

Poshtels – the next choice of accommodation in Barcelona?

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<p>The aim of this thesis is to find out would young Finnish adults choose a poshtel as their next accommodation option in Barcelona, Spain. In addition, the goal is to make the term “poshtel” more familiar to people and find out what are the factors that influence the responders the most when they are choosing their accommodation. The aim was not to generalize the whole Finnish population, but to interview a few people who have already been to Barcelona more than once.</p> <p>A poshtel is a combination of two words: posh and hostel. Otherwise known as an upscale or luxury hostel – a poshtel combines the style and comfort of a boutique hotel with the price and sensibilities of a hostel. They were one of the biggest travel trends in 2015, and they’re spreading over the world constantly. Besides learning what poshtels are, one also needs to know what are the main motivators and determinants behind a tourist’s purchase decision.</p> <p>The method used in this thesis’ research was a qualitative research method where the author conducted a semi-structured interview. During this research seven young Finnish people were interviewed about their experiences, and how those, and other factors affect on their decision making. All of the seven interviewees have somewhat different kinds of experiences from Barcelona.</p> <p>The thesis is structured in a way that the reader first finds out about what poshtels are, continuing with a short introduction of Barcelona and an example of a poshtel located in that same city. These are important pieces of information to have in the thesis in order to the reader to truly understand what poshtels are, and what they could be as their best. After these introductions, the thesis continues to the customer behaviour part where the main motivators and determinants behind a tourist’s purchase decision are explained. The research questions were designed based on them. How the questions were designed has been explained in the method part of the thesis which comes after the customer behaviour part. To finish, the author will tell the results of the interviews, discuss the thesis process, and finally write down the conclusions.</p> <p>Based on the interviews, most of these young Finnish people had not heard of the term poshtel before but after reading the given information and answering the interview, every one of them were ready to try them out as their next accommodation option in Barcelona. They all could pay a little extra for a better experience, but location seemed to be the most important factor.</p> <p>Hostels don’t have to be cheap and crowded anymore, new arrivals with a unique twist are always welcome!</p>	
Keywords poshtels, accommodation, decision-making	

Table of contents

1	Introduction	1
2	Poshtels and Barcelona	3
2.1	Poshtels.....	3
2.2	New luxury?	4
2.3	Barcelona.....	5
3	Customer behaviour	7
3.1	Motivators	7
3.2	Determinants	9
3.3	Purchase decision-making process.....	11
4	Method.....	13
4.1	Quantitative and qualitative research method	13
4.2	Finding the interviewees and planning the interviews.....	14
4.3	Designing the interview research questions	14
5	Analysis of the results	17
6	Discussion and evaluation.....	21
6.1	Reliability and validity.....	21
6.2	Evaluation of the process.....	21
6.3	Suggestion for future research	22
7	Conclusion	24
	References	25
	Appendices.....	27

1 Introduction

Competition in the tourism industry is growing constantly. Different types of accommodation products are coming up and hosteliars want to stand out from the crowd. It's not enough to offer cheap and average accommodation services anymore, people are looking for something more unique and exciting. One of the new arrivals are poshtels. The word "poshtel" is a combination of two words: posh and hostel. This thesis is a research-oriented thesis and the research problem is to figure out amongst a group of young Finnish adults would they choose a poshtel as their next accommodation option when travelling to Barcelona, Spain. The author also wants to know whether the term was familiar to them and what are the main reasons behind their purchase-making decision when talking about accommodation in Barcelona.

Like the term poshtel, the reason behind choosing poshtels in Barcelona as a subject was also a combination of two things; the author's love for the city of Barcelona and experience from working in a hostel in that same destination. In this thesis, the author will mention one poshtel chain, the Generator Hostels, as an example and trend-setter, as it is the best-known and most widely spread poshtel chain in Europe.

Generator Hostels has currently locations in Amsterdam, Barcelona, Berlin, Copenhagen, Dublin, Hamburg, London, Paris, Rome, Stockholm, and Venice. They combine affordable rooms with unique social events for the travellers and locals and they say they're the fastest growing hostel chain in Europe. They opened their first premises in 1997 in London but the fastest growth has been in the past few years. (Generator Hostels 2017) The chain is opening its first U.S. location, in Miami, in fall 2017. (Silver 2016) In this thesis, the Generator Hostel in Barcelona will be introduced.

To figure out why a person chooses a place to visit as a tourist, one needs to look in to the phenomenon of consumer behaviour. That will be discussed in chapter 3, mostly concentrating on the motivators and determinants of a tourist, and how do they affect one's purchase decision when talking about a holiday and an accommodation. The author chose to interview a group of young Finnish people about their views on the matter.

The author's goal was not to generalize the whole Finnish youth and their opinions about poshtels. More so, she wanted to find out whether the term "poshtel" is familiar to the few she decided to talk to, and would the interviewees feel as excited about them as the author does. She hopes more people will know about the existence of poshtels after reading this thesis and would consider visiting one in Barcelona, or anywhere else in the world.

One of the author's big wishes is to see poshtels, that offer something fun for the locals as well, coming to Helsinki and Finland. In the author's opinion, even though it's going to the right direction, Helsinki desperately needs more variation to its selection of accommodation.

2 Poshtels and Barcelona

In this chapter, the term “poshtel” will be explained as well as what are the typical characteristics of a poshtel. How could one describe them? The author will write about their situation as a world-wide trend and mentions a couple of factors what makes them so “cool” and popular. The author is also wondering what is luxury nowadays and could poshtels be included in that category in any way. This chapter will end with a short introduction of Barcelona and the Generator Hostel there. To explain these things, it will be easier for the reader to understand why it’s not so black and white to describe a poshtel and how different people interpret luxury or “posh” in an individual way. It’s important for the sake of the research to give the interviewees some background information because without any clue what poshtels are, it would be very difficult to answer any questions about them. This subchapter (2.1.) will be given to the interviewees to read before the interview begins.

2.1 Poshtels

A poshtel is a combination of words posh and hostel. Otherwise known as an upscale or luxury hostel – a poshtel combines the style and comfort of a boutique hotel with the price and sensibilities of a hostel. (Lonely Planet 2017.) It’s a style that brings together two concepts that most travellers wouldn’t likely use together: luxury and hostel (Business Insider 2017). Like many hostels nowadays, poshtels offer the customer a choice of a private room, with an own bathroom and the commonly hostel-related dorm rooms. Amenities vary amongst different hostels – some may even offer a casual fine dining restaurant, a penthouse suite, a spa and a pool area whilst others offer a bicycle rental, a tattoo shop and an underground night club. (Silver 2016.) These design hostels, also known as boutique hostels, have embraced hip interiors and cutting-edge architecture to attract the budget traveller with an eye for style (Preston 2012). They are not only for backpackers, but can lure in the budget-conscious traveller of all ages who are looking for a chance to be social (Silver 2016). There are more and more people who still enjoy the sociable side of hostels but feel they’ve outgrown the big dorm rooms. Traditionally, a hostel and a hotel have been different accommodation types, but that distinction is rapidly breaking down, also in the demographics of the clientele. Competition has played a big part in changing expectations and people are demanding more. Customer feedback is a key factor in how and why hostels have changed so much in a relatively short period of time – it’s due to the internet era and the rise of the review sites, such as TripAdvisor and Hostelworld. In the past, feedback have gone privately to the staff. Now, it goes to the world, and it’s much

harder to ignore – therefore the hosteliars need to pay a special attention to those numerous websites and taking on board what young, and not so young, travellers want. (Whitley 2015.)

One can find articles written about poshtels that date back to year 2010, but the term is still quite un-known amongst hostel-goers and travellers in general. Poshtels have been referred to as one of the defining travel trends in 2015 and they started spreading from Europe to the United States. (Business Insider 2017.) Their upscale appeal is becoming widespread throughout the hostel industry (Silver 2016). They are places where the budget traveller does not only go to sleep, but also to experience the local culture of the city they are visiting (Business Insider 2017). Many poshtels want to display local artwork and design, and in general be as local as possible. These two also are one of the big trends we're currently having in the hotel business – being local and including art. (Conroy 2017.)

What separates poshtels from small hotels is the fact that they offer shared rooms, bigger common areas, more add-on services and overall lower prices. They're fun and energetic and the atmosphere and the staff showcases passion. They have something unique, maybe in their services or maybe in their premises – or in the best possible scenario: both. Poshtels may cost more than the “normal” hostels but the benefit of staying in one is that you can see someone has put a lot of thought and effort to the guest experience. People who go for poshtels, could be maybe even called as hipsters, who are not wanting to go back to the enormous dorm rooms with weird odours and filthy bathrooms, but are still looking for the chill, relaxed, people-loving atmosphere. (Preston 2012.) Hostels are places for the experienced international traveller where you meet other people and could even make life-long friends. To stay in a hostel builds a great communal spirit and is part of the traveller's adventure. (Student Universe 2017.) It is also a great advantage and possibly a new experience for the un-experienced travellers to be able to meet the experienced ones in the premises of their accommodation. They can help in every day matters, give great advice on how to behave in a new country, and suggest things to do together. One has to keep in mind, “poshtel” is not an official classification by hotel industry's standards – it's more of a nickname and a way to be distinguished from the basic hostels.

2.2 New Luxury?

“The changing face of luxury holds the power to turn classic luxury brands into losers” (Springer 2011, 179). The world is changing constantly and so are people's values – is

luxury changing with it? Globalization and fast spreading of trends give an opportunity for economical and personal perspectives to rise. Environmental consciousness will change people's standards and raise knowledge on things people might not have paid attention to decades ago. In the luxury segment of hospitality industry, the immaterial value sometimes exceeds the material value of a product or service, so brands must always be managed accordingly with the surrounding world. From the answers of a study conducted with 900 people in Germany, Austria and Switzerland, nine segments were made up that could be used nowadays to describe a term "new luxury". (Springer 2011, 180.) To mention a few, there is something called "The Consumer as a Connoisseur", where the service is designed for someone with familiarity with luxury products and who sometimes knows more about the brand and the product than the salesperson. "Personalised Premium" is something creative and unique, where the most important thing is to express one's identity and stand out from the crowd. With "Gregarious Consumerism" it is aimed to fulfil one's wishes to spend time together with family, friends, old and new contacts by doing something fun together and creating shared social experiences. (Springer 2011, 181.) The two latter ones perfectly describe what a poshtel could be as its best – something that stands out from the crowd by being unique and creative, which has the hostel-kind of a feeling where you can go as a group, meet new people as an individual and have a good time. But could one call poshtels luxurious? Perhaps it's for everyone to decide on their own, for some people they could be somewhat luxurious. For example, a businessman who has a lot of free time during his trip, might find it luxurious to be able to socialize outside of his working environment. He needs a private room in order to sleep properly and do some work, but when he wants to socialize, he doesn't have to leave from the premises where he sleeps in, and therefore he could choose a poshtel to stay in.

2.3 Barcelona

Barcelona is the second largest city in Spain and the capital of Catalonia with about 1,6 million inhabitants. It's a city that has something for everyone. It is situated between a line of beaches and mountains, it is famous for its football and culinary opportunities. You can have some amazing local food or experience world class international cuisines just like in any other big European city. For wine-lovers there are vineyards in a short train ride away, or you can rent a scooter or a car to drive there yourself. It has some great festivals, music and religion-related, as well as world famous jaw-dropping architecture and shopping possibilities. A visitor has to keep in mind Barcelona is also notoriously famous for its' pickpockets. (Barcelona Life 2017.) The city has been a top destination for travellers for decades now. In year 2015 there were 8,3 million tourists just calculating those staying in

hotels (Barcelona Turisme 2015). Barcelona became world famous after hosting the summer Olympics in 1992 (Barcelona Life 2017).

One of the best known poshtels in Barcelona is The Generator Hostel Barcelona which has a perfect location keeping in mind what kind of people it lures in. It's in the neighbourhood of Gràcia which is loved by the local youngsters, as well as tourists who find their way there. It's the hippest neighbourhood in Barcelona. It's the bohemian, artistic centre of the city with numerous, small, cafe-lined plazas and cool hide-away streets with interesting shops and bars. The appeal of the neighbourhood is hard to explain - there is a unique mix of people and cultures. Sitting in a plaza on the patio, eating tapas and drinking sangria, you can watch people doing their daily routines. Elderly locals are walking their dogs or just sitting on a bench watching people walking by, youngsters chilling with friends, street musicians playing guitars and singing for customers at the cafés and random teenagers laying in the sun on the ground in the middle of a plaza. It seems that in Gràcia everything is normal. (Sant Jordi Hostels Gracia 2017)

The Generator Hostel's interiors showcase a mix of styles (just like Barcelona does) and include an oversized wooden birdcage, a winding staircase and a chill-out lounge with 300 colourful lanterns hanging from the ceiling. In their bar and lounge they've used Hungarian concrete floor tiles and earthy raw metals and wood. For the luxury-seekers, the hostel offers rooms with a terrace and penthouse apartment with amazing views of the gorgeous city of Barcelona. (Generator Hostels 2017.) Another award-winning hostel in Gràcia, is Sant Jordi Hostel, which has amazing reviews, but the author wouldn't call it as a poshtel since the hostel only offers shared rooms and nothing extraordinary in its facilities.

3 Customer behaviour

Consumer or customer behaviour can be defined as customer's purchase behaviour which is done in order to meet the needs of a consumer. Consumer buying behaviour is related with consumption of products and services. Consumer behaviour and making decisions are influenced by various factors such as social, cultural, and personal factors. (Roberts 2016.)

In this chapter, the phenomenon of customer behaviour and purchase decision-making will be explained to the reader. To make a decision whether to stay in a poshtel or somewhere else, a tourist goes through a series of thoughts and self-searching before they make the decision. It's not a clear yes/no question and multiple motivators and determinants are behind any decision-making process. How they are as a tourist, what are their interests and desires - these are all important things to think about when deciding which accommodation to choose. In this chapter, the main issues regarding a tourist's motivators and determinants when deciding and planning their future holiday will be introduced to the reader. As a big part of solving and finding answers to the research problem, past experiences and personal circumstances are extremely important in the case of finding out what are the most affective ones amongst the chosen interviewees. What can these motivators and determinants be, and which of them affect more strongly than the others?

3.1 Motivators

A wide range of factors can motivate a person to buy a certain product. What are those factors when talking about tourism and accommodation products? What encourages tourists to make particular purchase decisions? The motivating factors in tourism industry can be split into two groups:

- 1) those which motivate a person to take a holiday
- 2) those which motivate a person to take a particular holiday to a specific destination at a particular time. (Swarbrooke & Horner 2011, 53.)

There are no widely recognized ways of categorizing the main motivating factors and there are number of potential "variations" for each motivator and how they can be combined. However, the main categories and what they could include are as follows:

Table 1. Main categories of motivating factors according to Swarbrooke & Horner (2011, 54)

<p>Physical:</p> <p>relaxation suntan exercise and health sex</p>	<p>Status:</p> <p>exclusivity fashionability obtaining a good deal</p>	<p>Cultural:</p> <p>sightseeing experiencing new cultures</p>
<p>Emotional:</p> <p>nostalgia romance adventure escapism spiritual fulfilment</p>	<p>Personal:</p> <p>visiting a friend or a relative make new friends need to satisfy others</p>	<p>Personal development:</p> <p>increasing knowledge learning a new skill</p>

We must keep in mind that every tourist is different and so are the factors that motivate them. According to Swarbrooke & Horner (2011, 55) the main factors which determine individual tourist's motivations are their personality, lifestyle, past experiences and past life, their perceptions of their own strengths and weaknesses and how they wish to be viewed by other people. These motivators change with everyone over time according to their personal circumstances. These circumstances might include having a child, meeting a new partner, an increase or reduction of income, health issues and changing expectations and experiences as a tourist. Both positive and negative experiences can have an effect on their current motivations. For example, if you have amazing memories from a place (perhaps from a honeymoon), it's very likely you'd want to visit it again after some years have passed.

It is very unlikely to be influenced just by one motivator, usually it's a combination of number of them. For example, you might want to relax but are you the type of a person who relaxes on a beach sunbathing and drinking cocktails with your friends, or going skiing and having a romantic weekend with your special someone. This comes to the motivational factor of who we're taking the holiday with and how it influences our decisions, for example, where to stay at. If you're travelling in a group, it's not only your own motivators that need to be considered and compromises are important from everyone's side. Our expressed and real motivators can sometimes be different because we don't always want to

tell others what our true motivators are. Might be that the others won't see them as acceptable, so we lie, or that we ourselves might not always recognize the motivators - they can be subconscious or unconscious on some level. (Swarbrooke & Horner 2011, 56-57.)

One could make an assumption, that young people's motivations could be partying, heavy drinking, sex and making new friends, and that elderly people are looking for nostalgia and to play bingo. As said before, motivators are different for each individual, but there are also noticeable differences between genders and cultures. The motivators can also vary based on the timing when the decision of the purchase is made. "A last-minute booking may reflect a desire to obtain a discounted bargain or wish to surprise a partner, or be a response to a stress at work" (Swarbrooke & Horner 2011, 60-61). On the contrary, a holiday which is booked months beforehand could be a result of a wish to visit a famous event, such as a festival, where it's essential to book flights and accommodation as early as possible. It is also possible for someone to enjoy the anticipation of a future holiday.

It has to be kept in mind that this thesis is concentrating on young Finnish people, so one cannot forget to think about what may be the most common motivators for a Finn to go on a holiday – and in this case, to Barcelona. Many Finns are fascinated by the Spanish culture, language, people, and food. A change of a social environment can be a big motivational factor for a Finn to travel to Spain over and over again. In addition to the social environment, one cannot simply forget about the warmer Southern European weather. There are plenty of tremendously popular destinations in Spain amongst Finnish people, where Finns escape the darkness and coldness of the Finnish winter, such as Costa del Sol (Sunny Coast). Barcelona might not be one of the most popular winter destinations but it still lures in tourists all year around. (Rantapallo 2016.) These kinds of cultural factors are important ones, since culture is the basic area which affects what human wants. It affects the values, perception, preferences, and behaviour of a person. Then there are also social factors which refer to your family, social roles, and status. These you learn from the different social groups you're in during your lifetime. (Roberts 2016.)

3.2 Determinants

It's obvious that the issue of motivation and motivators is very complex and depends on a wide variety of factors, there is a thin line between our desires and the things that actually determine our behaviour (=determinants) regarding a purchase decision. Just like motivators, determinants can be split into two groups:

- 1) those factors which determine whether a person is able to take a holiday or not

- 2) those factors which determine the type of the trip, if the previous-mentioned determinants allow the holiday to be taken. (Swarbrooke & Horner 2011, 62.)

In this thesis, the main focus will be on the personal determinants of an individual tourist rather than the motivators, since they have a bigger effect on the interviewees of this thesis and whether they would choose to go to a poshtel in Barcelona or not and why. Also, the author wants to concentrate on the second group of the two mentioned determinants, since in the interview she'll conduct, an imaginary (or non-imaginary) holiday is definite to happen.

The personal determinants of a tourist behaviour can be split into four subcategories, which are: circumstances, knowledge, attitudes, and perceptions and experiences. What can be the personal circumstances that affect on the purchase decision of a holiday? For example, health, income, available time (work commitments), and family commitments are big factors people think about. Knowledge of the destination, availability of different tourist products and knowledge of the price differences between competitors (such as hotels, hostels, and Airbnb) are things that all holiday-planners will take into consideration at some point of the decision making. A tourist's personal attitudes and perceptions are also important. They can be, for example, political views of the individual, preferences to particular countries and cultures (such as Spain), fear of flying, what constitutes value for money and how much beforehand they plan and book the trip. (Swarbrooke & Horner 2011, 63.) When talking about poshtels, and attitudes towards them, they may not be the best option for someone who feels anxiety in social situations – on the other hand, they could provide a great learning environment for someone wanting to improve themselves in new, social situations. Also, how a poshtel wants to advertise themselves, is creating different kinds of attitudes amongst different people. For example, if a poshtel is posting lots of pictures on their social media accounts of young people partying and drinking, one's attitude towards the poshtel could turn negative if they are not looking for that kind of activities to pass the time.

Experiences play a key factor in deciding where and when to travel. Many of us already have experiences of different types of holidays and destinations, products that tourism organizations offer and experiences about our travel companion(s) - how it is to travel with them and what are the things they like. Even for the same individual these determinants will change over time with changes in age, family situation and experiences as a tourist. (Swarbrooke & Horner 2011, 63.)

The changing and developing tourism industry plays a great role in effecting the determinants of one's behaviour as a tourist. The tourism industry develops new products which specifically match the determinants of a tourist's behaviour; for example, packages designed for handicapped people. Nowadays, all the information that is needed to be prepared for a certain destination can be found online, these can include visa requirements and a list of sights and attractions. Many companies in the industry can design a specific marketing plan based on the visits a potential customer makes to their brand.com or optionally, provide a service for the customer where they can set "an alarm" for a certain product when it comes on sale, when it reduces in price or when the sold-out product is available again. The information that is provided by the company becomes part of the information that determines a customer's expectations towards the holiday. Poor or inaccurate advice from a company can lead to the customer having an unsatisfactory holiday and determine their future behaviour, such as not using this particular company ever again and giving negative feedback to their friends and relatives. (Swarbrooke & Horner 2011, 67.)

All these determinants are complex and changing over time with each individual. In the next paragraph, the purchase decision-making process will be studied and explained and what kind of questions one has to ask themselves before making the decision.

3.3 Purchase decision-making process

Tourism products are large, sometimes complicated, services and they exist at two levels:

- 1) the package holiday, which includes multiple products from different sections such as accommodation, transportation, and tours
- 2) the products of each individual sector which can be sold alone, such as plane tickets and hotel rooms. (Swarbrooke & Horner 2011, 69.)

In this thesis, the focus will be on the latter one, since the author wants to know about the factors that influence purchase decision when talking about accommodation.

The decision to purchase a tourism product, in this case accommodation, is the result of a complex process. It's an outcome of several factors which relate to the consumer and to their external influences. It has to be said that the diverse characteristics of every individual and independent tourist make the purchase decision phenomenon very difficult to study and research, and there is a range of questions the tourist has to ask themselves. For example: How long will the holiday be? Which type of accommodation (serviced or non-serviced)? When is the travelling taking place? Once they get on the spot, there are

plenty of more decisions they have to constantly make, such as where to have dinner, which sights to visit and when. One cannot view tourists as a homogenous group since every tourist is different. So are the natures of the holiday – it takes more effort to purchase a twenty-eight night, tailor-made trip around the world for a couple than a heavily discounted last-minute, week-long holiday to a beach destination for two students. (Swarbrooke & Horner 2011, 74;78.)

There are two groups of factors that influence the holiday decision of a tourist; internal and external factors. Internal factors could be the personal motivators, health, income, personality, lifestyle, past experiences, family and work commitments, hobbies, and interests. Examples of the external factors are availability of the suitable products (hotels' occupancy rates), information obtained from the destination/product, word-of-mouth (positive and negative), special promotions, and the climate of the destination. (Swarbrooke & Horner 2011,74-75.) These external factors are something the consumer can't control. It is recognized that there are three different stages in the decision-making process:

- a) pre-decision stage and decision process
- b) post-purchase evaluation
- c) future decision making,

where basically part C is the same as part A – it goes on as a circle. (Swarbrooke & Horner 2011,76.)

Mansfield & Pizam (2000, 152) write about the same internal and external factors as well, but in a little different way. They have explained it more of how the process of decision making goes. They say that to start the whole process of decision making, one needs to first recognize their own needs. First the tourist needs to use their long-term memory to seek if there is already a solution that exists to satisfy that particular need (= past experiences). And if this internal search does not provide an alternative, then they need to start looking from the external sources, such as friends, advertisements, media, and travel agencies.

4 Method

In this chapter, the author will explain what are the ways of doing research and the reasons why she chose one of them as her research method. She will also explain how she started designing her interview questions and what is the structure of the interviews.

4.1 Quantitative and qualitative research

Before deciding the way of doing research, one needs to do some self-searching – what is one capable of, what is the timeframe available and what kind of information one wants to find out? The author was doing the thesis in kind of a short timeframe so she knew she wasn't capable of waiting weeks in order to gather enough answers from a quantitative research. Also, she wanted more personalized answers, not only from yes or no, nor multiple-choice questions. Every tourist is an individual, so putting the right choices into the multiple-choice questions seemed like an impossible task to do.

The two common ways of doing research is either qualitative or quantitative research. Before starting the research, one needs to think about which one is more applicable for their purpose and what kind of results they are looking for. Quantitative research involves numbers, statistics, data analysis and measurements. Qualitative research method is sometimes involved with social and cultural events and the one who conducts the research is also observing the recording different kind of behaviour. With qualitative research method, the data givers are not randomly selected, whereas with quantitative one can't always control who answers and the group of replicants can be very large. Qualitative research gives us a subjective answer to a certain question and it can't be used as a generalization, whilst quantitative research is looking just for that. (Virginia Tech 2017.)

Qualitative research method is used to find the answers for questions why and how. The qualitative research situations are mostly focused on seeking meaning and purpose for something, hence the findings are harder to measure and cannot be used as a generalization. Qualitative research method's goal is to understand what is underneath the surface and it aims to find a deeper meaning. The results that are collected, are not displayed in statistics or numbers, but more as thoughts and opinions. (Keegan 2009, 11.) The author chose qualitative research as her method, since she knew getting enough answers from a quantitative research would be nearly impossible in the timeframe she had. If the author would have gotten over 100 answers from a quantitative research, then the findings could

have been used as a generalization of the focus group. Now, when she decided to interview only a handful of young Finns, the results can't be implemented to the whole young Finnish population.

4.2 Finding the interviewees and planning the interviews

The author chose to interview young Finnish people who have already visited Barcelona, or lived there for one reason or another, so the knowledge and experiences are already there. She wants to figure out would the interviewees choose something they know and are comfortable with, or based on the possibly new information they'll get before the interview, would they choose something new and interesting, in this case, poshtels. Further than that, she wants to know the driving motivators and determinants behind those choices and how they affect the purchase decision when combined.

The author chose these six people from her group of acquaintances based on the knowledge she has of their experiences in Barcelona. She wanted to have people with as different kinds of experiences and timespan that they have spent in Barcelona as possible. She wanted to interview someone who has lived there, someone who has worked there, someone who has visited more than once, and someone who is planning on visiting Barcelona in the near future.

As said before, the main focus will be on figuring out the personal determinants of the interviewees rather than the motivators. The determinants have a bigger effect on the interviewees of this research because in the interview she conducted, an imaginary (or non-imaginary) holiday is already definite to happen and the motivating factors to book a holiday are no longer relevant. Everything has been decided and planned, just the choice of accommodation is lacking. Before the interview, the author, who also conducts the interviews, will give a short explanation to each interviewee what a poshtel is. If they wouldn't get any information beforehand, it would be very difficult for them to answer whether they'd choose to visit one and why. It has to be kept in mind, that every tourist is different and the answers are purely based on the interviewees' own opinions and thoughts.

4.3 Designing the interview research questions

The author chose to use semi-structured interview method as her way to ask questions from the interviewees. In semi-structured interview, all the questions are almost identical for each interviewee – some space for improvising exists. They are also asked in the same order from every interviewee. Semi-structured interviewee is the best option when

information from a specific subject is wanted, and it's not needed to give too much freedom for the interviewees. (Saaranen-Kauppinen & Puusniekka 2006.)

It is important the interview questions are designed carefully and based on the theoretical part of this thesis in order to back up the results. The questions have to be objective and not trying to lead the interviewees to any specific direction. What gave the author some additional obstacles, was to make the questions applicable for both face-to-face interview and interview conducted via email (=written form), since in the beginning she knew she was unable to meet all the interviewees personally to make these interviews. In the end, all the interviews were made via email due to everyone's busy timetable.

The author decided to do the interviews in English, since she knew every one of the interviewees can handle it in English and it saved the author some time not needing to translate everything in the end. For every interviewee, the author gave a piece of the thesis (subchapter 2.1.) to read where poshtels were introduced and typical characteristics explained.

Even though, the author, who conducts the interviews, will give an explanation of what a poshtel is, she wants to know if the interviewees have heard of the term "poshtel" before. It gives an insight whether the term is as unknown as the author predicts it is, even amongst students in the same field of hospitality.

In order to find out would the chosen interviewees choose poshtel as their next accommodation in Barcelona, and the reason why or why not, it is vital to ask the right questions in a right way. Poshtels, just like hostels, are places where you most likely will meet new people and interact with them, so it would be stupid not to ask whether the person would describe themselves as social, and do they have social needs when travelling to Barcelona. It is also possible, since the interview is conducted for people who already have been to Barcelona, that they already have established a social group (=friends) there, and that they don't feel the need to get to know any more people. When they choose their accommodation, it might be that they just want some privacy and peace and quiet.

The author wanted to know what is the most-likely reason for the interviewees to go to Barcelona next. These things are related to the motivational factors one needs to have in order to start planning the trip. These motivators can be physical such as relaxation, getting a suntan or exercise in a different climate. They can be cultural such as sightseeing and experiencing new cultures, personal like visiting a friend or a relative or to make new friends or emotional motivators such as nostalgia, romance, adventure or escapism (=to escape from their everyday life). All these examples of possible motivators were explained

in chapter 3 in Table 1. “Main categories of motivating factors according to Swarbrooke & Horner (2011, 54)”.

In the interview, the author also asked about the replicants past experiences about the accommodation in Barcelona. This was because past experiences have a big influence on how we'll act in the future. If the place of one's accommodation was terrible, one does not want to return and would probably avoid same sorts of places. Great experiences might want us to go back to the same exact premises over and over again. Also, depending on the type of the holiday – one might deliberately choose another type of accommodation than when they last visited. For example, if the previous time the tourist was visiting for partying and having a good time, and the next time will be a romantic couple's trip, their accommodation decision is probably not the same.

The author decided to ask whether the interviewees read online reviews, do they rely on them, and do they often turn to their friends and relatives for advice. These are so called external factors that can consciously or unconsciously affect the tourist's decision. Normally, one turns to these external factors when they cannot find an answer from their internal factors, such as their memory. She also wanted to figure out what do they value the most when talking about holiday accommodation. It's most likely that when the interviewees were students, price was always the most important factor. She wants to know is it still so important, and how much extra per night would they be willing to pay for a better quality and better experience. It is certain that price has a big influence on the decision-making anyway, but what are the other factors the interviewees value the most?

Personal attitudes affect everyone's decision-making. What are the interviewees attitudes towards hostels (and poshtels) is something that the author wanted to also ask them also. In case some of the interviewees hates hostels and feels uncomfortable in social situations, it's very doubtful that they'll want to visit a poshtel anywhere.

5 Analysis of the results

In this chapter, the results of the interviews will be revealed and analysed. For privacy, all the interviewees will remain anonymous and will be referred to as Interviewee 1, 2, 3, 4, 5, 6 and 7. Some background information will be still provided. For better understanding and reading experience, the author has corrected some spelling mistakes on the interviewees' replies without damaging any meaning of the replies. All the replies can be found in the appendices.

It's probable that the interview questions could have been a little bit different if the author knew in the beginning that all the interviews will be conducted via email and not face-to-face.

Table 2. Interviewees' background information

	Gender	Age	Visits in Barcelona	Profession
<i>Interviewee 1</i>	F	24	2	Student of hotel management, works at the airport
<i>Interviewee 2</i>	F	25	3	Hairdresser and waitress
<i>Interviewee 3</i>	F	24	4, lived for 6 months (exchange)	Flight attendant
<i>Interviewee 4</i>	F	25	3	Customer servant for a cruise company
<i>Interviewee 5</i>	F	23	2	Cleaning lady and personal assistant
<i>Interviewee 6</i>	M	26	3	Musician and cargo operator
<i>Interviewee 7</i>	F	24	2, lived for 6 months (internship)	Customer servant at the airport

All these interviewees are Finnish and have been born and raised in Finland.

Only one of the replicants knew somewhat what poshtels are and had visited one in Denmark. Most were completely unfamiliar with the term and some had a clue what they could be but didn't know the exact meaning. One could make a conclusion out of this that the term "poshtel" is not familiar amongst Finnish people. It's not really a surprise since the

term is not an official one and it's a relatively new trend in the industry. At least they know now what poshtels are and can spread the word forward.

The most-likely reason for the replicants' next visit to Barcelona vary a lot. Interviewee 5 and 6 would go for a romantic get-away, Interviewee 4 would go to party and Interviewees 1, 2 and 3 would go to explore the city and during the summer enjoy the beach. Interviewee 1 would also like to meet her friends who live there as well as Interviewee 7 who worked in a hostel in Barcelona and would like to have a reunion with her co-workers. Interviewee 6 is mostly interested in the football culture. As said before, every tourist is different and based on their circumstances in life (for example, in a relationship or not) would go to visit Barcelona for different reasons. Those in a relationship would most-likely go with their boyfriends/girlfriends and those who are single would go party and visit places that are familiar to them (nostalgia).

Since basically all the interviewees have a bit different kinds of experiences from Barcelona and stayed in different accommodations, those experiences affect each interviewee in an individual way. What one can say within the first look on the answers is that only Interviewee 6 had somewhat negative experiences from his stays in hostels in Barcelona. Still he feels like the only way it could affect his decision-making is not to go back to those specific places. He wouldn't cut out all the similar options. Interviewees 3 and 6 had stayed in multiple hostels in that city whilst Interviewees 1 and 2 had chosen Airbnb. Interviewees 4 and 5 had stayed at a friend's place. Interviewees 2 and 5 would choose different places to stay next time, 2 mostly because she wants to experience different parts of the city each time she visits. Also, Interviewee 7 likes to try something new every time, although she says that if a place is great in every way, she could consider going back there. Interviewee 5 would choose a different place because the last place she stayed in was her friend's apartment and the friend doesn't live there anymore, so she is "forced" to choose another accommodation option. This is a good example of personal preferences vs. external factors that one can't control.

Social needs are a bit different with the interviewees. Some love to meet locals and fellow tourists whilst others are not choosing a place based on the chances of meeting new people. Interviewees 1,2, 3 and 7 would like to meet locals in the premises of their accommodation, 1, 2 and 7 would also like to meet fellow tourists - Interviewee 3 also wants to meet some but would rather avoid places crowded with tourists. Probably because she has lived in Barcelona and sees herself more as a local (or ex-local) than a tourist. 1 and 2 highlighted that they want to experience the city from a local point of view, have an authentic experience and get great advice from the locals. For Interviewee 4 and 5 meeting

locals, or other people, is not important but they wouldn't mind it either. For Interviewee 6 and 7 it depends on who they're travelling with. Interviewee 6 said that if he travels with his girlfriend, he doesn't feel like socializing that much. If he's travelling with his friends, then he would gladly meet locals and other travellers.

All the interviewees do at least some research before travelling or booking anything. Some ask for advice from their friends and others do more online research. They all rely on the reviews at least to some extent. The multi-search engine, TripAdvisor, was mentioned twice by the Interviewees and it also received some criticism – Interviewee 4 said that the places are not usually as bad as the reviews might indicate. People rely more on their friends' advice and Interviewee 1 also mentions books as her source of information.

Price was an important factor for everyone. The author asked if they are willing to pay more money for a better experience (a bit of luxury) and all of them said yes. The price range was from 10 euros up to 100 euros per night. What seemed to be even more important was location, especially for Interviewee 4. What were also mentioned by couple of the Interviewees was breakfast and friendly staff. For Interviewee 7 these seemed to be more important than for the others. Although, she said if the place does not offer breakfast, they should have a well-equipped kitchen for the customer to use. She also values nice common areas inside and outside. Interviewee 6 had the most different answer from them all – he values most a good bed and silence, since the place for the accommodation for him is mostly just a place to sleep. Cultural factors affect our personal values and culture is the basic area which affects what human wants. The culture where we live in affects on our values, perception, preferences, and behaviour of a person. (Roberts 2016.) Might be that people from other cultures value different things than us Finns.

For Interviewees 1, 2, 3 and 5 their travel company does not have much of an affect on their choice of accommodation because they usually travel with people who share their preferences and spending behaviour. For Interviewee 4 it's also not that big of a deal, she just does not want to sleep in big dorm rooms anymore. Interviewee 6 and 7 the travel company has a big affect – their choices of accommodation would be completely different depending on whether they'd travel with their family or with their friends. In this case number 6 refers to his children and 7 to her parents.

Everyone else except for Interviewee 6 says that their attitudes towards hostels have gone to a more positive way in the past couple of years. Interviewee 5 said she had prejudices before that hostels are only for hippies but now those prejudices are gone. Many

have noticed that the variety has gone bigger even amongst hostels. What made Interviewee 6 less positive were his not-so-great experiences from some hostels during his travels. He wrote that now he knows that cheap prices come with a reason.

To finish off this whole interview, the author asked all the interviewees whether they'd consider trying out a poshtel next time they visit Barcelona. This question was the most important one of her whole thesis process and all the other questions were to back-up the reasons behind that decision. Every single one of the interviewees were ready to try them out – so yes, they could choose a poshtel next time they travel to Barcelona. Most eager to try them out were Interviewees 1, 2, 3, and 5. Number 1 said that she's always ready to try new accommodation trends, such as poshtels and Interviewee 2 said she wants to book her next trip already. Interviewee 4 was the only one who had already visited one before and her good experiences from that one made her feel like why not try one in Barcelona as well. Most of the interviewees seemed really curious and interested about them and for example, Interviewee 3 said staying in a bit more luxurious accommodation could make her next experience in Barcelona better.

6 Discussion and evaluation

This chapter is to tell the reader what could be the problems of the research's reliability and validity. After that the author will evaluate herself and how the whole thesis process went in her opinion.

6.1 Reliability and validity

The credibility of a research can be measured with reliability and validity. For a research to be reliable, others should be able to perform the exact same experiment, under the same conditions and end up the same kind of results. Validity on the other hand means the fact of how well the study measures what it is supposed to measure.

One could question about this thesis' reliability since the interviewees are all author's acquaintances and one could doubt what the author has said to them before the interview. During this research, the sample was quite small, but the author predicts that even if it would be a double or a triple amount, the results would be of the same nature.

What comes to validity, one cannot be completely sure if the interviewees answered 100% honestly – or did they feel compelled to answer what was expected to. It has to be remembered that no matter how many replies received, the answers can't be generalized to the whole nation. This was never the aim of this research.

6.2 Evaluation of the process

The author had been postponing the writing of the thesis for as long as she could. She witnessed her classmates graduating one by one for a year and a half and the pressure was on for her to follow. What made her feel a bit better was the fact that she wasn't the only one left. One of her best friends from her class was also dealing with the fact that they have to graduate now, so the support system she got from there was vital for the author. Deciding the topic was difficult for the author. She knew she wanted it to be about Barcelona but she went back and forth and giving up multiple ideas before ending up with this one. It was based purely on luck that she stumbled on the word "poshtel" and was immediately intrigued by them. She decided that this was it and started writing down ideas. The starting process was the most difficult one for the author – she knew what had to be done but felt so unable to get things done. Here she will be eternally thankful for her friend who was in the same situation.

After the rocky start and slow writing, a problem the author quite quickly found out, was that most of the people she knows has nearly the same kind of experiences from Barcelona as she does. She met some of them during her internship or exchange period when the people she met were there for the exact same reasons. Others are just her close friends or a friend of a friend who she knows have been to Barcelona more than once and love to travel. To find and decide the interviewees was a bit of a challenge since she wanted the interviewees to have different backgrounds when it comes to their relationship with Barcelona. Another problem was the author's own fault of not doing this earlier. She had to come up with the interview questions quite fast after finishing the theory part so the analysis of the questions might have suffered a bit. She also wished to do all the interviews face-to-face, but due to the busy timetables and people's different places of residence, she conducted them all via email. It's a pity since she was unable to make any follow up questions, but on the other hand, all the interviewees got the same treatment and conditions of answering and that's a good thing. Also, it has to be remembered, that due to the fact all the interviewees did it via email, they could choose in which order they wanted to answer the questions. What made the writing of the analysis of the results quite difficult was that the interviewees all sent their answers at a different time, some of them very late. The author had to start writing the analysis before all the answers were in and adding information in the middle was a bit difficult.

The results of the research conducted for this thesis did not surprise the author. She would have been surprised if most of the interviewees' attitudes towards poshtels would have been negative. She was expecting for maybe 1 or 2 more reluctant replies, but to her positive surprise, she got none. She is happy for the results and that now more people know about hostels and are interested in them. Hopefully they'll spread the word forward so in the upcoming years we could see them popping up in Finland as well. As the author is still unsure what she wants to do in her future, working in a poshtel does not seem like a bad idea at all.

6.3 Suggestions for future research

Since the term poshtel is not an official one and still very un-known, there's a lot more room for future research. What mostly interests the author is the possibility to see them in Finland, would they be successful and how they could cooperate with the locals. Where could one be located and what would they be offering? It could be a great international living room where locals can meet tourists and vice versa. Locals could bring in their art and the prices should not be sky high. What the author would have done had she gotten more time (or starting earlier), is doing a quantitative research with over 100 replies and sending

the survey all over Finland, not only her acquaintances in the capital area. Those results could have been used more as a generalization and the variety of answers would have been wider.

7 Conclusion

Based on the answers of the interviews, these young Finnish people are willing to try a poshtel during their next trip to Barcelona. For most of them the word was not familiar and some got very excited about them after finding out what they are. That was one of the author's secret wishes.

Everyone is their own individual persona as a tourist to which multiple factors affect during their lifetime. People want different things, and that's something no one can do anything about – it's also what makes human beings interesting. Experiences shape us as who we are and so does our personality and external cultural factors. What do we value the most and how does other people around us affect on how we behave? These kind of questions were found answers to from seven young Finnish people. Tourism products can be large and complicated packages and so can tourists themselves. To figure out what determinants affect one's purchase-making decision is very difficult, in case you're not an expert in psychology and people's brains. As the competition is getting fiercer in the hostel industry, is more important than ever before to stand out from the crowd and be unique. Poshtels are like this as their best. They are not luxury for everyone, but even the word luxury is not so self-explanatory anymore. It will be interesting to see what happens to poshtels – will they become more familiar, continue as a trend, and spreading across the world.

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Appendices

Appendix 1. Interview questions

Before the interview, please read through the short introduction of what poshtels are. After that, you are ready to answer the questions!

Interview questions:

1. First, please write shortly how many times you have visited the city of Barcelona, or the surrounding areas, and what was the purpose of your last visit.
2. Have you lived in Barcelona? If yes, for how long and why?
3. Before reading the information about poshtels, had you heard the word “poshtel” before? Were you familiar with them? Have you visited one in any country?
4. What would be the most-likely reason for you to visit Barcelona the next time? (For example, visiting friends, party holiday, a romantic get-away)
5. How do your previous experiences affect on your decision regarding accommodation? For example, the last place you stayed in was so good you want to go back there – or vice versa.
6. Do you have social needs when visiting Barcelona? Such as, meeting locals and fellow tourists. Is it important for you to be able to meet them in the place of your accommodation?
7. Do you ask your friends and relatives for advice? Do you read the online reviews? How much do you rely on them?
8. Is price the most important factor when choosing accommodation? Are you willing to pay more for a better experience? How much approximately?
9. What are the things you value the most when talking about accommodation? (For example, breakfast, restaurant/bar in the premises, location, activities offered, party possibilities)
10. How does your travel company affect on the decision of accommodation?

11. Have your attitudes towards hostels changed in the past couple of years? How?
12. To finish, would you consider staying in a poshtel during your next trip to Barcelona? Why yes/no?
13. Open comment, feel free to add anything!

THANK YOU FOR TAKING THE TIME TO ANSWER!

Appendix 2. Answers from interviewee 1

1. Twice, 1st time in May 2014 visiting a friend/holiday, the second time in April/May 2015, a holiday trip.
2. No.
3. I haven't heard the exact word but the concept itself is familiar. I haven't visited it yet.
4. Visit with a boyfriend/friend and explore the city. I also have a couple of friends living in Barcelona I would like to meet.
5. Last time we stayed in an Airbnb accommodation and the experience was great overall. I'm open to try new accommodation trends, for example poshtels.
6. Yes, when I travel, I seek as authentic experience as possible. I love to meet locals and view a trip from a local perspective.
7. I always ask advice from friends who I know have visited city/country and I also use Tripadvisor, Mondo books etc. I rely on them strongly.
8. Price is one of the most important factors when choosing accommodation. I am willing to pay around 10-20eur per night for a better experience.
9. Location and price are the most important factors. After that comes quality of breakfast, cleanliness, customer service (friendly staff).
10. I want to have an accommodation that satisfies both. Usually my travel company have/has the same preferences.
11. Yes, they have, in general the variety is bigger and there are many unique and personalized options to choose from. Also, the quality is better.

12. Yes, I would like to try out poshtels since they are a new trendy way of accommodation. There is also a higher chance to meet locals/new people. Still, I would prefer private rooms when staying in a poshtel.

Appendix 3. Answers from interviewee 2

1. I have visited Barcelona three times now. Last autumn I spend there only one weekend with a friend of mine, he had not been to Barcelona before. It is always a different trip for me depending on who am I traveling with - although if it was already a familiar place.
2. I have not lived in Barcelona.
3. I had not heard the term "poshtel" before.
4. There are a lot of reasons to visit Barcelona over and over again. At least the food, night life, urban atmosphere, nice shops are all great reasons to go any time. If it was possible for me to go there in this summer, I would just love to relax on the beach and enjoy the great food and cocktails.
5. Last time we stayed in a bohemian part of the town, 4,5 kilometers away from the centre. It was nice to see the city from another perspective. Next time I will probably choose some other part of the town again.
6. It is great to meet different kinds of people while traveling, especially locals, who may give you great tips for experience the country/city in a unique way.
7. If I had only 1-week-holiday, I surely try to plan my trip a bit beforehand. I would like to know a little of what should I do and where to go. Of course, I ask my friends some advice to experience the place in the best possible way.
8. Usually when I go to a holiday, I don't want to pay much for the accommodation. Normally, I choose a 2-star-hotel or an Airbnb flat to save money for another things to do on a holiday. (~60€/night)
9. I always want to stay near the centre or subway to get easily anywhere I want to go. That's the most important thing when I am choosing an accommodation.
10. People I have been traveling with have always had same thoughts with me about spending more money for experience the culture, not to put too much savings on accommodation.

11. Nowadays I appreciate even more than the before the customer service and getting tips from the locals at the reception. I cannot actually say if my attitudes have changed, sometimes I just choose an Airbnb over a hostel because many times it is cheaper.
12. A poshtel is a random thing for me as well, but I like the idea and would definitely try it!
13. It is always nice to talk about Barcelona and travelling! This made me want to book my next trip immediately.

Appendix 4. Answers from interviewee 3

1. 4 times, last time was Erasmus- exchange for 6 months
2. Yes, 6 months. Erasmus exchange in a local university
3. I wasn't familiar with the word before. I haven't visited any poshtel.
4. Maybe a weekend getaway, to go and visit places I got to know during my exchange, to combine city and beach holiday.
5. I have only good experiences about hostels and the hostels I've stayed in Barcelona were all really nice. Next time I could try poshtel. I want the accommodation to have a good location and near the places where I'll be spending time during my holiday
6. It's always nice to meet locals, and nice to meet other travellers in the place of accommodation. However, I try to avoid the places that are crowded with only tourists.
7. When booking accommodation, I usually read at least some online reviews before booking. If there are many people commenting on the same thing on online reviews then I think it might be true.
8. Price and location are important factors for me when choosing accommodation. I could probably pay a bit more for better location. I don't want to spend too much time on my holiday from getting one place to another. I would pay maybe 30/40 € per night if I want a nicer hostel.
9. Location! Depending the type of my holiday, if it's a city break then I don't need breakfast at the place of accommodation because I would go out for breakfast. If I would go on a beach holiday then maybe I would be more interested about the activities offered.
10. Maybe they affect on the price and location.
11. If they have changed, they have changed towards better.

12. Yes of course! Barcelona is a nice city with lot to offer so I think the experience could be even better with a bit more luxurious accommodation.

Appendix 5. Answers from interviewee 4

1. I have been in Barcelona three times in my life. Last visit I was spending time with my friends who were living there.
2. No, I have not.
3. I have heard the term used by some of my friends. I kind of know what they are, but did not know the specific meaning of it. I have visited one in Denmark.
4. I would say party holiday.
5. If you mean in Barcelona definitely changed, because I was staying in my friend's house. If you mean in general, if the place's price versus quality is good I would absolutely go back.
6. It is not the most important part of the accommodation, but I don't mind either.
7. I ask someone who has been there before. I usually check the reviews on TripAdvisor, but usually the places are not so bad, as the reviews say.
8. The price is important, but even more important for me is the location of the place. I am willing to pay little bit more if the location is better.
9. LOCATON, LOCATION, LOCATION. Also, I value if the breakfast is included but it is not a necessity.
10. At the moment, not so much. I would choose the same type of an accommodation if I would travel with my friends or with my family.
11. I have become more of a poshtel kind of a person. I am not willing to sleep in a mix dorm with 18 other people. Only if there is no other place to stay.
12. Yes! My experience from Copenhagen was so good so why not. A good place where you can meet other tourists as well.
13. Question number 5 good be little bit more specific if you are talking about the theme in general or focusing to Barcelona. GOOD Topic, very interesting.

Appendix 6. Answers from interviewee 5

1. I have visited the city of Barcelona 2 times. The purpose of the last visit was a holiday with friends.
2. No, I haven't lived in Barcelona.
3. I've heard the word "poshtel" before and I had a little clue about what it could be. But then I haven't known its official definition.
4. I think the most-likely reason for me to visit Barcelona next time could be a romantic get-away.
5. My previous experiences would affect on my decision regarding accommodation the way that next time I would choose a different place to stay. The last place I stayed was a flat of a friend so I couldn't go back there.
6. It's not the first priority for me to be able to meet people in my accommodation but however, I wouldn't mind if I did.
7. I usually ask my friends for advice. And especially when travelling to Spain I ask my Spanish relatives for advice. I do read the online reviews and I rely on them pretty much.
8. For me the price is pretty important factor when choosing the accommodation. Though, I'm willing to pay 20-100 euros more for better accommodation and experience.
9. The things I value most in choosing the accommodation are great location, breakfast, nice and friendly staff.
10. Usually my travel company doesn't affect much on the decision of accommodation since me and my company usually want pretty much the same kind of accommodation.
11. Couple of years ago I thought that hostels were only for "hippies" and I had many prejudices towards them. But lately I've heard so much positive feedback about hostels that my opinions towards them have changed a lot. For example, the prejudices have disappeared and my attitude towards hostels is a lot more positive than before.
12. Indeed I would consider staying in a poshtel during my next trip to Barcelona. I think it would be a really interesting experience.
13. Information about poshtels was interesting and necessary. Interview questions were easy and quick to answer. Good luck finishing your thesis!

Appendix 7. Answers from interviewee 6

1. I've visited Barcelona three times and been in the surrounding area for about 6-7 times. Twice I've travelled in Spain with my friends and rest of times with my family. Family visits have been more or less cultural and my father's style to educate us.
2. No.
3. No I hadn't heard the word. Nor wasn't familiar with the poshtels. I visited youth hostels in Germany, The Netherlands and Sweden. In some of these we had a shared room and in some our own room.
4. As long as being in a relationship, I guess it would be a romantic get-away and testing good restaurants and wines. Other what I'm interested in Barcelona is the football culture.
5. Well I've been most of the times pretty happy about our accommodation. Two places in the city center wasn't that nice so if I plan to sleep in the center I would search something else.
6. Well it really depends with whom I'd travel with. Travelling with girlfriend I think I wouldn't care about too much socializing. If it would be just me or - me and my friends, then I guess meeting locals and other people would be a good thing. And in that situation, it could be nice to meet them easily in the spot and not doing any search of social thing in the internet.
7. Well most of the times I search everything from internet by myself. If I'm searching a place to sleep, I read reviews and rely on them for the point of view what I see from photos and read from customers' feelings, but what comes to restaurants and other stuff I probably would go on the place and see.
8. The price is an important factor. I would check maybe the 20-40 lowest price place and choose from them the best for my stay. The price also depends with whom I travel, how long the trip is, and what are we searching for. Most of the times I don't really care where to sleep so, let's say that price per night should be something

around 40-60€ per person. If I'd choose something more luxurious I could pay up to 80€ per person.

9. Good bed and silence.

10. In many ways. My company could be my friend, girlfriend or my children. With my friends, it could be a place where we can have also a good evening, maybe playing instruments, and have a laugh with others. With children, I would prefer a place where it offers some action during the day and with my girlfriend it depends what have we planned.

11. Not really. The hostels I've visited have been so different from each other. From Amsterdam's smoky hostels to Germany's nature hostels which have been shared with some random kids. Maybe the service hasn't been a really good one and some of the information what have been given beforehand hasn't been as said. Nowadays I know that the cheap price comes with a reason.

12. Yes, I guess I could consider it. Reading about them made me consider that I should try one just for the experience. I think it could be a good and different way to see Barcelona. Other people in the same accommodation could be the same type of travelers and could give some good ideas what I should do.

Appendix 8. Answers from interviewee 7

1. I have visited Barcelona two times. First time in 2014 we had a study trip with my class from Haaga-Helia University of Applied Sciences. The second time in Barcelona I did my internship working in a hostel as a receptionist during the summer 2016.
2. Yes, I was working in a hostel for 6 months.
3. No, I haven't heard about them before nor visited any.
4. I would love to visit Barcelona as soon as possible to have a reunion with my old colleagues from the hostel where I worked and also have a quick holiday during the summer.
5. Of course it affects little bit. If I stay in a hostel and get bad customer service – pretty sure I won't stay there again. Especially in Barcelona, where there is a huge variety of accommodations available, I would try something else. But sometimes just the small things matter, for example nice staff/other guests, nice facilities, good location, then I might go again to the same place.
6. Yes, it depends on my travel company but especially if I'm travelling alone I really enjoy staying in hostels because then I get to meet people easy. To add, it's always nice to meet locals too.
7. I do both: ask for advice and read some online reviews. Since I have also worked in a hostel, I do have certain doubts towards the reviews. Usually I don't rely on them 100% but I like to read what kind of things people put up in their comments about the accommodation.
8. The price is quite important but usually I also compare other factors too. I would pay more for a better experience, let's say approximately 50 euros.
9. I really appreciate a good breakfast (OR a well-equipped kitchen!), cozy and clean rooms, a garden/terrace or some kind of nice common area outside, location maybe in that case that there are good transportation possibilities close, and a lovely staff who can give nice tips just about anything 😊
10. It affects a lot. For example, if I travel with my family I would choose a hotel from the city centre but if I travel with my best friend I would choose a hostel.
11. I think my attitudes have just changed to even more positive direction when talking about hostels. This might be due to my internship in the hostel where I met so many interesting and lovely people. Also I have visited more and more different kind of hostels during my travels and usually everything went so well.
12. Why not, I have never been in a poshtel so I'm interested to try what it's like.
13. Interesting topic, I had to Google right away some more info about poshtels in Barcelona!