EE489 Seminar in Industrial Economics

FACTORS AFFECTING HOSTEL PRICING IN BANGKOK AREA

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Abstract

This study investigates the impact of variety of attributes on the prices charged for hostel rooms in Bangkok. The data were collected from booking.com in total of 200 observations and analyzed using multiple regression analysis. The results show that location, restaurant and facilities are statistically significant with positive impact on the price of hostel. The paper further discusses mainly two types of hostel room – dormitory and private room, finds that dormitory room priced much lower than private room but number of beds within the dorm room is not significant. Moreover, an increasing number of nearby hostel decreases the price as a result of an increase in competition.

Introduction

Have you ever wonder why the price of a hostel sitting next to each other or a few blocks away are so much different? Some are much more expensive, and some are exceptionally cheap. What makes up their pricing model? – here you will find the answer of what could be factors that affect hostel pricing particularly in Bangkok area. Prior studies have discussed about prices of accommodation such as hotel, motel, and apartment but no study has solely focus on only hostel sector. However, they have similar characteristic which can be great guidance to this study. The basic idea of these studies is that room price is linked to the presence or absence of hotel items or services. That is, the existence of a certain item will influence hotel quality, and the quality will influence a customer's willingness to pay. (*Zhang et al.,*2010) But are there other determinants that can influence hostel prices? Most studies focus on the demand side or the customers' willingness to pay and behavior rather than the characteristic of the accommodation. This study looks at how hostel can price differently given the different factors or attributes of the hostel.

This paper is divided into four sections. Following the introduction, the literature is reviewed and presented the finding of prior relevant studies. Then the methodology is explained, followed by the result of the analysis. Finally, these finding are then discussed under conclusion. Before we move on, definition of hostel and industry background is briefly explained below.

Definition of Hostel

Hostels nowadays are more than just cheap dormitory-style accommodation that people would normally think of in the past. Hostels can be referred to as "checking into the budget accommodation market to offer cost-conscious travelers a cheap and cheerful alternative to hotels". (Swift, 2002) Though 'Hostelmanagement' gives definition of hostel as "a budget-oriented, shared-room accommodation that accepts individual travelers or groups for short-term stays, and that provides common areas and communal

facilities", hostels are now including private rooms and hotel-like amenities. Still, the main characteristic of hostel is the low price relative to other types of accommodation. (Futuremarketinsights, 2018)

Industry background

Hostel is one of the upcoming trends in hospitality industry. It has a significant growth potential considering the transformation of the industry evolving hostels from inexpensive accommodation to establishments of hotel-like facilities such as private bedroom, en-suite bathrooms and extensive food and beverage outlets. The hostel industry is projected to grow seven to eight percent year-over-year, currently valued at $5.2 billion in bed revenue.[1] While initially only targeting young travelers on a budget, new hostel concepts with upgraded facilities appeal to more mature and affluent guests. The change of traveler profile and new type of hostel are remaking the market. Millennial hostel travelers though younger and have lower overall average income, they spend similar or greater levels than the general traveler population. Dorms were traditionally the main driver of revenue given the price-sensitive segment, food and beverage was offered at low prices while other alternatives spending on towel and locker rental or paid-for events such as city tours or pub crawls. As millennial traveler is willing to spend more on experience. Emerging markets are seeing the largest expansion in the hostel industry, whereas 4 in 10 hostels in developed markets have been in business for more than 10 years, just 1 in 10 hostels in emerging markets have been around for that long. When compared to the hotel industry, the hostel sector still has a very low brand penetration. Existing hostel chains compete primarily against independently-owned hostels or small groups in individual cities.[2]

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[1] millennial travelers are fueling a hostel revolution(rep.). (n.d.). retrieved http://www.hostelworldgroup.com/~/media/files/h/hostelworld/press-release/pcw draft release_cv_launchsquad_v7.pdf

[2] the hostel market and its growing investor appeal. (n.d.). retrieved from https://www.christie.com/news-resources/blogs/march-2017-(1)/the-growing-attractiveness-of-the-hostel-market-to/

Appendix 1. shows number of hostels and beds in Thailand compare to other countries in the region as of 2017. Thailand has total number of hostels of 722 and 25,207 beds with 28% year-over-year growth of bed supply, of those hostel, 451 hostels in Bangkok are found available on booking website used in this research. The prices can range from 100 THB to around 3,000 THB depending on the type of room and facilities, with average daily rate per bed of 315 THB. Thailand has the highest number of both hostels and bed among these countries with 41% share. Of all hostels in Thailand, 40% of which is partial private room and the rest is shared rooms only.[3]

Literature review

The study of factors affecting prices have been done in the past and were given very similar results depending on the scope of the study. *Zhang et al.* (2011) studied how room rates are influenced by quality of hotel attributes in association with customers willingness to pay, by focusing on the official hotel class and traveler online rating. Many studies emphasize on services quality as the main factor affecting the prices, e.g. *Saayman* (2011) stated that major factors in hotel pricing are services quality, image of accommodation, and the product quality. Other than quality, factors such as location, amenities, and numbers of room are also taken into account. The analyses from previous studies are often focused on all type of accommodation then either separated into several segments or emphasized on only one type of accommodation. In the study of *Zhang et al.* (2011), hotels were categorized into three segments by prices; economy, midscale and luxury segment. The results were different in each segment since each have distinct needs and preferences. It shows that room quality is the most significant factor for lower range segment, unlike the luxury segment where location is the most significant factor.

[3] C9 hotelworks. (n.d.). Southeast Asia Hostel Market Update(Vol. January 2018, Rep.).

For midscale hotel, location of the hotel is the most significant factor, followed by room quality. In case of midscale to luxury hotels, traveler expect high quality especially for business travelers who have high willingness to pay. (Hartman, 1989) Albeit lower budget traveler does not give importance to amenities, but the absence may reduce travelers' incentive to travel. (Saayman, 2011)

Hedonic pricing is a method that treat differentiated products as a bundle of attributes which was used as a model of many prior studies. For instance, *Bull* (1994) investigated factors such as hotel age, distance, and star on decision making using hedonic pricing, exhibited reduction in room rates as distance from town center increases or star rate decreases. *Saló* (2005) applied hedonic price method to tourist apartments, then *Ropero* (2006) study further using price-fixing model but taken into account the hotel's occupancy level and that of rivals when fixing prices. (Juaneda el al., 2011) Other method used is quantile regression analysis, *Hung et al.* (2010) studied pricing determinants in hotel industry in Taiwan shows that the highest average room rate is seven times the lowest where the lower quantiles are less expensive accommodation such as motel, bed and breakfast type hotel. In bed and breakfast type hotel, a study found that hotel amenities were statistically significant factors of price. (Monty and Skidmore, 2003) Determinants found to be affected room rates like star rating, brand, location, and numbers of room were predicted using traditional regression model. On the other hand, quantile regression results show that whether the hostel is privately owned or chain hostel does not affect price in case of Taiwan. (Hung et al.,2010) In the study of *Henley et al.*(2004), using Mobil travel guide star to analyzed hotel pricing behavior before and after gaining and losing star in four period which can be used to understand manager behavior in hotel pricing.

In hospitality industry, cost-based pricing and competition-driven pricing are the mainstream pricing technique, but the main disadvantage of cost-based technique is the unit cost are difficult to access and may result in overpricing or underpricing. Another technique is customer-driven pricing, though it relies too much

on costly market research and difficulty in observing reservation prices. Besides, competitor-driven price often leads to price cutting for business to seek market share. (Hung et al.,2010) The hospitality industry is lack of necessary pricing guidelines which leads to 'price following' - "means of coping with the complexity of price decision-making and the price set by the market leaders becomes the ceiling by which entrepreneurs are forced to operate which makes the industry even more difficult to enter". (Saayman, 2011)

Jones and Chen (2011) illustrates several limitations of literature on hotel prices, firstly, assumption that consumer choice is the same as consumer decision-making is misleading when choice is actually an outcome of decision-making. Secondly, confusion between choice and repeat purchase. Many attributes such as 'comfort of beds', 'standard of housekeeping cleanliness', 'standard of bedroom maintenance' are often not apparent by consumer before hotel was selected so consumer do not aware of the attributes prior to staying, resulting in bias in pre-purchase and post-purchase evaluation criteria. Third, consumer often have cut-offs to choices, hence it is likely that some attributes are subject to the consumer cut-off point. (Weitz and Wright, 1979) Lastly, too many number of attributes can give inaccurate results, there are research showing that consumer choice is only based on small number of factors.

Methodology

The objective of the research on "Factors affecting hostel pricing in Bangkok area" is to understand pricing behavior of hostel type accommodation regards to both internal and external factors of the hostel, specifically in Bangkok area. Hedonic Pricing Model is used to explain the pricing behavior from the secondary data collected. The data was analyzed using Regression Analysis method to demonstrate what factors have the most impact on hostel pricing. Naturally, the prices charged by hostel were determined by

cost and competition. (Hung, 2010) Though cost-based pricing and competition driven pricing are not the most effective pricing method, it was the mainstream technique used.

1.Data

Data were collected by observation via hotel booking website. Since population of this study are hostels in Bangkok, hostel sample were picked randomly from all 451 hostels available online on booking.com[4]. All 200 hostels that are selected as a sample have attributes that can represent all hostel in Bangkok which are the population of the study. In order to avoid biases, the data were collected solely via booking.com with limited searching criteria. Firstly, accommodation of interests has to only be defined as the 'hostel' type on booking.com. In order to standardize the comparisons, room rates were recorded from air-conditioned room for one-night stay for one person. The prices of all observation are the price on the same check-in and check-out date which were all collected on the same day. The study was restricted to a single weekday in the month of October 2018 in order to avoid problems due to seasonality.[5] The reason that the observed date is in October is because it is one of the months during shoulder season in Thailand; the period between high season and low season.[6]

Hostel samples were equally picked from eight different locations selected from the most popular place to stay for tourist.[7] Room rates on the website are usually discounted price, especially for members. In this study, the dependent price variable was assumed non-member price which is the full price of accommodation, no discount.

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[4] https://www.booking.com

[5] price data were collected on April 9th,2018 ,check-in date is October 16th,2018 and check-out on October 17th, 2018

[6] best time to visit bangkok. (n.d.). retrieved april 07, 2018, from https://santorinidave.com/best-time-to-visit-bangkok

[7] where to stay in bangkok - our favourite areas & hotels. (2018, april 23). retrieved from https://nerdnomads.com/where-to-stay-in-bangkok

One particular problem of the data collected is that independent scores variable could be misleading. Since there are no benchmark on the scores that customers gave to hostel attributes, the average score provided on booking.com may not well represented the score of all customer.

2.Variables

As the focus of this study is the price of hostel, dependent variable would be PRICE of room per one night. For independent variable, attributes and services hostels offer that would be significant to customers' decision are mostly stated in past research, such as RATING, LOCATION, CLEANLINESS (Zhang et al., 2011; Thrane, 2007; Bull, 1994). In order to go beyond past research, I have collected more variables that could be valuable to the analysis. Hostel prices were collected mainly focusing on two types of room type(TYPE); private suite and dormitory. In a dormitory type room, numbers of bed in a room were collected(NBED) to see the relevance, and number of bed in private suite would be put as one. If the hostel offers both private suite and dormitory, data from both types would be collected. The paper only collected data from eight neighborhood(NEIGHBORHOOD) where hostels are concentrated and most popular for travelers as follows; Khao San, Riverside, Sukhumvit, Silom, Siam and Pathumwan, Pratunam and Phayathai, Chinatown, and Suvarnabhumi. Other than location that were shown to be factor affecting hostel price, hostel facilities can have big impact on price as well. Thus, hostel facilities variable was collected according to the presence or absence of the following facilities; RESTAURANT, WIFI, SHUTTLE, BREAKFAST, and BATH. Since LOCATION variable represent travelers' score for the hostel location, DISTANCE to nearest sky train station were also collected for more accurate result. Moreover, other criteria on scores from travelers that had visited the hostel are taken into account as well – OVERALL, FACILITY, STAFF, and VALUE. Lastly, to study if the competition affects pricing, number of hostel within the area were considered(NHOSTEL). Shown in appendix 2. the areas and hostel located in each area data was collected.

Table 1. Shows the variables of each factors used in the equation with definition.

Factor	Variable	Definition
Dependent variable		
Price	PRICE	Price of hostel per night per person (THB)
Independent variables		
Room type	TYPE	Dormitory room =1, Private room = 0
Number of bed	NBED	Number of bed per room
Number of hostel	NHOSTEL	Number of nearby hostel within 1km
Neighborhood	KHAO SAN	Hostel located in Khao San area (yes=1)
	RIVERSIDE	Hostel located in Riverside area (yes=1)
	SUKHUMVIT	Hostel located in Sukhumvit area (yes=1)
	SILOM	Hostel located in Silom area (yes=1)
	SIAM	Hostel located in Siam and Pathumwan area (yes=1)
	PRATUNAM	Hostel located in Pratunam and Phayathai area (yes=1)
	CHINATOWN	Hostel located in Chinatown area (yes=1)
	SUVARNABHUMI	Hostel located in Suvarnabhumi area (yes=1)
Facilities	RESTAURANT	Restaurant is present in hostel (yes=1)
	WIFI	Free wifi is available in hostel (yes=1)
	SHUTTLE	Hostel provide airport shuttle service (yes=1)
	BREAKFAST	Breakfast is included in room price (yes=1)
	BATH	Hostel provide private bathroom (yes=1)
Location	DISTANCE	Distance of hostel to the nearest BTS station (km)
Rating	RATING	Hostel quality range from 0(unrated) – 3 star
Score	OVERALL	Overall score of the hostel (0-10)
	CLEANLINESS	Cleanliness score of the hostel (0-10)
	COMFORT	Comfort score of the hostel (0-10)
	FACILITIES	Facilities score of the hostel (0-10)
	STAFF	Staff score of the hostel (0-10)
	VALUE	Value for money score of the hostel (0-10)
	LOCATION	Location score of the hostel (0-10)

3. Statistical treatment of data

The data collected were ready to use for regression analysis on STATA. Multiple regression analysis is used to determine factors affecting hostel pricing. However, not all variable collected are useful to the analysis. Data collection shown that all hostel samples have wifi service provided, in order to avoid any confusion, WIFI variable is dropped out form the model. Furthermore, the overall score of the hostel seems to reflect the rest of the score collected, thus, to avoid collinearity problem, the variable OVERALL is dropped out from the model as well.

The regression model was, therefore, developed as follows:

$$\widehat{PRICE} = \beta_0 + \gamma_1(TYPE) + \gamma_2(NEIGHBORHOOD) + \gamma_3(FACILITIES) + \beta_1(NBED) + \beta_2(NHOSTEL) + \beta_3(DISTANCE) + \beta_4(RATING) + \beta_5(SCORE) + \varepsilon$$

Where γ represent dummy variables and β represent either discrete or continuous variable.

The data using multiple regression analysis because the dependent variable is a continuous variable and OLS is sufficient. From past research, authors often use regression analysis in explaining the pricing behavior of hospitality industry e.g. Zhang (2011), Juaneda (2011), and Hung (2009). The results showed significant impact of independent variables on price, thus, regression analysis is sufficient in explaining accommodation pricing.

Results

Table 2. shows summary statistics of dataset. Out of 200 observations, 52 percent is dormitory type room and 48 percent is private room. As shown in the table 2., *wifi* presence in all sample. Table 3. reports

correlations among review scores. *Overall* has high correlation with other score variables except *location*. Additionally, the low correlations between *location* and other scores may imply that hostels in less-prime location usually put more effort on other types of services to stay competitive.

Table 2. summary statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
pricebed	200	684.7645	446.863	145	2500
dorm	200	0.52	0.500854	0	1
nbed	200	4.345	3.860114	1	20
nhostel	200	32.685	23.89646	0	94
khaosan	200	0.125	0.331549	0	1
silom	200	0.125	0.331549	0	1
siam	200	0.125	0.331549	0	1
sukhumvit	200	0.125	0.331549	0	1
riverside	200	0.125	0.331549	0	1
pratunam	200	0.125	0.331549	0	1
chinatown	200	0.125	0.331549	0	1
suvarnabhumi	200	0.125	0.331549	0	1
restaurant	200	0.25	0.434099	0	1
wifi	200	1	0	1	1
shuttle	200	0.24	0.428155	0	1
breakfast	200	0.545	0.499221	0	1
bath	200	0.275	0.447635	0	1
distance	200	2.331	3.655647	0.1	19.7
rating	200	1.03	1.206806	0	3
overall	200	8.561	0.774377	5.1	9.9
cleanliness	200	8.6695	0.968924	4.2	10
comfort	200	8.297	0.925621	4.5	9.9
facilities	200	8.3065	0.936157	4.4	10
staff	200	8.921	0.830789	5.2	10
value	200	8.5815	0.829729	5.4	10
location	200	8.5365	0.918442	6.4	9.8

Table 3. Correlation between *overall, cleanliness, comfort, facilities, staff, value, and location*

	overall	cleanliness	comfort	facilities	staff	value	location
overall	1						
cleanliness	0.9386	1					
comfort	0.9684	0.9179	1				
facilities	0.9732	0.9483	0.9616	1			
staff	0.9152	0.8258	0.8451	0.8565	1		
value	0.9471	0.8564	0.9156	0.9156	0.8859	1	
location	0.4807	0.3648	0.4104	0.4104	0.3847	0.4095	1

Table4. shows the regression results according to four different models. Noted that *wifi* is dropped out and one location dummy is omitted to avoid heteroskedasticity problem. Column (1) explains the result of the model without review score variables but include only *overall* score. The model explains 70 percent of the variance in the dependent variable and significant impact of the following variables; dormitory type, number of nearby hostel within 1 kilometer, the hostel is located in Khaosan area, restaurant on-site, private bathroom, and overall review score. Column (2) shows the result from the model excluding location dummies. This model better explains the dependent variable at 73 percent of the variance. There are changes in the significant factors from the previous model, though, *dormitory type and private bathroom is* still a significant factor in hostel pricing, including *facilities, value, location* score. Since the first model shows significant in hostel location and it better explaining the model, we put it back in the equation. In column (3), all variables are included except *overall* score since it has high correlation with other review scores and to avoid multicollinearity problem. The result shows more significant factor than the first and second model which is location *pratunam.* The last column, column (4) best explains the dependent variable at more than 75 percent though has the same significant factor as the third column. The interesting factor to be further discussed are *dorm, nhostel,* and *value.*

Table4. regression results

VARIABLES	(1) pricebed	(2) pricebed	(3) pricebed	(4) pricebed
dorm	-559.4***	-545.1***	-555.2***	-553.0***
	(54.08)	(55.55)	(54.90)	(55.56)
nbed	-5.040	-2.173	-2.381	-2.327
	(5.058)	(5.665)	(5.873)	(5.870)
nhostel	-5.944***	-1.268	-6.278***	-6.548***
	(1.760)	(0.840)	(1.850)	(1.935)
khaosan	430.0**		457.9**	451.1**
	(178.9)		(177.3)	(180.4)
silom	130.2		193.2	181.4
	(140.0)		(131.3)	(134.2)
siam	263.2*		215.1	204.4
	(145.8)		(138.1)	(140.5)
sukhumvit	16.21		122.8	116.0
	(133.3)		(118.3)	(120.0)
riverside	56.17		114.3	100.5
	(121.1)		(112.3)	(114.6)
pratunam	268.9*		322.1**	312.7**
	(143.6)		(130.0)	(132.3)
chinatown	-19.41		49.70	46.62
	(110.5)		(97.60)	(98.54)
restaurant	139.5***	83.43*	114.9**	114.4**
	(47.77)	(45.08)	(47.07)	(47.54)
shuttle	13.78	23.16	40.75	47.67
	(47.71)	(42.70)	(46.36)	(47.02)
breakfast	20.33	24.05	6.112	4.912
	(39.89)	(39.03)	(38.10)	(38.51)
bath	253.9***	237.6***	244.3***	249.2***
	(62.13)	(60.07)	(59.46)	(60.08)
distance	-2.355	-1.305	1.156	0.851
	(12.56)	(8.392)	(12.08)	(12.20)
rating	20.60	22.54	18.52	17.73
	(21.42)	(16.49)	(18.15)	(17.92)
overall	169.6***			231.6
	(26.82)			(214.0)
cleanliness		37.03	11.03	-19.91
		(43.69)	(49.23)	(57.85)
comfort		83.39	41.92	-8.562
		(82.47)	(81.84)	(94.17)
facilities		233.9**	287.4***	244.0**
		(102.5)	(106.0)	(110.8)
staff		71.09	73.97	28.26
		(55.51)	(60.47)	(64.74)
value		-346.3***	-333.7***	-372.9***
		(87.57)	(98.87)	(114.3)
location		52.23***	57.26***	46.33***
		(17.40)	(17.76)	(10.29)
Constant	-539.4**	-171.2	-243.1	-326.6
	(252.7)	(192.4)	(204.9)	(208.5)
Observations	200	200	200	200
R-squared	0.701	0.736	0.755	0.757

Robust standard errors in parentheses, *** p<0.01, ** p<0.05, * p<0.1

Multicollinearity is often an issue in hedonic pricing models. Nonetheless, no definitive rules exist for determining whether multicollinearity is a serious problem in a particular hedonic application (Snyder et al, 2006). A collinearity analysis was performed via the examination of the variance inflation factors (VIFs) that reflect the degree to which multicollinearity increases the instability of the coefficient estimates and *overall* shows substantially high value. Therefore, we would focus on the third model (column 3) excluding *overall* due to multicollinearity problem.

Firstly, let's look at variables that were often discussed in prior research. Most research shows *Location* as the main determinant in pricing of accommodation whether it be hotel, bed and breakfast, or apartment type. As shown in studies from *Bull (1994), Thrane (2007), Espinet et al.(2003), Zhang et al.(2010)* and some others, location is the main factor that affect price increase of accommodation. In this study, location is statistically significant to the price of hostel at 99 percent confidence which reassure evidence from prior studies. An incremental in location score drives up room rate by about 57 THB according to the model in column three. But what's interesting is only two out of eight popular tourist places to stay are statistically significant. *Khaosan and Pratunam* shown to have an impact on hostel pricing. It can be implied that if a hostel is located in Khaosan area, it would be priced about 458 THB more in comparison to Suvarnabhumi area. For Pratunam, the result shows 322 THB increases in price comparing to hostel in Suvarnabhumi area. One other variable discussed in past studies is *restaurant;* whether the presence of restaurant lead to an increase in price as in the study of *Hung et al.*(2010). The result in table 4. shows an increase of about 115 THB of price if there is restaurant on-site. *Private bathroom and facilities* are also found to have an impact on hostel pricing. Private bathroom can increase the price by 244 THB, and high facilities score can raise the price by 287 THB. The effect of dorm is quite obvious, dormitory type room has negative impact on hostel price; about 555 THB less than that of private room.

What the study have found is the significant effect of number of nearby hostel and score for value for money is fairly new to the research field. Number of hostel is statistically significant at 99 percent confident interval. The coefficient suggests that more hostel nearby, in this case 1 kilometer, decreases the price of the hostel. Which can be said that more competition pushes down the price instead of attracting more customer and raise prices. Value for money score is negatively effects room rates. The higher the score means less expensive the hostel priced, so the coefficient implies value score is also a key element in price markups.

Conclusion

This paper examined whether and how hostel characteristics are associated with room prices particularly in Bangkok Metropolitan area. Other attributes than those of previous research are added to see if they have an effect on prices or not. The study divided hostel room into two types which are dormitory and private room and focuses on eight most popular area for tourist stays. The findings indicate that dormitory have substantially lower price than private room and that two out of eight areas – Khaosan and Pratunam, are statistically significant which positively affect the price of the hostel. Besides, number of competitors drives the price down, by collecting numbers of hostel within 1 kilometer and see if it influences price. Another variables included that has interesting results are review scores from past travelers. Three out of six of these scores are associated with changes in room rates. Location, facilities and value for money are the main concern of customers decision-making. As shown in many previous studies, private bathroom and restaurant are attributes that influence price increases.

The results provide a means of identifying characteristics of hostel room rates. It helps broaden existing research on hospitality industry especially for hostel sector by considering the external environment factors as well as hostel quality and services provided. Not only it contributes to existing research but also

offers considerably potential for future research on relevant topics. This benefits also investor who wants to understand the characteristics of the business and will be able to focus on the right track as well as the most effective marketing and pricing strategies.

As with any research, this study has certain limitation involved. The paper collected review score of hostel attributes through users' experiences which may not provide the whole picture of customer opinions. To put it in other words, there ae no benchmark for scoring which may not be standardize for the whole population. Furthermore, the website shows inconsistent searching results in different browsing period meaning that the selection of hostel may have to change due to the absence of one or more attribute. This lengthen data collection period and caused the hostel price to be unavailable at the observed time. Lastly, this study only investigates certain attributes effect on hostel price, and findings show difference outcome in different models. However, future research can be carried out to elaborate more accurately on certain interested attribute.

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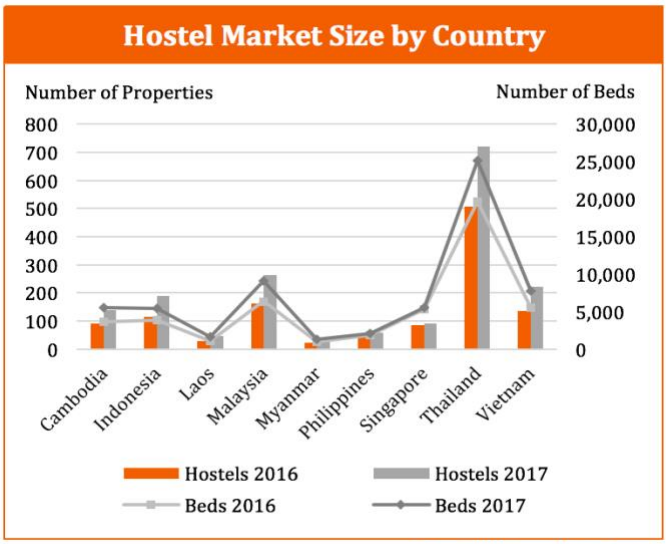
Appendices

Appendix 1.

Hostel market size by country

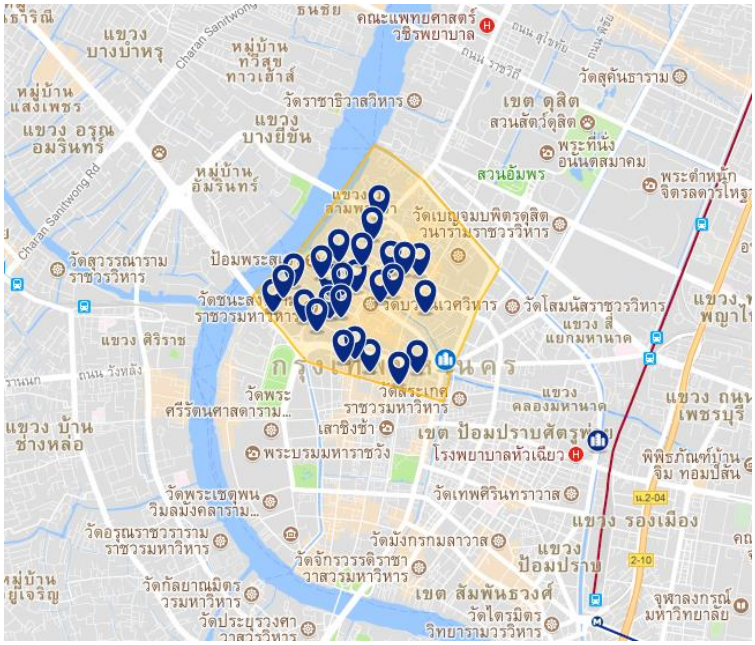


Source: C9 Hotelworks Market Research

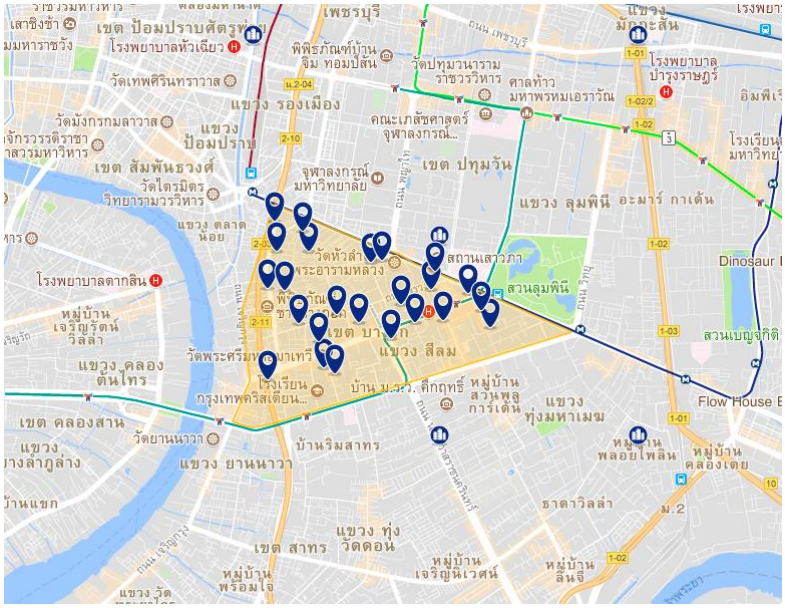
Appendix 2.

Hostel located in different areas

Khaosan



Silom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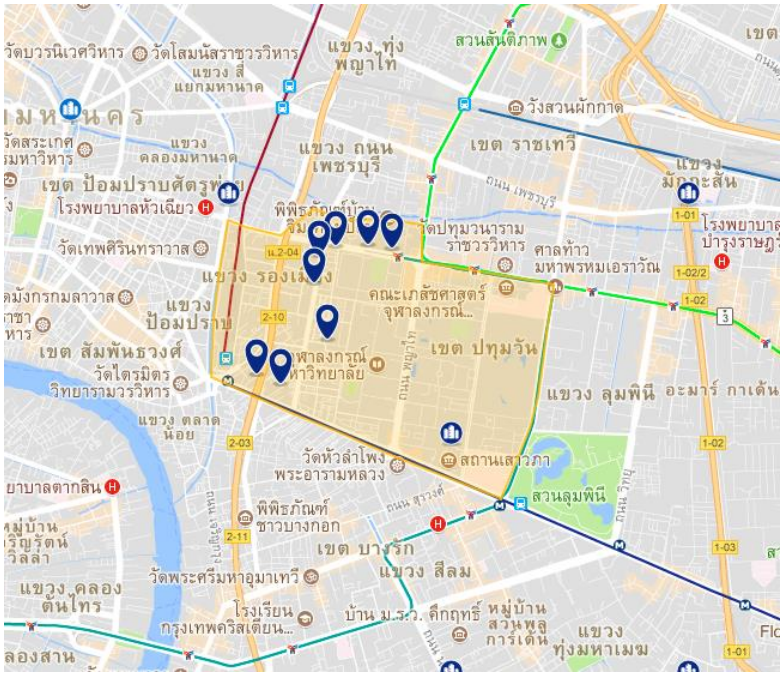
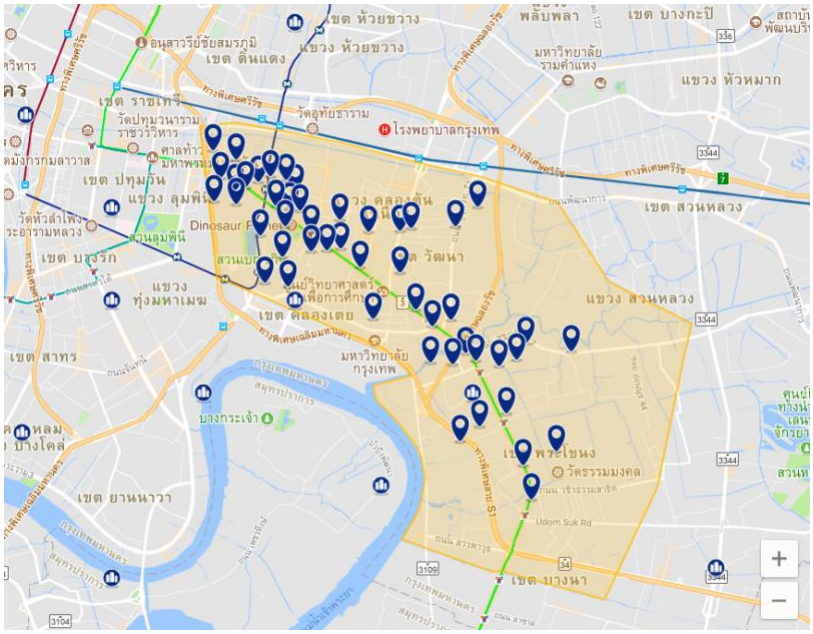
วัดเทพศิรินทราวาส
แขวง รองเมือง
วัดมังกรกมลาวาส
แขวง ป้อมปราบ
เขต สัมพันธวงศ์
วัดไตรมิตร
วิทยารามวรวิหาร
แขวง ตลาดน้อย
โรงพยาบาลตากสิน
หมู่บ้านเจริญรัตน์วิลล่า
แขวง คลองต้นไทร
เขต คลองสาน
แขวง บางลำภูล่าง
บ้านแขก
เขต สาทร
หมู่บ้านพร้อมใจ
เพชรบุรี
พิพิธภัณฑ์บ้านจิม ทอมป์สัน
วัดปทุมวนาราม ราชวรวิหาร
ศาลท้าวมหาพรหมเอราวัณ
คณะเภสัชศาสตร์ จุฬาลงกรณ์...
เขต ปทุมวัน
จุฬาลงกรณ์มหาวิทยาลัย
แขวง ลุมพินี
อะมาร์ กาเด้น
วัดหัวลำโพงพระอารามหลวง
สถานเสาวภา
สวนลุมพินี
เขต บางรัก
แขวง สีลม
วัดพระศรีมหาอุมาเทวี
โรงเรียนกรุงเทพคริสเตียน...
บ้านริมสาทร
แขวง ยานนาวา
วัดยานนาวา
แขวง ทุ่งวัดดอน
แขวง ทุ่งมหาเมฆ
หมู่บ้านพลอยไพลิน
หมู่บ้านคลองเตย
ธาตาวิลล่า
หมู่บ้านเจริญนิเวศน์
หมู่บ้านลินจี
Dinosaur
Flow House
สวนเบญจกิติ

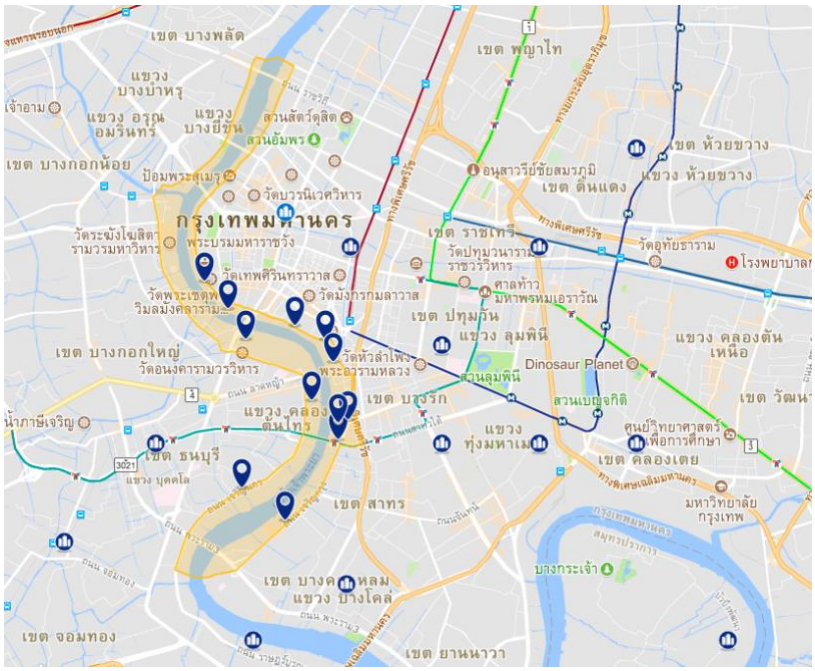
Siam


วัดบวรนิเวศวิหาร
วัดโสมนัสราชวรวิหาร
แขวง ทุ่งพญาไท
สวนสันติภาพ
วังสวนผักกาด
แขวง สี่แยกมหานาค
แขวง คลองมหานาค
แขวง ถนนเพชรบุรี
เขต ราชเทวี
แขวง มักกะสัน
เขต ป้อมปราบศัตรูพ่าย
โรงพยาบาลหัวเฉียว
วัดเทพศิรินทราวาส
วัดปทุมวนาราม ราชวรวิหาร
ศาลท้าวมหาพรหมเอราวัณ
โรงพยาบาลบำรุงราษฎร์
แขวง รองเมือง
วัดมังกรกมลาวาส
แขวง ป้อมปราบ
คณะเภสัชศาสตร์ จุฬาลงกรณ์...
เขต สัมพันธวงศ์
วัดไตรมิตร
วิทยารามวรวิหาร
จุฬาลงกรณ์มหาวิทยาลัย
เขต ปทุมวัน
แขวง ลุมพินี
อะมาร์ กาเด้น
แขวง ตลาดน้อย
วัดหัวลำโพงพระอารามหลวง
สถานเสาวภา
สวนลุมพินี
พิพิธภัณฑ์ชาวบางกอก
เขต บางรัก
แขวง สีลม
วัดพระศรีมหาอุมาเทวี
แขวง คลองต้นไทร
โรงเรียนกรุงเทพคริสเตียน...
บ้าน ม.ร.ว. คึกฤทธิ์ หมู่บ้านสวนพลูการ์เด้น
แขวง ทุ่งมหาเมฆ

Sukhumvit



Riverside



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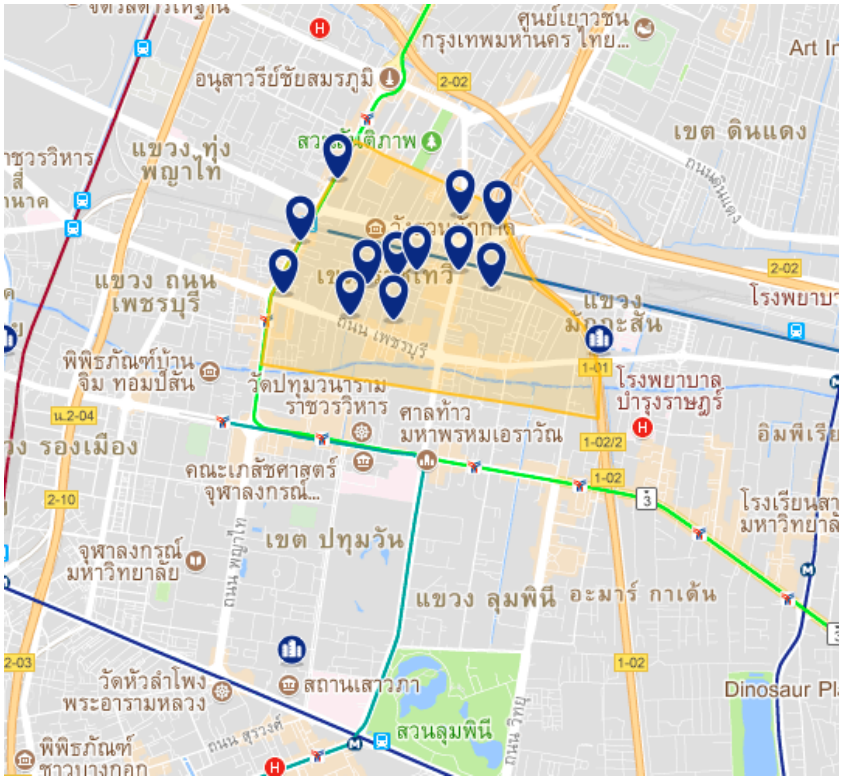
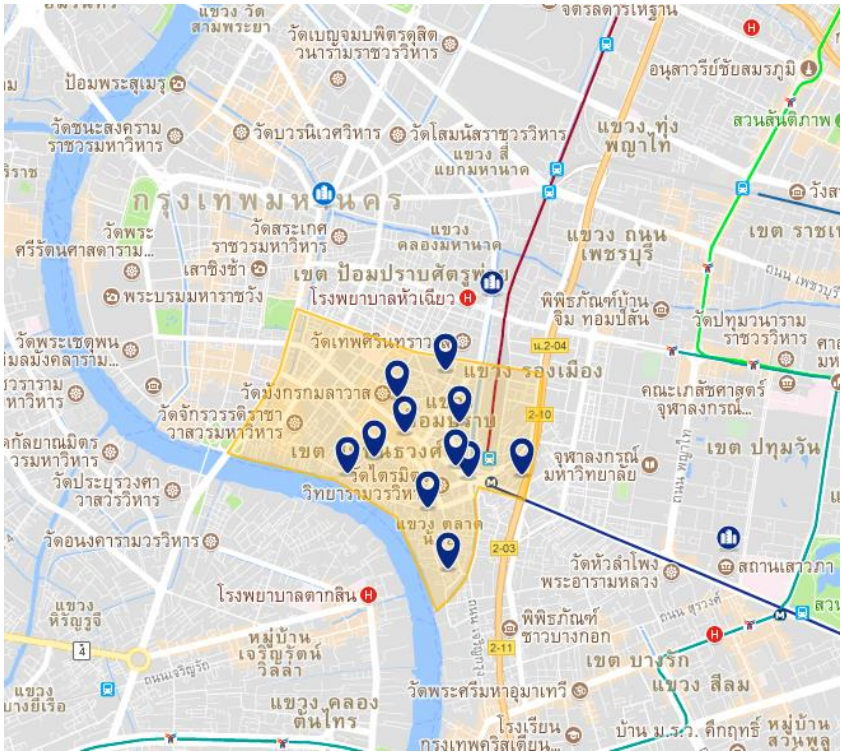
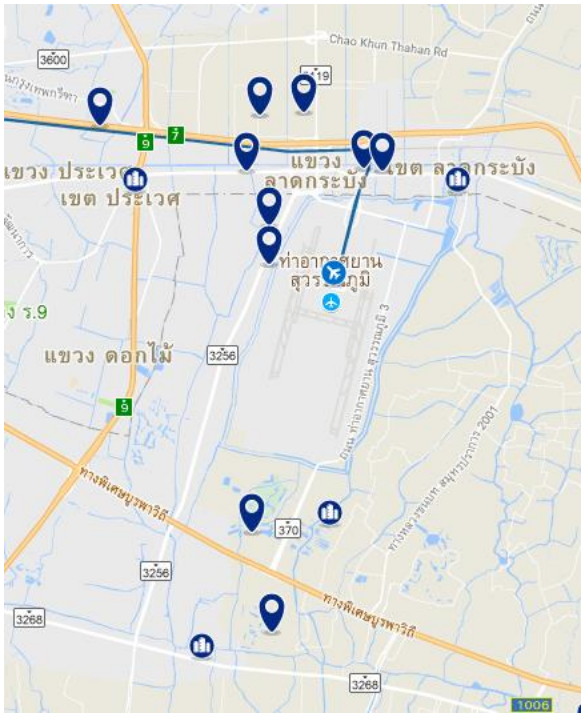


Chinatown



Suvarnabhumi



*Noted that the picture may not show all the hostels in the area.