

Service quality in Lisbon Hostels

Part I

Is this your first time in Lisbon?	Yes	No
Are you traveling alone?	Yes	No
Is this your first time in a hostel?	Yes	No

1. How did you arrive in Lisbon? By car: ☐
 By train: ☐ With a low cost airline: ☐ With a major
 airline: ☐ By bus: ☐ Other: _____

2. **Are you:** Traveling through more countries: ☐ Just visiting Lisbon and then go back home: ☐
 3. **What's the purpose of your visit?** Holidays: ☐ Studying: ☐ Visiting friends/family: ☐ Work: ☐
 Sport/Music/Recreational event: ☐ Other: _____
 4. **How many hostels have you stayed in before?** 1-3: ☐ 4-7: ☐ 7 or more: ☐
 5. **Where did you hear about this hostel?** Internet website: ☐ (which one? _____)
 This specific hostel website: ☐ Social media (e.g. Facebook): ☐ Other media (e.g. TV): ☐ Friends/family: ☐
 Books/guides: ☐ Already knew it: ☐ Other: _____
 6. **How many nights are you planning to stay in Lisbon?** _____

7. **My expectations regarding my visit to Lisbon are:**

Low			High			
1	2	3	4	5	6	7

8. **My expectations regarding my stay in this hostel are:**

Low			High			
1	2	3	4	5	6	7

9. **I'm planning to visit during my stay the following neighborhoods:** Baixa (Downtown): ☐ Belém: ☐
 Bairro Alto & Chiado: ☐ Alfama: ☐ Parque das Nações: ☐ Uptown: ☐

Part II

1. Below there is a list of items that you probably consider when evaluating/choosing a hostel. I ask you to rate them in an importance scale from 1 to 7. **1 being not important at all; 7 being extremely important to me.**

How important is this item for your satisfaction when staying at a hostel?	Not important							Very important						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Atmosphere														
Location														
Quality of the Staff														
Facilities														
Price														
Cleanliness														
Security														
Existence of a bar service														
Meeting other travelers														
Internet facilities														

2. Choose the *one* item from the table on the left that influences the most your satisfaction during your stay in a hostel:

Atmosphere: ☐ Location: ☐ Quality of the staff: ☐ Price: ☐
 Facilities: ☐ Cleanliness: ☐ Security: ☐ Existence of a bar service: ☐
 Meeting other travelers: ☐ Internet facilities: ☐

3. How do you usually book your stay in a hostel?

www.hostelworld.com: ☐ www.hostelbookers.com: ☐
 Other website: ☐ _____
 Directly from this hostel's website: ☐ I usually don't book: ☐
 I never book: ☐

*Answer to the following questions **only** if you have booked from hostel websites before*

4. **If you do book from hostel websites like the ones mentioned above, what do you think about the hostel rating/review by the users?** Most of the times is correct: ☐ Sometimes is correct: ☐ It is rarely correct: ☐
 5. **Still on the same topic, what importance do you give to those ratings when choosing a hostel?**
 It's extremely important, I usually read reviews and see the ratings before: ☐ It's important, but there are other things in the balance too: ☐ It has very little importance, I rarely check the reviews and ratings: ☐
 6. **Do you usually give ratings and/or reviews to the hostels you have been in?** Yes: ☐ No: ☐
 7. **If the answer was Yes, please choose the sentence that best describes you:** I don't bother giving positive reviews, I only give my opinion when something was not pleasing me in the hostel: ☐ I only give positive reviews, I don't like giving bad ones: ☐ When I do rate and/or review, I do it no matter if my opinion is positive or negative: ☐

Part III

1. In this part we ask you to evaluate your own experience in this hostel, by giving us your level of agreement with the following statements.

	Statements	Strongly disagree				Strongly agree			
Quality of the staff	The staff was friendly and polite	1	2	3	4	5	6	7	
	The staff made my stay here a better experience	1	2	3	4	5	6	7	
	The staff provide an efficient service	1	2	3	4	5	6	7	
	The staff have good appearance	1	2	3	4	5	6	7	
	The staff provide a comfortable ambiance	1	2	3	4	5	6	7	
Social Atmosphere	This hostel has the right environment to meet new people	1	2	3	4	5	6	7	
	I generally liked the people I met here during my stay	1	2	3	4	5	6	7	
	I had fun in this hostel	1	2	3	4	5	6	7	
	There is a large communal room/space	1	2	3	4	5	6	7	
Hostel tangibles	The rooms/dorms are clean	1	2	3	4	5	6	7	
	The bathrooms are clean	1	2	3	4	5	6	7	
	The social area/ communal room is clean	1	2	3	4	5	6	7	
	The hostel has an appealing decoration design	1	2	3	4	5	6	7	
	The interior design of the rooms is good	1	2	3	4	5	6	7	
City connec	The hostel atmosphere fits and relates well to the city of Lisbon	1	2	3	4	5	6	7	
	Close to transportation: metro, bus, tram, etc	1	2	3	4	5	6	7	
	This hostel promotes group activities (pub-crawl, city tours)	1	2	3	4	5	6	7	

2. Please evaluate now the hostel were you are staying cording to the following attributes.

	Unsatisfied							Very satisfied	
Atmosphere	1	2	3	4	5	6	7		
Location	1	2	3	4	5	6	7		
Quality of the Staff	1	2	3	4	5	6	7		
Facilities	1	2	3	4	5	6	7		
Price	1	2	3	4	5	6	7		
Cleanliness	1	2	3	4	5	6	7		
Security	1	2	3	4	5	6	7		
Existence of a bar service	1	2	3	4	5	6	7		
Meeting other travelers	1	2	3	4	5	6	7		
Internet facilities	1	2	3	4	5	6	7		

3. Please rate the following items using a 7 point scale.

Items:	Low						High
The overall service quality in this hostel	1	2	3	4	5	6	7
The overall satisfaction I experienced in the hostel	1	2	3	4	5	6	7
Likelihood to come back in the future	1	2	3	4	5	6	7
Likelihood to recommend Lisbon as a destination to a friend/family	1	2	3	4	5	6	7
Likelihood to recommend this hostel to a friend/family	1	2	3	4	5	6	7

Part IV

- What is your country of residence? _____
- Year of birth _____
- Gender? Male: ☐ Female: ☐
- Marital status? Single: ☐ Married/live together: ☐ Divorced/widowed: ☐
- What is your current employment situation? Employed: ☐ Unemployed: ☐ Studying: ☐ Studying and working: ☐
Retired: ☐ Other: ☐
- What was for you the best aspect about this hostel? _____
- What would you change in this hostel? _____