

Current Situation and Statistical Analysis of Qingdao Youth Hostel Market

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Abstract: Under the background of the country vigorously promoting the development of tourism, it also brings new challenges to the accommodation industry. As one of the accommodations providing travel services for young travelers, youth hostels are becoming more and more competitive. Therefore, hostel operators need to constantly understand the current market development and the diversified needs of consumers in order to improve their own operation. In this paper, a questionnaire survey of 521 consumers was conducted from the perspective of Qingdao youth hostel consumers. The results of the survey show that consumers' knowledge of Qingdao youth hostels is diversified; They need to be improved in terms of protecting consumers' privacy, safety, hygiene, and service conditions; and Qingdao youth hostels are too simple in terms of their business model. Eventually, based on the investigation and analysis, this paper puts forward targeted suggestions for the future development countermeasures of Qingdao youth hostels, to improve the competitiveness of Qingdao youth hostels in the lodging industry in the context of the general background.

Keywords: youth hostel; consumer market; current situation; development strategy

Introduction and Literature Review

In recent years, scholars' researches on youth hostels also involve multiple fields. For example, Huang Wenhua studied the application of fuzzy interface design techniques to reconcile the contradiction between the interior design of youth hostels and their original architectural space interface[1]. Ni Qiankun starts from the relationship between youth hostel interior space and regionalization, and analyzes the development of youth hostel interior space as well as the existing problems[2]. Ren Ran researches youth hostel space from the perspective of contemporary youth behavioral and psychological needs[3]. Lin Dantong puts forward the improvement concepts of reducing the construction cost and widely soliciting support for the operation and management of youth hostels in the light of China's national conditions[4]. Wu Lingrong explored the path of sustainable development of youth hostels based on the life cycle design method[5]. Ai Xiaoxiao believes that the existing research is mostly based on the supply perspective of youth hostels, and the researchers pay less attention to the consumer's experience and demand for youth hostels[6].

To sum up, this paper analyzes the current situation of Qingdao youth hostel consumer market, and further researches consumers' preference for youth hostels. On this basis, it puts forward relevant suggestions to youth hostel operators in order to realize the sustainable development of youth hostels.

Current status of China market development of youth hostels

(i) Introduction to Youth Hostels

Youth hostels originated in Germany and have since become a widely accepted and recognized form of travel accommodation around the world. Youth hostels encourage young people to love travel and make friends, thereby promoting cultural exchange among youth and promoting self-help, healthy and environmentally friendly tourism, and providing a place to cultivate young people's sense of social awareness, self-discipline, cultural awareness, diversity and environmental awareness. Today, youth hostels are located in the heart of every tourist area in the world, and have become the largest accommodation chain in the world, with more than 10 million travelers using youth hostels.

(ii) Overview of the development of the domestic youth hostel market

1999 saw the formal establishment of the Guangdong Youth Hostel Association (YHACHINAGD), which was approved by the IYHF in the same year to become an affiliate member, and the only representative association of the International Youth Hostel Federation (IYHF)

in China. 2000 saw the establishment of the Beijing Youth Hostel Association (BYHA). The establishment of the two associations greatly facilitated the development of the youth hostel network in mainland China.

Since 2005, the number of overnight stays in China's youth hostels has exceeded one million, of which 23% were foreign travelers. YHA China has hosted travelers from more than 200 countries and regions, the majority of whom are young people".

Youth hostels have developed into "a platform for accommodation and friendship". However, in terms of distribution, they are mainly concentrated in big cities and tourist hotspots, and their development is not balanced. Compared with the pace of development of China's youth hostel business, China's scholars have limited theoretical research on youth hostels, for the lack of youth hostels exist in the problem of the lack of a more detailed nature of the improvement of the proposal.

Survey and Analysis of Qingdao Youth Hostel Consumers' Perception of Current Conditions and Accommodation Preferences

(I) Survey Design and Implementation

The target of this survey is Qingdao youth hostel consumers, in the title design questionnaire around the "youth hostel" including single choice, multiple choice, Likert scale, including 38 questions. The data includes quantitative data and qualitative data, which mainly consists of four parts: the basic information of the survey respondents, the current status of the knowledge of youth hostels, the evaluation of the experience of youth hostels, and the willingness to recommend youth hostels, so as to understand the consumers' lodging preferences and acceptance level of Qingdao youth hostels, and ultimately put forward reasonable and scientific suggestions to promote the future development of Qingdao youth hostels and increase the willingness of consumers to stay in the hostels.

(II) Basic information of the survey sample

This paper adopts a questionnaire survey, online questionnaires through the questionnaire network distribution questionnaires, offline distribution of paper questionnaires, and ultimately obtained a total of 600 questionnaires, of which 521 valid questionnaires, the effective rate of 86.8%. In terms of the gender of the respondents, women accounted for 54.7% and men accounted for 45.3%; in terms of the age distribution of the respondents, 19 years old and below accounted for 7.87%, 20-29 years old accounted for 75.05%.

(III) Survey and Analysis of Consumers' Cognition of Qingdao Youth Hostels

i. Analysis of consumer awareness channels of Qingdao youth hostels

In this survey, the proportion of consumers who learned about Qingdao Youth Hostel through social media application; the proportion of consumers who learned about Qingdao Youth Hostel through the evaluation of bloggers is 19.20%; the proportion of consumers who learned about Qingdao Youth Hostel through the travel APPs is 17.71%. Comprehensive analysis shows that the respondents' knowledge of Qingdao Youth Hostel is diversified, which also reflects the diversified development of new media social platforms.

(IV) Survey and Analysis of Consumers' Travel Accommodation Preferences

In terms of accommodation environment, 53.62% of consumers chose a warm and comfortable accommodation environment; 60.35% chose convenient transportation; 63.84% chose a good location.

In terms of hostel services, 51.87% of consumers liked the hospitality of the hostel staff; 58.35% liked the hostel's setting up of family canteens and late-night dining halls; 51.37% liked the hostel's considerate pick-up and drop-off services.

In terms of hostel hygiene, 61.35% want cleaning staff to clean the hostel on a regular basis; 75.06% want hostel accommodation supplies to be replaced in a timely manner; 62.84% want the hostel to carry out hygiene inspections on a regular basis.

Qingdao Youth Hostel Development Strategy Recommendations

i. Increase digital marketing campaigns to improve the brand awareness of youth hostels.

According to the research results, most consumers get information about youth hostels from the Internet. The focus of digital content marketing should be on fostering and building good long-term relationships with consumers and forming a sense of brand identity. Digital marketing should be used as much as possible and attention should be paid to website development to create a pleasant browsing environ-

ment for customers. Enhance the dynamics of the website through UI design and other technical means. The content of the official website also needs to be enriched. Conduct social media promotion to attract traffic. Not only in advertising and self-media platforms to promote.

ii. Improve service quality and focus on refined services.

According to the results of the research, consumers have high demands on the accommodation environment. As a new type of accommodation, youth hostels still have many problems in terms of privacy, safety and hygiene. Youth hostels should improve based on these aspects. Secondly, a group of efficient and clean backup monitoring team can be trained to collect consumers' feedback on accommodation experience in a timely manner, improve the complaint and rights protection system, guarantee the after-sale quality and service issues, and take the customers' feedback as a driving force to improve the sales methods and service quality, so as to guarantee the healthy and stable development of youth hostels. Ultimately, it is important for consumers to feel professional, comfortable, family-oriented and characteristic living experience.

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