

YOUTH AND TOURISM PERSPECTIVE. APPLICATION TO HOSTELS.Guzmán Antonio MUÑOZ FERNÁNDEZ ⁽¹⁾Sandra SÁNCHEZ CAÑIZARES ⁽²⁾Silvia CUENCA INFANTE ⁽³⁾

Abstract

This paper presents an investigation where social, cultural, and recreational preferences and the sources of information for young people are analyzed, in order to know their influence in the selection of destinations and tourist accommodations, focusing on the knowledge and opinion of the youth on youth hostels. The results show youths with a high level of family dependency and a high esteem of friendship. Their expectations when travelling are mainly to have fun and meet people in coastal areas, although culture and monumentality are also present. They have a limited budget on their trips and often stay in inexpensive apartments. Young people have a high lack of knowledge of hostels.

Keywords: Young tourists, Tourist behaviour, Hostels, Satisfaction.

JEL: D71, L83, J13

1. Introduction

The concept of youth, defined as that segment of the population that has its own features is the result of social and economic development without precedent in human behaviour since the pre-Industrial Revolution period, where the family was a global unit of human beings, workforce, goods and knowledge (Balardini, 2002), all the way to a capitalist society with greater productive complexity and a longer training period which can no longer be undertaken by the family, but by training institutions. This enables the establishment of direct links between them, developing the special features and awareness of a social group. Consequently, *"the youth arises to the extent that social development requires an increasingly longer preparation period of individuals for their integration into the productive and social life, which in turn allows for greater intra-generation integration, from the narrowness of contacts and links, a product of such a situation."* (Balardini, 2002: 2).

This vital period, characterized by the postponement of the entry into the productive and social life and thus consigned to training, is what produces youth as a social phenomenon "(Brito and Guillén Ramírez, 1985), where the desire to experience new sensations and to travel is crucial. Then travelling becomes a kind of initiatory transition or passage rite. While in less developed societies, younger people have to be part of the active workforce in order to survive, increasingly more young people postpone their entry into the labour market in post-industrial societies (Hartmann, 1988). Although many still financially dependent on their parents, they are relatively independent in terms of limitations and responsibilities of the family. This segment can afford to travel further and longer than other tourists, to discover new places, people and cultures. Many of them also like plunging more actively in the host culture and tourist activities.

The importance of exploring the market of youth tourism is emphasised by its positive economic impact (Aramberri, 1991), representing around 20% of total tourism expenditure and according to the figures released by the WYSE Travel Confederation

(World Youth Student and Educational), the sector of international youth and student travel is estimated at 220 million travellers by 2014. Tourist consumption behaviour of these young people has a significant effect on the current behaviour of tourist consumption. Furthering research on this generation, called millennial, would contribute to knowing more on an important market area and to design specific marketing plans. As a feature of youth travel, we include hostelling as the main part. In a first approximation, we can describe hostelling as a special way or concept within the accommodation industry. According to Sánchez and López de Ávila (2010), *"Hostels" are the establishments that offer young people an accommodation that is appropriate according to their budget and expectations of socialization during the trip,*" and the *"subjects" of this tourist activity receive the names of backpacker, hostellers, independent travellers, young tourists and, more recently, flash packers. The target group or "target marketing" that the so-called Youth Travel Accommodation Industry (YTA) aims at"* (Agabo-Mateos, Escobar-Pérez and Lobo-Gallardo, 2012).

The aim of this study was to determine the cultural, recreational and social environments, and the channels of information of young people to understand their preferences in choosing destinations, expectations and forms of accommodation during their trips, in order to serve as an instrument for the management of Youth Hostels in Andalusia. The data to reach the conclusions that have been obtained come from primary sources. This work was divided into six parts: the first part justifies and presents its objectives. The second part shows a literature review on the proposed subject to know the state-of-the-art. The third justifies and presents the methodology that has been used in the work. The fourth part shows detail of the most relevant results of the research. Ending with the main conclusions that led us to analyse the results and literature.

2. Literature review

Although there is substantial literature review that places the origin of tourism in the Grand Tour (Brodsky-Porges, 1981; Towner, 1985), to approach the study types made on tourism, the criteria that has been used by literature is: the motivations of travellers, the choice of the space environment of the travel and the interaction between residents and visitors. But relatively few studies have focused on the age of travellers as the main component of the study, and when they have aimed at young people, most work has been focused from a romantic, backpacking, etc. point of view, and recently, with the motivational component of party, referring to unwanted behaviour of young people in tourist destinations.

Cohen (1972) distinguishes between different forms of tourism: institutionalized and non-institutionalized, defining this second group of tourists as those who accept responsibilities, as well as the freedom and spontaneity inherent to a trip on their own. Whereas the latter group seeks not only a cheap way to travel, but also direct contact and even total immersion into the culture visited. This group has been identified as explorers and romantic, which inevitably conforms to the stage of youth. It was not until 1976, with Vogt, when the main motivation of some wandering young people is for such non-institutionalized tourism is explored. This is what is known as backpack or exploration tourism. Vogt's work is based on his own personal experiences, and such young tourist intends to seek personal growth, which is achieved by taking everyday

decisions through intense, although transient relationships. There are other works such as those by Adler (1985), who regards it as an act of initiation into adulthood, as part of the training as a person, focusing its activities around culture or adventure.

Although there is still the backpack tourism component in the work of Loker-Murph and Pearce (1995) and Richards and Wilson (2004), these are focused on motivation and location of the travel destination, or that made by Nash, Thyne and Daviles (2006) on the quality and satisfaction of the service of youth hostels in Scotland, its main customers being backpackers, but recognizing that, although their ages are usually between 20 and 24, the range can also be increased to 15 to 60 years, although Kelly (2006) refers to youth hostels as "a body whose concerns now extend far beyond the provision of inexpensive accommodation for backpackers, and includes the aim of promoting peace and understanding worldwide". Ong and du Cros (2012) recently showed what the timid reforms in China and Internet have led to backpack tourism; uncovering the contradictions existing in the official propaganda on the one hand, and the reality that exists in special regions such as Macao on the other hand, as an element to have independent tourist experiences far from the official Chinese tourist movements.

The work, from the point of view of the choice of destinations by young people, was initially raised from the perspective of the evolution of the destinations in the lifecycle of people, by making a cross analysis of travel patterns of the choice of travel. While Hartmann (1988), in his work on young American and Canadian travellers, stated that the destination of young people tends to mix the more familiar part with other more improvised or unknown destinations. Oppermann (1995) believes that young people travel more frequently and farther than their predecessors, although the preferred destinations of young people are associated with fun, sun and dancing (Sellars, 1998). Other studies have analysed the motivational potential of culture and nature as pull factors, such as those of Chen and Uysal (2002), Carneiro and Eusébio (2012) or Boukas (2014). The latter concluded that the role of youth tourism in the destinations that have significant cultural heritage is underestimated. Further, the motivational component of education is partnering with the travel. Ritchie (2003) and Wood (2001) described the characteristics of the so-called "*educational travel*", where the component of new experiences in environments outside the family circle prevailed over purely academic reasons.

In this choice of destinations, the advertising component is crucial. We have thus studied the influence of the advertising format, the text format or the audiovisual format, in which a tourist destination is presented (MacKay and Smith, 2006), or how the influence of new information and communication technologies help deciding on the travel destinations, Ong and du Cros (2012), Bizirgiannia and Dionysopouloub (2013).

The third criterion used refers to the component of interaction between the local population at destination and the youth. Abdel-Ghaffar et al. (1992) conclude that it is necessary to support youth tourism to the developing countries, supporting tourism marketing and training for these countries, as a source of development and promotion. Lyons, Hanley, Wearing and Neil (2012) highlighted the role that youth tourism accounts for intercultural understanding, referring also to volunteer tourism, or even favouring the process of socio-spatial heritage production and capitalization of run-

down neighbourhoods who have been occupied by young educational tourists (Malet Calvo, 2013). In fact the European exchange programmes, such as Socrates, Erasmus and Leonardo, represent an example through which youth tourism can promote understanding between people of different cultures. Although this interaction can be translated into excesses, where the component of drugs, alcohol and sex is present in the behaviour of young tourist (Briggs and Tutenges, 2014, Mura and Khoo-Lattimore, 2013).

When studying their accommodation when travelling, Seekings (1995) states that youth hostels are the preferred accommodation by young people and backpackers, mainly because of their price and location, but there are also other determining features (Hecht and Martin, 2006), including the facilities and equipment, the environment, cleanliness and individualized attention (Musa and Thirumoorthi, 2011). The degree of satisfaction of hostellers has been studied in different works of Chitty, Ward and Chua (2007), Meng, Tepanon and Uysal (2008), and Nash, Thyne and Davies (2006). The overall experience in a hostel is structured around facilitating social interaction with a limited budget (O'Regan, 2010). Hostels have become a fast-growing segment in the tourism industry and have evolved significantly over the past two decades.

Last data by an analysis carried out about travellers who made use of youth hostels in Spain by the INE in 2014 (table 1) shows that Catalanian, Andalusia and Valencia are the regions where there are more travellers using this accommodation, being mainly Spanish tourists. The average stay is 2.48 days; although in Galicia, Aragón and Castille-La Mancha we can find average stays longer than 3 days.

Table 1: Travellers, overnights and average stays in hostels for Autonomous Communities, 2014

	Travellers Total	Residents in Spain	Residents abroad	Total Overnights	Residents in Spain	Residents abroad	Average stay
TOTAL	898,042	607,825	290,220	2,229,626	1,549,360	680,263	2.48
Andalusia	121,435	101,784	19,651	284,024	238,875	45,150	2.34
Aragon	27,206	24,315	2,893	84,421	77,471	6,950	3.10
Asturias	4,820	3,267	1,553	8,706	6,417	2,289	1.81
Balearic Islands	-	-	-	-	-	-	-
Canaries	-	-	-	-	-	-	-
Cantabria	12,971	11,161	1,810	27,835	25,668	2,167	2.15
Castile-Leon	48,913	41,319	7,595	131,984	118,016	13,968	2.70
Castile- La Mancha	34,952	32,996	1,956	111,551	107,839	3,713	3.19
Catalonia	343,110	188,835	154,276	883,510	477,775	405,737	2.58
Valencia	107,672	55,275	52,397	219,447	128,589	90,859	2.04
Extremadura	12,637	11,992	644	40,826	39,702	1,126	3.23
Galicia	10,952	8,682	2,270	36,101	29,382	6,719	3.30
Madrid	29,249	22,541	6,708	67,231	51,309	15,922	2.30
Murcia	-	-	-	-	-	-	-
Navarre	20,483	13,739	6,744	45,980	36,420	9,559	2.24
Basque Country	105,809	76,239	29,571	239,153	170,729	68,423	2.26
Rioja, La	3,612	3,582	30	7,489	7,449	41	2.07

Source: Spanish Statistical Office (2015)

On the other hand, by breaking down the provenance of non-resident in Spain visitors according to their country of origin (table 2), we can see that the travellers coming from France, Germany, Italy, and the United Kingdom are the largest group regarding both number and overnights. The average stay in no case exceeds 3 days. Travellers coming from non-European countries who use youth hostels in Spain constitute the 24.91% of the total, highlighting a 6.02% of North American tourists.

Table 2: Travellers, overnights and average stay in hostels (2014) according to the origin country

Countries	Travellers		Overnight stays		Average stay
	Total	%	Total	%	
TOTAL	898,042	100.00	2,229,626	100,00	2.48
Residents in Spain	607,825	67.68	1,549,360	69,49	2.55
Residents abroad	290,220	32.32	680,263	30,51	2.34
TOTAL residents abroad	290,220	100.00	680,263	100,00	2.34
TOTAL residents in EU. (without Spain)	197,667	68.11	466,458	68,57	2.36
Germany	34,765	11.98	87,746	12,90	2.52
Belgium	7,909	2.73	17,195	2,53	2.17
France	55,643	19.17	133,275	19,59	2.40
Italy	28,182	9.71	66,913	9,84	2.37
Netherlands	9,994	3.44	23,687	3,48	2.37
Portugal	6,583	2.27	14,436	2,12	2.19
United Kingdom	28,508	9.82	63,301	9,31	2.22
Switzerland	3,384	1.17	7,423	1,09	2.19
Rest of Europe	42,962	14.80	96,324	14,16	2.24
United States of America	17,462	6.02	41,139	6,05	2.36
Rest of the World	54,829	18.89	128,820	18,94	2.35

Source: Spanish Statistical Office (2015)

3. Materials and Methods

As an apparent objective of this research, the focus of empirical study is descriptive and causal, centred in knowing the social environment and attitudes of young people that determine the choice of their tourist destinations and preferred accommodations. For this purpose, a quantitative study was raised based on the analysis of primary data that were taken on a personal survey made to young people between 18 and 26 years in the city of Córdoba, between September and December 2012. For the design of the questionnaire, the existing literature (Baloglu and Love, 2005; Musa and Thirumoorthi, 2011; Nash, Thyne and Daviles, 2006) was revised, and we received advise from managers of Youth Hostels in Andalusia. Interviews of young people were conducted mixing age and gender groups. From the initial survey, a pre-test was conducted on a sample of 15 young people from the population under study, correcting those malfunctions mainly due to problems of syntax to reach the final format. The questionnaire has 59 questions divided into six main sections: demographics, cultural and leisure environment, social and family circle, means of information, travels and expectations, and hostels.

The answers to the questionnaire provided three types of responses: Nominal categorical variables corresponding to questions of choice, semiquantitative variables where judgement or assessment of the importance or significance of the question asked was requested, in this case we have used a 5-point Likert scale and standardized answers. A reliability analysis was conducted on each of the items of the scale variables. Given the nature of the research, results of 0.716 have been obtained on Cronbach's Alpha reliability threshold (Canaval, 1999).

A total of 358 valid surveys were performed by a team of interviewers. Primary data were reviewed, analysed and tabulated with SPSS software. The selection of respondents was conducted by random sampling among young people who met the required age condition (42.1% men and 57.9% women). According to the Census of Population and Housing of 2011, there was a population of 34,773 people in the city of Córdoba aged between 18 and 26 years. That figure has been taken as study population, obtaining a sample error of 4.95% for a significance level of 95%, which we consider acceptable.

4. Results and Discussion

Table 3 shows the socio-demographic features of young respondents interviewed according to gender, age, place of origin, dedication, and economic sector of young people who work and have an income.

Table 3: Demographic profiles of respondents

Variable	Category	Percentage	Male	Female
Gender (N = 358)	Male	40.5%	(N= 145)	(N= 213)
	Female	59.5%		
Age (N =358)	18-19	18.2%	19.90%	16.90%
	20-21	21.2%	16.60%	24.40%
	22-23	26.8%	24.80%	28.10%
	24-26	33.8%	38.70%	30.60%
Occupation (N = 358)	Study	46.7%	49.7%	44.6%
	Work	22.6%	22.1%	23.0%
	Study and work	25.7%	17.9%	31.0%
	No occupation	5.0%	10.3%	1.4%
Economic sector (N= 160)	Hostelry/trade	24.4%	35.7%	24.4%
	Education	21.3%	5.4%	21.3%
	Health	10.6%	3.6%	10.6%
	Construction	9.4%	17.9%	9.4%
	Leisure	7.5%	7.1%	7.5%
	Computers / Technology	3.1%	8.9%	3.1%
	Media	4.4%	3.6%	4.4%
	Banking / Business	8.1%	8.9%	8.1%
	Others	11.3%	8.9%	11.3%
Income (N = 358)	Less than 50 €	12.1%	13.8%	10.8%
	From 50 to 100 €	18.4%	18.6%	18.3%
	From 100 y 200 €	17.0%	18.6%	16.0%
	From 200 y 300 €	13.4%	12.4%	14.1%
	More than 300 €	39.1%	36.6%	40.8%

Source: prepared by the authors

4.1. General situation and opinion regarding travel and leisure

4.1.1. Cultural and leisure environment

The results (table 3) show that the majority of young people only study (46.7%), while 25.7% reconcile their studies with some kind of work. Young people who only work reach 22.6%, and those who neither study nor work represent 5% of respondents. The economic sectors in which they work are hospitality and trade (24.4%), education (21.3%) and health (10.6%). It may also be said that most are happy with their work, with 3.9 points, and with their studies, with 4.1 points out of 5, respectively, in Likert scale. Interestingly, it can be highlighted that on the analysis by gender, there is a greater percentage of young men who only study (49.7%) than women (44.6%). The proportion of boys and girls that work is similar, although there are more women who combine their studies and their work, 31% versus 17.9%. It is also important, and striking, to note the gender gap of those defined as "NEET" (Not in Education, Employment, or Training), with a scarce 1.4% of females, and this percentage increasing up to 10.3% in males.

Another of the issues discussed are the hours of leisure available weekly. Most have between 10 and 20 hours of free time (35.6%) and are happy or very happy with how they leverage their leisure time (66.8%). In addition, 45.5% declare they could enjoy more of their free time if they were offered the opportunity to travel more and to carry out more leisure and cultural activities. This makes us sense that our young people are dependent on the actions of public bodies on the leisure and tourism offerings, and have little autonomy when they have to create their own alternatives. The activities in which they spend their free time are mainly being with their friends (4.28 Likert), followed by listening to music, going to the cinema and chatting. Art holds the last position, followed by reading and sports, and being with the family occupies a discreet middle position (table 4).

Table 4: What they do in their free time

Factor	Average
Play sports	2.65
Read books	2.39
Cinema or movies	3.19
Join your friends	4.28
Watch TV	2.79
Being with family	3.01
Travel	2.60
Art	1.80
Music	3.54
Chat	2.87

Source: prepared by the authors

4.1.2. Family and social environment.

Within the family circle, it can be stated that young people have a good or very good relationship with their parents (92.8%) and 75.1% live with them. But the basic social-emotional core for young people are friends, considered essential for 99.5% of respondents, with a score of 4.84 out of 5 points. Although the activities they usually

do with them are mostly going out for a drink (4.39), to a lesser extent sport (3.46), or be at home playing video games.

Young people see the blending of cultures positively (78.9%); they consider themselves tolerant or very tolerant, although women tend to obtain better results in both issues. This tolerance facilitates the coexistence and relationships when they meet in hotels, youth hostels or events that have been specifically prepared for them, which facilitates learning, mutual enrichment and intense casual encounters. However, the limited participation and motivation of young people in many areas of society is determined by the mistrust they have towards the government, since only 15.6% think that institutions themselves respond to their needs.

4.1.3. Information pathways.

Young people believe that they do not receive sufficient information for most of the activities on offer in the city, and only 16.2% consider that they are well or very well informed (table 5). This confirms the above conclusion; there is a problem of mistrust and communication between authorities and young people. A dysfunction between how to receive the information and how they would like to receive it is also seen. They claim that it comes mostly from advertising billboards (29.7%) and Internet (26.1%) and to a lesser extent brochures-books (19.5%) and newspapers (14.6%). But when indicating their preferences for where to be informed, Internet (38.6%) is the preferred medium for information, at a distance from brochures (19.9%) and advertising billboards (18.9%).

Table 5: Media where young people are informed

Media	Media through which they receive information	Media where they would like to receive information
Internet	26.1%	38.6%
Radio	10.2%	11.2%
Press	14.6%	11.4%
Leaflet	19.5%	19.9%
Advertising posters	29.7%	18.9%

Source: prepared by the authors

Administrations and organizations involved in cultural, recreational, sports, and etc. activities are not adapting to new forms of communication demanded by young people, who increasingly prefer information technology and communication. Internet has become a basic tool for everyday use, a gateway to the world as a single "click". Currently, posters are still being used, which is far from being the favourite medium for the youth, but for now, it is still used as the most effective means. Respondents believe that many areas frequented by them are full of billboards, and through them they learn of much of the organized activities. New technologies have the danger of oversaturation of information, so it may lose its effectiveness. Priority is given to a proper choice of media for the effective and successful promotion of tourism or recreational products to young people. These results agree with the contributions of Bizirgiannia and Dionysopouloub (2013) on the importance that social networks and information and communication technology have in the daily activities of young

people and it shows that the tourism industry should make efforts to integrate this segment of the population. This technological revolution unprecedented in history calls into question the contributions of Mackay and Smith (2006) on the influence that the format (text / audiovisual) can have when remembering the characteristics of a destination.

4.1.4. Travels and expectations.

In this part, we try to understand the motivations of young people when travelling (Hartmann, 1988; Boukas, 2014), their destination and their financial capacity. Young respondents who replied that they liked to travel very much amounted to 93.9%, women having a slightly higher average (4.73 vs. 4.61). No association has been found between respondents who study or work and their proneness to travel. Also, 74.6% declared they had travelled outside Spain at least once. From these, 34.4% have travelled abroad for two or more weeks, in general resulting in a very good experience (4.68 Likert). A trend that is becoming widespread in all age segments of the tourism market is also observed (Oppermann, 1995); an increased frequency of their trips and how they enjoy their vacation, since the majority (58.4%) spend their holidays travelling and staying in second homes. Mostly they travel with friends (46.8%), followed by family (26.8%) and their partner (23.5%). The number of young people travelling alone is almost non-existent, barely 2.9%.

When preparing their trips, they usually do it through Internet (46.8%) and to a lesser extent through other procedures (19.6%) such as travel guides, advertising, etc. These findings on the use of Internet in the preparation of travels are superior to those obtained by Nash et al. (2006) when they analysed the sources of information of travellers in hostels in Scotland. When choosing destinations, the option that is most chosen is the coast (51.5%), i.e., mostly a "sun and beach" tourism, where the climate is a key factor in their choice (de Freitas, 2003; Gómez-Martin, 2005). After the option of coast comes that of City tourism (30.7%) as a cultural and heritage destination (Boukas, 2014) and nature-based tourism (17%). The time of year they prefer to travel is also related to the weather, as they travel mostly in summer (52.2%). However, one significant fact helps to understand the increase in the number of trips made by young people, since a significant 36.8% show that they usually travel in any season of the year.

Table 6: The expectations of their travels

Factor	Average global	Average male	Average female	ANOVA (F-Fischer)
Partying	3.56	3.73	3.44	5.59**
Sun and beach	4.14	3.98	4.25	6.69*
Rural environment	3.14	3.11	3.15	0.117
Language learning	2.75	2.57	2.87	3.832***
Meeting people	3.86	3.99	3.78	3.28***
Practising sports	2.36	2.71	2.13	18.05*
Monuments and culture	3.48	3.30	3.60	4.94**
Tranquillity	3.43	3.23	3.56	7.50*

*p < 0.01; ** p < 0.05; ***p < 0.1

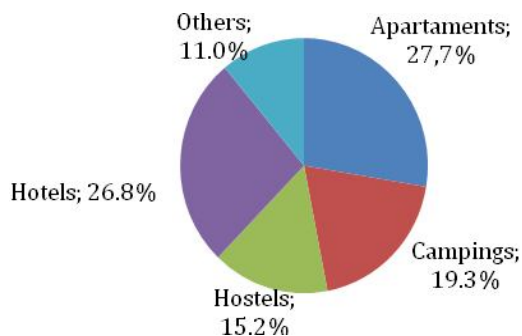
Source: prepared by the authors

Regarding the expectations of their travels (table 6), most of the respondents have as main motivation the sun and the beach (76.8%), followed by meeting people (66.2%) and partying (55.9%). We understand that Briggs and Tutenges (2014) do not use this meaning of “partying” in its negative sense of excess, but to have a good time, to have fun and to go out. Not all they expect is festive; they also seek to know the culture of the destination (53.1%). However, the results indicate, contrary to expectations, that the prospect of sports activities is low for young people, a scarce 19.1% say they expect to be able to make enough or many sporting activities.

The ANOVA analysis regarding the differences in averages shows the existence of a relationship between the expectations and working or training dedication of young people. Thus, those who combine study and work are more interested in the rural environment, language learning or meeting people than other groups. Meanwhile, those who do not study or work show a higher average in practising sports. Expectations also differ according to gender, as shown in the same table 6. Thus, men are more interested than women in meeting people, partying being understood as having fun, and practicing sports. On the other hand, young girls obtain significantly higher averages in tranquillity, knowledge of the culture and monuments, language learning or the sun and the beach.

The types of accommodation used by respondents on their trips are mainly apartments (27.7%) and hotels (26.8%), far from other options: camping (19.3%), hostels (15.2%) and other establishments (11%).

Chart 1: Accommodation



Source: prepared by the authors

The ability to travel is subject to the net income that is available. The current economic situation and the high rate of youth unemployment explains that only 39.1% of young people have more than € 300 a month, while the majority (48.8%) have a monthly budget of between € 50 and € 300. This budget prevents young people from spending much on weekend trips, since the majority (44.1%) are willing to spend on accommodation only between € 30 and € 50, 24.6% between € 50 and € 80 and 13.7% between € 80 and € 120. There are a significant percentage of young people who would not pay more than € 30 (14.2%), with a negligible number of young people who are highly willing to spend over € 120 in accommodation (3.6%). Thus, it can be said that the profile of tourist establishments used by our youth is in the low budget segment. It

is noted that the amount of money that young people are willing to spend on accommodation is naturally related with their available resources (Chi-square = 40.796, $p < 0.01$). In turn, both variables are linked with their occupation, those who work having a higher monthly allowance and therefore being more willing to spend a higher amount in accommodation during their weekend trips.

4.2 Hostels

The last set of questions is related to the knowledge on youth hostels and the opinion they have of those existing in the Andalusia region in terms of satisfaction and fulfilment of expectations.

4.2.1. Knowledge of hostels

The section began with an initial question to determine if the youth knew the concept of hostel. Most respondents (57.8%) said they clearly knew what was a hostel is, although in many cases they had a wrong idea or it was distant from reality. This variable did not show a relationship depending on gender, age or the occupation of respondents according to the chi-square test.

The next question aimed at analysing their perception of the word hostel. A large group, 40.5%, thought of it as a place where you sleep with many people and with poor quality in general. Another group identified it as a hostel / hotel for young people (26%), a place for sharing the room with activities (7.3%), or a place to stay and to meet people (6.7%). On the other hand, 7% of young people surveyed said they did not know anything about hostels, they didn't even know it was a place that provides accommodation. This concept of knowledge of hostels is related with the fact that 60.6% have never been to a hostel. When they explain why they have not been, most state as cause that "they have just not thought of it" (36.7%) or simply because they do not know them (35.4%). Only 21.1% say that there are better options to hostels. These data show that young people have a significant lack of knowledge of hostels, a fact that limits this group's ability to travel. Administrations should make a major information campaign to raise awareness of these establishments.

4.2.2. Hostel accommodation

Young people who have stayed in a hostel reach 39.4%. By motivations, most indicated that their main goal was to make tourist trips and / or holidays (50.4%), or excursions, or retreats or sports (22.9%). Respondents stating that the main reason to go to hostels is the existence of good deals or that they are good value for money, represent only 16% of the sample.

Table 7 shows the chi-square test to detect the association between accommodation in a hostel and other variables. Specifically, the hypothesis of independence regarding questions about whether respondents enjoy travelling, how long they have been travelling and how much money they are willing to spend on accommodation in a weekend is rejected. Deepening into these relationships of dependency by a binary logistic regression model, it can be seen that the probability of staying in a hostel increases when appreciation for travel and the time spent abroad are higher. Moreover, when the monetary amount you are willing to spend on accommodation increases, the probability of staying in a hostel is reduced, given the negative coefficient of the model (table 8). This leads to the idea that young people do not see hostels as quality places where to stay, so their preferences are directed to other options if economic possibilities permit.

Table 7: Chi-square test of association with variable-Have you ever stayed in a hostel?

Variable	Chi-square
Gender	0.039
Age	3.296
Occupation	3.086
Who do you live with	0.788
Do you like to travel	13.555*
Time spent travelling	19.849*
Amount of money monthly	5.942
Amount of money ready to spend on hosting a weekend	10.719**

*p < 0.01; **p < 0.05; ***p < 0.10. Source: prepared by the authors

Table 8: Binary logit model. You have stayed in a hostel

Variable	B	Sig.
Do you like to travel	0.420	.043**
Time spent travelling	0.261	.002*
Amount of money monthly	-0.282	.014**
Constant	2.492	.019**

*p < 0.01; **p < 0.05; ***p < 0.10. Source: prepared by the authors

Regarding the level of satisfaction of respondents that have actually chosen a hostel as accommodation, 82.8% said that it responded to their needs, although the main complaints were the requirement to have the Youth Hostel Card because it is more expensive if it is used sporadically, and shared bathrooms. On the other hand, when asked about what would they add the main answers were better food (23.1%), more cleanliness and order (20.5%) and activities programmed in the establishments (20.5%). Despite these complaints, 91.1% of young people who have been in a hostel in Andalusia say they would come back.

4.2.3. Usual hostel accommodation

To complement the previous question, we studied the answers given by young people who declared that they used hostels as a usual form of accommodation on their trips. While 39.4% have stayed in a hostel at some point, as we saw in the previous section, only 24% of respondents claim to use this type of accommodation regularly. When analysing the relationship of dependency through the chi-square test (Table 9), an association is found with a large number of variables (age, occupation, you like to travel, time spent travelling and amount to spend on accommodation).

Table 9: Chi-square test with variable-When I travel I usually stay in a hostel

Variable	Chi-square
Gender	0.002
Age	17.282**
Occupation	6.641***
Who do you live with	2.726
Do you like to travel	7.634***
Time spent travelling	20.631*
Amount of money monthly	3.842
Amount of money ready to spend on hosting a weekend	9.311***

*p < 0.01; **p < 0.05; ***p < 0.10. Source: prepared by the authors

Again a binary logistic regression model is designed to deepen into the relationship between these variables (Table10)

Table 10: Binary logit model. I usually stay in a hostel

Variable	B	Sig.
Age	0.049	0.405
Dedication to study	0.434	0.534
Dedication to work	-0.060	0.935
Dedication study and work	0.673	0.338
Liking for travel	0.457	0.094***
Time spent travelling	0.332	0.001*
Amount of money	-0.323	0.02**
Constant	-4.218	0.007*

*p < 0.01; **p < 0.05; ***p < 0.10. Source: prepared by the authors

As it happened in the previous variable, there is a statistically significant relationship with liking to travel and the time spent travelling, which increases the likelihood of having regularly stayed in a hostel. On the other hand, the negative coefficient of the variable on the amount of money they are willing to spend on accommodation again reveals an inverse relationship with the possibility of staying in the hostel.

4.2.4. You would like to go to a hostel

The next question discussed in this section asks the young person if s/he would like to stay in a hostel, in case s/he has not ever stayed in one before.

Table 11: ANOVA Test: You would like to go to a hostel - variables on the personal situation of the respondent

Variable	Categories	Average	ANOVAs (F-Fischer)
Gender	Male / Female	3.44 / 3.55	0.767
Occupation	Study / Work Study and work / No occupation	3.63 / 3.15 3.52 / 4.00	4.109*
Who do you live with	With my parents Shared apartment Alone	3.48 3.59 3.61	0.314
Do you like to travel	Very little / Not much Indifferent A little / A lot	3.00 / n/a 2.89 3.35 / 3.60	2.956**
Time spent travelling	Never / Less than 1 week Between 1 and 2 weeks Between 2 weeks and 1 month Over 1 month	3.61 / 3.70 3.22 3.75 3.53	2.823**
Amount of money monthly	< 50€ 50-100 € 100-200€ 200-300€ >300 €	3.58 3.60 3.56 3.62 3.38	0.652
Amount willing to spend on a weekend accommodation	< 30€ 30-50 € 50-80€ 80-120€ >120 €	3.44 3.61 3.58 3.35 2.77	2.058***

*p < 0.01; **p < 0.05; ***p < 0.10. Source: prepared by the authors

Answers were measured on a 5-point Likert scale from 1-I would not like it at all, to 5-I would very much like to stay in a hostel. The overall average is 3.51 points. The ANOVA test (table 11) to contrast the statistical significance of differences in averages according to certain variables showed some noteworthy results. Thus, young people who have no occupation or who only study expressed a greater desire to stay in a hostel. Also those who very much like to travel, coinciding with previously commented results. The relationship with time spent travelling shows no definite pattern. Meanwhile, it seems clear once again that young people willing to spend higher amounts in an accommodation for the weekend are those who to a lesser extent would like to stay in a hostel.

4.2.5. Impression on the Hostel-how was the experience

Young people who had stayed at some point in a hostel were asked about their experience and satisfaction with this type of accommodation, both variables measured on a Likert scale of 5 points. In both cases the response was very favourable reaching 3.85 and 4.05 points respectively. For the following question that was asked on whether the experience was as expected, nearly 83% said yes. Therefore, despite the low number of young people using such accommodation on their trips, those who have chosen a hostel state that they are very pleased with the result. 72% would not hesitate to repeat this form of accommodation in a potential future trip.

5. Conclusions

This paper has studied the profile of young people in order to understand the factors that motivate them to travel, the location, the knowledge and expectations they have when staying in youth hostels, based on a survey conducted personally to males and females aged between 18 and 26 years. This analysis of cultural and leisure profile shows a youth that is largely dependent on the family home (Billari and Liefbroer, 2007; Moreno Mínguez, 2008) and the student home. They usually have much free time, and are happy about how they leverage it. They have a good relationship with their parents and most live with them and share the performance of everyday activities. However, they consider that what is most important is the relationship with their friends. They see themselves concerned about others, tolerant and support the mix of cultures, but they are distrustful of public institutions and agencies. They are satisfied with their lives, but think about the future, although some make no effort to improve their living standards.

These young people love to travel and have travelled out of Spain at least once. They enjoy their holidays combining trips made mostly with their friends and to a lesser extent with their family. There is a clear disjunction between the way in which they receive information about their cultural activities and entertainment, basically traditionally, and how they would like to receive this information through new technologies. It is noted that these information and communication technologies are essential in the choice of destination, the place of accommodation, and the rest of hotel and catering services, since most young people organise this through the Net. This fact should be taken into account by the small and medium tourism enterprises if they do not wish to close themselves to a non-negligible market, such as the youth market.

Preferably, they choose places in the coast (51.5%) and in summer, although as they have increased the number of trips they usually do, there is an important segment that

travels in any season of the year. Generally, they expect sun and sand in their travel, meeting people and having fun (partying), but they also enjoy cultural activities. They usually stay in apartments and hotels, but they have a limited budget that determines their choice (Firth and Hing, 1999). Young people do not have a clear idea of what a hostel is, this represents an information deficit of these establishments that should be corrected in order to increase their market share. Once they have been known, the rating of such establishments is good.

We understand that the contributions of this work are interesting for decisions on tourism industries who want to pay particular attention to the younger market, but it also has the limitation of being confined to the city of Córdoba. It would thus be desirable to extend this study to more locations in order to collate and compare the results for the purposes of its possible generalization.

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