

Hostelworld.com is a website that consolidates information about hotels and hostels around the world. It especially suits the needs of backpackers who are looking for affordable accommodation.

After travelers input basic information such as destinations and arrival dates, the website shows them the available hotels and hostels and their respective prices. Travellers can then choose the hotel or hostel they like and make reservations directly through the website. Hostelworld does not charge any booking fee.

In addition, travelers are invited to rate and to write comments about the hotels or hostels that they have stayed in after their journeys. As such, consumers can compare the service qualities of various hotels and hostels.

1. Explain how Hotstelworld.com helps travelers
 - a) search for accommodation information;

- b) evaluate different hotels and hostels

2. Suggest three evaluation criteria which travelers may consider when they choose the hotels or hostels in which they will stay.

3. Suppose you are the marketing manager of a local hostel in Hostelworld.com.

a) Explain what would happen if travelers are dissatisfied with your hostel's services.

b) Suggest how you would market your hostel with reference to your answer in Question 2.

Ch_3 Consumer Behaviour _ Hostelworld.com

- 1
 - a Hostelworld.com consolidates information about hotels and hostels around the world. Travellers can simply input their destinations and arrival dates and all available hotels and hostels and their respective prices will be listed on one webpage. This helps travellers save time because they do not need to search different websites.
 - b As information about different hotels and hostels is shown on the same webpage, travellers can easily compare them. Also, travellers are invited to rate and to write comments about the hotels or hostels that they have stayed in after their journeys. Consumers can compare the service qualities of various hotels and hostels before deciding in which hotel or hostel to stay.
- 2 The three evaluation criteria are as follows:
 - (i) Price: A low price is preferred by price-sensitive backpackers.
 - (ii) Location: whether the hostel is conveniently located
 - (iii) Environment: whether the rooms are well-ventilated and spacious(Any other reasonable answers)
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 - a If travellers are dissatisfied with my hostel's services, they may write negative comments on Hostelworld.com. This would discourage other travellers from staying in our hostel.
 - b I would market my hostel in the following ways:

Price: I would monitor the room charges of other hostels and adjust our prices accordingly.

Location: I would emphasise on the website that my hostel is easily accessible, e.g., near the MTR station. I would also show on the website how travellers can access my hostel from the nearest MTR station and from the airport.

Environment: I would make the environment tangible to travellers. For example, I would show pictures of the rooms.