

INTERIOR DESIGN: HOSPITALITY PREFERENCES OF YOUNG BUSINESS PROFESSIONALS

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ABSTRACT

The purpose of this study is based on understanding the travel preferences of young business professionals. Based on our research findings, the design of the hostel spaces will be taken into consideration. Different amenities will be offered according to the top priorities of the survey takers. Hostels offer a budget friendly travel accommodation for those who are less in need of a hotel room during the day and prefer simplistic facilities that are well designed and comfortable. By doing this, we reduce the need for wasted space when guests are vacant from the rooms in the daylight hours, as well as eliminates single use plastics that come with wasted toiletries. These are both problems that are becoming increasingly important to consider as sustainability and eco-friendly design are a top priority especially for younger generations. The results of these surveys show that security of all kinds, including storage and surveillance cameras is the top priority for many travelers staying in shared accommodation. Free Wi-Fi and ample charging facilities are also very important to the majority of the survey participants.

REVIEW OF LITERATURE

With the current global economy and concerns for sustainability and the environment, there has been a push across young consumers to increase demand for more sustainable, less wasteful accommodation. In the modern age of AirBnBs, Couchsurfing, and boutique accommodation, the large hotel chains are becoming outdated. Hostels are filling a niche market for young, travelers who want to connect to the world around them. As technology advances, it is becoming easier and more efficient for businesses to allow their employees to work remotely and travel to connect with foreign partners. This newest market of business professionals has more money to spend than traditional young backpackers (Mest, 2015). Most of these young people choose to travel in small groups or individually as opposed to with a partner or spouse. They prefer multi-bed or semi-private rooms and more available lounge areas to relax after a long day in the city (Hory & Major, 2016). There is also the issue of individual toiletries distributed and discarded after every visitor and bed linens/towels being washed after every guest regardless of it being used or not (Borovskaya & Dedova, 2014). These wasteful patterns are hazardous to the economy and the environment. There is another group of young travelers who are more educated and have more disposable income than any other generation in history. Universities across the world are offering international study abroad programs; other students are taking gap years to explore and travel before starting careers (Iftikhar & Ajmal, 2015).

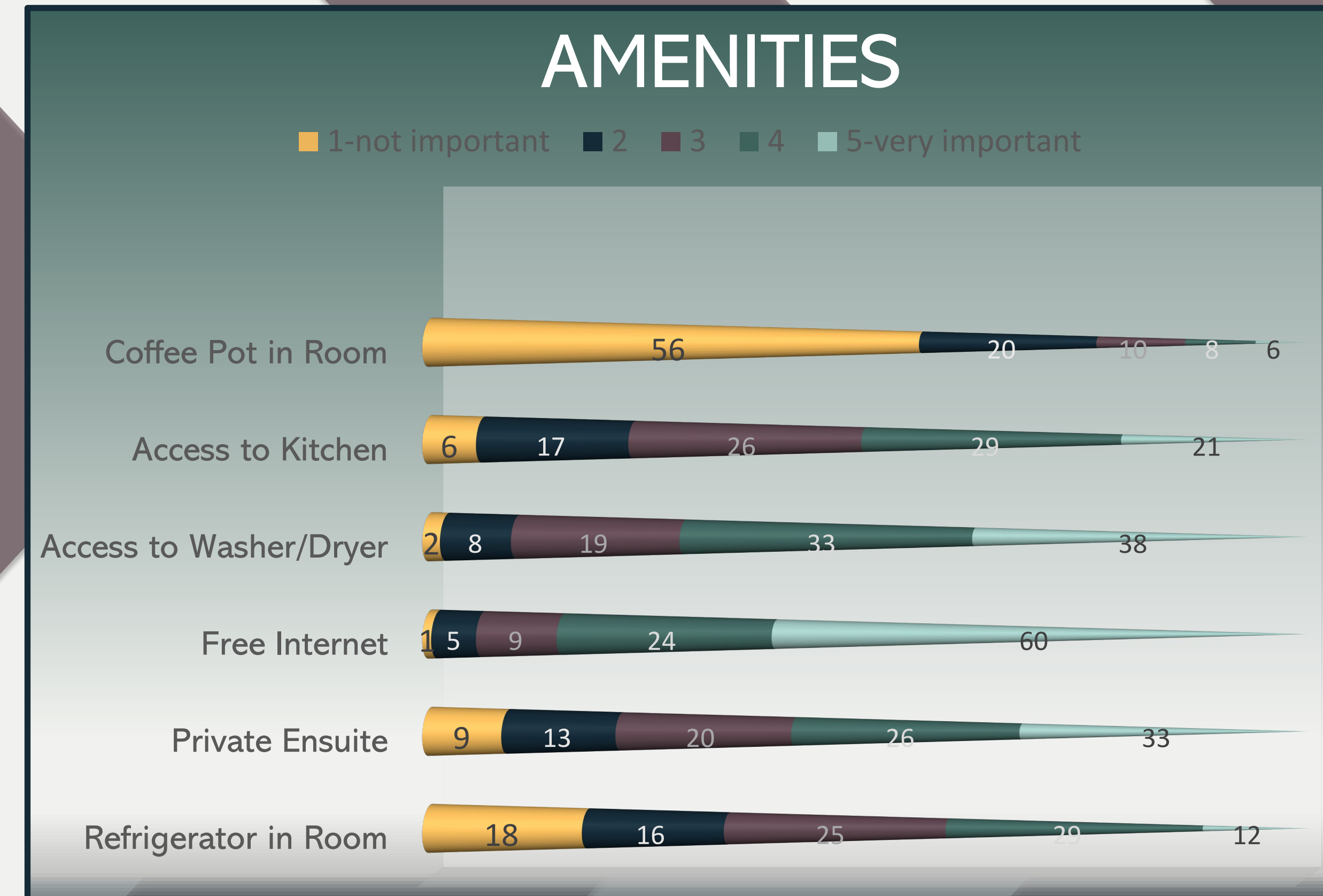
References:

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Iftikhar, A. & Ajmal, A. (2015). A qualitative study investigating the impact of hostel Life. *International Journal of Emergency Mental Health and Human Resilience*, 17(2), 511-515. doi: 10.4172/1522-4821.1000204
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METHODOLOGY

- An online survey was conducted amongst NDSU students and faculty focusing on hospitality amenities & security and safety measures.
- The survey was available for completion for 14 days.
- Survey responses were voluntary and anonymous
- Questions were 5-point Likert scale type, along with multiple choice options. They were aimed toward gathering information regarding young travelers and business professional's hospitality related needs and wants in today's modern global climate.

RESULTS

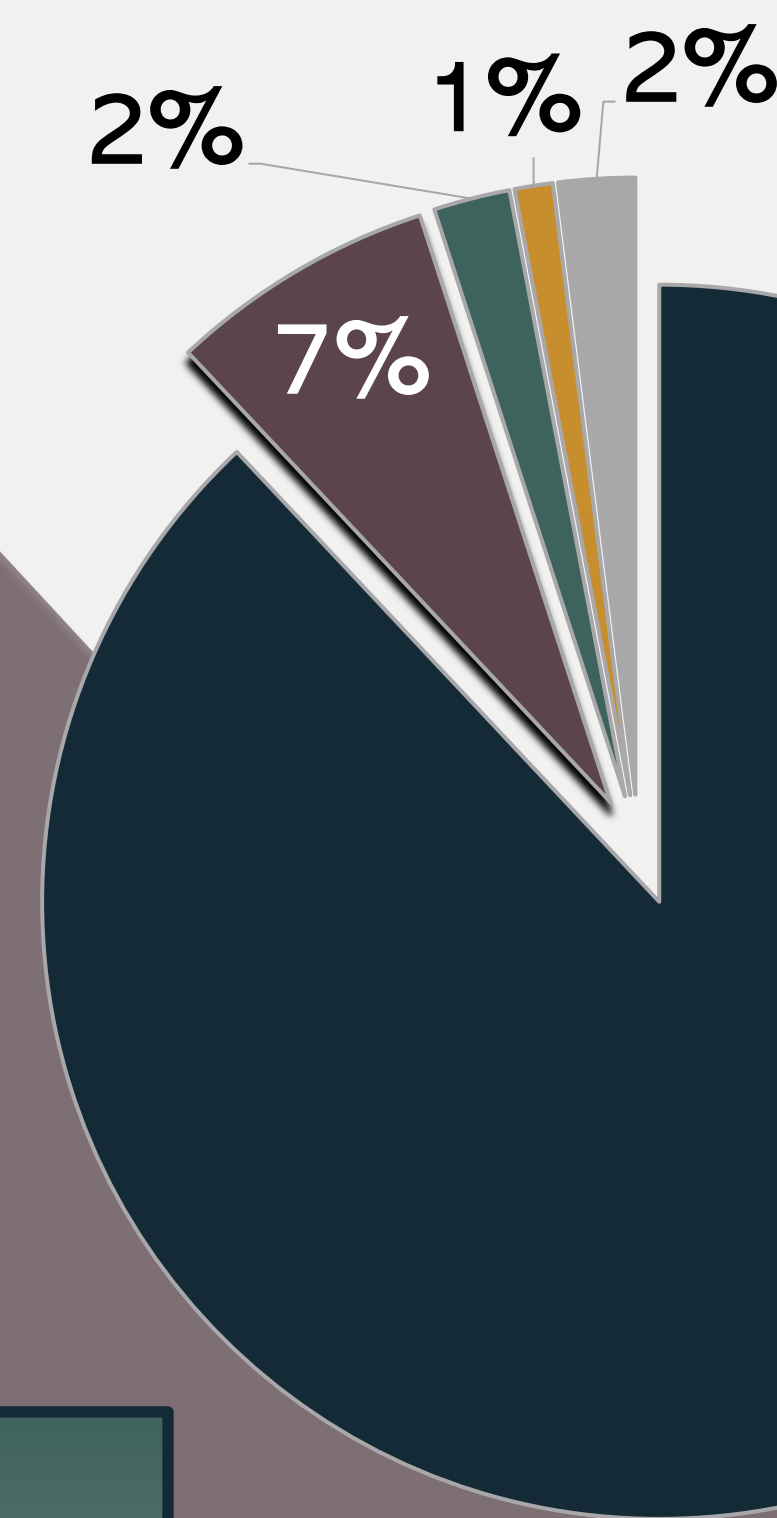


42% OF PARTICIPANTS ARE COMFORTABLE STAYING IN A CO-ED ROOM WITH STRANGERS



72% OF PARTICIPANTS ARE WILLING TO SHARE A ROOM AT A LESSER PRICE

In conclusion, the survey led to a better understanding of desired security and amenities users desire in a hospitality setting. Overall, the findings from this survey have been extremely useful to understand the desired level of security as well as what amenities should be provided within a hostel and where they should be located within the space. The top travel priorities amongst participants are having secured, key-card access entry as well as having lockable areas to store personal items and having a surveillance system as well. The most important amenity according to this survey was found to be having free wireless internet available when staying at a hotel or hostel. Most participants agreed that they would share a room if they were able to have it at a lower cost. The least important factors for participants when staying in shared accommodation, are having a front desk clerk and having a coffee pot available in their room..



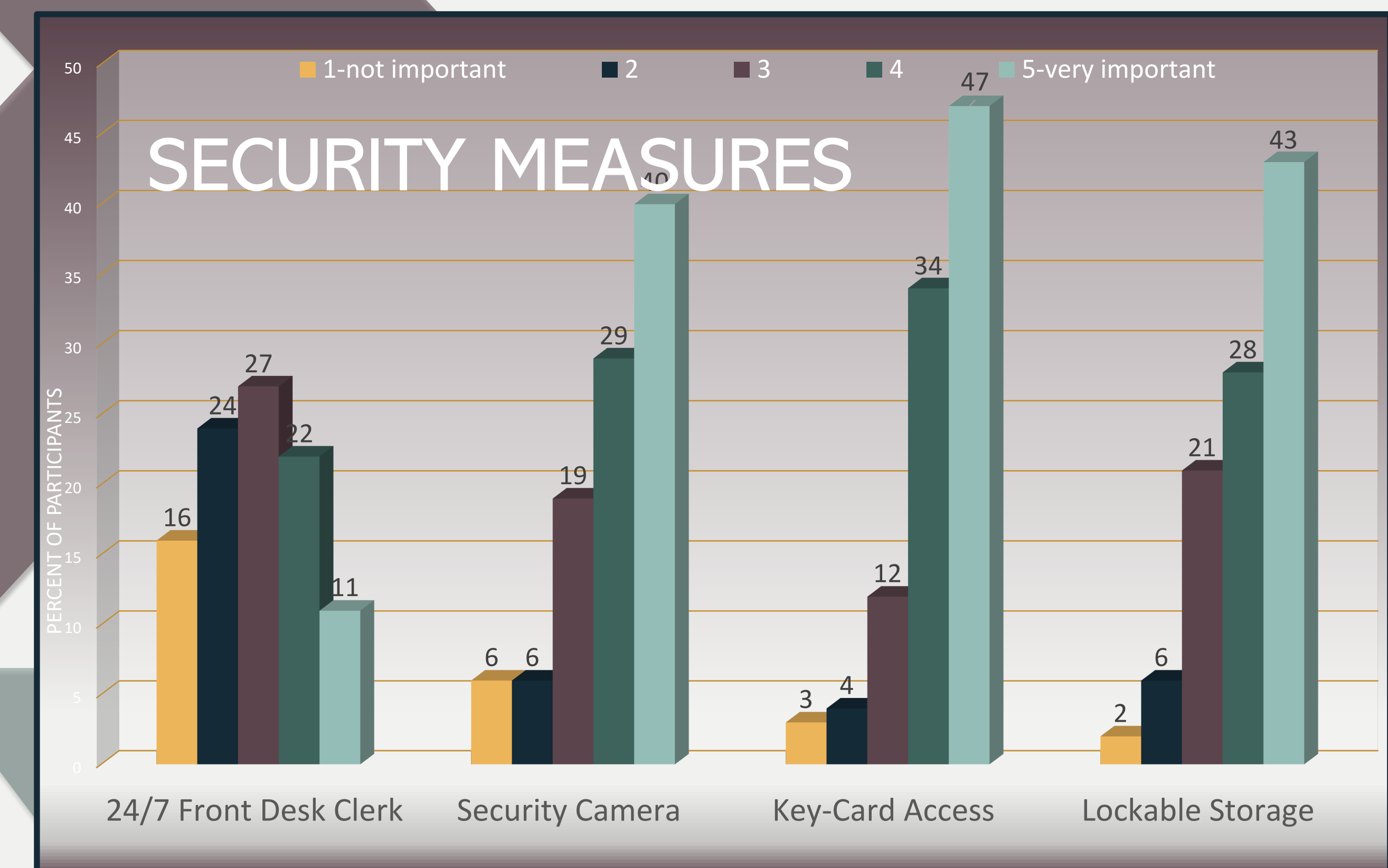
AGE OF PARTICIPANTS

- 18-25
- 26-32
- 33-40
- 41-49
- Over 50



330
TOTAL
PARTICIPANTS

29.5% MALE
69% FEMALE
1.5% OTHER



CONCLUSION