly agree	260	63.1	63.1	100.0
	Total	412	100.0	100.0	

That I am being taken seriously

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	34	8.3	8.3	11.7
	agree	100	24.3	24.3	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

That I am important

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	13	3.2	3.2	3.2
	neither disagree nor agree	34	8.3	8.3	11.4
	agree	100	24.3	24.3	35.7
	strongly agree	265	64.3	64.3	100.0
	Total	412	100.0	100.0	

		Fun	Relax	Pleasant	Interesting	Free	Comfortable	Energetic	Challenging	Exciting	Inspired	Surprised	Romantic	Entertained	Love
N	Valid	412	412	412	412	412	412	412	412	412	412	412	412	412	412
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.46	4.48	4.51	4.47	4.47	4.49	4.41	4.41	4.39	4.43	4.42	4.43	4.42	4.41
Median		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5	5	5	5	5	5	5	5	5	5
Std. Deviation		0.811	0.794	0.812	0.841	0.811	0.818	0.870	0.868	0.891	0.870	0.869	0.867	0.852	0.876
Minimum		1	2	1	1	2	1	1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5

Fun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	0.5	0.5	0.5
	almost never	10	2.4	2.4	2.9
	ocasionally, sometimes	42	10.2	10.2	13.1
	almost every time	102	24.8	24.8	37.9
	every time	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

Relax

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	almost never	13	3.2	3.2	3.2
	ocasionally, sometimes	39	9.5	9.5	12.6
	almost every time	98	23.8	23.8	36.4
	every time	262	63.6	63.6	100.0
	Total	412	100.0	100.0	

Pleasant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	1	0.2	0.2	0.2
	almost never	13	3.2	3.2	3.4
	ocasionally, sometimes	39	9.5	9.5	12.9
	almost every time	82	19.9	19.9	32.8
	every time	277	67.2	67.2	100.0
	Total	412	100.0	100.0	

Interesting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	1	0.2	0.2	0.2
	almost never	14	3.4	3.4	3.6
	ocasionally, sometimes	46	11.2	11.2	14.8
	almost every time	81	19.7	19.7	34.5
	every time	270	65.5	65.5	100.0
	Total	412	100.0	100.0	

Free

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	almost never	13	3.2	3.2	3.2
	ocasionally, sometimes	45	10.9	10.9	14.1
	almost every time	91	22.1	22.1	36.2
	every time	263	63.8	63.8	100.0
	Total	412	100.0	100.0	

Comfortable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	1	0.2	0.2	0.2
	almost never	13	3.2	3.2	3.4
	ocasionally, sometimes	41	10.0	10.0	13.3
	almost every time	87	21.1	21.1	34.5
	every time	270	65.5	65.5	100.0
	Total	412	100.0	100.0	

Energetic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	3	0.7	0.7	0.7
	almost never	13	3.2	3.2	3.9
	ocasionally, sometimes	49	11.9	11.9	15.8
	almost every time	96	23.3	23.3	39.1
	every time	251	60.9	60.9	100.0
	Total	412	100.0	100.0	

Challenging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	3	0.7	0.7	0.7
	almost never	13	3.2	3.2	3.9
	ocasionally, sometimes	48	11.7	11.7	15.5
	almost every time	95	23.1	23.1	38.6
	every time	253	61.4	61.4	100.0
	Total	412	100.0	100.0	

Exciting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	3	0.7	0.7	0.7
	almost never	17	4.1	4.1	4.9
	ocasionally, sometimes	45	10.9	10.9	15.8
	almost every time	98	23.8	23.8	39.6
	every time	249	60.4	60.4	100.0
	Total	412	100.0	100.0	

Inspired

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	0.5	0.5	0.5
	almost never	16	3.9	3.9	4.4
	ocasionally, sometimes	45	10.9	10.9	15.3
	almost every time	88	21.4	21.4	36.7
	every time	261	63.3	63.3	100.0
	Total	412	100.0	100.0	

Surprised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	0.5	0.5	0.5
	almost never	15	3.6	3.6	4.1
	ocasionally, sometimes	48	11.7	11.7	15.8
	almost every time	91	22.1	22.1	37.9
	every time	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

Romantic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	0.5	0.5	0.5
	almost never	15	3.6	3.6	4.1
	ocasionally, sometimes	47	11.4	11.4	15.5
	almost every time	89	21.6	21.6	37.1
	every time	259	62.9	62.9	100.0
	Total	412	100.0	100.0	

Entertained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	2	0.5	0.5	0.5
	almost never	12	2.9	2.9	3.4
	ocasionally, sometimes	51	12.4	12.4	15.8
	almost every time	92	22.3	22.3	38.1
	every time	255	61.9	61.9	100.0
	Total	412	100.0	100.0	

Love

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	3	0.7	0.7	0.7
	almost never	10	2.4	2.4	3.2
	ocasionally, sometimes	60	14.6	14.6	17.7
	almost every time	82	19.9	19.9	37.6
	every time	257	62.4	62.4	100.0
	Total	412	100.0	100.0	

		How did you book at this hostel	If you mentioned online, by which medium
N	Valid	412	401
	Missing	0	11
Mean		3.03	2.37
Median		3.00	2.00
Mode		3	2
Std. Deviation		0.168	1.009
Minimum		3	0
Maximum		4	5

How did you book at this hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	400	97.1	97.1	97.1
	another	12	2.9	2.9	100.0
	Total	412	100.0	100.0	

If you mentioned online, by which medium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	0.2	0.2	0.2
	Booking	37	9.0	9.2	9.5
	hosteworld	258	62.6	64.3	73.8
	hostelbookers	60	14.6	15.0	88.8
	expedia	9	2.2	2.2	91.0
	tripadvisor	36	8.7	9.0	100.0
	Total	401	97.3	100.0	
Missing	System	11	2.7		
Total		412	100.0		

Level of satisfaction with your experience at this hostel

N	Valid	412
	Missing	0
Mean		4.45
Median		5.00
Mode		5
Std. Deviation		0.831

Level of satisfaction with your experience at this hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very dissatisfied	2	0.5	0.5	0.5
	dissatisfied	13	3.2	3.2	3.6
	neither dissatisfied nor satisfied	39	9.5	9.5	13.1
	satisfied	104	25.2	25.2	38.3
	very staisfied	253	61.4	61.4	99.8
	6	1	0.2	0.2	100.0
	Total	412	100.0	100.0	

		I will have wonderful memories	I will remember many positive things	I won't forget my experience
N	Valid	412	412	412
	Missing	0	0	0
Mean		4.48	4.46	4.48
Median		5.00	5.00	5.00
Mode		5	5	5
Std. Deviation		0.794	0.808	0.800

I will have wonderful memories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	11	2.7	2.7	2.9
	neither disagree nor agree	39	9.5	9.5	12.4
	agree	100	24.3	24.3	36.7
	strongly agree	261	63.3	63.3	100.0
	Total	412	100.0	100.0	

I will remember many positive things

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	15	3.6	3.6	3.9
	neither disagree nor agree	32	7.8	7.8	11.7
	agree	109	26.5	26.5	38.1
	strongly agree	255	61.9	61.9	100.0
	Total	412	100.0	100.0	

I won't forget my experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	13	3.2	3.2	3.4
	neither disagree nor agree	35	8.5	8.5	11.9
	agree	102	24.8	24.8	36.7
	strongly agree	261	63.3	63.3	100.0
	Total	412	100.0	100.0	

		I would revisit this hostel in the future	If given the opportunity, I would return to this hostel	I am loyal to this type of accommodation	I would recommend this hostel to my friends	I would say positive things about this hostel	I would encourage friends and relatives to visit this hostel
N	Valid	412	412	412	412	412	412
	Missing	0	0	0	0	0	0
Mean		4.45	4.47	4.44	4.47	4.47	4.45
Median		5.00	5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5	5
Std. Deviation		0.810	0.826	0.842	0.808	0.808	0.820

I would revisit this hostel in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	12	2.9	2.9	3.4
	neither disagree nor agree	36	8.7	8.7	12.1
	agree	111	26.9	26.9	39.1
	strongly agree	251	60.9	60.9	100.0
	Total	412	100.0	100.0	

If given the opportunity, I would return to this hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	16	3.9	3.9	4.1
	neither disagree nor agree	35	8.5	8.5	12.6
	agree	98	23.8	23.8	36.4
	strongly agree	262	63.6	63.6	100.0
	Total	412	100.0	100.0	

I am loyal to this type of accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	15	3.6	3.6	4.1
	neither disagree nor agree	38	9.2	9.2	13.3
	agree	101	24.5	24.5	37.9
	strongly agree	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

I would recommend this hostel to my friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	35	8.5	8.5	12.1
	agree	104	25.2	25.2	37.4
	strongly agree	258	62.6	62.6	100.0
	Total	412	100.0	100.0	

I would say positive things about this hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	0.2	0.2	0.2
	disagree	14	3.4	3.4	3.6
	neither disagree nor agree	35	8.5	8.5	12.1
	agree	103	25.0	25.0	37.1
	strongly agree	259	62.9	62.9	100.0
	Total	412	100.0	100.0	

I would encourage friends and relatives to visit this hostel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	14	3.4	3.4	3.9
	neither disagree nor agree	33	8.0	8.0	11.9
	agree	110	26.7	26.7	38.6
	strongly agree	253	61.4	61.4	100.0
	Total	412	100.0	100.0	

		Including this visit, how many times have you visited Algarve before	How many days are you staying in a hostel in Algarve
N	Valid	412	412
	Missing	0	0
Mean		1.48	4.38
Median		1.00	4.00
Mode		1	4
Std. Deviation		0.766	1.750
Minimum		1	1
Maximum		7	12

Including this visit, how many times have you visited Algarve before

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	262	63.6	63.6	63.6
	2	114	27.7	27.7	91.3
	3	27	6.6	6.6	97.8
	4	7	1.7	1.7	99.5
	5	1	0.2	0.2	99.8
	7	1	0.2	0.2	100.0
	Total	412	100.0	100.0	

How many days are you staying in a hostel in Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	0.2	0.2	0.2
	2	60	14.6	14.6	14.8
	3	63	15.3	15.3	30.1
	4	120	29.1	29.1	59.2
	5	77	18.7	18.7	77.9
	6	46	11.2	11.2	89.1
	7	27	6.6	6.6	95.6
	8	11	2.7	2.7	98.3
	9	1	0.2	0.2	98.5
	10	3	0.7	0.7	99.3
	12	3	0.7	0.7	100.0
	Total	412	100.0	100.0	

How satisfied are you with your visit to Algarve

N	Valid	412
	Missing	0
Mean		4.55
Median		5.00
Mode		5
Std. Deviation		0.758

How satisfied are you with your visit to Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	9	2.2	2.2	2.2
	neither dissatisfied nor satisfied	29	7.0	7.0	9.2
	satisfied	107	26.0	26.0	35.2
	very satisfied	265	64.3	64.3	99.5
	6	1	0.2	0.2	99.8
	9	1	0.2	0.2	100.0
	Total	412	100.0	100.0	

		I will have wonderful memories from Algarve	I will remember many positive things from Algarve	I won't forget my experience from Algarve
N	Valid	412	412	412
	Missing	0	0	0
Mean		4.53	4.50	4.52
Median		5.00	5.00	5.00
Mode		5	5	5
Std. Deviation		0.719	0.740	0.743

I will have wonderful memories from Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	2.2	2.2	2.2
	neither disagree nor agree	28	6.8	6.8	9.0
	agree	111	26.9	26.9	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

I will remember many positive things from Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.4	2.4	2.4
	neither disagree nor agree	31	7.5	7.5	10.0
	agree	115	27.9	27.9	37.9
	strongly agree	256	62.1	62.1	100.0
	Total	412	100.0	100.0	

I won't forget my experience from Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	11	2.7	2.7	2.7
	neither disagree nor agree	29	7.0	7.0	9.7
	agree	108	26.2	26.2	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

		I would revisit Algarve in the future	If given the opportunity, I would return Algarve	I am loyal to this type of tourism destination	I would recommend Algarve to my friends	I would say positive things about Algarve	I would encourage friends and relatives to visit Algarve
N	Valid	412	412	412	412	412	412
	Missing	0	0	0	0	0	0
Mean		4.50	4.50	4.51	4.52	4.51	4.49
Median		5.00	5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5	5
Std. Deviation		0.730	0.737	0.743	0.730	0.743	0.788

I would revisit Algarve in the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	8	1.9	1.9	1.9
	neither disagree nor agree	34	8.3	8.3	10.2
	agree	112	27.2	27.2	37.4
	strongly agree	258	62.6	62.6	100.0
	Total	412	100.0	100.0	

If given the opportunity, I would return Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.4	2.4	2.4
	neither disagree nor agree	30	7.3	7.3	9.7
	agree	114	27.7	27.7	37.4
	strongly agree	258	62.6	62.6	100.0
	Total	412	100.0	100.0	

I am loyal to this type of tourism destination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	2.2	2.2	2.2
	neither disagree nor agree	35	8.5	8.5	10.7
	agree	104	25.2	25.2	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

I would recommend Algarve to my friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	2.2	2.2	2.2
	neither disagree nor agree	31	7.5	7.5	9.7
	agree	108	26.2	26.2	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

I would say positive things about Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.4	2.4	2.4
	neither disagree nor agree	32	7.8	7.8	10.2
	agree	106	25.7	25.7	35.9
	strongly agree	264	64.1	64.1	100.0
	Total	412	100.0	100.0	

I would encourage friends and relatives to visit Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	0.5	0.5	0.5
	disagree	11	2.7	2.7	3.2
	neither disagree nor agree	31	7.5	7.5	10.7
	agree	106	25.7	25.7	36.4
	strongly agree	262	63.6	63.6	100.0
	Total	412	100.0	100.0	

Age

N	Valid	412
	Missing	0
Mean		25.16
Median		24.00
Mode		21
Std. Deviation		5.539
Minimum		18
Maximum		51

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	5	1.2	1.2	1.2
	19	29	7.0	7.0	8.3
	20	41	10.0	10.0	18.2
	21	46	11.2	11.2	29.4
	22	39	9.5	9.5	38.8
	23	35	8.5	8.5	47.3
	24	36	8.7	8.7	56.1
	25	32	7.8	7.8	63.8
	26	23	5.6	5.6	69.4
	27	15	3.6	3.6	73.1
	28	20	4.9	4.9	77.9
	29	23	5.6	5.6	83.5
	30	12	2.9	2.9	86.4
	31	8	1.9	1.9	88.3
	32	10	2.4	2.4	90.8
	33	2	0.5	0.5	91.3
	34	3	0.7	0.7	92.0
	35	6	1.5	1.5	93.4
	36	5	1.2	1.2	94.7
	37	2	0.5	0.5	95.1
	38	8	1.9	1.9	97.1
39	1	0.2	0.2	97.3	
40	3	0.7	0.7	98.1	
41	2	0.5	0.5	98.5	
43	1	0.2	0.2	98.8	
44	1	0.2	0.2	99.0	
45	2	0.5	0.5	99.5	
49	1	0.2	0.2	99.8	
51	1	0.2	0.2	100.0	
Total		412	100.0	100.0	

		Gender	Marital status	Place of Origin	Travel companions	Occupation
N	Valid	412	412	410	412	412
	Missing	0	0	2	0	0
Mean		1.59	1.12	6.83	2.36	5.48
Median		2.00	1.00	5.00	2.00	2.00
Mode		2	1	2	2	2
Std. Deviation		0.492	0.402	4.861	0.945	5.074
Minimum		1	1	1	1	1
Maximum		2	3	22	4	20

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	169	41.0	41.0	41.0
	female	243	59.0	59.0	100.0
	Total	412	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	376	91.3	91.3	91.3
	married	24	5.8	5.8	97.1
	divorced	12	2.9	2.9	100.0
	Total	412	100.0	100.0	

Travel companions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	partner	48	11.7	11.7	11.7
	friends	256	62.1	62.1	73.8
	family	20	4.9	4.9	78.6
	another	88	21.4	21.4	100.0
	Total	412	100.0	100.0	

Place of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netherlands	9	2.2	2.2	2.2
	Australia	87	21.1	21.2	23.4
	France	16	3.9	3.9	27.3
	Canada	76	18.4	18.5	45.9
	Germany	25	6.1	6.1	52.0
	Brazil	6	1.5	1.5	53.4
	New zealand	28	6.8	6.8	60.2
	USA	61	14.8	14.9	75.1
	Spain	11	2.7	2.7	77.8
	Ukraine	5	1.2	1.2	79.0
	Romania	5	1.2	1.2	80.2
	England	21	5.1	5.1	85.4
	Poland	8	1.9	2.0	87.3
	Italy	12	2.9	2.9	90.2
	Belgium	15	3.6	3.7	93.9
	India	2	0.5	0.5	94.4
	Austri	6	1.5	1.5	95.9
	Slovakia	3	0.7	0.7	96.6
	China	7	1.7	1.7	98.3
	South Coreea	2	0.5	0.5	98.8
	South Africa	2	0.5	0.5	99.3
Portugal	3	0.7	0.7	100.0	
	Total	410	99.5	100.0	
Missing	System	2	0.5		
Total		412	100.0		

Level of education

N	Valid	412
	Missing	0
Mean		2.88
Median		3.00
Mode		3
Std. Deviation		0.329
Minimum		1
Maximum		3

Level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary	1	0.2	0.2	0.2
	secondary	46	11.2	11.2	11.4
	university	365	88.6	88.6	100.0
	Total	412	100.0	100.0	

		Was Algarve your first destination choice	Was Lagos city your first destination choice in the Algarve	Motive to travel
N	Valid	412	412	412
	Missing	0	0	0
Mean		1.61	1.57	3.70
Median		2.00	2.00	4.00
Mode		2	2	4
Std. Deviation		0.489	0.495	0.950
Variance		0.239	0.245	0.903
Minimum		1	1	1
Maximum		2	2	5

Was Algarve your first destination choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	162	39.3	39.3	39.3
	no	250	60.7	60.7	100.0
	Total	412	100.0	100.0	

Was Lagos city your first destination choice in the Algarve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	176	42.7	42.7	42.7
	no	236	57.3	57.3	100.0
	Total	412	100.0	100.0	

Motive to travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	holiday	41	10.0	10.0	10.0
	lazer	6	1.5	1.5	11.4
	learn	3	0.7	0.7	12.1
	vacation	349	84.7	84.7	96.8
	relax	13	3.2	3.2	100.0
	Total	412	100.0	100.0	

Factor Analysis Question N° 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,969
Bartlett's Test of Sphericity	18770,217
df	231
Sig.	,000

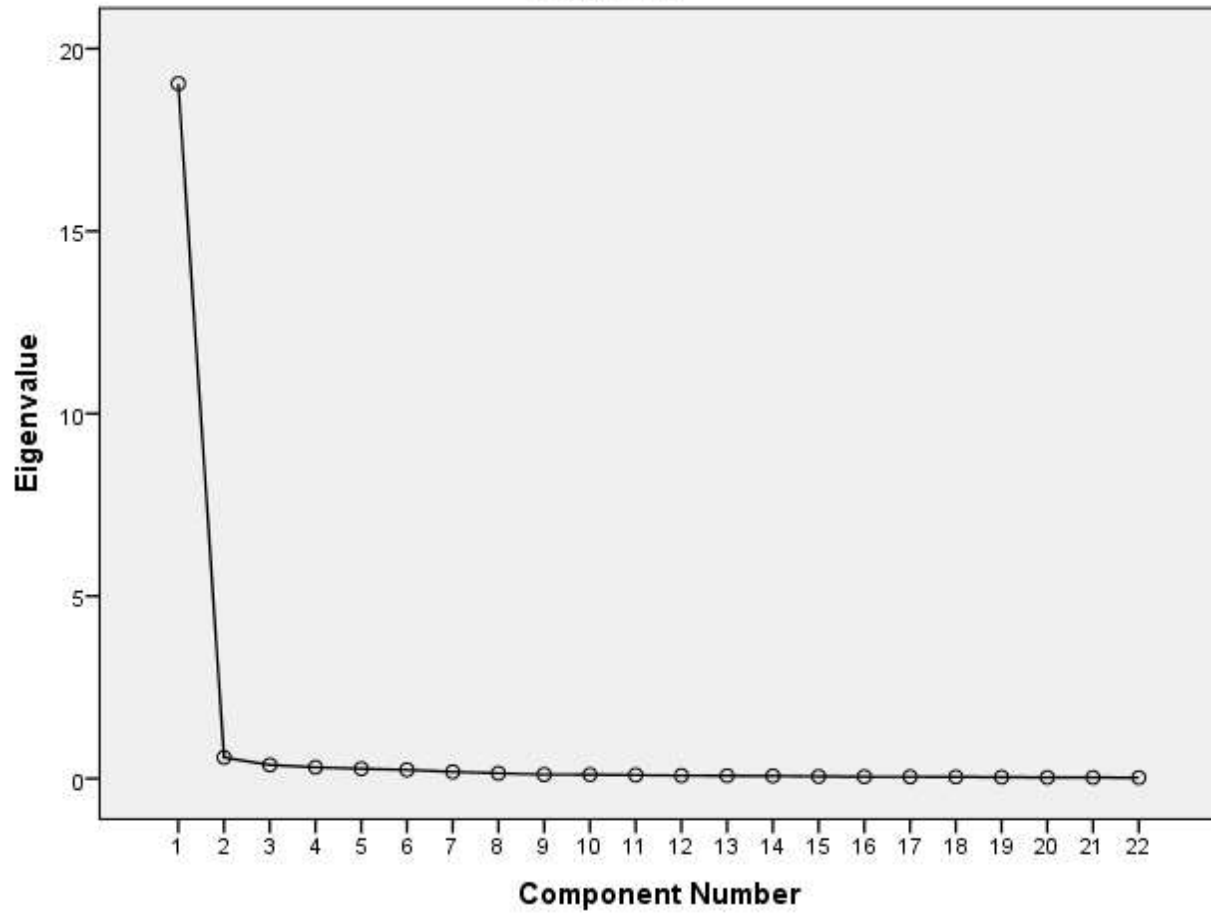
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	19,041	86,549	86,549	19,041	86,549	86,549	12,395	56,340
2	,577	2,622	89,171	,577	2,622	89,171	7,223	32,831	89,171
3	,374	1,699	90,870						
4	,309	1,403	92,274						
5	,269	1,224	93,497						
6	,239	1,086	94,583						
7	,184	,836	95,419						
8	,143	,649	96,068						
9	,110	,502	96,569						
10	,104	,474	97,044						

1	,095	,431	97,475					
1								
1	,083	,377	97,852					
2								
1	,077	,351	98,203					
3								
1	,070	,319	98,522					
4								
1	,060	,273	98,795					
5								
1	,049	,225	99,020					
6								
1	,048	,218	99,237					
7								
1	,044	,200	99,438					
8								
1	,037	,168	99,605					
9								
2	,032	,146	99,752					
0								
2	,029	,134	99,885					
1								
2	,025	,115	100,000					
2								

Extraction Method: Principal Component Analysis.

Scree Plot



Rotated Component Matrix^a

	Component	
	1	2
The behaviour of personnel in this hostel instils confidence in customers	,825	

Personnel at this hostel provide prompt services to customers	,819	
This hostel has customers interest at heart	,817	
Personnel in this hostel are never be too busy to respond to customers' requests	,816	
This hostel insists on error free records	,813	
Customers in this hostel feel safe in their dealings with the hostel	,812	
Personnel in this hostel tell customers exactly when services will be performed	,811	
This hostel has staff who give customers personal attention	,806	
This hostel understands the specific needs of the customers	,800	
Personnel in this hostel are always be willing to help customers	,792	,502
This hostel has operating hours that are convenient to all customers	,791	,514
This hostel provides their services at the time it promises to	,784	,532
Staff in this hostel have the knowledge to answer customers questions	,780	,527
This hostel gives customers individual attention	,777	,532
This hostel gets things right the first time	,772	,541
This hostel has physical facilities that are visually appealing	,768	,521

Staff in this hostel are consistently courteous with customers	,756	,547
When a client has a problem this hostel shows a sincere interest to solve it	,717	,629
Personnel at this hostel are neat in appearance		,861
This hostel has modern looking equipment		,829
When this hostel promises to do something at a certain time they do it	,588	,754
Materials associated with service in this hostel are neat in appearance	,584	,738

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Factor Analysis Question N° 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,962
Bartlett's Test of Sphericity	Approx. Chi-Square	19923,251
	df	253
	Sig.	,000

Communalities

	Initial	Extraction
That I am doing something I really like to do	1,000	,837

As though I am doing something memorable	1,000	,892
That I am doing something thrilling	1,000	,896
That I am having a 'once in a lifetime' experience	1,000	,906
That I can share my experience with others later on	1,000	,882
A feeling of escape	1,000	,928
That I am being challenged in some way	1,000	,929
That my imagination is being stirred	1,000	,923
Like I am on an adventure	1,000	,929
Like I am having fun	1,000	,905
That I am doing something new and different	1,000	,918
Physically comfortable	1,000	,932
That my property is safe	1,000	,925
Relaxed	1,000	,935
A sense of personal security	1,000	,938
That my privacy is assured	1,000	,933
That I am involved in the process	1,000	,954
That there is an element of choice in the process	1,000	,942
That I have some control over the outcome	1,000	,934
That I am being educated and informed	1,000	,932
A sense of cooperation	1,000	,954
That I am being taken seriously	1,000	,957
That I am important	1,000	,940

Extraction Method: Principal Component Analysis.

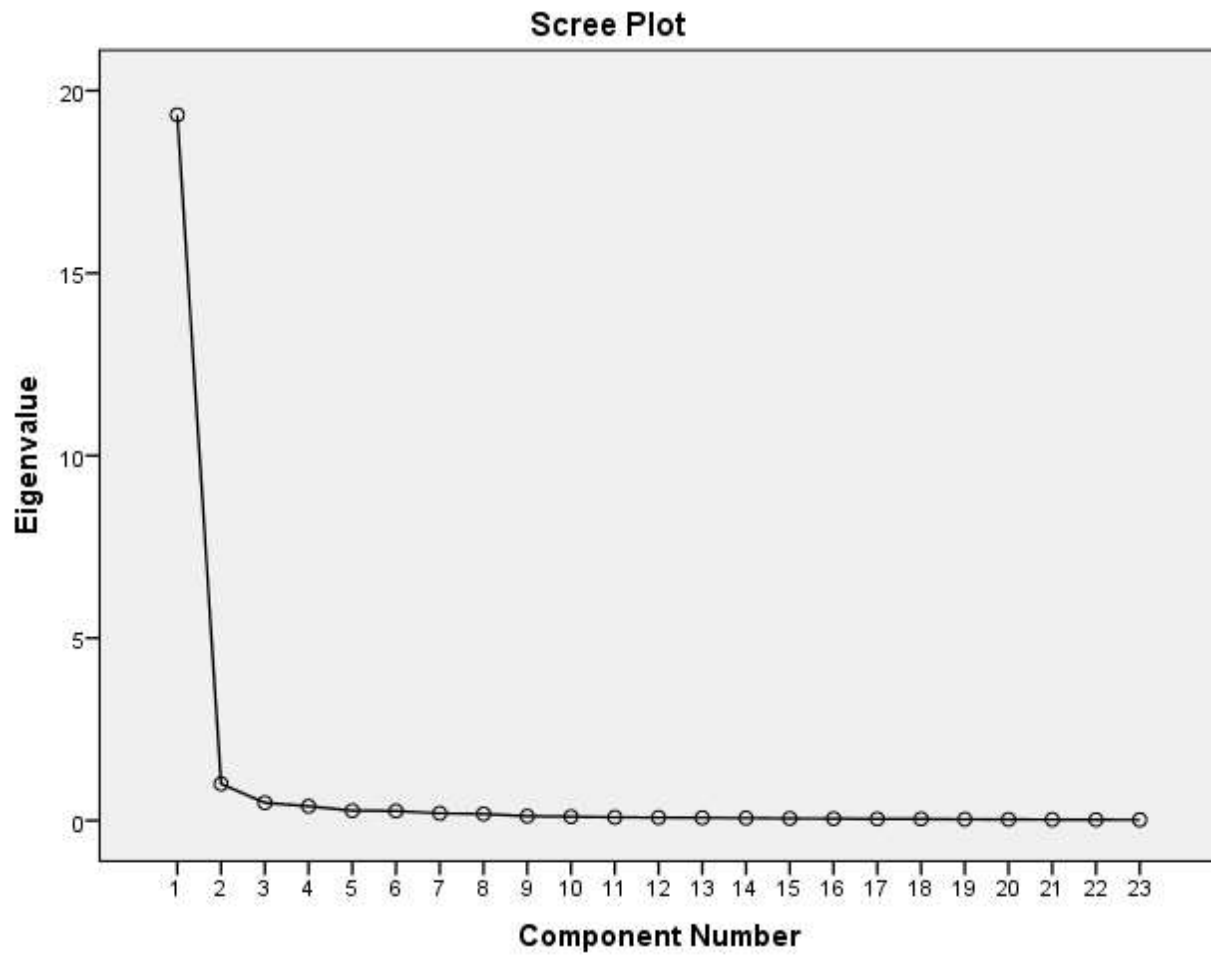
Total Variance Explained

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	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	119,337	84,074	84,074	19,337	84,074	84,074	8,961	38,962	38,962
2	1,004	4,367	88,441	1,004	4,367	88,441	5,626	24,461	63,423
3	,488	2,121	90,562	,488	2,121	90,562	4,078	17,731	81,153
4	,391	1,701	92,263	,391	1,701	92,263	2,555	11,110	92,263
5	,271	1,179	93,442						
6	,261	1,135	94,577						
7	,198	,861	95,438						
8	,183	,794	96,232						
9	,118	,514	96,746						
10	,107	,467	97,213						
11	,089	,386	97,599						
12	,083	,360	97,959						
13	,075	,328	98,287						
14	,068	,296	98,583						
15	,057	,248	98,830						
16	,052	,225	99,055						
17	,044	,191	99,246						
18	,042	,184	99,430						
19	,034	,149	99,579						
20	,029	,124	99,704						

2	,026	,114	99,817					
1								
2	,022	,094	99,912					
2								
2	,020	,088	100,000					
3								

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
That I am being educated and informed	,940			
That I am involved in the process	,938			
A sense of cooperation	,937			
That I have some control over the outcome	,935			
That there is an element of choice in the process	,932			
That I am having a 'once in a lifetime' experience	,929			
As though I am doing something memorable	,926			
Like I am having fun	,924			
That I am doing something new and different	,924			
That I am important	,921			
That I am being taken seriously	,921			
That I am doing something thrilling	,921			
A feeling of escape	,921			
Like I am on an adventure	,921			
That I am being challenged in some way	,920			
That I can share my experience with others later on	,918			
That my imagination is being stirred	,914			
That I am doing something I really like to do	,903			
Relaxed	,895			
Physically comfortable	,894			
That my privacy is assured	,894			
A sense of personal security	,885			
That my property is safe	,870			

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
That my imagination is being stirred	,814			
Like I am on an adventure	,807			
A feeling of escape	,805			
That I am being challenged in some way	,800			
That I am doing something thrilling	,771			
That I am having a 'once in a lifetime' experience	,764			
As though I am doing something memorable	,750			
Like I am having fun	,739			
That I am doing something new and different	,721	,510		
That I can share my experience with others later on	,712			
That I am doing something I really like to do	,695			
That I have some control over the outcome	,517			,510
That my property is safe		,796		
Relaxed		,765		
Physically comfortable		,742		
A sense of personal security		,697		
That my privacy is assured		,668		
That I am being taken seriously			,685	
That I am important			,655	
A sense of cooperation	,505		,653	
That I am being educated and informed	,525		,578	
That I am involved in the process	,525			,559

That there is an element of choice in the process	,506			,546
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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	,660	,512	,438	,334
2	-,724	,628	,211	,192
3	,198	,586	-,583	-,526
4	,031	,023	-,651	,758

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability

Scale: Hedonics

Case Processing Summary

		N	%
Cases	Valid	411	99,8
	Excluded ^a	1	,2
	Total	412	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
,988	11

Scale: Peace of mind

Case Processing Summary

		N	%
Cases	Valid	412	100,0
	Excluded ^a	0	,0
	Total	412	100,0

a. Listwise deletion based on all variables in the procedure.

Case Processing Summary

		N	%
Cases	Valid	412	100,0
	Excluded ^a	0	,0
	Total	412	100,0

a. Listwise deletion based on all variables in the procedure.

Scale: Involvement

Case Processing Summary

		N	%
Cases	Valid	412	100,0
	Excluded ^a	0	,0
	Total	412	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,986	3

Scale: Recognition

Case Processing Summary

		N	%
Cases	Valid	412	100,0
	Excluded ^a	0	,0
	Total	412	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
,982	4

Factor Analysis Question N° 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,952
Bartlett's Test of Sphericity	Approx. Chi-Square	12417,231
	df	91
	Sig.	,000

Communalities

	Initial	Extraction
Fun	1,000	,894
Relax	1,000	,931
Pleasant	1,000	,948
Interesting	1,000	,898
Free	1,000	,883
Comfortable	1,000	,911
Energetic	1,000	,933
Challenging	1,000	,941
Exciting	1,000	,941
Inspired	1,000	,938

Surprised	1,000	,942
Romantic	1,000	,947
Entertained	1,000	,949
Love	1,000	,925

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	112,570	89,783	89,783	12,570	89,783	89,783	7,313	52,236	52,236
2	,412	2,942	92,725	,412	2,942	92,725	5,668	40,489	92,725
3	,229	1,633	94,358						
4	,166	1,188	95,546						
5	,112	,802	96,349						
6	,109	,779	97,127						
7	,086	,612	97,739						
8	,073	,519	98,258						
9	,059	,425	98,682						
10	,050	,360	99,042						
11	,044	,313	99,355						
12	,038	,269	99,624						
13	,030	,215	99,839						
14	,023	,161	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Romantic	,964	
Entertained	,964	
Challenging	,963	
Energetic	,962	
Inspired	,961	
Exciting	,958	
Surprised	,956	
Love	,950	
Comfortable	,942	
Interesting	,939	
Fun	,938	
Free	,938	
Pleasant	,921	
Relax	,907	

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
Surprised	,829	,505
Exciting	,821	,517
Entertained	,820	,526
Love	,815	,510
Romantic	,815	,532
Inspired	,804	,539
Challenging	,801	,547
Energetic	,780	,570
Free	,669	,661
Relax		,844
Pleasant		,843

Comfortable	,607	,737
Interesting	,623	,714
Fun	,629	,706

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	,753	,658
2	-,658	,753

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Correlation between experiences, memories and recommendation

Correlations

		F4	I will have wonderful memories	I will remember many positive things	I won't forget my experience	
Spearman's rho	F4	Correlation Coefficient	1.000	,808**	,815**	,823**
		Sig. (2-tailed)		0.000	0.000	0.000
		N	412	412	412	412
	I will have wonderful memories	Correlation Coefficient	,808**	1.000	,875**	,872**
		Sig. (2-tailed)	0.000		0.000	0.000
		N	412	412	412	412
	I will remember many positive things	Correlation Coefficient	,815**	,875**	1.000	,895**
		Sig. (2-tailed)	0.000	0.000		0.000
		N	412	412	412	412
	I won't forget my experience	Correlation Coefficient	,823**	,872**	,895**	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	
		N	412	412	412	412

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			F3	I will have wonderful memories	I will remember many positive things	I won't forget my experience
Spearman's rho	F3	Correlation Coefficient	1.000	,833**	,823**	,809**
		Sig. (2-tailed)		0.000	0.000	0.000
		N	412	412	412	412
	I will have wonderful memories	Correlation Coefficient	,833**	1.000	,875**	,872**
		Sig. (2-tailed)	0.000		0.000	0.000
		N	412	412	412	412
	I will remember many positive things	Correlation Coefficient	,823**	,875**	1.000	,895**
		Sig. (2-tailed)	0.000	0.000		0.000
		N	412	412	412	412
	I won't forget my experience	Correlation Coefficient	,809**	,872**	,895**	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	
		N	412	412	412	412

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			F2	I will have wonderful memories	I will remember many positive things	I won't forget my experience
Spearman's rho	F2	Correlation Coefficient	1.000	,758**	,757**	,739**
		Sig. (2-tailed)		0.000	0.000	0.000
		N	412	412	412	412
	I will have wonderful memories	Correlation Coefficient	,758**	1.000	,875**	,872**
		Sig. (2-tailed)	0.000		0.000	0.000
		N	412	412	412	412
	I will remember many positive things	Correlation Coefficient	,757**	,875**	1.000	,895**
		Sig. (2-tailed)	0.000	0.000		0.000
		N	412	412	412	412
	I won't forget my experience	Correlation Coefficient	,739**	,872**	,895**	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	
		N	412	412	412	412

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		F1	I will have wonderful memories	I will remember many positive things	I won't forget my experience	
Spearman's rho	F1	Correlation Coefficient	1.000	,827**	,828**	,822**
		Sig. (2-tailed)		0.000	0.000	0.000
		N	411	411	411	411
	I will have wonderful memories	Correlation Coefficient	,827**	1.000	,875**	,872**
		Sig. (2-tailed)	0.000		0.000	0.000
		N	411	412	412	412
	I will remember many positive things	Correlation Coefficient	,828**	,875**	1.000	,895**
		Sig. (2-tailed)	0.000	0.000		0.000
		N	411	412	412	412
	I won't forget my experience	Correlation Coefficient	,822**	,872**	,895**	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	
		N	411	412	412	412

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			I will have wonderful memories	I would revisit this hostel in the future	If given the opportunity , I would return to this hostel	I am loyal to this type of accommodation	I would recommend this hostel to my friends	I would say positive things about this hostel	I would encourage friends and relatives to visit this hostel
Spearman's rho	I will have wonderful memories	Correlation Coefficient	1.000	,921**	,861**	,862**	,859**	,879**	,891**
		Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would revisit this hostel in the future	Correlation Coefficient	,921**	1.000	,872**	,850**	,855**	,890**	,879**
		Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	If given the opportunity , I would return to this hostel	Correlation Coefficient	,861**	,872**	1.000	,825**	,859**	,871**	,853**
		Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I am loyal to this type of accommodation	Correlation Coefficient	,862**	,850**	,825**	1.000	,849**	,860**	,885**
		Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would recommend this hostel to my friends	Correlation Coefficient	,859**	,855**	,859**	,849**	1.000	,863**	,874**
		Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
		N	412	412	412	412	412	412	412
	I would say positive things about this hostel	Correlation Coefficient	,879**	,890**	,871**	,860**	,863**	1.000	,839**
		Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
		N	412	412	412	412	412	412	412
I would encourage friends and relatives to visit this hostel	Correlation Coefficient	,891**	,879**	,853**	,885**	,874**	,839**	1.000	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		
	N	412	412	412	412	412	412	412	

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			I will remember many positive things	I would revisit this hostel in the future	If given the opportunity , I would return to this hostel	I am loyal to this type of accommodation	I would recommend this hostel to my friends	I would say positive things about this hostel	I would encourage friends and relatives to visit this hostel
Spearman's rho	I will remember many positive things	Correlation Coefficient	1.000	,883 ^{**} ,883 ^{**}	,861 ^{**} ,861 ^{**}	,856 ^{**} ,856 ^{**}	,899 ^{**} ,899 ^{**}	,878 ^{**} ,878 ^{**}	,860 ^{**} ,860 ^{**}
		Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would revisit this hostel in the future	Correlation Coefficient	,883 ^{**} ,883 ^{**}	1.000	,872 ^{**} ,872 ^{**}	,850 ^{**} ,850 ^{**}	,855 ^{**} ,855 ^{**}	,890 ^{**} ,890 ^{**}	,879 ^{**} ,879 ^{**}
		Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	If given the opportunity , I would return to this hostel	Correlation Coefficient	,861 ^{**} ,861 ^{**}	,872 ^{**} ,872 ^{**}	1.000	,825 ^{**} ,825 ^{**}	,859 ^{**} ,859 ^{**}	,871 ^{**} ,871 ^{**}	,853 ^{**} ,853 ^{**}
		Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I am loyal to this type of accommodation	Correlation Coefficient	,856 ^{**} ,856 ^{**}	,850 ^{**} ,850 ^{**}	,825 ^{**} ,825 ^{**}	1.000	,849 ^{**} ,849 ^{**}	,860 ^{**} ,860 ^{**}	,885 ^{**} ,885 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would recommend this hostel to my friends	Correlation Coefficient	,899 ^{**} ,899 ^{**}	,855 ^{**} ,855 ^{**}	,859 ^{**} ,859 ^{**}	,849 ^{**} ,849 ^{**}	1.000	,863 ^{**} ,863 ^{**}	,874 ^{**} ,874 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
		N	412	412	412	412	412	412	412
	I would say positive things about this hostel	Correlation Coefficient	,878 ^{**} ,878 ^{**}	,890 ^{**} ,890 ^{**}	,871 ^{**} ,871 ^{**}	,860 ^{**} ,860 ^{**}	,863 ^{**} ,863 ^{**}	1.000	,839 ^{**} ,839 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
		N	412	412	412	412	412	412	412
	I would encourage friends and relatives to visit this hostel	Correlation Coefficient	,860 ^{**} ,860 ^{**}	,879 ^{**} ,879 ^{**}	,853 ^{**} ,853 ^{**}	,885 ^{**} ,885 ^{**}	,874 ^{**} ,874 ^{**}	,839 ^{**} ,839 ^{**}	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
N		412	412	412	412	412	412	412	

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			I won't forget my experience	I would revisit this hostel in the future	If given the opportunity , I would return to this hostel	I am loyal to this type of accommodation	I would recommend this hostel to my friends	I would say positive things about this hostel	I would encourage friends and relatives to visit this hostel
Spearman's rho	I won't forget my experience	Correlation Coefficient	1.000	,842 ^{**} ,842 ^{**}	,851 ^{**} ,851 ^{**}	,876 ^{**} ,876 ^{**}	,885 ^{**} ,885 ^{**}	,863 ^{**} ,863 ^{**}	,853 ^{**} ,853 ^{**}
		Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would revisit this hostel in the future	Correlation Coefficient	,842 ^{**} ,842 ^{**}	1.000	,872 ^{**} ,872 ^{**}	,850 ^{**} ,850 ^{**}	,855 ^{**} ,855 ^{**}	,890 ^{**} ,890 ^{**}	,879 ^{**} ,879 ^{**}
		Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	If given the opportunity , I would return to this hostel	Correlation Coefficient	,851 ^{**} ,851 ^{**}	,872 ^{**} ,872 ^{**}	1.000	,825 ^{**} ,825 ^{**}	,859 ^{**} ,859 ^{**}	,871 ^{**} ,871 ^{**}	,853 ^{**} ,853 ^{**}
		Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I am loyal to this type of accommodation	Correlation Coefficient	,876 ^{**} ,876 ^{**}	,850 ^{**} ,850 ^{**}	,825 ^{**} ,825 ^{**}	1.000	,849 ^{**} ,849 ^{**}	,860 ^{**} ,860 ^{**}	,885 ^{**} ,885 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
		N	412	412	412	412	412	412	412
	I would recommend this hostel to my friends	Correlation Coefficient	,885 ^{**} ,885 ^{**}	,855 ^{**} ,855 ^{**}	,859 ^{**} ,859 ^{**}	,849 ^{**} ,849 ^{**}	1.000	,863 ^{**} ,863 ^{**}	,874 ^{**} ,874 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
		N	412	412	412	412	412	412	412
	I would say positive things about this hostel	Correlation Coefficient	,863 ^{**}	,890 ^{**}	,871 ^{**}	,860 ^{**}	,863 ^{**}	1.000	,839 ^{**}
		Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
		N	412	412	412	412	412	412	412
I would encourage friends and relatives to visit this hostel	Correlation Coefficient	,853 ^{**}	,879 ^{**}	,853 ^{**}	,885 ^{**}	,874 ^{**}	,839 ^{**}	1.000	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		
	N	412	412	412	412	412	412	412	

** . Correlation is significant at the 0.01 level (2-tailed).