

Generation Y as an emerging customer segment in hotels

Case: Hotel Yöpuu

Sonja Sahivaara

Bachelor's thesis
March 2015

Degree Programme in Facility Management
School of Business and Service Management



JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES



Author(s) Sahivaara, Sonja	Type of publication Bachelor's thesis	Date 16.03.2015
	Number of pages 68	Language of publication: English
		Permission for web publication: (x)
Title of publication Generation Y as an emerging customer segment in hotels Case: Hotel Yöpuu		
Degree programme Facility Management		
Tutor(s) Nuijanmaa, Susanna		
Assigned by Hotel Yöpuu		
Abstract <p>The objective of this research was to study what Generation Y want from hotel services and how Hotel Yöpuu could improve their services based on those results.</p> <p>The theoretical background of the research covers the concept of Generation Y, consumer behavior in tourism, hospitality trends and the consumption process in tourism. The empirical part of the research consists of two theme interviews and the research method used is qualitative. The first interview was designed for Generation Y and it was conducted for 31 people. The second interview was designed for two hotel employees in order to gain the knowledge of what they think Generation Y want from hotel services and how they see their consumer behavior.</p> <p>As a conclusion of the thesis it can be stated that it is highly important for Generation Y to read other travelers' opinions before making their purchasing decision, but the purchasing process has to be easy and fast. Generation Y want a hint of luxury from hotel services and they trust internet reviews of hotels, read travel blogs, use booking sites and above all they know how to demand good service and they are not hesitant to write reviews on websites such as Tripadvisor.</p>		
Keywords/tags (subjects) Hospitality trends, Generation Y, theme interviews, qualitative research method, young consumers		
Miscellaneous		



Tekijä(t) Sahivaara, Sonja	Julkaisun laji Opinnäytetyö	Päivämäärä 16.03.2015
	Sivumäärä 68	Julkaisun kieli Englanti
		Verkojulkaisulupa myönnetty: (x)
Työn nimi Y-sukupolvi kasvavana asiakasryhmänä hotelleissa Tapaustutkimus: Hotelli Yöpuu		
Koulutusohjelma Degree Programme in Facility Management		
Työn ohjaaja(t) Susanna Nuijanmaa		
Toimeksiantaja(t) Hotelli Yöpuu		
Tiivistelmä <p>Tämän tutkimuksen tarkoituksena oli saada selville mitä Y-sukupolvi haluaa hotellipalveluilta ja kuinka Hotelli Yöpuu voisi kehittää palveluitaan saatujen tulosten mukaan.</p> <p>Tutkimuksen teoreettinen tausta käsittää kuvailun Y-sukupolvesta, kulutuskäyttäytymisen matkailu-alalla, majoitusalan trendit ja kulutusprosessin majoitusallalla. Tutkimuksen empiirinen aineisto koostuu kahdesta puolistrukturoidusta teemahaastattelusta ja tutkimusmenetelmä on kvalitatiivinen. Ensimmäinen haastattelu oli suunniteltu Y-sukupolven edustajille, kun taas toisessa haastattelussa haluttiin selvittää mitä hotellien työntekijät ajattelevat Y-sukupolven haluavan hotellipalveluilta ja millaisena heidän kulutuskäyttäytyminen nähdään. Ensimmäinen haastattelu suoritettiin 31:lle Y-sukupolven edustajalle, ja toinen haastattelu suoritettiin kahdelle hotellityöntekijälle.</p> <p>Johtopäätöksenä voidaan todeta että Y-sukupolvelle on hyvin tärkeää saada muiden mielipide ennen ostopäätöksen tekemistä, mutta ostamisprosessin halutaan taas olevan mahdollisimman nopeaa ja helppoa. Y-sukupolvi haluaa ripauksen luksusta hotelleilta, mutta mieluiten kohtuulliseen hintaan. Internetsukupolvi luottaa vahvasti internet-arvosteluihin hotelleista, lukevat matkablogeja, käyttävät varaussivustoja ja ennen kaikkea osaavat vaatia hyvää palvelua ja kirjoittavat herkästi oman mielipiteensä hotelleista sellaisille internetsivustoille kuten Tripadvisoriin.</p>		
Avainsanat (asiasanat) Majoitusalan trendit, Y-sukupolvi, teema haastattelut, kvalitatiivinen tutkimusmenetelmä, laadullinen tutkimus, nuoret kuluttajat		
Muut tiedot		

Contents

1 Introduction	3
1.1 The aim	4
1.2 Hotel Yöpuu	5
2 Generation Y	8
2.1 Characteristics and consumer behavior of Generation Y	9
2.2 Generation X and the main differences between Generations Y and X	12
3 Consumer behavior	13
3.1 Consumer behavior related to tourism	14
3.2 Maslow’s Hierarchy of Needs	15
3.3 Needs and the unconscious mind	17
3.4 Customer satisfaction	19
3.5 Service quality	20
3.6 Decision-making process	21
4 Trends in accommodation industry	22
4.1 Pre-purchasing process trends online	23
4.2 Healthy eating and eco-friendliness	24
4.3 Luxury versus budget traveling	26
4.4 Technology	28
5 Research process	31
5.1 Qualitative research method	32
5.2 Limitations and importance of the research	33
5.3 Validity and reliability of the research	34
6 Results	34
6.1 Hotel employees’ opinions about Generation Y’s consumer behavior in hotels	35
6.2 Generation Y’s representatives as hotel customers	36

7 Implications of the results	48
8 Conclusions	51
References	53
Appendices	59
Appendix 1. Theme interview for Generation Y's representatives in Uppsala and Jyväskylä	59
Appendix 2. Theme interview for two hotel employees in Uppsala	68

Figures

Figure 1. Maslow's hierarchy of needs	16
Figure 2. Sigmund Freud's "The unconscious mind"	18
Figure 3. A model of pre-purchase information search.....	19
Figure 4. How many times the respondents have stayed in a hotel within last two years?	37
Figure 5. Most and least pleasant hotel rooms - Uppsala	45
Figure 6. Most and least pleasant hotel rooms - Jyväskylä	45
Figure 7. Additional Services - Jyväskylä	47
Figure 8. Additional services – Uppsala	47
Figure 9. The New British Squeeze Juicing Machine.....	50
Figure 10. Tribest CitriStar CS-1000 Citrus Juicer	50
Figure 11. Hotel Cumulus Jyväskylä Standard single room	62
Figure 12. Standard Omena Hotels-room.....	63
Figure 13. Solo Sokos Hotel Tornii Helsinki - Solo Queen Room	63
Figure 14. Hotel Kämp - Mannerheim suite.....	64
Figure 15. Hotel Drottning Kristina Stureplan's standard room	64
Figure 16. Rosé Sparkling Wine and roses	65
Figure 17. The Fairmont Hotels and Resorts iPhone app for luxury travel.....	66
Figure 18. W Hotels' Tumblr-picture "One way to check the day's weather"	67

Tables

Table 1. Comparison of Generation Y and X across consumer behavior-related issues	13
Table 2. Some issues that arise during stages in the consumption process	22

1 Introduction

According to Minnaar (2014), **Generation Y** representatives, also known as millennials, are high demanding consumers and they are known not to be very brand loyal.

Generation Y is the first generation which has grown up together with technology, which makes them the first generation to be digital natives. The hospitality industry is facing constant changes mainly because of this generation, and the hotels have to be ready for these young and entrepreneurial consumers. Hotels should question their old service habits when these new consumers, who are highly affected by globalization, individualism and personalization, will dominate the industry. In addition, they want individualization so that their experiences are customized just for their needs. (ibid.)

According to Watkins (2015), by the year 2017 Generation Y's representatives will spend more money on hotels than Baby Boomers. They are also planning to take 24% more leisure trips in the coming year than in the previous 12 months. (ibid.)

In order to understand what Generation Y consider important in hotel services, theme interviews were completed both in Uppsala, Sweden and Jyväskylä, Finland. Uppsala were chosen as the comparison city of Jyväskylä as they are both university cities similar in size located inland with about the same population. It seemed to be relevant to compare Generation Y's answers from two different cities in two different countries to possibly receive more reliable information than when interviewing people from one city.

The purpose of this thesis is to gain knowledge of what Generation Y wants from hotel services and how they conduct their decision to purchase. This thesis was assigned by Hotel Yöpuu located in Jyväskylä, Finland. Hotel Yöpuu's main customer segment is currently 30-55 year-old business travelers and leisure travelers, who appreciate high-quality services, whereas in the near future Generation Y will take the place as the main customer segment (Metler 2015). When talking to Mr. Ari Pärnänen, the Yöpuu entrepreneur, it became clear that they have not explored the consumer behavior of Generation Y related to tourism much yet, and it would be a relevant and valuable subject to study. However, the future cannot be predicted, but many studies have

already been made about the consumer behavior of Generation Y, and the purpose of this thesis is to refresh the knowledge.

The perspective of this thesis is to study consumer behavior in hotels from the customer's point of view: what Generation Y wants from hotel services, and not from the marketer's perspective. Customer insight is in the main focus of this thesis. A qualitative research method will be used to conduct the theme interviews, with 14 people from Uppsala and 17 people from Jyväskylä, who are mostly students and categorized as Generation Y. In addition, theme interviews will be completed with two hotel employees in Uppsala in order to receive professionals' opinions about the subject. The framework for the thesis is based on literature, articles, benchmarking and existing researches.

1.1 The aim

The aim of this research is to study what Generation Y wants from hotel services, and how Hotel Yöpuu could improve their services according to the findings of the interviews. Generation Y is the target group of this research represented by young people of today: they are aged between 21 and 36 at the time this thesis was conducted. Generation Y is not the main target group of Hotel Yöpuu at the moment, but as they are entering the working life they will gain more buying power in the near future making them potential customers of Hotel Yöpuu.

This study is based on the assumption that Generation Y has different expectations of hotel services than older generations. Whereas the older Generation X is the current main target group for Hotel Yöpuu, Generation Y will be the future target group for the hotel, therefore, it is useful to study their consuming behavior in hotels now. Even though nobody can predict the future, some assumptions could be made when interviewing the representatives of the target audience, meaning the Generation Y.

In response to the assumption that Hotel Yöpuu has to enhance their services in order to adapt to the changing needs and trends in the accommodation industry, the following research questions were formulated:

- How could Hotel Yöpuu improve their services for Generation Y?
- How does Generation Y make their purchasing decision when booking a hotel?

1.2 Hotel Yöpuu

The building where Hotel Yöpuu & Restaurant Pöllöwaari is located was built in 1928. Goldsmith Jaakko Emil Vehmas wanted to build a beautiful stone house in the corner of Yliopistonkatu and Kansakoulunkatu in Jyväskylä. Building's history is rich: there has been various different kinds of shops, and the most memorable part of Yöpuu's history is probably when it was a gentlemen's club, where gentlemen were having "tea" during the prohibition. This tea actually included more liquor than tea, but it was called tea, since it was illegal to serve liquor during the prohibition in 1919-1932. (Hotel Yöpuu's orientation material.)

Hotel Yöpuu as it is now, was established in 1988 by Esa and Sirkku Arola. From the beginning the entrepreneurs of this "hotel restaurant" emphasized high quality, and due to that the company performed well, and its clientele included for example the management of the university and the city. During the economic depression the hotel restaurant got in trouble, and entrepreneurs applied for bankruptcy. After that, the new owner was Heli Rajamäki. Rajamäki was a woman who had traveled a lot, and she had plenty of experience of staying in different hotels: she had stayed in over 10 000 hotels during her trips. In addition, Rajamäki owned a traveling agency. Rajamäki made significant changes during her period of time, such as introducing a honeymoon-package since she wanted to attract married couples to the hotel. The image of the neighborhood was improved by closing a bar that was owned by another entrepreneur, located in the corner of Hotel Yöpuu. In addition, Rajamäki created a small wine yard on

the courtyard, and she bought a hot tub and located it next to the sauna. When Rajamäki was growing older, she resigned from Hotel Yöpuu and focused on her traveling agency. (ibid.)

After Rajamäki, Katriina Pilppula and Ari Pärnänen became the new entrepreneurs who are still running Hotel Yöpuu. Pilppula wanted to change the business idea in Yöpuu, and made Yöpuu “a Finnish company for international clientele”. After that change Yöpuu obtained new theme rooms such as Alvar Aalto and Marimekko. (ibid.)

Business idea

According to Hotel Yöpuu’s official webpages (n.d.), one of Hotel Yöpuu’s most important values is responsibility. Responsibility is often attached to environmental issues. Even the smallest deeds matter when one does them every day. (ibid.)

The goal of the company is to provide high-quality products and unforgettable experiences together with the professional and service-orientated staff in a unique environment. Their strengths are their high-quality product, excellent service, positive atmosphere as well as professional and motivated staff members. They are located right in the city centrum, which can be seen as an asset. Hotel Yöpuu’s strategy of how to reach their goals is that they provide opportunities for their employees to develop themselves and to influence the company. All of them also understands their personal responsibility in their work, and they promise to provide what the competitors in Jyväskylä cannot. Their clientele consists of business customers as well as private customers who appreciate upscale service experience. They are “immediate and not elitists”. (Hotel Yöpuu’s orientation material.)

Facilities and occupancy rate

There are 26 rooms in total: 13 double rooms, 11 single rooms and two suites. In addition, they have four apartments in the building next to Yöpuu. Two of them are singles, one double and one a three-room apartment. Capacity is 42 people, and the occupancy rate is 60-70% during the winter period and during the summer period it is approximately 50%. 60-70% of the customers are business travelers and the rest of them travel for leisure. Most of the customers come during the spring and autumn when it is

the business travelers' season. The least amount of customers are coming in January. About 70% of the company's income comes from the restaurant. (Sironen 2012.)

The style of the hotel is French with a Finnish-twist (ibid.) Hotel Yöpuu is a boutique hotel and in fact World Travel Award chose Hotel Yöpuu as the best boutique hotel in Finland 2014 (Naakka 2014).

Hotel Yöpuu also has a great restaurant called Pöllöwaari and it is popular among the city managers and business people. In the first dining area there are 32 customer seats, and 30 seats in the second dining area. In addition, they have a wine yard which is open during the summer time with 30 seats, and a wine bar. There are two conference rooms, of which the bigger one is for 25 people and the smaller one for eight to 10 people. Conference rooms are located into the basement floor, and all the basic equipment for having a meeting can be found, meaning a video projector, an overhead projector, a flipchart, a slide projector, a TV and videos. In addition, the customers can borrow a laptop from the reception. (Hotel Yöpuu's orientation material.)

In the basement floor there can be found also two saunas which are meant mainly for hotel guests, but they can be reserved beforehand even if the person is not a guest of the hotel. Sauna is free for hotel guests for one hour. In 2002 a hot tub was bought but currently it is not in use. Due to their current poor situation the saunas will be renovated in the near future, but only after air-conditioning is added to all the rooms on the second floor. This will happen before the summer 2015. All the rooms on the third floor already have working air-conditioning in every room. (ibid.)

Service culture

Hotel Yöpuu is very customer-orientated and they offer individual service to their every customer. It is a small hotel so they have a better opportunity to focus on even the smallest details. (ibid.)

The customer service starts before the customer has arrived to the hotel when the receptionist answers the e-mails and speaks on the phone. If a customer has a problem the staff is happy to help. The rooms are always upgraded if it is possible, and if a

customer asks for late check-out or early check-in receptionists do their best to arrange that. (ibid.) Hotel Yöpuu has really positive reviews on Tripadvisor, and it proves that they do have great customer service (Tripadvisor n.d.).

Every room has a different theme, and the customers can wish the room theme they prefer. The hotel uses Hotellinx as their hotel management programme. Receptionists include customers' habits and preferences in the hotel management programme, for example if the customer usually wants to reserve a sauna or a table from the restaurant. They do not have any bonus card systems, but they do promote some customers as "VIPs", if they stay in the hotel sufficiently. The VIPs have some special benefits: when they arrive to the hotel they do not have to fill in the information paper with their personal information– they can just quickly sign one paper already including their personal information. In addition, complimentary drinks from a wide selection of beverages can be enjoyed, and a newspaper will be waiting for them in their room. (Hotel Yöpuu's orientation material.)

2 Generation Y

Understanding Generation Y is very important for this research since they will be the future customers of Hotel Yöpuu, and therefore, the main focus in this research. For comparison, the older Generation X will be introduced. People aged between 30 and 55 years-old, when this thesis was conducted, are currently the main target group of Hotel Yöpuu, obviously, it is important to understand them as well in order to improve the existing services for Generation Y's needs. According to Kotler and Keller (2012), people who are aged between 30 and 55, at the time this thesis was conducted, are categorized mostly in both Generations X and Y: people aged between 30 and 36 years-old are categorized as Generation Y, and people aged between 37 and 51 years-old are categorized as Generation X (242).

Each generation is influenced by the social and economic opportunities and the developments in the tourism and travel industry when growing up. Many of the

representatives of Generation Y are experienced travelers since they have had the opportunity to accompany their parents on domestic and international holidays from a young age. The number of targeted services in accommodation, tours and activities specifically for this market segment is rising due to their strong awareness of travel opportunities, and active traveling habits. (Benckendorff, Moscardo, & Pendergast 2010, 157.) Generation Y has had much more opportunities to travel than the older Generation X, and this is one of the reasons why their traveling habits differ.

The concepts of generation and a generation gap are not new nor unquestionable concepts. Therefore, there is no one “true” version of the generational theory, but there are number of competing versions available. In this thesis the, theory by Kotler and Keller (2012), will be utilized in order to define the years when the representatives of Generation X and Y are born.

Cohorts of people are trying to be understood by categorizing people into different generations according to their year of birth. It is not an individually focused theory, but more like a socio-cultural theoretical framework. It includes patterns and propensities from the generational group. Generations are informally defined by demographers, the press and media, popular culture, market researchers and by members of the generation themselves. (Benckendorff et al. 2010, 1.)

The basic principle is that the people in the same generation share a set of experiences during their formative years, including social and economic conditions. Their generational persona is formed by shared experiences and conditions, which have shaped their thinking, values and beliefs. Characteristics of the generations are used to construct common patterns: consumer patterns, family orientation, political behaviors and attitudes to work. (Benckendorff et al. 2010, 2-3.)

2.1 Characteristics and consumer behavior of Generation Y

Generation Y's representatives also referred as the millennials, the net or web generation are born between the years 1979 and 1994 (Kotler & Keller 2012, 242).

However, in this research the focus will be on the people born between 1990 and 1994, who are aged 21 to 25 year olds at the time this thesis was conducted, because people who are more than 25 years old are more probably already in the working life and due to that they are already empowering market segment for hotels.

Representatives of Generation Y have usually been divided into three sub segments: Generation Y adults, Generation Y teens and Generation Y kids. They are often described as socially and environmentally aware, pragmatic, clever, and open to new experiences. The younger segment of Generation Y spends plenty of money and they are usually aware of “marketing hype”, they tend to understand that when a shopping center locates popular shops at opposite ends of the mall, they are being encouraged to walk through the whole mall. They do not trust the shops that their parents use, and they do not read newspapers often. (Schiffman, Kanuk, & Hansen 2012, 355.)

Generation Y is the first generation which has grown up with technology and internet. Generation Y has been called as self-regarding generation as well as selfish. They have grown together with technology and they are comfortable in sharing their lives openly on the Internet. Many people from Generation Y have a blog or another social media platform where they openly share their daily life with millions of others. (Wallop 2014.)

According to Red Book Solutions (n.d.) Generation Y highly differs from older generations in their lifestyle, how they consume hotel products and by their consuming patterns. They highly value their personal fulfillment as well as work-life balance. They are also referred as energetic, open-minded and experimental consumers in tourism. Some hotels would like to ignore them, but they have to admit that this generation is emerging as the biggest cohort in society, and it is vital for hotels to know what they want and need and implement that information into practice in order to succeed. Once Generation Y's representatives start to come to one's hotel, no negative experiences or lack of services will be hidden from the others anymore. Generation Y is used to be online all the time and they are not uncertain of tweeting or writing a comment on booking sites about negative experiences or other observations in the hotels. (ibid.)

Generation Y is currently entering the working life. In the workforce they are the fastest growing segment. In the working life they use technology as much as they can. For example seminars should be online as well as traditional contact lectures in the school should be completed online in their opinion. (Kane n.d.) According to Arina and Vesterinen (2011), in the working life Generation Y also prefers flexible timetables, comfort and positive social-relationships amongst co-workers. They want to have a possibility to take one month off from work, and go for a holiday abroad. Older generations may have difficulties to understand this, since they are not so used to require flexibility or good working conditions. In addition, Generation Y has been referred as lazy workers. (ibid.)

As purchasers the Generation Y's representatives have had the opportunity to an easy access to broad array of products, both in online and non-online stores, they are completely different consumers than their predecessors. Greenleigh (2012) stated:

Millennials are hyper-social, constantly connected to social and endlessly curious about what others are doing, buying, and enjoying – strangers as well as friends. They're marketing savvy and ad averse -- And at the same time, they're still interested in engaging with brands – most feel companies should offer more ways for customers to share their opinions online.

According to McIver (2013), Generation Y is the fastest-growing demographic in both the workplace and the marketplace. In the U.S. alone there are almost 80 million representatives of Generation Y. At the moment they represents one third of all hotel guests and the number is only growing. (ibid.)

According to Agarwal (2009), Generation Y's representatives are one of the biggest marketing opportunities since the Baby Boomers, and soon Generation Y will replace Baby Boomers as the biggest purchasing power.

2.2 Generation X and the main differences between Generations Y and X

According to Kotler and Keller (2012), the people born between the years 1964 and 1978 are called the “Generation X”. They are also known as the “latchkey kids” and they are born after the baby boomers of 1946 until 1964 (ibid., 242).

Generation X’s representatives are the most educated generation to date, for whom the family is the priority: “Although they seek success, they are less materialistic: they price experiences, not acquisition.” (Kotler, Armstrong, Harris & Piercy 2013, 81). As purchasers they are more careful in making decisions and skeptical towards marketing effort, making them a major target segment (ibid., 81).

Representatives of Generation X are also very independent when completing buying decisions, and it is important to emphasize their individuality and uniqueness. They are willing to use more money if it leads to more free time. (Anatolyevich 2013.) Even if Generation Y is the first generation which has grown up together with technology – Generation X is the first generation to book hotels online (Fitzpatrick 2005).

About the main differences between these two generations: Generation X’s representatives prefer to seek information about products or services from manufacturer’s webpages or from the store, when Generation Y’s representatives prefer to believe from other people’s opinions about products or services (Jääskeläinen 2014). This is a major generation gap between the consumer behavior of Generation X and Y. Generation Y’s representatives want to be social and engaged in all the phases of purchasing, which makes their decision making process different than the Generation X’s (Greenleigh n.d.).

Generation Y’s representatives are team-orientated and optimistic, when Generation X’s representatives are more pragmatic and individualistic. Technology is an enabler for Generation X, not a barrier. (Kotler & Keller 2012, 243.) For Generation Y technology is something what comes naturally.

Generation Y was raised differently than Generation X. Baby Boomers Generation raised Generation Y to believe that their opinions are important and as an example of that

Generation Y's representative walks to the CEO's office on the first working day and tells what is on his or hers mind. CEO who is a representative of Generation X is confused. (Asghar 2014.)

These two generations also have a very different set of motivations. Generation X "lives to work" when Generation Y "works to live". (ibid.) In addition, their consumer behavior patterns differs from each other's. When Generation Y's purchasing behavior is pragmatic Generation X's purchasing behavior is materialistic. Generation Y is value oriented and Generation X is price oriented what it comes to price-quality attitude. Generation Y's attitude towards brands is embracing, when Generation X's is against. Their behavior towards advertisements are the same: rebel against hype. (Schiffman et al. 2012, 357.) Comparison between Generations Y and X on consumer behavior-related issues can be seen below (see Table 1).

THEMES	GENERATION Y	GENERATION X
Purchasing behavior	Savvy, pragmatic	Materialistic
Coming of age technology	Computer in every home	Microwave in every home
Price-quality attitude	Value oriented: weighing price-quality relationships	Price oriented: concerned about the cost of individual items
Attitude towards brands	Brand embracing	Against branding
Behavior towards ads	Rebel against hype	Rebel against hype

Table 1. Comparison of Generation Y and X across consumer behavior-related issues (Schiffman, Kanuk & Hansen 2012)

3 Consumer behavior

"The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs." (Schiffman et al. 2012, 2) An Individuals' decision

making process is in the focus of consumer behavior. It includes how individuals make decisions on their available resources such as time, money and effort. All these consumption related items consist of what consumers buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, what they think about the item after purchase, how these evaluations impact on their future purchase decisions and how they dispose of it. All the people in the world are consumers. On a regular basis, most people consume food, clothing, shelter, education, equipment, transport, necessities, luxuries, holidays and ideas. For marketers, it is extremely important to know about their customers – how they spend their leisure time, how they work, what they want and even what they think. Marketers also need to identify their target segments and to know where and how to reach them on the Internet. (ibid., 3.)

3.1 Consumer behavior related to tourism

According to Swarbrooke and Horner (2007), consumer behavior is the key to all marketing activity connected to tourism products. It is important to try to understand how consumers make their purchasing decisions and how they use tourism products. This optimizes the effectiveness and efficiency of marketing activities. If marketers understand consumers' behavior patterns, they will know who to target at specific time with a specific product. It is also important to know how to make them choose certain products which the marketers have designed to meet the consumers' needs and wants. (ibid., 3.)

According to Pizam and Mansfeld (2000), **motivation** is often seen as a major determinant of the tourist's behavior. Needs, on the other hand, are seen as the force that awakes motivated behavior. Human motivation can be understood by discovering what needs people have, and how to fulfill them. The first person attempting to conduct this was Maslow (1943), by his hierarchy of needs, which is nowadays the best known of all motivation theories. (ibid., 7.) Maslow's theory of the hierarchy of needs will be explained in chapter 3.2.

Motivation itself is described as "the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of

an unfulfilled need.” (Schiffman et al. 2012, 99.) When marketing a product, marketers must see motivation as the reason that induces people to buy. People try to reduce the feeling of tension by performing issues they believe will fulfil their needs such as buying marketed products or services. (ibid., 99.)

3.2 Maslow’s Hierarchy of Needs

Maslow’s hierarchy of needs will be introduced in this chapter in order to understand the needs of humans, and human motivation. With the help of this theory, the reason why people travel can be understood. According to Pizam et al. (2000), understanding motives is difficult, but different researchers have been trying to list motivations why people travel. Gray (1970), for example, listed two motivations, “wanderlust” and “sunlust”. (ibid., 194-195.)

Dr. Abraham Maslow (1943) has created a wide-known theory of human motivation based on the hierarchy of human needs. The theory consists of five basic levels of human needs: physiological needs, safety and security needs, social Needs, ego needs, and finally self-actualization. The theory states that people will try to satisfy lower-level needs before higher-level needs. Sometimes there is overlapping between the levels, and not always can needs be fully satisfied. Finally, some people achieve the highest-level, self-actualization. (Schiffman et al. 2012, 115-116.) A figure of Maslow’s hierarchy of needs is shown below (see Figure 1).

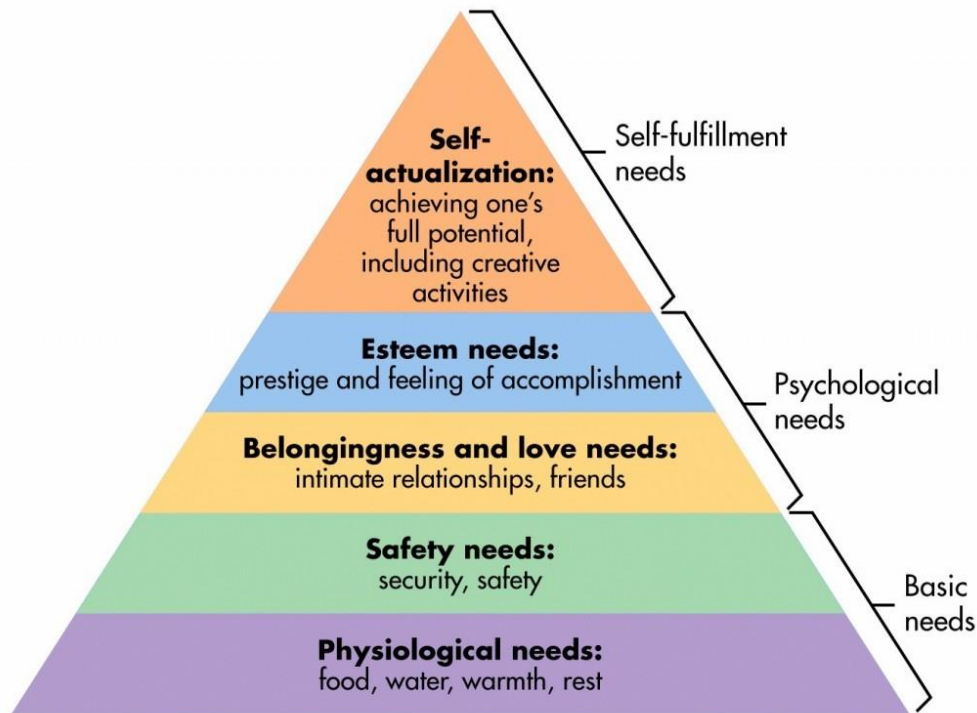


Figure 1. Maslow's hierarchy of needs (Lee 2015)

The first level, physiological needs, includes water, food, air, shelter, clothing and sex. These are all biogenic needs, and they are considered **primary needs**. These needs are generally satisfied for people living in industrialized countries, but for people who are living in developing countries these needs are not always satisfied, and they almost entirely focus on satisfying their biogenic needs. (Schiffman et al. 116.) Primary needs will be discussed more in the chapter 3.3.

The second level called safety and security needs includes familiarity, stability, routine and physical safety. Love, affection, acceptance and belonging are included on the third level called social needs. After social needs have been satisfied comes the operative level of Maslow's hierarchy of Needs. The fourth level is called egoistic needs and it includes independence, personal satisfaction, self-acceptance and self-esteem. Reputation, status, recognition from others and prestige are included in the outwardly-directed ego needs. (Schiffman et al. 116-118.) Buying luxurious products or services can be a result from wanting to receive acceptance and a certain kind of status.

According to Lee (2013), Generation Y representatives are seeking immediate gratification especially considering the hotel stays.

The final level in the hierarchy of needs is self-actualization, which means that people want to fulfil their full potential and become everything he or she is capable of becoming. However, most people will never “achieve” this level, because they cannot fulfil their ego needs sufficiently. (Schiffman et al. 118.)

According to Maslow (1987), human’s nature is like a wanting animal which needs can never be fully satisfied unless for a short period of time. As soon as one desire is satisfied, a new desire appears. Maslow states that people should never have the desire to be well dressed if their stomachs are empty. (ibid., 7.)

3.3 Needs and the unconscious mind

Everyone has needs, and they are divided into primary and **secondary needs**. Innate needs consists of food, water and air, and they are considered as primary needs. Acquired needs consists of for example learning and affection, and these are considered as secondary needs. (Schiffman et al. 2012, 99.) For example, everyone needs a place to sleep while traveling, which is a primary need, but the result of what kind of a hotel, hostel or other accommodation one chooses, comes from a secondary need if the accommodation is chosen because of its great pampering services.

According to Mcleod (2013), Psychologist Sigmund Freud (1999) has developed a theory of unconscious mind. According to this theory people’s minds are divided into two parts: conscious and unconscious mind. Conscious mind is described as “the tip of an iceberg” and it consists of everything we are aware of. Unconscious mind is divided into three parts: id, superego and ego. Id guides behavior according to desires –while avoiding suffer. Superego is conscience, and ego is the mediator between id and superego. (ibid.) Many of luxury service consumers’ purchase decisions are based on satisfying desires, when unconscious id can be seen as a reason of consumption motivation. On below the figure of unconscious mind by Sigmund Freud can be seen (see Figure 2).

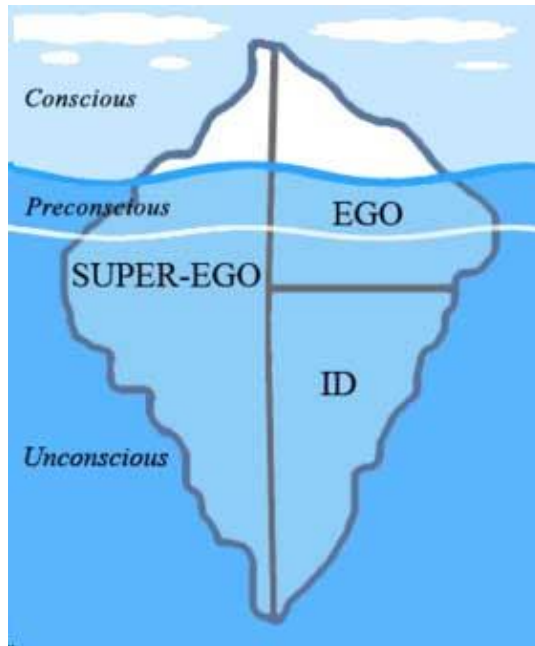


Figure 2. Sigmund Freud's "The unconscious mind" (McLeod 2013)

Need recognition

First when a consumer recognizes a need or a problem, he or she uses one's long-term memory to determine if there already exists any satisfactory alternatives. If internal search does not provide an alternative, one starts to search from external sources.

Sources of external information have been divided into four basic categories: personal, marketer-dominated, neutral, and experiential sources. (Pizam et al. 2000, 152.)

Personal sources may be advices from friends and relatives, marketer-dominated sources can include advertisements, electronic media and brochures, neutral sources can include travel agents and guides, and experiential sources can include pre-purchase visits and store contacts. (ibid., 152.) The figure of pre-purchase information search can be seen below (see Figure 3).

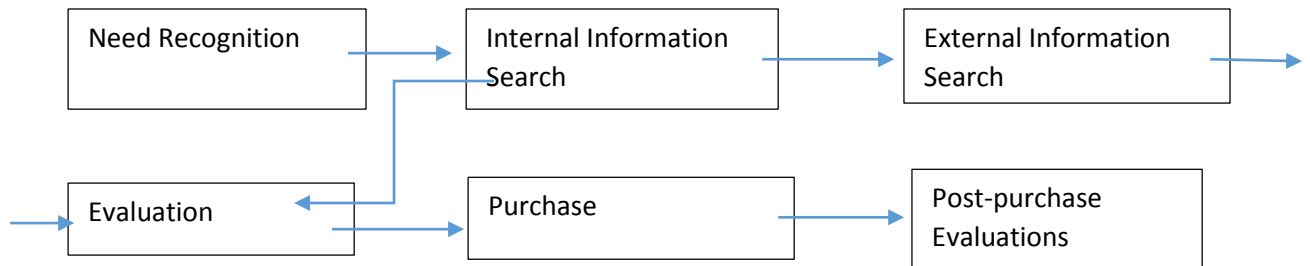


Figure 3. A model of pre-purchase information search (Pizam and Mansfeld 2000, 153)

3.4 Customer satisfaction

“Customer satisfaction is the individual’s perception of the performance of the product or service in relation to his or her expectations” (Schiffman et al. 2012, 8). According to Schiffman et al. (2012) customers have highly different expectations depending on where they are going. A customer who is going to a McDonald’s has different expectations than a customer who is going to an expensive restaurant. A customer will be dissatisfied if his or hers experience goes below expectations. On the other hand, a customer will be very satisfied if his or hers expectations are exceeded. (ibid., 8.)

Customer retention strategy means that the customers are continuously so satisfied or that their expectations and needs are even exceeded that the customers choose to stay with that company rather than changing to another company. This is very profitable for the company because usually it is more expensive to obtain new customers than to keep existing ones. Loyal customers also have other benefits for the hotel: they buy more products, they are not as price sensitive, they pay less attention to other companies’ advertisements in the same segment, and they also are more likely to spread word-of-mouth to their friends. (ibid., 8-9.) In other words, it is profitable for companies to maintain regular customer relationships. When new generation is becoming the new main customer segment in Hotel Yöpuu, it would be profitable for them to design their services and products so that the representatives of Generation Y are willing to come again.

3.5 Service quality

Services are usually intangible performances. Most services' provision and consumption are inseparable, since they can be consumed only when they are produced. Customer is usually inseparable from the service. (Grönroos 2000, 53.)

Good service means meeting the customer's expectations or even exceeding them. Customer is also willing to come back. In order to provide good services and products, company must focus on customer orientation by designing the services and products directly according to the customer's needs and wants. (Shiffman et al. 2012, 8.) This is why it is important for companies to specify and know what their customer segments are, and really know their characteristics, needs, consumer behavior and wants. In order to receive the information companies can complete surveys and study their customer segments.

Service quality means anything what customers find it to be. When receiving service there becomes interaction between the buyer and the salesperson, and the interaction can have a huge influence on the experienced service. For the customers it is important that what they receive from the interaction, and when evaluating the service quality it can have a huge impact on them. (Grönroos 2009, 100-101.)

Tourists' expectations have been changing recently due to two influences: people's standard of living have increased, and due to that they now demand even more luxury, as well as something extra when staying in a hotel. In addition, due to product innovations people are expecting them also in hotels. Services and products that used to be luxurious in hotel rooms have now become a norm for most of the people, as Jacuzzi baths and in-room computers are now a standard of quality rooms. Hotels should think of creating new innovative services and products in order to satisfy the changing needs of demanding customers. (Swarbrooke et al. 2007, 219.)

Quality and customer satisfaction can face many difficulties such as the fact that tourists have different standards, prejudices and attitudes. Subjective factors are many times

impossible to change by the hotel, but the tourists can be highly affected by external factors. For example if they think that the city where the hotel is located is hard to arrive, the city is dirty or people are unfriendly. (ibid., 220.)

Quality of service can differ from day to day, from customer to customer, and from service employee to service employee. Marketers try to provide consistency of quality by standardizing their services. When standardizing services the downside can be the loss of customized services, which some consumers value. (Schiffman et al. 2012, 182.)

3.6 Decision-making process

A decision means when a person has to make a choice between making a purchase or not making a purchase, a choice between two products or brands, or a choice of spending time doing A or B. If the person does not have alternatives where to choose, he or she is forced to make a particular purchase – this is called as “no-choice”. No-choice purchases happens rarely in reality. (Schiffman et al. 2012, 63.)

Consumers’ **consumption process** has three different phases: pre-purchasing, purchasing and post-purchasing. When studying consumers’ pre-purchasing phases one must consider how consumer decides which products he or she will purchase, and where he or she will find all the alternative choices of that product. Marketers’ on the other hand have to think about how consumers’ attitudes are formed or could be changed towards the product. (Swarbrooke et al. 2007, 44.)

On the purchasing phase the consumers will think about what the purchase say about him or her and how the purchasing process can be completed. Marketers will think about situational factors such as time pressure or store displays. (ibid., 44.)

On the third phase “post-purchasing issues” the consumers will think about whether the product satisfied their needs and what the environmental effects of the product or service are. Marketers are thinking about the factors which determine whether the consumers were happy about the product or not, and will they buy it again. They also are considering if the consumers will tell about the product to their friends and relatives. (ibid., 44.) The table of consumption process can be seen below (see Table 2).

	CONSUMER'S PERSPECTIVE	MARKETER'S PERSPECTIVE
PRE-PURCHASE ISSUES	How does a consumer decide that he/she needs a product? What are the best sources of information to learn more about alternative choices?	How are consumer attitudes toward products formed and/or changed? What cues do consumers use to infer which products are superior to others?
PURCHASE ISSUES	Is acquiring a product a stressful or a pleasant experience? What does the purchase say about the consumer?	How do situational factors, such as time pressure or store displays, affect the consumer's purchase decision?
POST-PURCHASE ISSUES	Does the product provide pleasure or perform its intended function? How is the product eventually disposed of, and what are the environmental consequences of this act?	What determines whether a consumer will be satisfied with a product and whether he/she will buy it again? Does this person tell others about his/her experiences with the product and affect their purchase decisions?

Table 2. Some issues that arise during stages in the consumption process (Swarbrooke and Horner 2007, 44)

4 Trends in accommodation industry

Currently, the emerging markets in tourism are eco-tourism, the phenomenon of direct booking, children-only holidays, the international wedding market, couples-only holidays, taking trips designed to improve the health of the tourist and outbound tourism from Asia and Russia. (Swarbrooke et al. 2007, 227-228.)

Social media has been popular for many years now, and in the recent years also Finnish companies have started to realize the full potential of social media in marketing and connecting with the customers. According to Lähdevuori and Tuominen (2014),

Instagram will be one of the three most popular social media channels in 2015. Other popular social media channels are WhatsApp and Snapchat (ibid., 17).

Familiar social media channels Twitter, LinkedIn, YouTube and Facebook will remain as successful marketing channels for companies in 2015. According to Paulig's Online Activities Manager Aino Saari (2014), video blogging also called as "vlogging" is a new interesting developing area in social media marketing in 2015. (Lähdevuori et al. 2014, 18.)

4.1 Pre-purchasing process trends online

According to Daphne (2013), impulsive and instant buying is becoming a phenomenon as buyers want to buy products fast and easily. Daphne uses MasterCard's partnership with publisher Condé Nast in an application called ShopThis as an example: digital consumers can instantly buy items they see on magazines or advertisements via that application. This kind of development can be seen as a natural extension of a culture that has an immediate access to information. For brands, this means that they are seeking faster payment options to allow for impulsive buying and making Pinterest-style visuals and tools to make self-treatment more tempting. (ibid., 1.)

According to Daphne (n.d.), 23% of the global respondents to the Euromonitor International's Global Consumer Trends Survey 2014 read weekly reviews of products or services online, 12% of the respondents write reviews weekly and 29% of the Chinese respondents write reviews one to two times per week or more often. It was also discovered that blogger payola can harm a brand's image, and that consumers' loyalty is a challenge (ibid., 28).

Consumers are relying on online reviews as they believe that they offer up-to-date information as well as reliable and enjoyable information. 77.9% of the respondents of Online Travel Review Study (Gretzel 2007), say that online travel reviews from other travelers are extremely or very important when determining where to stay. People who frequently read online travel reviews are less likely to make impulsive decisions, and

they are more likely to search for other travelers' opinions before making decisions (ibid., 5).

Writing and reading reviews is extremely popular, and the Airbnb-hosting webpage has taken it into a new level, as there the customers themselves are being rated in addition to the business (Daphne 2014, 12). According to Ady (2013), people are now writing fewer reviews, which means that each review is important and hotel management's responses to them are vital. People are also somewhat nicer when writing the reviews, and management is responding to the reviews which makes the people feel like they have been heard. Reacting to the people's reviews on webpages such as Tripadvisor increases trust and credibility among travelers in the public review environment. However, even if people are being somewhat nicer when writing the reviews, the five-star reviews are still harder to receive. Hoteliers have to work hard to exceed customers' expectations, surprise customers and to differentiate their services and products, because travelers nowadays have high expectations. (ibid.)

4.2 Healthy eating and eco-friendliness

Healthy eating has become important for more and more consumers today. Travel specialist Jeff Gordinier (n.d.) believes that "food tours are flourishing because food consciousness is." Consumers of today are interested in healthy and authentic food, which has contributed to the rise of new kinds of "food sherpas." (Daphne 2013, 4.) Food Tripping is a mobile application launched in the USA in April 2013, and its aim is to provide consumers an option of healthy food wherever they are. The application suggests farmer markets, juice bars and organic restaurants. (ibid., 5.)

According to Daphne (2013, 6):

Euromonitor International's 2013 Global Consumer Trends Survey found that more than half of global online consumers are willing to pay more for food items with specific benefits, such as lower fat or added nutrients, compared to the same product without such attributes. Consumers are most willing to spend more on products with health benefits. Three quarters would pay more and one third would pay a price 50% higher or more.

Global warming/climate change was the third most common phrase used online in English-speaking countries in 2013. Consumers of today are well-aware of green and ethical issues, and for them it is important to use products or brands which are sustainable and ethical. Especially consumers of emerging markets are interested in green issues. Many eco-friendly people are, for example, growing their own food on their balconies or windowsills. In addition, companies have a great change to be more sustainable by conducting green matters like this one. (ibid., 7-8.)

In the past several decades, the awareness of environmental and social impacts of hotels have been growing. Sustainability issues have spread to every aspect of the hospitality industry. Nearly all the aspects of hotel ownership and management are touched by sustainability issues. (Goldstein & Primlani 2012, 3.)

In facility management, and especially in hospitality operations, the current thought is focused on operational efficiency in three different areas: energy, water, and waste. Hotels consume energy on multiple different actions. The main focus is on reducing energy intensity. Using alternative, renewable energy sources such as solar, geothermal, and wind has improved the economy. Hotels also use water on a regular basis, for example in the bathrooms and in cleaning. Water consumption can be reduced by using recycled/rain water, and, for example by washing towels less often. When it comes to waste, hotels are trying to reduce, reuse and recycle their wastes in order to minimize the processing and hauling costs. (ibid., 4.) Hotels have also realized that investments in environmental technology can have a huge positive impact on guest experience. For example, the noise from building equipment such as boilers, fans and compressors can

have a negative impact on guest experience. (ibid., 7.)

4.3 Luxury versus budget traveling

On the other hand young people are looking for luxury while traveling, but on the other hand they want to book hotels at the best price. According to Gulickx (2014), Generation Y's representatives are constantly looking for something better, cheaper and faster.

They also have access to read everything from the Internet whenever they want.

According to Bason (2013), nowadays, people have the possibility to travel with luxury with less money: they only have to know where to book, when to travel and where to stay. Travel providers know that today's travelers want discounts, and they are discounting their prices heavily on booking sites to attract the customers. Especially hotels are providing last-minute discounts on the day of the arrival to attract the customer to fill the empty rooms. Luxury hotels can be affordable also with social media: many hotels are offering exclusive promotional discounts and giveaways through contest on their social media sites. Some hotels' have discount campaigns on social media such as "#TravelTuesday" where exclusive discounts can be found. In addition, discounts can be offered to the people who download their mobile applications and book via them. (ibid.)

One major reason why nowadays hoteliers are focusing on either luxury or budget hotels is due to the global financial crisis when investors want to focus on strong markets and successfully established business models to ensure their safe of the investment. The habit of charging for all the extra services is becoming more popular: for all the "non-core" services there will be extra charge. When big hotel chains and hostels are becoming more popular, smaller hotels have been forgotten, and they should use Internet better to discover their target customers who are searching for more individual hotels and compete with the big hotel chains. (Buck, Ruetz & Freitag 2013, 23.)

Young emerging customers are aspiring for luxury consumption. According to Daphne (2013), Japanese advertising agency Hakuhodo discovered that amongst 18-34 year olds female respondents over 50% said that they have a preference for luxury brands.

Consumers are expressing their identity and personality through consuming and purchasing luxury goods. According to a company president of The Ritz Carlton hotels, Herve Humler, customers are looking for more authentic and local experiences, which follows the trend in high-end hotel design. High-end hotel design means that hotels' interior reflects the locations and local heritage. Local luxury is becoming more popular than a bland homogenous luxury style. (ibid., 16-17.)

Generation Y is the first generation which is used to the welfare society since they were children. In addition, motives behind buying luxurious products and services are many times emotional, or that they do not feel guilty about spending money. (Autio 2005.) Sometimes buying luxury products or services can be described as buying the fantasy, the fantasy of that when one buys luxury product or service one will achieve something or feel better about oneself, and also earn respect from others.

According to Autio (2004), young people's consuming is often based on identity and lifestyle more than older generations' consuming is. In the Maslow's hierarchy of needs, the level of esteem can be seen as a resource to why people buy luxury products or services. Self-esteem, respecting yourself and respect by others can also be seen as a motivation for buying luxury products or services. (ibid.)

According to Messe Berlin's ITB World Travel Trends Report 2013/2014 (Buck, Ruetz and Freitag 2013), especially Generation Y is taking advantage of the new trend of low-cost accommodation which has been driven by diverse factors, including social media, technological change and budget flights (25). People under 25 usually prefer cheaper hostels when the older part of Generation Y prefers hotels (ibid., 21).

According to Daphne (2013), emerging market consumers are more price-sensitive, and for example grocery shopping is many times planned ahead to save money. Due to the fact that many people are living under the impact of recession, consumers have modified their buying behavior and adapted new behaviors such as reliance on credit and thrift shopping culture. Budget accommodation have become popular amongst Generation Y but also with older generations. It does not matter whether the hotel is

called a boutique hostel or a design hostel, but new budget accommodation offerings are becoming extremely popular. (ibid., 22.)

Spending via credit has become a rising trend because consumers want to keep up with lifestyle “needs”. Experience-style consumption is the trend now, perhaps because consumers feel it is more satisfying, and in this post-recession ambience buying temporary purchases such as holidays feels safer than buying something permanent such as a house. (ibid., 23.)

As many people are losing their jobs, people have to create new ways to gain access to income, goods and services. Airbnb-hosting service offers affordable places to stay throughout a holiday: people are renting for example one room from their own house for travelers in order to earn some extra money and to make the acquaintance with new people from all over the world (ibid., 24). Airbnb has had 10 million bookings until 2013, which tells about the popularity of renting private affordable accommodations. Among Airbnb there are several other similar platforms existing. (Buck et al. 2013, 24.)

4.4 Technology

According to Krook (2013), Melvin (TravelDudes.org) said at TBDItaly (Travel Blogging Destination Italy) that the tourism industry has to realize the potential and more importantly the value of travel bloggers. Melvin states that some of the significant travel bloggers have even reached more audience than an entire magazine or local newspaper, and they are working alone –while in magazine there can be 50 people working. Working with right bloggers can obtain a company the right exposure they need. (Krook 2013.)

In recent years it has become more popular to collaborate with bloggers and video bloggers. Hotels have realized their potential to market their services and facilities. For example Boardwalk Small Hotel Aruba organized a “BloggerWeekend” in September 2014 in order to promote their hotel. International bloggers were invited to the event, and they were offered free flights, accommodation and board in Boardwalk Small Hotel

Aruba. The whole hotel closed its doors throughout that weekend for the purpose of hosting bloggers only. In return, bloggers wrote posts about the hotel, and in this case also about Aruba as a destination. In addition, videos of Aruba were filmed and posted to the bloggers' blogs, Instagram and YouTube. (Boardwalk Small Hotel Aruba's webpages 2014.)

According to Earls (2013), more and more hotel groups are including travel bloggers as a key part of their communications strategies. According to Text100's "Digital Index: Travel & Tourism" study, 44% of the respondents stated that travel blogs are the most influential social media channel in leisure travel. 27% of the respondents however stated that Facebook is the most influential social media channel while 24% answered that they rely on YouTube (ibid.).

Travel bloggers have still divided people's opinions, as not everyone is willing to work with them or believe in their recommendations or opinions. BBC's "Fast Track" program criticized heavily travel bloggers by claiming them being made up by marketers, and that they just want to have free trips. Still many in the hotel industry believe that one of travel bloggers' benefits is the authenticity. Hotels usually pay for travel bloggers' expenses, but they have no control on the content they produce. Bloggers' industry rules bound them to disclose whether it is a sponsored trip or not. (ibid.)

Social media has revolutionized many businesses around the world in less than a decade. Twitter and Facebook are great platforms for hotels to engage with and convert travelers into customers. The negative side of social media is that especially hotels are vulnerable for bad reviews online. On the other hand, hotels can prevent the damage by answering to bad reviews and correcting the misunderstandings. (Bennett 2015.)

Instagram is a social media mobile application where snap photos taken by one's smart phone can be shared (Instagram 2015). Instagram had 300 million monthly active users in October 2014 and on daily basis more than 75 million users (Smith 2015). According to Gioglio (n.d.) the world's first hotel on Instagram was 1888 Hotel located in Sydney, Australia. For an entrepreneurial hotel being on Instagram can offer many opportunities:

nowadays when people are using hashtags like “#travel, #traveling and #hotel” which have millions of posts on Instagram the coverage is massive. 1888 Hotel even streams Instagram photos with its name on the hashtag (#1888Hotel) to two flat screens in the lobby. (ibid.)

Generation Y among other generations loves taking “selfies”, which according to Moreau (n.d.) means “A picture of yourself, usually shared on any social networking webpage”. However, Generation Y’s representatives seem to take these pictures more than their older counterparts since they are heavier digital users than them (ibid.).

1888 Hotel has created an innovative idea for this selfie generation to take selfies in nice surroundings in selfie dedicated space on the hotel’s lobby. After sharing the picture on some social media platform such as Instagram, the hotel receives more coverage by each share when people are using the “#1888Hotel” hashtag, but also because the surroundings in the “selfie space” are designed to promote the hotel by showing its name for example. (ibid.)

Visualization in social media

Social media is developing into more visual. New successful social media services Instagram, Pinterest and Vine are showing the way. Facebook, Twitter and Google Plus are following for their example and focusing on more visualized contents. According to Olander (n.d.), Neher (2014) stated that Facebook posts with pictures receive about twice as many likes and comments than posts without pictures. Visualization can be explained by the growing speed of internet connections and by smart phones which have changed the user experience (ibid.).

90% of the information which comes to people’s brain is visual. A human’s brain processes visual information 60 000 times faster than text. Many people are not aware of how much visual communication affects them. 46.1% of people reviewed webpages’ credibility by its design. Nowadays people are more like scanning the webpages briefly rather than reading them carefully. (ibid.)

5 Research process

In this chapter the data collection, research process and research methods used in this thesis will be introduced. Additionally, the questionnaires are in the attachment (see Appendices 1 and 2). The research methods can be qualitative and/or quantitative. The analysis is based on interviews made for Generation Y's representatives, and an interview made for a hotel manager and a front-desk manager in two different hotels.

Research process consists of five steps: choosing the subject, collecting the data, evaluating the data, organizing ideas, materials and notes, and finally writing the thesis or other dissertation (Hirsjärvi, Remes and Sajavaara 2009, 63). This research process started in May 2014 when author's practical training period started in Hotel Yöpuu. The subject of this thesis formed quite fast, and after talking to Hotel Yöpuu's entrepreneur Mr. Ari Pärnänen, it was decided to study this subject. The summer of 2014 was dedicated to finding the theoretical basis for the thesis and in September 2014 all the interview questions were formed, and the trip to Uppsala was confirmed. After completing the interviews in Uppsala in October 2014, the interviews were completed in Jyväskylä in November 2014. December 2014, January 2015 and February 2015 were dedicated to writing the thesis and analyzing the results and finally providing the suggestions for improvement, and also finalizing the thesis. More precise timetable of the interviews can be seen below:

- The first completed interviews took place in Uppsala, Sweden on 3 October 2014 in YA yrkesakademin –University. The interview was conducted to 14 tourism students whose age suits to the Generation Y
- The second interview was conducted to a general manager of Krusenbergs Herrgård –hotel located in Uppsala, and to a reception manager of Best Western Hotel Svava Uppsala. Interviews were recorded and completed face-to-face
- Finally, 17 interviews were completed to people whose age suits to the Generation Y in Jyväskylä throughout November 2014.

5.1 Qualitative research method

The difference between qualitative and quantitative research methods is not always very clear, but according to Hirsjärvi et al. (2009), quantitative research means numerical data and/or data which can be used in statistics. Qualitative research on the other hand means subjective research and it deals with meanings. (135-137.)

Qualitative research method was chosen because the endeavor of qualitative research is to discover or reveal facts rather than verify already existing claims, in addition the starting point of qualitative research is to describe real life which seem to suit with the research methods. Qualitative research method consists of exploring the subject as comprehensive as possible. The aim of qualitative research is to discover or reveal facts rather than confirm already existing facts. The typical characteristics of qualitative research also fits to this research as the research is all-encompassing acquisition of information and the material will be collected in natural, real situations. Typical characteristic for qualitative research are also that it has been favored people as the instrument of collecting information, and the researcher is trusting to his or her own observations and conversations with the examinees rather than measurements. (ibid., 161-164.)

When using qualitative research method, methods which favors the examinees perspectives and “voice”, are used. Those methods can be theme interview, group interviews and different analysis of documents and texts. In this thesis theme interview was used. (ibid., 164.) In theme interview one has to choose whether he or she wants to conduct individual, couple or group interviews (Hirsjärvi and Hurme 2000, 61). It was decided to complete individual interviews.

5.2 Limitations and importance of the research

A limitation to this research is related to what Generation Y representatives want from hotel services now and in the future because the future trends are difficult to predict. However, some information of their future consumer behavior can be gathered by interviewing them. The interviews were completed face-to-face, and the interviews with the two hotel employees were also recorded in order to avoid mistakes.

According to Hirsjärvi et al. (2009), an interview is a unique way of collecting information. When interviewing people face-to-face, the biggest profit is flexibility but other benefits can also be very meaningful such as the fact that the researcher can interpret the answers more efficiently than when sending a survey via e-mail to the respondents. (204.)

A weakness of the interview is that it often takes plenty of time from the interviewer, and that the respondents are tended to give socially desirable answers while being interviewed (ibid., 206). In this research, the theme interview is the method chosen. The theme interview is a half-structured interview method where all the questions are same to everyone but the answers are not tied up with answer options. This means that the interviewees can answer the questions in their own words. (Hirsjärvi et al. 2000, 47.)

The theme interview is advantageous in that it is not only tied to a qualitative or quantitative research method, and it does not take a stance on the number of interview times or to how deep the interviews go. The theme interview is all about proceeding with specific themes: this gives the interviewees an opportunity to be heard. One has to take into account the fact that people's interpretations and the meanings they give to issues are central, and that meanings are born in interaction. Ibid., 48.)

The author should have conducted some test interviews for Generation Y before conducting the interviews in order to further modify the interview questions. However, the little time available before going to Uppsala to conduct the interviews became a barrier. After completing the interviews in Uppsala, the author noticed some possibilities to improve the questions but decided to keep the same questions as she did not want to

ask different questions in Jyväskylä in order to compare the answers between Uppsala and Jyväskylä.

5.3 Validity and reliability of the research

Reliability in the research means its capability to give non-coincidental results. Validity, on the other hand, means the capability of the research results to measure what is needed to be measured. Reliability in qualitative research can be improved by explaining exactly how the research has been conducted. In the case of interview research, the circumstances and locations where the information was collected will be informed of. In addition, the time, possible distractions, error interpretations in the interview and the interviewer's own self-evaluation about the situation have to be told. (Hirsjärvi et al. 2009, 231-232.)

This thesis can be considered valid as the knowledge of the Generation Y consumer behavior in hotels was studied, and suggestions of improvement for Hotel Yöpuu could be given. The interview questions were designed to provide relevant data. It can be clearly seen that some similar issues arise among the interviewees belonging to Generation Y. Reliability is assured by the similarity of the answers.

6 Results

The purpose of this thesis was to clarify what Generation Y wants from hotel services, and how Hotel Yöpuu could improve their services in order to provide better service for Generation Y. In this chapter, the results of data collection are presented.

Hotel Yöpuu's main customer segment is, at the time this thesis has been conducted, 30-55 year old people who appreciate high-quality services. As Generation Y are

empowering the customer market, Hotel Yöpuu wanted to study their consumer behavior, and how their services could be improved according to their needs.

6.1 Hotel employees' opinions about Generation Y's consumer behavior in hotels

The purpose of this interview was to gather information of what two hotel employees think that Generation Y wants from hotel services and how they see their consumer behavior. It was decided to conduct these interviews while visiting Uppsala. The other interviewee was Mrs. Isabell Davidsson, front desk manager from Best Western Hotel Svava Uppsala, and the other interviewee was Mr. Anders Karlsson, general manager from Hotel Krusenberg Herrgård.

In the interview, the respondents were asked to tell if they regarded Generation Y representatives as an important target group for their hotel now or in the future. Both the respondents thought that Generation Y was not the main segment then, but the other respondent said that they do see them as an important target group in the future, and have noticed their changing consuming behavior in their hotel.

When asking about what the respondents thought that Generation Y customers want from hotel services, and how it differs from the needs of the older Generation X, the respondents' answers were very different from each other. The other respondent stated that a Generation Y customer is very price sensitive, and for them it is important that everything works smoothly, from the technology to the customer service. However, they do not come to the reception as often as the older generation since they are accustomed to use their smartphones for seeking information. They require excellent Wi-Fi service all over the hotel, a good location near shopping centers, night clubs and transportation services. The other respondent stated that Generation Y representatives are more aware of the quality than the price, and especially in companies with a young owner or leader they want quality and value for their money rather than cost savings.

Both the respondents stated that additional services are vital nowadays, and that they are developing and increasing them. Respondents also stated that their presence in the booking sites is vital, and that most of the bookings are made via Internet booking sites.

When asking about the customers' booking behavior, both the respondents stated that the booking behavior has changed lately: nowadays people book hotels at a shorter notice than before. Both of them said that one week before is usual booking time currently. Walk-in customers are infrequent.

6.2 Generation Y's representatives as hotel customers

The respondents were first asked 18 questions about what they wanted from hotel services, about additional services, and about the process of pre-purchasing. After that, five pictures of differently themed hotel rooms were shown, and the respondents were asked to place them into a numerical order from the most pleasant room to the least pleasant room. In the end, the respondents were asked three questions about additional services with pictures of them to stimulate their brains even more, to "let their imagination fly".

Background information questions

The first four questions were basic background information questions about the respondents' gender, nationality, profession and how many times they have stayed in a hotel within the last two years in their home country and abroad.

In Jyväskylä, 10 female respondents and seven male respondents were interviewed, and in Uppsala 13 female respondents and one male respondent were interviewed. All the respondents in Jyväskylä were Finnish and all the respondents in Uppsala were Swedish. In Uppsala, all the respondents were tourism industry students of a college, and in Jyväskylä 13 of the respondents were studying a Bachelor's Degree at JAMK University of Applied Sciences. One of the respondents was studying in a vocational school, and three of the respondents were in working life.

In Uppsala, one of the respondents had not stayed in a hotel in the last two years, five of the respondents had stayed at a hotel one to three times in the last two years, four of the respondents had stayed at a hotel four to nine times in last two years, and four of the respondents 10 or more times in the last two years.

In Jyväskylä, eight of the respondents had stayed one to three times at a hotel within the last two years, six of the respondents four to nine times in the last two years and three of the respondents ten or times in the last two years. The figure showing the number of hotel stays in the last two years is shown below (see Figure 4).

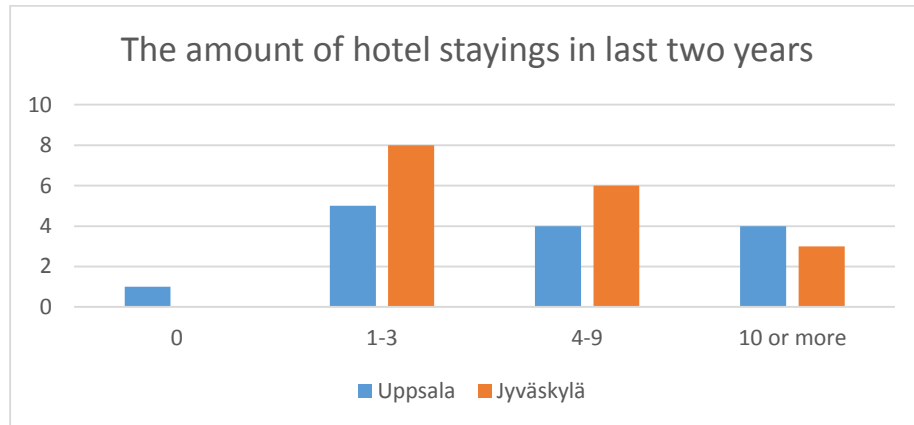


Figure 4. How many times the respondents have stayed in a hotel within last two years?

Choice of the hotel

When asking about what affects to the respondents' choice of the hotel, and do they see any differences when choosing a hotel in their home country than when choosing a hotel abroad, the most popular answer in Uppsala was that the location of the hotel affects the most, when few wisely chosen good pictures on the webpage was the most popular answer in Jyväskylä. Respondents from both cities stated that the hotel needs to be near public transportation services, and also near to the city centrum. In Uppsala the respondents stated that the quality of the hotel came as the second important issue when choosing a hotel, when in Jyväskylä the respondents stated that the second most important issue was feedback from friends, hotel's own webpage and the location. Location of the hotel clearly arise as an important factor when choosing a hotel, and this result can also be seen from the interviews for the hotel employees as they also stated that location of the hotel is very important for Generation Y.

Many of the respondents stated that they want value for their money. Other answers mentioned in Uppsala were booking site reviews, feedback from friends and in overall

the cleanliness of the hotel. In Jyväskylä on the other hand some respondents mentioned that they always explore new hotels from Google, and usually move to the booking site which comes first, other issues mentioned were reviews on the internet and the quality of the hotel. These answers support the importance of online reviews, and they also support Gretzel's (2007) claim that Generation Y need and trust to their friends' and relatives' opinions when choosing a hotel.

Where to discover information about hotels

Hotels.com –webpage was stated clearly the most popular source when looking information about hotels in Uppsala, second most popular answer was the Internet, but the respondents who answered that did not clarify where from the Internet. Other sources mentioned were asking from friends, booking.com –webpage and Tripadvisor. In Jyväskylä respondents answered Google as the most popular way to explore new hotels, and they were not able to mention any particular webpages which they would use the most. Second most common answer was Momondo-webpage. Other webpages mentioned were Booking.com, Ebookers.com, Hotels.com, Trivago, Tripadvisor and one respondent said that he likes to visit the target city's own webpage (for example visittampere.fi), and search from there hotels located in the city.

Hotel's own webpages

When asking about what is the best way to become acquainted with the hotel on its own official webpages, the most common answer in Uppsala was pictures and information text, and many of them stated that there preferably would be a plenty of both of pictures and text. Some of the respondents also said that other people's reviews are important, and all of them said that online reviews are the most important source for them. In addition, a blog and a video were mentioned to be important elements on the webpages. Furthermore, the most popular answers in Jyväskylä were good pictures and a short information text about all the services in the hotel. Few people in Jyväskylä also mentioned that an introduction video would be useful. Answers were clearly similar in both cities, and as a summary one could say that what Generation Y wants from

hotels' webpages is a great deal of quality pictures and an informative introduction text. In Uppsala the importance of online reviews on the company's webpage become clear as it was mentioned several times. Olander's (n.d.) claim that pictures and visualization are important nowadays was confirmed through these answers as many of the respondents stated that quality pictures are very important on hotels' webpages.

Where to book a hotel

When asking the respondents to specify where they usually book their hotel room from, in Uppsala most of the respondents answered that they book usually their hotel rooms from hotels.com –booking site, however booking.com was mentioned also several times. Some of the respondents said that they book their hotel rooms by phone or via hotel's official webpages. In Jyväskylä almost all of the respondents said that they would book a hotel from its own webpage, but also by phone was mentioned several times. Rest of the respondents stated that they would use "some" booking webpage: most probably the one that appears first in Google. According to that statement it is vital for booking companies to be the first search result in Google. When asking the respondents who said that they book from hotels' own webpages to specify where did they discovered the hotel, they answered that they first search it from a booking webpage, and move forward to its own webpages then. The answers from this question confirms Minnaar's (2014) claim that Generation Y's representatives are not very brand loyal. Nevertheless, many articles (such as Agarwal 2009) of Generation Y's booking behavior states that they would be super modern and keen on to newest innovations, but according to the results of this question many of the respondents prefer "old-fashioned" ways of booking a hotel room.

Following hotels in social media

Respondents both in Uppsala and Jyväskylä answered that Facebook is the best way to follow a hotel in social media. Instagram was mentioned almost as many times as Facebook. In addition, mobile applications, Pinterest, blogs and Twitter were mentioned. Nowadays when almost all the hotels are in Facebook the next move for them is to

broaden their way of using social media. Especially in big hotel chains mobile applications could really be useful, a customer could easily see if the same hotel chain has a hotel in the destination he or she is traveling next and book a room from there. The destination's weather, tourist information, and different kind of additional information could easily be seen from a smart phone via this mobile application. In small hotels such as Hotel Yöpuu this kind of mobile application may not work as useful as in chain hotels, but the idea of easily checking all the destination and hotel information from the same site could be transferred to Hotel Yöpuu's webpages for example. Hotel Yöpuu could use Instagram as a marketing tool as Instagram has proven to be the fastest growing social media channel. In addition, in Social Media Marketing Trends 2014 (Lähdevuori et al. 2014), research the Finnish experts emphasized the importance of Instagram in marketing. Young people are moving from Facebook to Instagram. In Finnish companies Instagram's potential is not yet fully discovered (Olander n.d.).

How much money people are willing to use for a one night hotel for one person

When asking how much money the respondents would be ready to use for one night in a hotel for one person at the moment, more or less one hundred euros was the most popular answer in Uppsala, and the second most popular answer was €65 to €75. In Jyväskylä almost all the respondents said that at the moment they would pay maximum of €80, but two of the respondents were ready to use more than €120. Almost all of the respondents were students which explains the results that they are not ready to use more money on staying in a hotel. In the future they will have more buying power as they will enter to working life. This question was asked in order to determine if the claims that Generation Y's representatives are willing to use credit cards and student loans to luxury services are true. This claim is hard to prove right or wrong, since many of the respondents were not willing to use plenty of money for one night in a hotel, but few respondents were actually willing to use more than €120. It was not asked how they would finance the staying.

Most important elements when staying in a hotel

The respondents were asked to name the three most important elements which makes their staying in a hotel perfect. Almost all of the respondents in Uppsala stated that good service and friendly staff members make their staying in a hotel perfect. Location of the hotel and good standard came as second, but also good breakfast was mentioned many times. Some of them also said that breakfast has to be included to the price. In addition, it was mentioned that positive atmosphere, spacious rooms, overall cleanliness of the hotel, and a good restaurant are important elements in a hotel. Other mentioned elements were price, facilities, food, freshness, activities, a TV, modernism, a spa, design, good views from the window, and child-friendliness. In Jyväskylä the answers varied a lot, but the most often mentioned answer was also the good service and right after that the breakfast and cleanliness. Other mentioned elements were the decoration, atmosphere, modernism, a good bed and good products in the bathroom. Spacious room, late check-out possibility, a bathtub, luxury, a gym, a sauna and food were also mentioned but each of them only by one person. As a conclusion, three most important elements when staying in a hotel were: good service and friendly staff members, breakfast, and cleanliness. These three elements can be stated as the three most important basic elements in a hotel, and rest of the elements comes as extra services.

Location and connections to public transportation

When asking about what kind of location and connections to public transportation are important for a hotel everyone stated that the hotel has to be in the city centrum, but it does not matter which public transportation it is close, when it is close to some. In addition, most of the respondents stated that the parking lot in the hotel has to be free of charge.

Services in the hotel room

When asking about services in the hotel room, most popular service in Uppsala was 24/7 room service. Many of the respondents wanted also to have a fridge or a minibar in the room, as well as, free Wi-Fi in all over the hotel. Good cleaning service, possibility to order breakfast to bed, safety box, tea and coffee maker, TV and good beds were mentioned couple of times. Some of the respondents also wanted a wardrobe, everyday cleaning service, 24 hours reception service, sufficiently space for luggage, seating area, snacks, Jacuzzi, many channels on a TV and tourist info brochures to the room. In Jyväskylä the answers were quite similar as 24/7 room service was also clearly the most popular answer. Tea and coffee maker, bathtub, breakfast to bed, fridge, a TV, and snacks were also popular answers. Respondents also wanted good bathroom products, possibility to cook, a radio, free Wi-Fi, and snacks in the minibar. As a conclusion, it could be said that 24/7 room service was the most popular service, and after that came: a fridge/minibar, possibility to order breakfast to a bed, a TV, and a free Wi-Fi in all over the hotel.

Other services in a hotel

When asking about what other services are important in a hotel, the most common answer in Uppsala was good breakfast and friendly employees. Some of them also wished that staff members would recommend attractions and help with transportation, and some would like to have a good restaurant in a hotel. Free Wi-Fi and good cleaning services were also mentioned. Other services that the respondents would like were good food, silence throughout the night, a bar and transfer to the hotel. In Jyväskylä there stood out three services: middle-class restaurant, late check-out and brunch. Some of the respondents also wanted swimming pool, snacks, sauna, bar, gym, spa, massage, good breakfast, magazines, tourist-info, child park, and that there would be a possibility to buy some everyday toiletries from the reception. As a conclusion, the most important other services (which are not mentioned before in other segments) in a hotel would be:

good/middle-class restaurant in a hotel, good late breakfast/brunch and good tourist information.

Restaurant in a hotel

When asking what kind of restaurant there should be in a hotel, the answers varied a lot, but the most common answer in Uppsala were “wide range of different products from all over the world as well as a snackbar”. Buffet was mentioned several times, when A la carte and healthy food only few times. In Jyväskylä most of the respondents stated that A la carte restaurant would be ideal, but buffet restaurant was mentioned also as well as light meals and pizza. Three of the respondents said that they do not want to use the hotel’s restaurant – they prefer to use other restaurants in the city.

Other food services

In Uppsala different kinds of snacks such as sandwiches and light meals were mentioned when asking what other food services there should be in a hotel. In Jyväskylä the most popular answer was also snacks, but many respondents also hoped pancakes and fresh orange juice to the breakfast. When specifying would they mind if they would have to squeeze the orange juice themselves, they said that it does not matter, but it would be luxurious if the orange juice would be freshly squeezed. In addition, the respondents hoped plenty of fruits, fresh products, homemade bread, healthy choices along non-healthy food, smoothies, and porridge to the breakfast.

Pampering services

Most popular of the pampering services in Uppsala were a spa and a pool, but also a bath robe and slippers were mentioned. Other pampering services mentioned were a sauna, a laundry service, a minibar, a gym, cocktails, a hair dryer, mineral water and fruits. In Jyväskylä the most popular pampering services were a sauna, steam bath, a spa, massage and a hot tub. In overall pampering services were very welcome and

respondents also mentioned massaging chairs, manicure, music in the spa department, a solarium, hair dresser, “cold room”, and facial treatments.

Technology

When asking if the respondents like to watch movies with their own equipment in the hotel room the answers were divided half-and-half in Uppsala, when in Jyväskylä most of the respondents would like to loan hotel’s laptop or tablet, and they also said that they use hotel’s TV quite a lot. 12 respondents stated that they would like to have free Netflix in the hotel room, and six of the respondents said they would like to use hotel’s free Spotify. In addition, a radio and speakers were mentioned. Many of the respondents do use Spotify, but as they already have their own in their smart phones it would be rather useless to have one in the hotel as well. Netflix, on the other hand, would probably be a success.

Pictures of hotel rooms

In the second part of the survey the respondents were asked to place the pictures of hotel rooms into a numerical order from most pleasant room to the least pleasant room (see Appendix 1). The pictures of hotel rooms were shown in order to gain the knowledge for Hotel Yöpuu of what kind of hotel rooms the respondents prefer. In Hotel Yöpuu all the rooms are different themed, and therefore the results of the question would possibly give them ideas how to renovate a room. These pictures were chosen because of they are all very different kind of hotel rooms from each other’s. Some of them represent more modern style, and some of them are more old-fashioned or “down-home” style. In addition, one of the pictures represent luxurious style. When interviewing the people, the sources of pictures were not shown below the pictures in order to avoid influencing to their minds. According to the results the most pleasant hotel room was room C, when the least pleasant hotel room was room A. In the figures 5 and 6 below the numbers from 1-5 means the number order of picture (1 being the

most pleasant room and 5 being the least pleasant room), and letters from A-E means the pictures of hotel rooms.

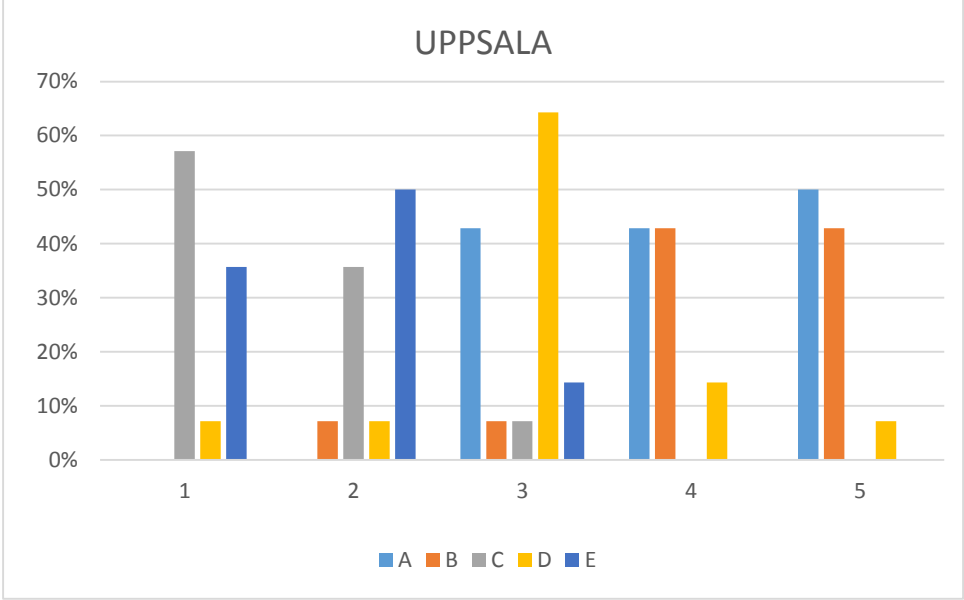


Figure 5. Most and least pleasant hotel rooms - Uppsala

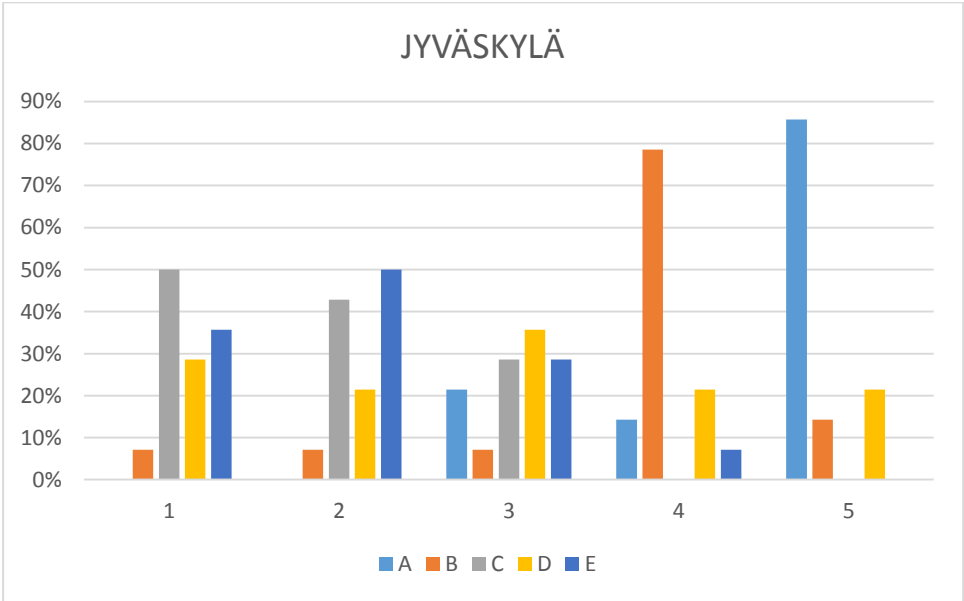


Figure 6. Most and least pleasant hotel rooms - Jyväskylä

Additional three questions – Champagne and roses to the room, mobile application and Tumblr

In this part of the survey the respondents were asked three additional questions about different kinds of additional service opportunities. These three questions included also a picture to stimulate the respondents' brain and imagination more. When asking about the mobile application service and Tumblr-blog service many of the respondents were a little confused, but after explaining them what these services are, many of the respondents stated that they would like to have these kinds of services in a hotel.

The first additional question was about if the respondents would like to have at least an opportunity to order champagne and roses to the room before arriving. Most of the respondents stated that they would appreciate this kind of "traditional" but still luxurious additional service possibility (see Figures 7 and 8).

In the second question the respondents were asked if they would like to book their hotel room via mobile application, where also several other functions could be conducted such as to see the tourism information of the city where the hotel is located, to see the local weather, and effortlessly control the booking situation. Clearly most of the respondents answered that they would like to have a mobile application of a hotel they often visit, or will visit in the future (see Figures 7 and 8).

Third and final question asked if the respondents would follow a hotel in Tumblr-blog service, and in Jyväskylä the answers divided almost half, when little bit over half of the respondents answered that they would not follow a hotel in Tumblr, and the other half said that they would follow a hotel in Tumblr- blog service (see Figure 7). In Uppsala most of the respondents answered that they would not follow a hotel in Tumblr, and less than half of the respondents answered that they would follow a hotel in Tumblr (see Figure 8).

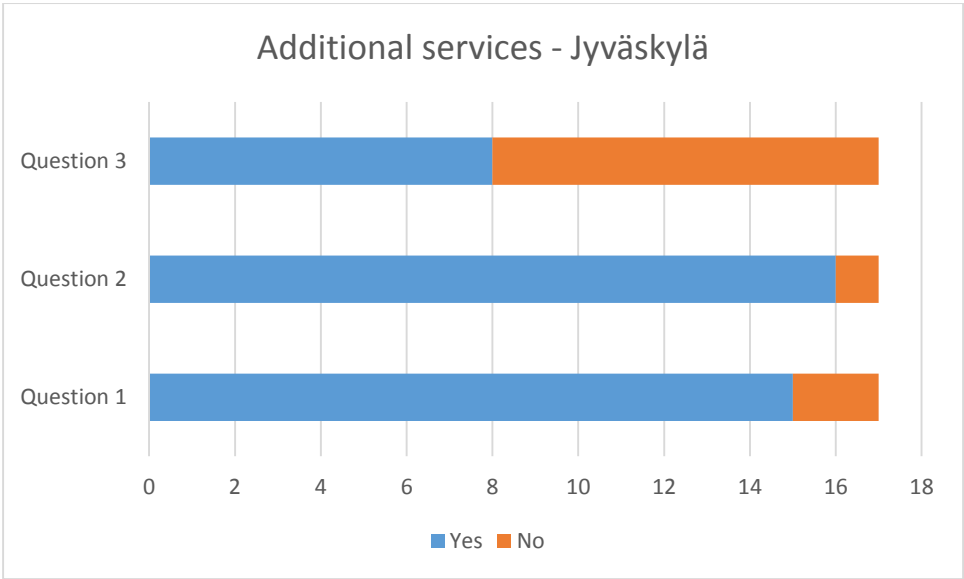


Figure 7. Additional Services - Jyväskylä

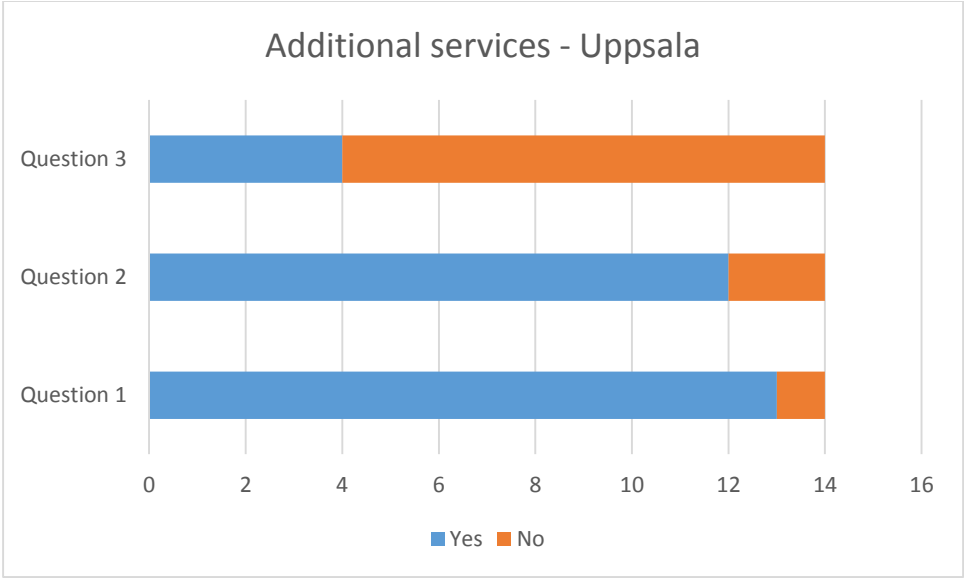


Figure 8. Additional services – Uppsala

7 Implications of the results

In this section, the most significant results will be analyzed. In addition, the improvement suggestions for Hotel Yöpuu will be presented. The questionnaires are as an attachment (please see Appendix 1 and 2).

Social media and technology

Hotel Yöpuu is already active on Facebook, and their own webpages are constantly being updated, but they could join Instagram. Instagram could be a great social media platform for them since they could upload plenty of high-quality pictures there and organize competitions where the customers could take for example pictures of Yöpuu and share them on Instagram. Instagram is also highly popular among Generation Y representatives. Hotel Yöpuu could also provide Netflix – TV series and movie provider for its hotel guests since it was extremely popular according to the results.

Hotel Yöpuu could buy mini loudspeakers for every room so the customers could listen to music via their smart phones. Loudspeakers are easy to use by placing one's smart phone on this loudspeaker. Most of them also work via a Bluetooth connection. Many of the respondents stated that they would like to have mini loudspeakers on the room in order to listen to the music.

Hotel Yöpuu could focus on providing useful information about Jyväskylä for tourists, as well as informing about outdoor-activity possibilities, sightseeing possibilities, museums, and other interesting activities, events or shops around Jyväskylä. Customers would most probably appreciate comprehensive information of the hotel, and they would not have to search for the information on the Internet.

Many hotels are now collaborating with travel bloggers as they can provide a significant amount of visibility for the hotel. Currently, also Finnish hotels have realized the potential of travel bloggers such as for example the recently opened Solo Sokos Hotel Torni Tampere, which has used many lifestyle/travel bloggers to promote their new hotel. As an example of a blog post conducted in collaboration with a hotel, one can see Annika's (Travelloverblog.fi), blog post about Solo Sokos Hotel Torni Tampere. She

stayed one night at the hotel on 3 February 2015. In the end of the post it is said “Conducted in collaboration with Sokos Hotels”. (Travelloverblog 2015.)

Food services

For the breakfast, Hotel Yöpuu could try to provide fresh orange juice. This could be conducted by buying a machine squeezing oranges, or by buying a smaller machine so that customers could squeeze their fresh orange juice themselves. With The New British Squeeze Juicing Machine, customers could have fresh orange juice in only seven seconds, and they would not have to squeeze the oranges themselves. With the Tribest CitriStar CS-1000 Citrus Juicer customers can simply place an orange on the top of the machine, and the machine does all the work. This requires approximately 3-4 oranges to make one portion of juice. The idea for this was formed in Grand Hotel Hörnann, located in Uppsala, where the author was staying during her Uppsala trip. The Tribest CitriStar CS-1000 Citrus Juices-orange squeezer machine was being used at the breakfast in the hotel, and it was considered fast and easy, and most importantly, the process was not messy. Pictures of both of the fresh orange juice squeezers are shown below (see Figures 9 and 10).

Generation Y appreciates flexibility: they prefer brunches to early breakfasts and are willing to pay for the late check-out possibility. They demand 24/7 room service as well as other luxurious services such as spa services, good bathroom products and hot tubes. As the restaurant, they prefer middle-class restaurant with a buffet. For the breakfast, they want to have fresh options such as fresh orange juice and fresh fruit.



Figure 9. The New British Squeeze Juicing Machine (Asia n.d.)



Figure 10. Tribest CitriStar CS-1000 Citrus Juicer (Smith 2012)

Experiences

According to the results of the interviews for Generation Y, and according to Shiffman, Kanuk and Hansen (2012), Generation Y appreciates meaningful experiences, and they are willing to try new experiences. This could be used as a profit in Hotel Yöpuu more. Hotel Yöpuu already provides an opportunity to organize wine tasting events, but they could also try providing “open” wine tastings, where everyone could join, and one would not have to have a group in order to participate a wine tasting. In addition, cocktail

making and/or tastings could be organized in order to attract especially young customers. These events could be open for all the hotel guests but also for people outside the hotel. These events could be promoted for example in social media. In addition, other events could be designed and organized for young customers.

8 Conclusions

Based on the interviews and the analysis, it can be stated that the target group, Generation Y customers are emerging as a target group for hotels, and as they are the generation used to easily accessible student loans, credit cards and “quickie loans”, in addition they do not hesitate to use them, hence, they are a potential market even for high-quality hotels already today as they are seeking experiences with a hint of luxury. They are also highly globalized, they like to travel as much as they can and as flight tickets can be bought with reasonable prices nowadays they are potential customers for hotels. Generation Y values meaningful experiences and they are willing to use money on them. This generation trusts other people’s opinions, and before conducting a purchase, they most probably read online reviews by other travelers.

What it comes to using technology, Generation Y members are quite advanced with it but still, many of the respondents were not familiar with all the presented social media channels or mobile applications. Surprisingly many of the respondents also prefers old-fashioned ways of booking hotels such as via phone. Generation Y have grown together with technology, but they have had to learn how to use it by themselves, when comparing to the younger Generation Z, those people were basically born with a smart phone on their hands.

In total 31 people from Generation Y participated to the interviews as well as two hotel employees. The respondents were all willing to participate and especially as all of the 14 respondents in Uppsala studied tourism, they had plenty of opinions and suggestions for the subject. In Jyväskylä all the respondents were selected randomly, most of them being students. The respondents were happy to take part, and the answers were useful.

The hardest part in the thesis process was probably trying to discover improvement suggestions for Hotel Yöpuu according to the results, since Hotel Yöpuu is already successful business, and they have earned their own place in accommodation industry, and as their current target group varies a lot from Generation Y. Nevertheless, improvement suggestions were presented, as this new emerging customer segment has different kinds of needs as previous generations, and hotels should recognize these needs in order to continue succeeding in this competitive industry.

A suggestion for further studies is to study if the assumptions on the Generation Y consumer behavior in hotels has actualized –if not, what has changed. Further studies could also be conducted by focusing on a specific area such as the decision-making process or the use of technology in the hotel rooms. In addition, it would be interesting to study the subject from a marketer's point of view.

References

Ady, M. 2013. *Q3 Trends in Hotel Reviews: Travelers Writing Fewer Reviews & Being (Somewhat) Kinder, While Hoteliers Are Responding More*. Article on TrustYou. 24 October 2013. Accessed on 19 February 2015.

<http://www.trustyou.com/q3-trends-hotel-reviews-travelers-writing-fewer-reviews-somewhat-kinder-hoteliars-responding-9712.html>

Agarwal, G. 2009. *Hospitality: Creating the Generation Y Guest Experience*. Article on Enterprise news. Accessed on 20 January 2015.

http://enterprise-news.alcatel-lucent.com/v1_16/uk/expert_article.html

Anatolyevich, S. 2013. *The study of consumer behavior of large market segments in Russia: generational approach*. 23 April 2013. Accessed on 9 February 2015.

<http://shevchenko.rggu.ru/?p=384>

Arina, T and Vesterinen, P. 2011. *Y-sukupolvi on eri maata [Generation Y differs from others]*. Online video. 23 November 2011. Yle Areena. Accessed on 7 November 2014.

<http://areena.yle.fi/tv/1363341>

Asghar, R. 2014. *Gen X Is From Mars, Gen Y Is From Venus: A Primer On How To Motivate A Millennial*. An article on Forbes. 14 January 2014. Accessed on 9 February 2015.

<http://www.forbes.com/sites/robasghar/2014/01/14/gen-x-is-from-mars-gen-y-is-from-venus-a-primer-on-how-to-motivate-a-millennial/>

Asia N.d. *A Picture of the New British Squeeze Juice Machine*. Accessed on 1 March 2015.

<http://www.asia.ru/en/ProductInfo/1289807.html>

Autio, M. 2004. *Finnish young people's narrative construction of consumer identity*. *International Journal of Consumer Studies*. Article first published online on 6 September 2004. Accessed on 26 January 2015.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1470-6431.2004.00397.x/full>

Autio, M. 2005. *The morality of spending in Finnish youth consumer culture*. *International Journal of Consumer Studies*. Article first published online on 6 June 2005. Accessed on 26 January 2015.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1470-6431.2005.00442.x/full>

Bason, C. 2013. *Luxury travel on a shoestring budget*. Article on Fox News. 5 April 2013. Accessed on 19 February 2015.

<http://www.foxnews.com/travel/2013/04/05/luxury-travel-on-shoestring-budget/>

Benckendorff, P., Moscardo, G., and Pendergast, D. 2010. *Tourism and Generation Y*. Online book. Wallingford: CABI Publishing.

http://books.google.fi/books?id=LuKm8Tugg1UC&printsec=frontcover&hl=fi&source=gb_s_ge_summary_r&cad=0#v=onepage&q&f=false

Bennett, S. 2015. 15 *Hotel Marketing Trends for 2015*. Article on Adweek. 15 January 2015. Accessed on 20 February 2015.

<http://www.adweek.com/socialtimes/hotel-marketing-trends-2015/612585>

Boardwalk Small Hotel Aruba's official webpages. N.d. *International Bloggers Recommendations*. Accessed on 4 February 2015.

<http://www.boardwalkaruba.com/the-hotel/bloggers-vloggers.htm>

Buck, M., Ruetz, D., and Freitag, R. 2013. *Messe Berlin's ITB World Travel Trends Report 2013/2014*. December 2013. Prepared by IPK International on behalf of ITB Berlin.

Cumulus Hotel's official webpages. *A picture of standard single room*. Accessed on 11 September 2014.

<https://www.cumulus.fi/hotellit/cumulus-jyvaskyla>

Daphne, K. 2013. *Top 10 Global Consumer Trends For 2014*. Online publication of Euromonitor International. Accessed on 21 January 2015.

<http://go.euromonitor.com/top-10-global-consumer-trends-for-2014-white-paper.html>

Daphne, K. 2014. *Top 10 Global Consumer Trends For 2015*. Online publication of Euromonitor International. Accessed on 21 January 2015.

http://go.euromonitor.com/rs/euromonitorinternational/images/WP_Top-10-Consumer-Trends-2015_1.1-0115.pdf

Earls, E. 2013. *Travel bloggers a boon to hotel marketing*. An article on Hotel News Now. 8 May 2013. Accessed on 4 February 2015.

<http://www.hotelnewsnow.com/Article/10437/Travel-bloggers-a-boon-to-hotel-marketing>

Ebookers. N.d. *A picture of Hotel Drottning Kristina Stureplan's standard room*. Accessed on 11 September 2014.

http://www.ebookers.fi/hotellit/Ruotsi/Tukholma/Hotel_Drottning_Kristina_Stureplan_h265787/

Fitzpatrick, M. 2005. *Building Generation X Loyalty*. Article on Hospitality Upgrade. Accessed 18 February 2015.

http://www.hospitalityupgrade.com/files/file_articles/hufall05buildinggenxloyalty_fitzpatrick.pdf

Gioglio, J. N.d. *The World's First Instagram Hotel Gets Rave Reviews*. Article on Convince & Convert. Accessed on 20 February 2015.

<http://www.convinceandconvert.com/social-media-strategy/the-worlds-first-instagram-hotel-gets-rave-reviews/>

Goldstein, K and Primlani, R. 2012. *Current trends and opportunities in hotel sustainability*. Online publication of HVS Sustainability services. February 2012. Accessed on 22 February 2015.

<http://www.hvs.com/Content/3218.pdf>

Greenleigh, I. 2014. *Infographic: Millennials will change the way you sell*. A blog post on 24 January 2014. Accessed on 17 January 2015.

<http://blog.bazaarvoice.com/2012/01/24/infographic-millennials-will-change-the-way-you-sell/>

Gretzel, U. 2007. *Online Travel Review Study – Role & Impact of Online Travel Reviews*. Supported by Tripadvisor. February 2007. Accessed on 10 January 2015.

<http://www.tripadvisor.com/pdfs/OnlineTravelReviewReport.pdf>

Grönroos, C. 2000. *Nyt kilpailaan palveluilla. [Now we are competing with services]*. 5th ed., Helsinki: Werner Söderström Osakeyhtiö.

Grönroos, C. 2009. *Palvelujen johtaminen ja markkinointi. [Managing and marketing of the services]*. 4th ed., Helsinki: WSOYpro Oy.

Gulickx, J. 2014. *Understanding the “Generations” of travel: The Generation Y/Millennials – Part 5*. Published on 27 August 2014. Article on 4Hoteliers-webpage. Accessed on 15 February 2015.

<http://www.4hoteliers.com/features/article/8525>

Hirsjärvi, S. & Hurme, H. 2000. *Tutkimushaastattelu [Research interview]*. Rev. ed. Helsinki: Yliopistopaino.

Hirsjärvi, S., Remes, P., & Sajavaara, P. 2009. *Tutki ja kirjoita [Research and write]*. 15th ed., Rev. ed. Helsinki: Tammi.

Hotel Yöpö's official webpages. N.d. Accessed on 10 November 2014.

www.hotelliyopuu.fi

Hotel Kämp's official webpages. N.d. *A Picture of Mannerheim Suite*. Accessed on 11 September 2014.

http://www.hotelkamp.fi/fi/rooms/mannerheim_sviitti

Hotel Yöpö's orientation material for new employees.

Instagram's official webpages. 2015. *About us*. Accessed on 11 January 2015.

<https://instagram.com/about/us/#>

Juhola, L. 2015. *Getting ready for valentines*. Accessed on 1 March 2015.

<http://lindajuhola.com/2015/02/13/getting-ready-for-valentines/>

Jääskeläinen, H. 2014. *X uskoo myymälää, Y toista kuluttajaa - ostokäyttäytymisessä on sukupolviero. [X believes the store, Y believes other consumers – there is a gap between two generations]*. Accessed on 26 January 2015.

<http://www.marmai.fi/uutiset/x+uskoo+myymalaa+y+toista+kuluttajaa++ostokayttaytymisessa+on+sukupolviero/a2225587/>

Kane, S. N.d. *Generation Y*. Article on AboutCareers.com. Accessed on 7 November 2014.

<http://legalcareers.about.com/od/practicetips/a/GenerationY.htm>

King, R. 2010. *Fairmont hotels unveils own iPhone app for luxury travel*. Accessed 11 September 2014.

<http://www.zdnet.com/article/fairmont-hotels-unveils-own-iphone-app-for-luxury-travel/>

Kotler, P., Armstrong, G., Harris, L. C. & Piercy, N. 2013. *Principles of Marketing*. 6th European Ed. London: Prentice Hall Pearson.

Kotler, P. & Keller, K. 2012. *Marketing management*. 14th Global ed. Essex: Pearson Education Limited.

Krook, N. 2013. *The importance of connecting the tourism industry with online influencers*. A blog post on 22 October 2013. Accessed on 21 January 2015.

<http://www.thetraveltester.com/connecting-tourism-industry-with-bloggers/>

Lee, S. N.d. *Maslow's Hierarchy of Needs and How it Relates to Your Child's Education*. Picture on Babylicious by Figur8-blog. Accessed on 15 December 2014.

<http://figur8.net/baby/2014/11/06/maslows-hierarchy-of-needs-and-how-it-relates-to-your-childs-education/>

Lähdevuori, J & Tuominen, E. 2013. *Some-markkinoinnin trendit 2014. [Trends of Social Media Marketing 2014.]* Kurio's online publication. 12 December 2013. Accessed on 10 February 2015.

<http://kurio.fi/kurio/wp-content/uploads/2013/12/Kurio-some-markkinoinnin-trendit-2014-low-res.pdf>

Lähdevuori, J & Tuominen, E. 2014. *Some-markkinoinnin trendit 2015. [Trends of Social Media Marketing 2015]*. Kurio's online publication. 15 December 2014. Accessed on 10 February 2015.

<http://kurio.fi/kurio/wp-content/uploads/2014/12/sometrendit2015.pdf>

Mansfeld, Y. & Pizam, A. 2000. *Consumer behavior in travel and tourism*. Rev. ed. Binghamton: The Haworth Hospitality Press.

- Maslow, A. 1987. *Motivation and personality*. 3rd ed. New York: HarperCollinsPublishers.
- McLeod, S. 2008. *Id, Ego and Superego*. Article on Simply Psychology-webpage. Accessed on 11 December 2014.
<http://www.simplypsychology.org/psyche.html>
- McLeod, S. 2008. *A Picture on of Id, Ego and Superego*. Accessed on 11 December 2014.
<http://www.simplypsychology.org/psyche.html>
- McIver, J. 2013. *How to attract the Gen Y hotel guest*. Article on Tripadvisor 18 November 2013. Accessed on 16 December 2014.
<http://www.tripadvisor.com/TripAdvisorInsights/n2038/how-attract-gen-y-hotel-guest>
- Metler, L. 2015. *Millennial Appeal: 5 Ways Hotels Are Engaging Gen Y*. Article on U.S. News 27 January 2015. Accessed on 6 February 2015.
<http://travel.usnews.com/features/Millennial-Appeal-5-ways-hotels-are-engaging-Gen-Y/>
- Minnaar, L. 2014. *A manager's perspective on generation Y in the hospitality industry in Finland*. Bachelor's thesis. Accessed on 15 December 2014.
<http://www.theseus.fi/bitstream/handle/10024/77724/Thesis%20document%20Lars%20Minnaar%20final.pdf?sequence=1>
- Moreau, E. N.d. *What is a Selfie?* Article on Web Trends. Accessed on 20 February 2015.
<http://webtrends.about.com/od/Mobile-Web-Beginner/a/What-Is-A-Selfie.htm>
- Naakka, I. 2014. *Tässä on Suomen paras hotelli [This is the best hotel in Finland]*. An article on Iltalehti newspaper's official webpages. Published on 18 August 2014. Accessed on 1 September 2014.
http://www.iltalehti.fi/matkajutut/2014081818582159_ma.shtml
- Omena Hotel's official webpages. N.d. *A picture of standard room in Omena hotel*. Accessed on 11 September 2014.
<http://www.omenahotels.com/fi/huoneet/>
- Olander, I. N.d. *Instagram, Pinterest ja yhä visuaalisempi sosiaalinen media. [Instagram, Pinterest and more visualized social media]*. Article on Sometek's webpage. Accessed on 10 February 2015.
<http://sometek.fi/instagram-pinterest-ja-yha-visuaalisempi-sosiaalinen-media/>
- Red Book Solutions. N.d. *Gen Y and the Hotel Industry*. Article on Better Managers-webpage. Accessed on 16 December 2014.
<http://www.bettermanagers.com/article-hotelmanagers-generationy>

Schiffman, L., Kanuk, L., & Hansen, H. 2012. *Consumer behavior – A European outlook*. 2nd ed., Rev. ed. England: Pearson Education Limited.

Sironen, Miia. Head waiter in Hotel Yöpuu. Grand tour of Hotel Yöpuu for Management of Accommodation Services-course's students 27 September 2012.

Smith, B. 2012. *A picture of Fresh Squeezed Orange Juice*. Picture on Blue Ridge Runner-blog. Accessed on 1 March 2015.

<http://www.blueridgerunner.com/2012/11/fresh-squeezed-orange-juice.html>

Smith, C. 2015. *By The Numbers: 120+ Interesting Instagram Statistics*. Article on DMR Digital Marketing Ramblings. Last modified on 9 March 2015.

<http://expandedramblings.com/index.php/important-instagram-stats/>

Sokos Hotel's official webpages. N.d. *A picture of Solo Queen room in Solo Sokos Hotel Tornii Helsinki*. Accessed on 11 September 2014.

<https://www.sokoshotels.fi/fi/helsinki/solo-sokos-hotel-torni>

Swarbrooke, J and Horner, S. 2007. *Consumer behaviour in tourism*. 2nd ed., Rev.ed. Oxford: Elsevier Ltd.

Travellover. 2015. *Virallisesti auki – Solo Sokos Hotel Tornii, Tampere*. [Officially open – Solo Sokos Hotel Tornii, Tampere]. A blog post about Solo Sokos Hotel Tornii Tampere. Published on 3 February 2015. Accessed on 5 March 2015.

<http://www.travelloverblogi.fi/virallisesti-auki-solo-sokos-hotel-torni-tampere/>

Tripadvisor. N.d. *Reviews of Hotel Yöpuu in Tripadvisor*. Accessed on 15 November 2014.

http://www.tripadvisor.fi/Hotel_Review-g189942-d620768-Reviews-Hotel_Yopuu-Jyvaskyla_Western_Finland.html

Wallop, H. 2014. *Gen Z, Gen Y, baby boomers – a guide to the generations*. Article on The Telegraph 31 July 2014. Accessed on 7 November 2014.

<http://www.telegraph.co.uk/news/features/11002767/Gen-Z-Gen-Y-baby-boomers-a-guide-to-the-generations.html>

Watkins, E. 2015. *How millennials will change travel by 2020*. Article on Hotel News Now. 5 January 2015. Accessed on 18 February 2015.

<http://www.hotelnewsnow.com/Article/15012/How-millennials-will-change-travel-by-2020>

W Hotels' Tumblr-blog. N.d. *A picture of W Koh Samui hotel room*. Accessed on 20 September 2014.

<http://whotels.tumblr.com/post/97736839313/one-way-to-check-the-days-weather-w-koh-samui>

Appendices

Appendix 1. Theme interview for Generation Y's representatives in Uppsala and Jyväskylä

Tämän kyselyn tarkoituksena on tutkia mitä Y-sukupolven edustajat haluaisivat hotellipalveluilta jos heidän ei tarvitsisi miettiä rahaa. Kyselyn toimeksiantajana toimii Hotelli Yöpuu & Ravintola Pöllöwaari. Tavoitteena on saada ideoita ja käsitystä siitä mitä Y-sukupolven edustajat haluavat ja pitävät tärkeänä nykypäivänä ja tulevaisuudessa hotelleissa. Kysely on osa Jyväskylän ammattikorkeakoulun opinnäytetyötä. Kaikki vastaukset käsitellään luottamuksellisesti.

The purpose of this inquiry is to discover what Generation Y's representatives would like from hotel services if they do not have to think about money. This survey is commissioned by Hotel Yöpuu & Restaurant Pöllöwaari. The meaning is to determine ideas and receive an idea of what Generation Y's representatives want and keep as important currently and in the future in hotels. The results of this inquiry are part of final thesis in Jyväskylä University of Applied Sciences. All the answers will be handled confidentially.

TAUSTATIETO/BACKGROUND INFORMATION

Sukupuoli? Gender?

Kansalaisuus? Nationality?

Ammatti? Profession?

ENNEN MAJOITTUMISTA/BEFORE STAYING IN

- Kuinka monta kertaa olet yöpynyt hotellissa viimeisen kahden vuoden aikana? Ulkomailla vai kotimaassa? How many times have you stayed in a hotel within last two years? Abroad or in your home country?
- Mikä vaikuttaa hotellin valintaasi ja näetkö eroavaisuuksia ulkomaissa ja kotimaassa? What effects on your choice of the hotel and are there any differences between abroad and your home country?
- Mistä löydät tietoa hotelleista? Where do you discover information about hotels?
- Mikä on mielestäsi paras tapa tutustua uuteen hotelliin sen nettisivuilla: kuvat hotellista, esittelyvideo, teksti, blogi vai joku muu? What is the best way to

become acquainted with a new hotel on its own webpage: pictures of the hotel, introduction video, information, blog or something else?

- Mitä kautta yleensä varaat hotellin? How do you usually book your hotel room?
- Mikä on mielestäsi paras tapa seurata hotellia sosiaalisessa mediassa? (Facebook, Tumblr, blogi, Twitter, mobiilisovellukset...) What is the best way to follow a hotel in social media? (Facebook, Tumblr, blog, Twitter, Mobile apps...)
- Kuinka paljon olisit valmis käyttämään rahaa yhteen yöhön hotellissa nyt? How much money would you be ready to use for one night in a hotel?
- Jos sinun ei tarvitse miettiä hintaa, kuvaile unelmien hotellikokemuksesi. Mitkä kolme asiaa niistä ovat tärkeimpiä sinulle? (Esim. tilat, tunnelma, palvelu...) If you do not have to think about the price, describe your perfect hotel experience. Which three elements of those are most important for you? (E.g. Facilities, atmosphere, service...)

KYSYMYKSET Y-SUKUPOLVEN KULUTUSKÄYTTÄYMISESTÄ HOTELLEISSA/QUESTIONS ABOUT GENERATION Y'S CONSUMER BEHAVIOR IN HOTELS

- Millainen sijainti ja kulkuyhteydet ovat ihanteellisia hotellille? What kind of location and transportation connections are ideal for a hotel?
- Mitä palveluita haluaisit hotellihuoneeseen? What services you would like to have in a hotel room?
- Mitkä hotellin muut palvelut ovat sinulle tärkeitä? Which other services of the hotel are important for you?
- Millainen ravintola hotellissa pitäisi olla? In a hotel, what kind of restaurant would be ideal?
- Millaisia muiden ruokapalveluiden pitäisi olla? What the other food services should be like?
- Millaisia hemmottelupalveluita haluaisit? What kind of pampering services you would like to have in a hotel?
- Katsotko elokuvia omalla laitteella hotellihuoneessa? Haluaisitko käyttää hotellin omaa Netflixiä tai Spotifyä? Do you watch movies with your own equipment in the room? Would you like to use hotel's Netflix or Spotify?

KUVIA HOTELLIHUONEISTA/PICTURES OF THE HOTEL ROOMS

Katso kuvia rauhassa, ja laita sen jälkeen kuvat numerojärjestykseen miellyttävimmästä huoneesta ei-miellyttävimpään.

Observe the pictures and after that place the pictures in number order from the most pleasant room to the least pleasant room.

Numerojärjestys/Number order

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

Kuva A/Picture A



Figure 11. Hotel Cumulus Jyväskylä Standard single room (Cumulus' official webpages n.d.)

Kuva B/Picture B



Figure 12. Standard Omena Hotels-room (Omena Hotels webpages n.d.)

Kuva C/Picture C



Figure 13. Solo Sokos Hotel Tornii Helsinki - Solo Queen Room (Sokoshotels webpages n.d.)

Kuva D/Picture D



Figure 14. Hotel Kämp - Mannerheim suite (Hotel Kämp webpages n.d.)

Kuva E/Picture E



Figure 15. Hotel Drottning Kristina Stureplan's standard room (Ebookers n.d.)

Lisäpalvelut/Additional services

Kuva 1. "Mahdollisuus tilata samppanjaa ja ruusuja huoneeseen"

Picture 1. "Possibility to order champagne and roses to the room"

Arvostaisitko tällaista lisäpalvelua hotellissa?

Would you appreciate this kind additional service in a hotel?



Figure 16. Rosé Sparkling Wine and roses (Juhola 2015)

Kuva 2. "Hotellilla on mobiilisovellus"

Picture 2. "A hotel has a mobile application"

Arvostaisitko tällaista lisäpalvelua hotellissa?

Would you appreciate this kind of additional service in a hotel?



Figure 17. The Fairmont Hotels and Resorts iPhone app for luxury travel (King 2010)

Kuva 3. ”Seuraa hotellia Tumblr:ssa”

Picture 3. ”Follow a hotel in Tumblr”

Arvostaisitko tällaista lisäpalvelua hotellissa?

Would you appreciate this kind of additional service in a hotel?

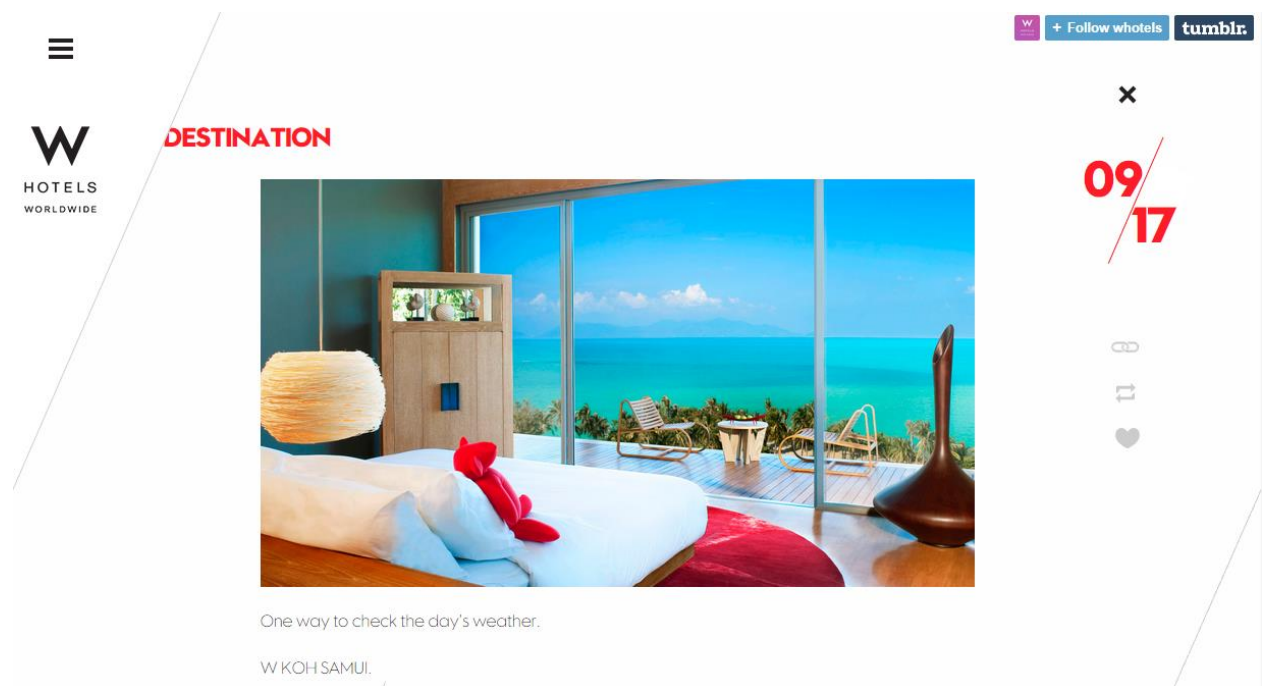


Figure 18. W Hotels' Tumblr-picture “One way to check the day’s weather” (W Hotels Tumblr 2014)

Appendix 2. Theme interview for two hotel employees in Uppsala

The purpose of this inquiry is to discover what Generation Y's representatives would want from hotel services if they do not have to think about money. Generation Y means people born between the years 1979 and 1994. This survey is commissioned by Hotel Yöpuu & Restaurant Pöllöwaari. The meaning is to determine ideas and receive an idea of what Generation Y's representatives want and keep as important currently and in the future in hotels. The results of this inquiry are part of final thesis in Jyväskylä University of Applied Sciences. All the answers will be handled confidentially.

BACKGROUND INFORMATION

- Gender?
- Nationality?
- Profession?

QUESTIONS ABOUT GENERATION Y

- Do you see Generation Y's representatives as an important target group for your hotel at the moment? How about in the future?
- What are the main customer segments in your hotel? If they are different than Generation Y, how do you think they differs from Generation Y?
- What do you believe that Generation Y wants from hotel services today? Do you see significant differences between Y and your current target group/older generation?
- Has the changing needs of Generation Y been taken into account in your hotel? If yes, how?
- What kind of additional services you have in the hotel?
- Have you thought about adding, developing or decreasing them in the future?
- Generation Y is known as Internet generation. How do you use modern technology in the hotel?
- Have the customers' booking behavior changed lately? If yes, How?