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Faculty of Business Economics

Master of Management

Master's thesis

An application of the Customer Value Index in Tourism

Santi Ioannis Zein Papathymiopoulos

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization International Marketing Strategy

SUPERVISOR :

Prof. dr. Sara LEROI-WERELDS



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COVID-19 Disclaimer

This master thesis was written during the COVID-19 crisis in 2020. This global health crisis might have had an impact on the (writing) process, the research activities and the research results that are at the basis of this thesis. Further, additional data were found on the opinions of the interviewees as a result of the current lockdown and the pandemic crisis that humanity faced in a global scale.

Preface

The foundations for this thesis originally stemmed from my passion for marketing and the strategies that facilitate the efforts both of researchers and managers to comprehend customers. Explicitly, during my studies at the University of Hasselt, I became familiar with Customer Value. It seemed genuinely interesting to me to learn and grasp the depths of what Value is for the customers. Therefore, I proceeded with the present thesis on the application of Customer Value Index in Tourism.

Further, I would like in this part to express my gratitude towards everyone that supported my efforts. Firstly, my heart feels thankful towards God, as He has been my pillar of strength, and an unparalleled support throughout every moment of my life. Moreover, I could not have achieved everything that I have in my life without my wife-to-be, Inés, who has always been supporting my growth through her love and hard work. Also, I am in the moment of graduating with a master's degree in Management thanks to my parents, Wissam and Katerina. They believed in me, and supported all my endeavors through their hard work and love. Additionally, I am grateful towards my grandparents, Ioannis and Anastasia, as they played a significant role to my success. Thanks to their support and help, I was able to have opportunities that I could have never imagined. Furthermore, I devote this thesis to my brothers, Emmanuel and Angel, our love and friendship has always been motivating me to grow and to be an example for them. Last but not least, I would like to thank my supervisor Prof. Dr. Sara Leroi-Werelds. I believe that her guidance, support, and advice were critical for this thesis. Her rapid responses, and willingness to offer feedback helped me on successfully completing this research. In addition, I would like to thank Mrs. Heleen Vliex, her guidance and moral support greatly influenced my motivation on completing my studies and thesis, during the tough crisis of COVID-19. Finally, I would like to thank all the participants, without whom this study would not have been possible. I deeply appreciate your time and interest to help me complete my master's degree.

I hope you will enjoy reading this thesis,

Ioannis – Santi Zein – Papathymiopoulos (Shaun)

Hasselt, May 30th, 2020

Summary

In the rapidly changing and evolving business world of the 21st century, it is of utter importance that companies understand what customers value. Especially for the tourism industry that is currently under a massive wave of pressure due to the recent lockdowns as a response to the COVID-19 crisis. Specifically, hotels are now in need of making courageous steps towards differentiation, by exhibiting an authentic character that touches the visitors' hearts. Responding to these efforts, marketing research has provided crucial concepts, such as Customer Value (CV).

Primarily, Zeithaml (1988, p. 14) introduced the first definition of CV as a trade-off between benefits and costs. Specifically, she defined CV as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Some years later, Holbrook (1994) developed the first typology of CV. He discerned between eight different types of customer value. Further, aiming to update the scientific perspective on CV. Further, Leroi-Werelds (2019) recently developed a revised value typology and proposed the so-called Customer Value Index (CVI) to measure customer value. However, no prior research has applied the CVI and Updated Value Typology by Leroi-Werelds (2019) in the tourism industry. Hence, the aim of this thesis is to develop a scale for the hotel industry based on the updated value typology and CVI developed by Leroi-Werelds (2019).

The thesis consists of six chapters. The first chapter introduces the latest state of knowledge. It presents the significance of the tourism industry in the global economy. Also, it highlights the importance of Customer Value in marketing research, along with the usefulness of "scales" as a measurement tool for strategic firm evaluations.

In the second chapter, prior research is discussed and presented. Specifically, the chapter presents a literature review, by focusing on the three main topics of the thesis: tourism and specifically hotels, "scales" as a measurement tool for science and business, and the pillar of this research: Customer Value. The section of tourism and hotels, showcases the prior to COVID-19 state of the industry and its weight in the global economy. Further, in the section of "scales", the importance of appropriate measurement of constructs is emphasized. This section also describes that this thesis develops a precise and explicit scale that guides the application of CVI in the industry of hotels. Lastly, the third section describes the concept CV through an in-depth review of prior research. Firstly, the seven fundamental characteristics of Customer Value theory are explained: 1) CV is interactive, meaning there is an interaction between a subject (customer) and an object (product, hotel, etc.). 2) CV involves a trade-off between benefits and costs. 3) CV has an experiential nature, as it is not just embedded in an object. 4) Customers are the ones who determine CV. 5) CV is relevant to the situation, and thus context specific. 6) CV is multidimensional and comprises multiple value types. 7) CV is co-created by the customer, as a result of resource integration. Secondly, there is a brief presentation of the background theories that support the conceptualization on the development of the Updated Value Typology. Thirdly, the Leroi-Werelds' Value Typology and Customer Value Index are presented and analyzed, including its twenty-four value types both positive and negative ones: (+) 1. Convenience, 2. Excellence, 3. Status, 4. Self-esteem, 5. Enjoyment, 6. Aesthetics, 7. Escapism, 8. Personalization, 9. Control, 10. Novelty, 11. Relational Benefits, 12. Social Benefits, 13. Ecological Benefits, 14. Societal Benefits. (-) 15. Price, 16. Time, 17. Effort, 18. Privacy Rick, 19.

Security risk, 20. Performance Risk, 21. Financial Risk, 22. Physical Risk, 23. Ecological costs, 24. Societal costs.

The goal of this thesis is the application of Customer Value Index in tourism, and thus to develop a measurement scale in the industry of Hotels. Along these lines, fifteen semi-structured interviews were conducted as part of an exploratory qualitative research, aiming to realize the relevant value types for the industry of hotels and thus propose a measurement scale. All interviews were conducted online in May 2020, during the ongoing lockdown of the COVID-19 crisis. The interviews were conducted in accordance with the Critical Incident and Laddering techniques. Furthermore, the data were gathered and analyzed through the Gioia Methodology. In the third chapter the sampling and applied research methods that were used are described, aiming to examine the CVI application in tourism and propose a scale in the industry of hotels. This chapter consists of four sections. The first section presents the interviewees' profile of this research. The average age was 36 years old, and the participants had ten different nationalities and were coming from three different continents. Finally, it mentions that the interviews were conducted in three languages English, Greek, Spanish, and then the ones needed were translated in the English language, before being transcribed and analyzed. Further, there is a presentation of the methods that were followed. Namely, Critical Incident technique, Laddering technique, and Gioia Methodology.

In the fourth chapter the results are presented, providing an overview of the research findings. The application of CVI in Tourism was administered through the Gioia Methodology. Firstly, the findings are presented and analyzed through a graphical representation, showcasing eighteen value types as highly relevant to the hotel industry. Specifically, seventeen value types from the Updated Value Typology by Leroi-Werelds (2019): Convenience, Excellence (Service & Product) , Status, Self-esteem, Enjoyment, Aesthetics, Escapism, Personalization, Novelty, Relational Benefits, Social Benefits, Ecological Benefits, Societal Benefits, Price, Security risks, Performance risks, Physical Risks. Also, a new value type emerged and was labelled as Authenticity. Further, the relevance of the value types in the hotel industry was analyzed and quotes from the interviews were presented.

In the fifth chapter the conclusion and managerial implications of the thesis are discussed, by advising managers to use the scale and measure their performance on the eighteen value types relevant to the hotel industry. This thesis aims to pave the way for managers and researchers on comprehending the application of CVI in Tourism, by using the developed and presented scale of the eighteen relevant value types. However, this research requires an additional quantitative validation, to be able to generalize the findings without hesitation. Therefore, in the sixth and final chapter the limitations of the research are presented, and paths for future research are suggested, highlighting the necessity for a quantitative validation of the present thesis.

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1. Problem statement

Customer value [CV] is a fundamental concept in Marketing. However, despite all the research done on this concept, its conceptualization and measurement remain a subject of debate.

In 1988, Zeithaml (1988, p. 14) introduced the first definition of CV as a trade-off between benefits and costs. Specifically, she defined CV as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Some years later, Holbrook (1994) developed the first typology of CV. He discerned between eight different types of customer value. Further, aiming to update the scientific perspective on CV (Leroi-Werelds, 2019) developed a revised value typology. Therefore, facilitating the scientific efforts of further research on CV, as well as assisting managers in implementing the academic outcomes into their practices.

The relevance of CV has been underscored by multiple authors (Leroi-Werelds 2019). Slater (1997) even describes it as the reason for the existence and prosperity of a firm. In this sense, the interest of the application of CV by the managerial community in different industries is increasing, one of them, the tourism industry.

Explicitly, Gallarza et al. (2017) investigated the application of CV in the tourism industry with a specific focus on hotels. They emphasized the importance of how a touristic experience of visiting a hotel stands as an ideal situation to investigate the CV typology as the industry is in line with the premises made by Holbrook (Holbrook and Hirschman, 1982; Holbrook, 1999) and therefore, stands as well on the revised Value Typology by Leroi-Werelds, which used Holbrook's research as the foundations for the in-depth update on the CV. Firstly, the value of a hotel is per se multidimensional (Al-Sabbahy et al., 2004; Sanchez et al., 2006; Gallarza and Gil-Saura, 2008; Sparks et al., 2008), as a type or way of consumption it contains increased levels of customer involvement (Jayanti and Ghosh, 1996; Gallarza and Gil-Saura, 2008; Wu and Liang, 2009), and due to the nature of the industry, its services are fully experiential (Yuan and Wu, 2008; Wu and Liang, 2009).

Further, the industry of tourism, and more specifically, hotels, are the subject of this study due to their high importance in the global economy (Lock, 2019; Statista, 2020). Global revenues reached in 2019 up to €561.8bn as well, with revenues up to €339,265m, already by March 2020.

Prior research (Gallarza, 2017) mainly used Holbrook's value typology to measure CV for hotels. However, this article will be the first to develop a scale in CV for hotels having as foundations the revised Value Typology of Leroi-Werelds (2019), which includes more value types than the typology of Holbrook, thus is more encompassing. Also, it will provide an improved picture of the real value of hotels, as no similar measurement scale is currently available to measure CV, through the Leroi-Wereld's Typology, in hotels. Through an in-depth examination of customers' perception of hotels, and the potential value derived from the services they offer, the goal of this article is to provide a tool which clarifies how CV (through the revised Value Typology) exists in the expectations and evaluations of the customers towards the hotel amenities. Addressing this topic most efficiently requires the application of the CV Index [CVI] and Revised Value Typology by Leroi-Werelds (2019) to hotels. Briefly, as defined by Leroi-Werelds (2019, p.14), CVI is "a weighted composite of the relevant positive and negative value types related to a particular object.", which helps on the

conceptualization of CV. By using CVI the thesis is structuring its efforts to shed light through the revised Value Typology (Leroi-Werelds, 2019) and try to fill a critical knowledge gap.

Previous research (Kock et al. 2018) has shown that the development and application of measurement tools or “scales” addressing the quantification of constructs are critical for the facilitation of future research. Specifically, on the necessity of scales in CV, prior research highlights the need for additional comprehension on the way of measuring CV (e.g., Sanchez-Fernandez et al. 2009; Sweeney and Soutar 2001) as “making customer value strategies work begins with an actionable understanding of the concept itself” (Woodruff 1997, p. 141). Pointing out the necessity of CV and its proper measurement, Leroi-Werelds (et al. 2014) provided empirical evidence on the four most popular measurement methods of CV. Consequently, facilitating the conceptualization and proper measurement of perceived CV as a necessary condition on apprehending the complete capabilities imbedded in CV management. Therefore, intending to pave the path for future research on the topic of CV in the industry of Hospitality, specifically in hotels, this thesis is developing a scale as an application of CV Index in tourism, developed by Leroi-Werelds (2019).

2. Theoretical background

This thesis aims to investigate CV in Touristic Accommodations, specifically in Hotels, and develop a scale for proper future measurement efforts. Accordingly, the thesis initiates its structure with an in-depth analysis of the theoretical and conceptual background of the concerning topics. In this chapter, the following topics are focused: i) tourism and hotels, its relevance for theoretical investigation, and its significance as an economic industry. ii) Scales and their use as a measurement tool, and the importance of a scale for CV in hotels. iii) CV, its conceptual magnitude on marketing research, and the scientific gravity that Leroi-Werelds’ (2019) Revised Value Typology entails.

2.1. Tourism & Hotels

Numerous scientific efforts were made to describe tourism. A well developed and straightforward one is Leiper’s (1979, p. 403). “Tourism is the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points en route.” Tourism is a crucial economic industry for a plethora of countries. According to Statista (Lock, 2020), the global economic contribution (direct, indirect and induced) of the industry reached over €8.5 trillion in 2019 As the means of transportation have become more affordable, there is a steady increase in growth for the industry per year. The world observed an increase in international arrivals exceeding 1.4 billion people in 2018.

Moreover, tourism bares solutions to millions of customers who need to travel for numerous of reasons: to maintain relationships (Urry, 2003), to have vacations (Sezgin & Yolal, 2012), to volunteer (Wearing & McGehee, 2013), or even to educate themselves and grow their skills (Smith and Jenner, 1997). In regards to hotels, the European Commission (JRC, 2009) according to its Decisions 2009/564/EC defines ‘tourist accommodations’ as the following: “The product group ‘tourist

accommodation service' shall comprise the provision, for a fee, of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as the primary service to tourists, travelers, and lodgers. The provision of overnight sheltered accommodation may include the provision of food services, fitness and leisure activities, and/or green areas." Accordingly, "hotels" as a term is explained by the above definition, since the hotels are within the industry of touristic accommodations, and has been examined as such from prior solid research (Gallarza et al., 2017). The current article focuses on the hotel industry due to its high significance in the global economy, the fierce competition within it, and its constant transformation (Orfila-Sintes and Mattsson, 2009). Standing, therefore, as an ideal field for further scientific advancement, in the thesis case, for the development of a scale in CV by utilizing the Leroi-Werelds Value Typology (Leroi-Werelds, 2019).

Additionally, the hotel industry stands out from all other industries within tourism (e.g., transportation, leisure, intermediation) as it is highly homogeneous, and its operation is exceedingly crucial for tourism services (Borooah, 1999). Hotels (Hui et al., 2007) stand as a service industry among the most substantial ones in the world. Benefiting from the de-regulation wave in the airline industry, together with the digitalization trend and development of e-commerce, as well as with technological advancement, and the demographic changes, hotels produce GDP perpetually and offer job opportunities globally. The sector provokes a stable client 'flow-through' effect as well in complement industries such as FMCG, construction, and transportation. Also, as the clients (visitors) grow into being information-driven, and the demand is increasing, travel havens develop an intense competitive attitude amidst them, leading to overall growth in the industry.

2.2. "Scales" as a measurement tool.

Appropriate measurement of constructs is unconditionally critical for behavioral and social sciences (Day & Montgomery, 1999) and depicts an essential line of research (Lee & Hooley, 2005). According to encompassing theory, (Aiken, Bee, & Walker, 2018; Cools & Van den Broeck, 2007; De Vellis, 2017; Netemeyer, Bearden, & Sharma, 2003) scales, in particular, connect and frame conceptual constructs to empirical evidence.

The concept of CV had remained blurred, Gallarza (2017) expresses that its measurement had been puzzling, despite the numerous solid proposals for scaling perceived value (e.g., Mathwick et al., 2001; Sweeney and Soutar, 2001; Petrick, 2002; Martvn-Ruiz et al., 2008). Hence, there was a need for clarification; Leroi-Werelds (2019) succeeded in adding clarity and facilitating further understanding of CV. Therefore, this thesis uses her article to develop a concrete scale aiming to facilitate the understanding of CV application on hotels. Also, Kock et al. (2018) suggest that the creation and utilization of measurement tools "scales" aiming to quantify constructs are crucial for future research and development of further knowledge, for the social sciences and marketing. Bagozzi and Fornell defended that scales are capable of perceiving a conceptual entity (latent

construct) that depicts the actual, non-apparent state, or nature of a phenomenon (Bagozzi & Fornell, 1982). The formation of new scales for abstract concepts facilitates the operation of both managers and researchers by providing them with a framework for their business or scientific projects and studies, respectively. Scales, aid in examining and operationalizing phenomena, and they simplify the measurement of causality in a variety of contexts, hence assisting in understanding the phenomena under investigation. Kock et al. (2018) indicated that there should be a valuable advancement in the way that scales, especially on the topic of tourism and leisure, are being developed. According to their study, in the past years, research has not been focusing on the consolidation of significant nomological affirmation and proper theory testing for scales developed recently. The present thesis aims to develop a scale, (Beritelli et al. 2016), which is "sense-making" by generating new knowledge for scientists and managers, in order to aid future efforts of conceptualization of CV regarding hotels. Applying the CVI (Leroi-Werelds, 2019) will guide this thesis and facilitate its intentions, as stepping on well-acknowledged research validates its efforts. By doing so, this thesis will simplify the unnecessarily high level of methods' complexity that is currently present in tourism research (Beritelli et al. 2016). In conclusion, the paper attempts to develop a precise and explicit scale that elucidates the presence of CV in the industry of hotels.

2.3. Customer Value

This study has as its core and will draw upon the knowledge of prior research. Specifically, the Revised Value Typology and the CVI (Leroi-Werelds, 2019) was utilized, aiming to develop a scale for CV in hotels. Primarily, it is vital to delve into the crucial milestones of the development of research on CV, to grasp the nature of the concept better. Previous research (Zeithaml, 1988) defined CV as the trade-off between benefits and costs, a definition that is highly acknowledged by the scientific society. Additionally, the promotion and facilitation of further research on theories and methods in CV were bolstered by Holbrook in 1999 with his article: "The nature of customer value: axiology of services in the consumption experience," in *Service Quality*, in which he proposed a value typology, widely accepted by the scientific society (Sanchez-Fernandez et al., 2009, p. 97). as "the most comprehensive approach to the value construct, because it captures more potential sources of value than do other conceptualizations." Accordingly, the scientific society generated extensive research focused on CV and Holbrook's typology.

However, since the context of marketing and service research is perpetually evolving, there was a need for an update on CV and Leroi-Werelds (2019) developed the revised Value typology. Hence, this updated typology is currently the most comprehensive approach to the value construct since it captures even more potential types of value than Holbrook's. This thesis thus builds on the revised Value Typology by Leroi-Werelds, to measure CV. . In the article (Leroi-Werelds, 2019) apart from the original value types mentioned by Holbrook: Efficiency, Excellence, Play, Aesthetics, Status, Esteem, Ethics, Spirituality, there is an extended list of values developed by Leroi-Werelds. The latter will be analyzed further in this paper. Specifically, Leroi-Werelds (2019) developed a number of values by responding to empirical work done by using Holbrook's typology (e.g., Time), some other value types in relation to technology (e.g., Novelty), to human contact (e.g., Relational

Benefits), to collaborative consumption (e.g., Social Benefits) and transformative service research. (e.g., Societal Costs). Due to the informative nature of the Revised Value Typology, its use in the present article will facilitate the efforts of understanding what Value is/means for customers of Hotels, in a methodological and structured way, simplifying hence the development of a scale.

2.3.1. Customer Value Foundations

Leroi-Werelds (2019) truly aided on understanding CV deeper, by analyzing and presenting the 7 Foundational Characteristics [FC], that illustrate the nature and stand as the bedrock of CV. By utilizing prior research, the article achieved shining more light on the CV as well as guiding future research on stepping on solid groundwork. Aiming to facilitate future research on FCs, the thesis illustrates them briefly (see Table I.) aside from describing them below. The CV foundations are the following:

- 1). Firstly, Holbrook (1999) and Woodruff (1997) mentioned that within CV, an interaction is existent between a subject (the customer) and an object. Explicitly, Holbrook defined it as “an interactive relativistic preference experience” (Holbrook, 1994b:27). Holbrook (1999) argued that CV is interactive. As value is solely extracted through an interaction between the user and a product. He defended that no matter the numerous qualities of a product, they can only come to represent CV when they are observed and acknowledged within the context of the consumption experience. The possibilities about the nature of the object were examined and presented by Leroi-Werelds (2019), who analyzed previous research which referred to object as a product (Leroi-Werelds et al., 2014), a hotel (Gallarza et al., 2017) supermarket (Willems et al., 2016), et cetera. In the hotel industry, an example could be a delicious breakfast buffet; the quality of its essence can only come to the present if the visitors utilize it.
- 2). Further, the second and a truly crucial foundation for CV is the notion that CV involves a trade-off between benefits and costs, This is in line with Zeithaml’s definition of CV (1988, p. 14) “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given.” Zeithaml (1988, p. 14) defended that “value represents a tradeoff of the salient give and get components.” In turn, it was described by added research, as a trade-off between benefits and costs. (Cronin, 2016; Kleijnen et al., 2007; Woodruff, 1997). For hotels, a clarifying example would be that for some visitors having an option from a variety of pillows is of value, no matter the cost, as the trade-off between the received and given is satisfying.
- 3). The third FC, CV, has an experiential nature, meaning Value is not just embedded in an object, yet it occurs through the experiences extracted from the object. Thus, the process of usage generates value throughout the customer’s journey. (Cronin, 2016; Gronroos and Ravald, 2011, p. 8; Leroi-Werelds et al., 2014). Cronin (2016) analyzed the conceptualization of consumer exchanges in different stages of the customer’s journey: search (before the purchase), acquisition (on the moment of the transaction), use (during the experience), and disposal (following the experience of consumption). Explicitly, the article described that even

through an exchange of information, there could be value creation for the customer. In this case the object is the information given, and the customer will determine the value of the information. As the customer could be notified about a higher quality or less costly solution which would respond to his needs, hence reducing the search time (Cronin, 2016). Specifically, the search stage is significant for marketers', as customer make decisions concerning acquisition prior (Cronin, 2016). The importance of this constant effort for value co-creation from the side of the company is further emphasized by the existence of the last stage, disposal. Reuse, repurposing, and recycling can create benefits (social, financial, environmental) and, therefore, may have value for some customers (Cronin, 2016). For instance, a hotel could provide information about its environmental footprint and how the use of fully compostable bathroom amenities has been positively impacting it. Wherefore, the consumer acquires knowledge about the impact of such changes, and might appreciate its acquisition and use, and might feel responsible and a contributor to a better environment when disposing of them.

- 4). Moreover, the fourth FC describes that the ones determining CV are customers themselves, and not the suppliers, electing which objects for them are valuable. Therefore, forging the nature of CV on being personal. (Holbrook, 1999; Leroi-Werelds et al., 2014; Woodruff, 1997). The relevance of this characteristic is shown by the great emphasis on it early on from prior research (Lewis, 1946; Hilliard, 1950; Von Wright 1963), which argued that value is personal as it may differ from an individual to another. To simplify, in a hotel experience, some customers might appreciate more the proximity to a natural body of water (sea, lake, et cetera.); however, others might expect and value more the existence of a swimming pool.
- 5). The fifth FC depicts that CV is relevant to the situation (explained by Taylor (1961) about circumstances, time frame, or location) and therefore is context-specific (social, spatial, temporal, physical), depending on the context and its alternations on which the usage occurs. (Gronroos and Voima, 2013; Hilliard, 1950; Holbrook, 1999; Lewis, 1946; Morris, 1964; Von Wright, 1963). As an example, in the hotel industry, during the winter season, visitors will most probably expect warm drinks to be offered, whereas, in the summer season, the visitors will crave cold drinks from the hotel's bar.
- 6). Additionally, the sixth FC represents the multidimensional character of CV, meaning that CV veritably comprises multiple value types (Gallarza et al., 2017). For instance, in the hotel industry, the CV for a visitor might be a combination of feelings of escapism, aesthetics, and convenience, if there is the usage of luxurious transportation service from the airport to the hotel.
- 7). Lastly, the seventh FC illustrates that CV is (co)created by the customer as a result of resource integration. Meaning that the customer is integrating the resources (products, services) supplied by the provider along with distinct resources and skills, therefore (co-)creating value (Vargo and Lusch, 2004; McColl-Kennedy, 2018; Leroi-Werelds, 2019). For example, in a hotel, there can be karaoke nights, which in combination with quality drinks

and food for the visitors, and excellent technological systems (sound, screen, lights, et cetera.) they create together with the singing “skills” of the visitors a memorable night.

	Brief Description of FC. CV is:	Found in Research.
	1 st : Implying an interaction between a subject and an object.	Holbrook, 1999 Leroi-Werelds, 2019 Woodruff, 1997
	2 nd : Involving a trade-off between the benefits and costs of an object.	Cronin, 2016 Kleijnen et al., 2007 Woodruff, 1997 Zeithaml, 1988
	3 rd : Not inherent in an object, but in the customer’s experience derived from the object.	Cronin, 2016 Gronroos and Ravald, 2011 Leroi-Werelds et al., 2014
	4 th : Personal since it is subjectively determined by the customer.	Holbrook, 1999 Leroi-Werelds et al., 2014 Woodruff, 1997
	5 th : Situation-specific.	Holbrook, 1999 Gronroos and Voima, 2013
	6 th : Multidimensional and consists of multiple value types.	Gallarza et al., 2017
<p>Table I. Foundational Characteristics of Customer Value. <i>Retrieved from (Leroi-Werelds, 2019).</i></p>	7 th : (Co)-created by the customer by means of resource integration.	Vargo and Lusch, 2004 McColl-Kennedy, 2018 Leroi-Werelds, 2019

The FC aid in comprehending the base and foundation upon which the CV concept is built. Therefore, expanding the understanding of the usefulness and practicality of this thesis.

2.3.2. Leroi-Werelds Typology & Background Theory.

In this part it is presented the revised Value Typology by Leroi-Werelds (2019), and its theoretical background. Which aids in constructing knowledge on the nature and concept of the revised typology, to grasp its application together with CVI on hotels subsequently.

2.3.2.1. Background Theory.

The theoretical background worked as support of conceptualization on the development of the Revised Value Typology. These were advances in theory and practices that made it necessary to have an update in the concept of Value. Leroi-Werelds (2019) based their research and update on these advances, responding to the latest scientific breakthroughs. Below they are briefly analyzed, thus assisting on the comprehension of the background of the Updated Value Typology's table (see Table II.) (Leroi-Werelds, 2019):

a) Technology. [T]

In the article (Leroi-Werelds, 2019), Technology is one of the scientific advancements that are being taken into consideration in the process of Updating the Value Typology. The paper argues that due to the evolution of technology in humanity, and specifically "The Fourth Industrial Revolution," brings advances in automation and transformation. New technologies amplify and replace human employees, as firms pursue lower costs and higher productivity (Huang and Rust, 2018; Wirtz et al., 2018). Consequently, numerous value types relate to it, thus verifying its essentialness.

b) Human Contact. [HC]

Au contraire, technologies do not have the capacity to interact socially and emotionally, at least not at the extent that humans can. Prior research (Huang and Rust, 2018; Wirtz et al., 2018) emphasizes this aspect and the value that human employees can import. Accordingly, Leroi-Werelds (2019) mentions, and includes in the Updated Value Typology, value types that are highly related to human contact.

c) Collaborative consumption. [CC]

"Customer's value creation can be facilitated by peers instead of firms." (Leroi-Werelds, 2019, p. 9) as there is an increase in the frequency of collaborative consumption, also known as sharing economy or triadic business models. (Andreassen et al., 2018). Leroi-Werelds (2019) generated significant knowledge by examining the value types that are derived from collaborative consumption. Therefore, CV creation can be influenced by other individuals who might be as well active or not in the consumption, not only from the firms; this explains the collaborative aspect of the concept. Consequently, exhibiting a necessity on including value types that are related to it.

d) Transformative Service Research. [TSR]

Transformative Service Research aims at enhancing the quality of life for individuals, families, communities, society, or the ecosystem (Anderson and Ostrom, 2015). Therefore, as customer's value creation includes enhancement of the customer's well-being, in a way that he develops oneself (Gronroos and Voima, 2013), it relates to transformative service research, which in turn relates with some of the value types developed by Leroi-Werelds (2019). Considering that the research had a potential relation with CV, Leroi-Werelds (2019) included it in the development of the Updated Value Typology.

2.3.2.2. Leroi-Werelds Value Types

Leroi-Werelds (2019) combined solid previous research, constructs, and approaches. Developing, thus, a Revised Typology (see Table II.), which can acutely guide future research on CV and its linkage with other concepts. The Revised Value Typology contains positive and negative value types: fourteen positive, ten negative. The two groups are not absolute opposites, as the negative value types stand as unique constructs, significant enough to be examined separately (Cenfetelli and Schwarz, 2011).

Types	Briefly described	Origin/Link
<i>Positive Types</i>		
	<i>The (perceived) extent to which the object:</i>	
Convenience (Efficiency)	makes the life of the customer easier.	O, T, CC
Excellence	is of high quality.	O, ES, T, HC
Status	impresses others	O, T, CC
Self-Esteem (Esteem)	affects customer's self-appreciation positively.	O, ES
Enjoyment (Play)	brings fun/pleasure.	O, T
Aesthetics	looks appealing.	O
Escapism (Spirituality)	facilitates the escape from reality.	O, ES
Personalization	adapted to the needs of the customer.	T, CC
Control	can be directed by the customer.	T
Novelty	brings up curiosity.	T
Relational Benefits	improves the relationship with the provider.	T, HC
Social Benefits	improves relationships with other customers.	CC
Ecological Benefits (Ethics)	affects the environment positively.	O, TSR, CC
Societal Benefits (Ethics)	affects societal conditions positively.	O, TSR
<i>Negative Types</i>		
	<i>The (perceived) extent to which the object:</i>	
Price	is of a high price.	ES, T, CC
Time	is time-consuming.	ES

Effort	demands extensive efforts.	ES, T
Privacy Risk	may compromise the customer's privacy.	T
Security Risk	may compromise the security (online data) of the customer.	T
Performance Risk	might not perform as expected/intended.	T, CC
Financial Risk	might put in jeopardy the customer's monetary situation.	T, CC
Physical Risk	might create health problems.	T, CC
Ecological Costs	affects the environment negatively.	CC, TSR
Societal Costs	affects societal conditions negatively.	TSR

Table II.
Leroi-Werelds
Value Typology.

*O= Original Value Type by Holbrook. ES= Updated Type using Empirical Work. T= Type related to Technology. HC= Type related to Human Contact. CC= Type related to Collaborative Consumption. TSR= Type related to Transformative Service Research.

Below, the paper describes and deepens in each of the Value Types, starting with the positive values, as follows:

- (1) Firstly, *Convenience*, which as a label is preferred rather than the formerly used one, *Efficiency*, as it is well acknowledged by prior research (De Keyser et al., 2019). It relates to how a product/service make the life of the customer easier, facilitating his usage and experience (Holbrook, 1999; Leroi-Werelds, 2019). In a hotel, that could be, an easy to use the control panel on the wall of the room, to regulate the temperature effortlessly and fast.
- (2) Further, *Excellence* examines the quality level of the product/service. It may include levels of empathy, reliability, responsiveness, et cetera, contingent upon the situation under examination (Holbrook, 1999; Leroi-Werelds, 2019). For example, high-quality food for breakfast, or rapid responsiveness from the staff of the hotel.
- (3) *Status*, the third original value type mentioned by Holbrook (1999), it prompts social acceptance as it involves a positive impression towards other individuals (Leroi-Werelds, 2019). In a hotel that could be luxurious transportation (helicopter, limousine) to and

from the hotel, giving a positive impression to other individuals about the prestige and level of the visitor.

- (4) *Self-esteem (Esteem)* describes attributes existent in products/services, which positively influence the customer's attitude and satisfaction towards himself. It is one more of the original value types proposed by Holbrook (1999), and prior research (Leroi-Werelds, 2019) updated its context through empirical work. In the context of hotels, that could be an environmentally friendly service from the hotel, on guiding visitors and teaching them how considerable impact they can have by following a sustainable lifestyle.
- (5) Moreover, *Enjoyment* referred to, preferably (De Keyser et al., 2019) rather than *Play*. It depicts the ability of a product/service to produce fun and pleasure to the customer (Holbrook, 1999; Leroi-Werelds, 2019). An example here would be sports facilities, which can host unforgettable moments for groups or individual visitors.
- (6) *Aesthetics*, an original value type (Holbrook, 1999), when there is value created because of the positive and appealing structure of the product/service. According to prior research (Leroi-Werelds, 2019), it can be linked to all the human senses (smell, touch, taste, hearing, and sight). A simple example is the cleanliness of the rooms, with a refreshing smell and shining décor.
- (7) *Escapism (Spirituality)*, one of the original value types by Holbrook (1999), which was updated through empirical work (Leroi-Werelds, 2019). It is the value derived from the facilitation that the product/service brings on helping the customer to relax and free himself from daily routine and its dull reality. In hotels, that could be an updated library about the local culture and novels related to the area or country, immersing the visitor to the parallel reality of the place that they visited.
- (8) *Personalization*, when attributes of a product/service are adapted to the customer's unique needs (Leroi-Werelds, 2019). Related to hotels, that could be the prior knowledge of the hotel that the visitors just got married, so in the room, there are unique treats for the newly wedded couple.
- (9) *Control*, the value derived by offering the ability of the customer to command or influence a product/service. According to Leroi-Werelds (2019), it is relevant to customer's timing, the interest of content, and/or steps of progression in the delivery process or outcome. In hotels, this could be an alarm service, where the visitors can command the hour that they would like to be woken up.
- (10) *Novelty*, applicable only for new objects/experiences. Leroi-Werelds (2019) described it as the value extracted by breeding curiosity in the customer and by satisfying his thirst for knowledge. For hotels, that could be informative quotes on the walls, educating the visitors about the history or culture of the local community.

- (11) *Relational benefits*, a value type (Leroi-Werelds, 2019), which consists of the value resulting from the influence of the product/service on achieving a better relationship between the customer and the service provider. For instance, that would be a 24h personal assistance to cover all customer needs, by a person appointed for them.
- (12) *Social benefits*, the value derived from the positive effect of the product/service in the relationships between customers (Leroi – Werelds, 2019). Hotels can organize competitive game nights in the sports facilities of the hotel, thus bringing all the visitors closer together.
- (13) *Ecological benefits*, a value type related to the positive impact that the product/service can have on environmental eudaemonia. Increasingly, more hotels offer reusable bathroom amenities.
- (14) *Societal benefits (Ethics)*, when a positive impact on societal well-being is occurring during the consumption of the product/service or from its outcome. The last of the original value types mentioned by Holbrook (1999). Leroi-Werelds (2019) mentioned that it might include Corporate Social Responsibility [CSR] initiatives such as fair trade, employee fairness, et cetera. Some hotels focus on the societal and cultural enhancement of the local community by providing their visitors only locally made products.
- (15) Furthermore, Leroi-Werelds (2019) analyzed the existence of negative value types. Firstly, *Price*, referring to the extent the product/service tends to be so expensive, that it starts having adverse effects on the whole experience. Leroi-Werelds (2019) developed this value type by updating the original value types through empirical work. Frequently, visitors might not engage in more activities in hotels, due to the reason of them being costly. Extra services, sauna, gym, swimming pools tend to be occasionally too expensive for most visitors.
- (16) *Time*, when a product/service requires notable levels of time or understanding and therefore delayed usage, leading to dissatisfaction and a negative experience for the customer. The value type stands as well as a result of the update on the original value type through empirical work (Leroi-Werelds, 2019). A malfunctioning reception, with plentiful of paperwork and time-consuming steps, might create negative feelings for visitors who need a fast and straightforward service so they will be able to rest.
- (17) *Effort*, referring to the extent to which the product/service places the customers in a situation requiring effort for preparation, understanding, and usage. A value type derived from an update (Leroi-Werelds, 2019) on the original value type through empirical work based on Holbrook's (1999) typology. An example of this value type would be a lack of bed linen already prepared and placed in beds; therefore, the visitors have to prepare their beds on their own, putting effort instead of resting.

- (18) *Privacy risk*, as Leroi-Werelds (2019) described a product/service which during its usage or by its outcome, there is a possibility to occur loss of privacy. An example here would be a lack of sound insulation, which might make the visitors feel unease or stay sleepless.
- (19) *Security risk*, a value type that describes the extent to which the product/service can create issues concerning the customer's security (Leroi-Werelds, 2019). A lack of visitors' profile security systems against hacking could expose sensitive personal data.
- (20) *Performance risk*, Leroi-Werelds (2019) argued that it rises when the object under examination ill performs and does not reach the intended/expected levels of performance. If the showerhead is malfunctioning, that could have an impact on the overall experience and comfortableness that a hotel should be able to provide.
- (21) *Financial risk*, a negative value type by Leroi-Werelds (2019). It occurs when through the usage of the product/service, the customer can experience loss of monetary amount. An unreliable taxi partner company could bring issues between the customer and the hotel due to financial loss.
- (22) *Physical risk*, it interprets the extent to which the product/service and its usage can result in health complications (Leroi-Werelds, 2019). If there is a lack of thorough cleanliness and hygiene in all areas of the hotel, the visitors and staff will have physical implications dangerous for their health.
- (23) *Ecological costs*, Leroi-Werelds (2019) explained that it represents the negative impact that the usage of the product/service can bring on the environmental well-being. For instance, a highly polluting product/service might come in contrast with the ecological costs that the consumer considers acceptable. Specifically, exaggeration on providing single-use products when multiple use ones could be there instead. (bathroom amenities)
- (24) Lastly, *Societal costs*, depicts the extent to which the product/service may have a negative impact on societal well-being—for example, comprising issues associated with child labor, poor working conditions, et cetera. (Leroi-Werelds, 2019). A hotel with poor working conditions and abuse of their staff will have a social backlash against its brand and managers.

2.3.3. Customer Value Index

Past research castigated the shortage of an explicit measurement tool, which could navigate in the right direction future CV scientific explorations. (Cronin, 2016; Gallarza et al., 2017). The solution on the issue was brought by Leroi-Werelds (2019), by proposing a Customer Value Index facilitating

thus all future efforts on measuring CV. Explicitly, Leroi-Werelds (2019, p. 14) defined CVI as “a weighted composite of the relevant positive and negative value types related to a particular object.” In addition, CVI is fully aligned with the FC of the CV theoretical concept (Leroi-Werelds, 2019). The paper adopts CVI as the guideline on carrying out exploratory qualitative research in order to develop a scale for hotels building on the Revised Value Typology by Leroi-Werelds (2019). Leroi-Werelds (2019) suggested the use of the laddering technique (Leroi-Werelds et al., 2014; Woodruff and Gardial, 1996) hence, interviewing previous customers (visitors) until no additional value types rise as relevant to the research.

3. Research Design

In the chapter of research design, the methods of research that were implemented intending to understand why people make certain choices regarding hotels, are presented. Initially, the profile and nature of the interviewees is presented. The paper’s objective is the development of a scale for the hotel industry, by detecting which are the qualities and matters of significance in the visitor’s perspective. Thus, firstly the paper presents the CIT – technique. Further, it is examined the laddering technique as well as its way of use in the current article. Guided by the suggestions of Leroi-Werelds et al. (2014), to follow the laddering technique (Woodruff and Cardial, 1996); in the current article, previous visitors were interviewed as far as new relevant value types come up. Additionally, the qualities that people find the most important in hotels, were listed. Furthermore, it is presented the Gioia Methodology (Gioia et al., 2012), and its importance for this paper on analyzing the data derived from the interviews, on linking the data with the 24 Leroi-Werelds Value Types (Leroi-Werelds, 2019) and hence successfully develop a scale of CV in Hotels.

3.1. Interviewees’ Profile

The thesis aimed at having subjective views from different people about their hotel visits. Therefore, diverse profiles and backgrounds were included in the interviews. Interviews took place till repetition was reached in the responses, aiming therefore on including all possible thoughts, ideas, and experiences that an individual could bring in; hence stopping at fifteen interviews. The ages were diverse, as the goal was to understand and investigate the experiences of different generations. The youngest of the interviewees was eighteen years old, and the oldest one was sixty-two years old. The average age of the interviewees’ profile was 32.6 years old.

Further, from the fifteen interviewees, nine were males; hence sixty percent of the group and six were female, forty percent of the group. The participants were judgmentally selected, as their profiles were critically examined and sampled to ensure diversity of viewpoints. Finally, core to achieve diversity was the cultural background of the interviewees. The group of individuals consisted of ten different nationalities and three different continents. To establish excellent levels of comfortableness and efficiency in the process of the interviews, they were conducted in three different languages, Greek, Spanish, and English, depending on the language that the interviewee would feel the most confident and comfortable using.

3.2. Critical Incident Technique [CIT]

Flanagan (1954) firstly officially advanced the CIT. The technique has been used extensively in inductive research to collect data through observation of incidents, and it can be applied in numerous methods (e.g., interviews, focus groups, questionnaires, et cetera). Specifically, Flanagan (1954, p. 327) defined the method and its application as: "The critical incident technique consists of a set of procedures for collecting direct observations of human behavior in such a way as to facilitate their potential usefulness in solving practical problems and developing broad psychological principles." In the current article, CIT in interviews was used, focusing on observing incidents that occur from the actions of the interviewees, aiming to build conclusions which will help on the development of a CV scale in Hotels. CIT has been applied repeatedly in semi-structured interviews from prior qualitative explorations in Marketing research (e.g., Cope and Watts, 2000; Dasborough, 2006; Druskat and Wheeler, 2003; Ellinger and Bostrom, 2002; Kvarnstrom, 2008; Wolff et al., 2002). Further, the CIT technique has an essential advantage over other methods. It is embedded with inductive properties due to it focusing on not forcing the interviewee into a predesigned framework, thus resulting in identifiable outcomes that could not have been discovered through other methods. (Bott & Tourish, 2016; Keaveney, 1995). The researcher must accompany a CIT method with efforts to build rapport of trust with the respondents, therefore helping them to more openly discuss personal information that they would not be able to express through a simple questionnaire (Bradley, 1992; Chell, 2004). During the interviews that were conducted, the thesis focused, as Bott & Tourish (2016) suggest, on observing the interviewees' actions, by concentrating on their perspective of the topic, considering their emotional and cognitive state. Therefore, accentuating on the visitors' subjective opinion through their thoughts and life's experiences (Bott & Tourish, 2016). Due to (Bott & Tourish, 2016) the subjective and dynamic nature of a CIT interview, no priori incidents agenda was designed (Gremier, 2004), hence, giving space to the visitors, without constraining them into the desired scheme (Sharoff, 2008). However, the interviewer (Bott & Tourish, 2016) should ask for further clarification, intending to reduce the risk of misinterpreting the acquired data. This thesis explores the topic through interviews, as they can generate "richness and depth of data that could not be achieved in a controlled experiment or by pencil and paper recording" (Callan, 1998, p. 96). In the thesis the technique was used, by asking questions about a "very good" and "very bad" experience (Gremier, 2004), to gather data about the visitors' experience and thoughts on the CV in Hotels by allowing them to incident experiences that valuable for them (Cunha et al., 2009). Specifically, it was asked from them to deep in and describe experiences and stories which were meaningful to them, aiming to gain together with an understanding of their behaviors and thoughts (Keatinge, 2002). Subsequently, their responses were gathered and grouped into themes based on their experiences (Bott & Tourish, 2016). Finally, the Gioia methodology was used to analyze the data and present the results.

3.3. Laddering technique

The laddering technique is a qualitative research method of extracting information through interviews (Leroi-Werelds et al., 2014). It provides an undeviating, hence more helpful understanding of the consumer and his personal preferences (Reynolds and Gutman, 1988). The technique was developed by Hinkle (1965), who forged his research upon Kelly's (1955) theory of personal construct. Bourne and Jenkins (2005) described how the technique was firstly used in psychology (Adams-Webber, 1979; Wright, 1970), later variations were developed and used in marketing and consumer research (Gutman, 1990; Reynolds & Gutman, 1988; Walker & Olson, 1991). Specifically, Reynolds and Gutman (1988, p. 1) defined the technique as and its importance on marketing and consumer research: "Laddering refers to an in-depth, one-on-one interviewing technique used to develop an understanding of how consumers translate the attributes of products into meaningful associations with respect to self, following Means-End Theory by Gutman (1982)". The laddering technique comprises personalized interviews (Reynolds and Gutman, 1988) by adopting a sequence of questions, aiming to realize the "Why is that important to the customer?" as the principal question.

Moreover, it produces the following perceptual elements: Attributes, Consequences, Values, (Reynolds and Gutman, 1988), which stand as the perceptual elements which aid in understanding the motivational mindset of the individual. The responses from the interviewees produce elements which then can be examined in relation to a theoretical index, and in this thesis CVI. The conceptual ability (Reynolds and Gutman, 1988) of the laddering technique can motivate the interviewee to associate, in the presented context, the hotel's experience attributes, and their personal qualities critically. Reynolds and Gutman (1988) mentioned that a comprehensive qualitative analysis through the laddering technique facilitates the efforts to gain insights into, in the examined case, visitors' underlying personal qualities concerning the hotel experience. Therefore, as the laddering technique is used to reveal attributes, consequences and end states/core values (Reynolds and Gutman 1988; Woodruff and Cardial, 1996), and CV is about the "Consequences" level, the more 'why' questions are asked during laddering interviews, the more the consequences are uncovered and thus the relevant value types. Specifically, by asking a question such as: "which attributes matter to the visitors in a hotel experience?", and subsequently "why they referred to these attributes?" it is possible to realize which consequences rise during their usage, thus aiding us on developing a scale related to the experience of a visitors in a hotel.

The Laddering Technique bears some advantages for consumer research; they are examined as follows:

- a) Firstly, due to the structure of the technique, there is no disruption in the flow of the interview. Therefore, facilitating the appearance of useful for the researcher information (Bourne and Jenkins, 2005).
- b) The second advantage of the method refers to the relaxing effect of the technique on the interviewee. Due to the smooth flow of a ladder, interviewees perceive the process as less threatening or intrusive. Therefore, by diminishing the perceived threat, the interviewees open up and respond with honesty, as their emotional defense barriers drop, a highly

significant occurrence for the efficiency of the research (Bourne and Jenkins, 2005; Douglas, 1985; Spradley, 1979).

- c) The third advantage indicates the importance of time for the researcher. Laddering optimizes the usually limited time available with interviewees. Therefore, it aids the researcher in efficiently linking the interviewee's responses with the research topic, resulting in potential new insights that aim at developing new constructs, and in the examined case a scale (Bourne and Jenkins 2005).

3.4. Gioia Methodology

The present thesis utilizes the Gioia Methodology, aiming to discover the links between the information poured from the interviewees and the 24 Leroy-Werelds Value Types (Leroy-Werelds, 2019). It is of tremendous significance that a qualitative paper is able and should be capable of existing on its own (Gioia et al., 2012). Therefore, in the present thesis following the data collection and analysis are conducted by utilizing the Gioia Methodology. The approach aids readers in an obvious way to apprehend the process of proceeding from raw data to emergent scale through a reliable and justifiable procedure (Gioia et al., 2012). The Gioia Methodology has been used consistently in the past for qualitative research aiming at an additional concept and theory development (Gioia et al., 2012, p.27).

The Gioia Methodology delivers some advantages for marketing research, especially crucial for the present paper, and are examined as follows:

- a) The methodology stands as a truly holistic approach to inductive concept development, in the present case, a scale for Hotels, balancing this the necessity of inductively forming new concepts, yet meeting the requirements for high scientific standards expected by top scholars and journals (Gioia et al., 2012).
- b) Further, due to the inductive nature of the methodology on forming "grounded theory" (Glaser & Strauss, 1967; Lincoln & Guba, 1985; Strauss & Corbin, 1998), it aids on forming profound and invaluable theoretical descriptions of the contexts within the observed and examined situation (Gioia et al., 2012).
- c) As an approach, it helps to grasp the relevant concepts of the interviewee's experiences in a way that formulates the living experiences of other people in a similar situation, and that theorizes the experience, and its characteristics scientifically (Gioia et al., 2012).
- d) Finally, by considering the codes and terms both of the interviewees and the researchers, it aids in developing a genuinely justifiable grounded theory, which stands autonomously absolute (Gioia et al., 2012).

3.4.1. Ground Assumptions

The structure of the methodology consists of three ground assumptions, which facilitate the comprehension of the process, and are mentioned as it follows:

- I. Primarily, the *first assumption* determines that the nature of the organizational world is socially assembled. (Berger & Luckmann, 1966; Gioia et al., 2012; Schutz, 1967; Weick, 1969/1979). Analyzing processes comprising social construction entails the significance of setting as a focal point the ways through which organization members formulate and apprehend their experience and focusing on a secondary level on the figures or the regularity of determinable incidents (Gioia et al., 2012).
- II. Further, the *second assumption* examines the individuals assembling their organizational dimensions, as “knowledgeable agents” (Gioia et al., 2012). Specifically, the individuals within the organizational structure possess the knowledge on their ultimate goals and can express with easiness the thoughts, intentions, and actions, characterizing their decisions (Gioia et al., 2012). Thereupon, the scientific significance of the consequences that spring from the second assumption for piloting future research is absolute (Gioia et al., 2012). Expressly, by focusing on the interviewees’ interpretations, setting the researchers in the role of a “glorified reporter” who aims at presenting a sufficient narrative of the experiences described by the interviewee (Gioia et al., 2012). Precisely, by not enforcing existing concepts, constructs, and theories to the interviewee, in a way that shows the researcher’s preferred agenda on how to acknowledge and illustrate their experience (Gioia et al., 2012). Therefore, it is required from the research an exceptional attempt to “give voice to the interviewee from the initial stages of data gathering and analysis” (Gioia et al., 2012, p. 17). Also, “to represent their voices prominently in the reporting of the research” (Gioia et al., 2012, p.17)., aiming to lay the ground for potentially considerable probabilities of findings on new concepts, not only intending to assert extant theories and constructs (Gioia et al., 2012).
- III. Finally, the *third assumption* concerns the position of researchers in the process of utilization of data derived from the interviewee. Researchers are, or at least should put effort into being, truly conscious and insightful on the topic of investigation, therefore to manage to comprehend and discern patterns of data. Consequently, facilitating the emergence of concepts or connections among the information poured from the interviewee, hence exploit outcomes that perhaps slip away from the interviewee’s thoughts. Grasping the importance of enacting the latter assumption is of utter significance, as it is crucial “to be true to the informants’ experiences while also meeting a scientific criterion of presenting evidence systematically” (Gioia et al., 2012, p. 17). In these efforts, the Gioia Methodology stands as a facilitator, with guiding procedures on how to manage qualitative research (Gioia et al., 2012). Also, it encourages presenting the outcomes from the scientific investigation by focusing on the relationships among the gathered data and the surfaced concepts aiming at establishing theories that can stand on their own (Gioia et al., 2012).

3.4.2. Methodological Process

The Gioia Methodology is composed of a process that includes phases that are essential to be followed in order to analyze the gathered information successfully. Gioia et al. (2012) proposed these phases to strengthen the qualitative rigor for the future researches that it would be guiding. They initiate by organizing the process in phases, namely: 1st Order Categories, 2nd Order Themes, and Aggregate Dimensions intending to ease the efforts of construct formulation through them. The phases that rise is presented as follows:

- 1st Phase: The 1st phase refers to the words of the respondent. In the beginning, the researcher needs to extract a considerable amount of information from the interviewee. Consequently, leading to difficulty in clarifying the categories that are formed among them (Gioia et al., 2012). Considering the bulk of information and categories that come up, the researcher might face a number of up to 50-100 of 1st Order categories, resulting in an overwhelming feeling for the researcher, who might feel lost at this moment (Gioia et al., 2012).
- 2nd Phase: Subsequently, the researcher should begin to explore the gathered data and investigate the existence of similarities among the categories that emerged (Gioia et al., 2012). Therefore, the substantial number of information/categories is reconstructed into a controllable one, of around 25-30 categories, intending to discern patterns that surface. Further, the researcher has to classify the developed categories through descriptor labels, forming thus the 2nd Order Themes (Gioia et al., 2012).
- 3rd Phase: Finally, the researcher investigates the possibility that the emergent concepts may have a connection, in the present case, with the Value Typology (Leroi-Werelds, 2019). The moment a manageable set of themes is gathered, the researcher should examine if it is possible to extract 2nd Order Themes and form Aggregate Dimensions.

Further, Gioia et al. (2012) advise that when a full set of 1st-order terms and 2nd-order themes and aggregate dimensions is formed, the researcher has assembled the foundation for structuring his gathered data. Consequently, by structuring his data, he is able to translate them into "a sensible visual aid," as well to display the processes and steps he went through to transform raw data into terms and constructs, enhancing the rigor in his qualitative research (Pratt, 2008; Tracy, 2010).

4. Results

In this part, the scientific findings of the research are presented and showcased. Firstly, interviews were conducted by utilizing the CIT and Laddering techniques, to collect the data in a structured and methodological way. Therefore, facilitating the analysis through the Gioia Methodology. The techniques and methodology aided the research's approach on a new scale development in Tourism, on CVI (Leroi-Werelds, 2019).

4.1. Findings and graphical representation

It is important to be mentioned that the interviews were virtually conducted due to the current lockdown caused by COVID-19 in Belgium. The participants answered questions about positive and negative experiences or expectations they had regarding hotels. Due to the conduction of semi-structured interviews, it was feasible to diverge from the listed questions (see Appendix 1) and dig deeper by exploring together with the interviewees, their experiences, and memories. In the current research, fifteen interviews were performed as a repetition of responses was observed, and saturation of knowledge occurred. Following the interviews, and prior to their analysis, four of them were meticulously translated from the Greek and Spanish language to English. Next, all of them were transcribed and analyzed through the Gioia Methodology.

Expressly, in the 1st-order analysis, the related experiences that were significant to the interviewees were noted, by always staying relevant to the CVI. Therefore, categories and abstract concepts were extracted by staying faithful to the interviewees' use of phrases and expressions, as the 1st phase is purely in regards to the words of the respondent.

Further, in the 2nd-order analysis, the responses were classified into statement terms based on similarities and dissimilarities (Gioia et al., 2012). Accordingly, the positive and negative responses relative to the same term were clustered conjointly. Table III. visualizes in a compressed way, the 2nd-order, n=3 examples, and 1st-order analysis. The complete table is attached in Appendix 2.

Table III.

2nd & 1st Order Concepts

2nd Order Concepts	1st Order Concepts
Clean Hotel	<ul style="list-style-type: none">• I really need the hotel to be really clean. [...] it will greatly influence my well-being and my stay.• The first thing that you see in a hotel, no matter the price, is the cleanliness. [...] If it's missing, there is a problem. [...] Better not to have service but to at least have cleanliness.

-
- I value much the cleanliness [...] I like to be in a clean environment [...] it makes me feel good. I cannot be comfortable in a dirty place.

Spacious Hotel Layout

- I need it to be spacious [...] to be large [...] I don't want to feel entrapped. I want to be able to take a walk around and to feel that I am with comfort. I don't like feeling trapped between 4 walls, or in a tiny hotel.
- The rest of the hotel to be also open space, not to have many things [...] If the space you have to eat is big, then you can have your own space within this big space and it just feels nice.
- The hotel was bigger than we expected [...] it improved the experience; it was far more pleasant.

Hotel with outdoor spaces

- The hotel to have large outdoor spaces, which would be full of green [...] I love walking around. I would like this walk of mine to be in a space that is with greenery, and thus to be relaxing.
- a place that it is half inside half outside with plants in the middle and maybe water. [...] a roof terrace [...] I like the aesthetics of it. [...] it adds a personal touch and it is soothing for the mental state and well-being. I think it has a big influence. [...] in the terrace you can enjoy the sun.
- Maybe there are flowers, has a lot of natural light or a terrace or a dining room where you have breakfast that it is really enjoyable.

Homely Hotel feeling

- It was a small hotel, so it looked cozy, it had family house vibes, so everything looked like well taken care off. [...] When it looks like a family house vibe its cozier, you are on vacation, but you still feel at home.
 - it's like a home away from home. So, you know, you need it to be a bit more personalized or more iconic to your taste.
 - the owners went the extra mile to make us feel comfortable [...] It made the experience home like, makes you feel more like a guest, rather just a tourist. [...] there you had the certainty that any issue that you might face is going to be addressed, without causing any discomfort to you.
-

Modern Hotel

- I like modern styles, as I am 56yo. [...] when I see new designs, moderns, unique ones, it makes you feel young. It makes you feel renewed.
- It was a minimalist modern type [...] It's like simple, chic, sleek, everything, minimalist, but yet very chic. This is the type of décor that I like.
- the décor and design are modern. I don't really like outdated hotels. I don't like hotels that haven't been renovated since the 80s or 90s [...] The more modern it is, the newer, cleaner, and thus provides a more comfortable experience.

Pleasant Hotel Layout

- it's a factor, looking at the most recent or newest hotel because, if it is an old one, there is nothing innovative, and more people slept in their bed. [...] for personal hygiene reasons.
- my father has mobility issues, so I am looking for elevator and if it is accessible as well. In the hotel I check for it to have these special accesses. [...] sometimes people cannot move on their own and it is tricky, maybe the building is old, and the elevator is small so you can not fit everyone there or the stairs. this is a discomfort. It should be a relaxing experience so it should be fix by the time you get there.
- That I like it, that I see the photos and I say "it is a beautiful place, it is well decorated" that I know I am going to be comfortable because I like the environment.

Clean Room

- Important is cleanliness, changing the linen daily! It feels nice, as it's also something that they don't do always.
- Cleaning in the room also is really important. [...] I don't want it to be dirty or feel that it wasn't cleaned. [...] It is an expectation I have from a hotel. A clean room makes you feel better.
- The issue was cleanliness [...] they didn't change the bed sheets all the days, neither they cleaned the room every day. That brought us discomfort [...] there was lack of hygiene.

Pleasant Room colors

- The room to be clean, or at least to look clean. To be dyed with colors that are relaxing. Because in a hotel usually you go to relax and rest.
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- I want light colors because they are more relaxing.
 - It depends on the season, if we speak about a winter season, you need warm, darker colors [...] for summer you want light colors, white ones.

Pleasant room layout

- it had a really nice room with comfortable bed, with tons of pillows [...] Not a jacuzzi in the room, but elegant décor.
- I think the whole place was on spot. [...] it helps you relax, and it adds to your experience even if you don't spend much time, in the room, when you are there you can rest.
- The rooms to be beautiful, that I see that and say I like it and I am going to me comfortable there and it is going to be a pleasant experience.

Room with windows

- Big windows, a lot of air going through [...] open the windows, have this breeze come in and just relax there.
- It can have a lot of light so there is a big window [...] the room is nicer if it has light, it makes the space feel bigger and cozier.
- that it is built with big windows to take advantage of the natural light.

Relaxation Amenities

- An excellent massage [...] that would relax my stressed body. Also, a good quality massage [...] I relax with a massage. [...] as it brings me peace, as the human touch, in my opinion.
- you can use the sauna. [...] Especially if you are with your partner, all this experience, it brings you relaxation, and brings you feelings of happiness, freshness.
- with my parents to a sauna [...] daily we have pressure and we don't have the chance to visit a sauna, so I would like to visit one with my parents and relax.

Room with views

- nice views, and it seemed also really cozy. [...] it is a pleasant feeling every morning to open the window and wake up with a nice view [...] It makes you feel comfortable and relaxed in holiday mood.
 - it was really nice, it had good views, [...] it had a really nice room.
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- the views were excellent, we couldn't have expected that. [...] The moment we got that, we felt really happy. We could have the windows open and at night stay outside [...] Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant.

Proximity to body of water

- if I am on holiday, I would like something to be in a good location. [...] the first thing I do is look for something that is close to the beach. [...] all our summer holidays have been near the water.
- you could see the swimming pool from outside and the seaside, so it helps you relax and it adds to your experience even if you don't spend much time in the room, when you are there you can rest.
- What we were looking for was proximity to the seaside. So how close the hotel was to the seaside. [...] That was the most important criteria, how close we would be to the sea. [...] I think there are effects on emotions, its more relaxing. Far more relaxing, as the sea has a certain calmness, that was very calming.

Comfortable bed

- a nice bed to have a good sleep. Linens of good quality. Because all these are important for a good night's sleep, which means being restful afterward.
- The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe.
- I think the whole place was on spot. [...] The bed was really comfortable; the pillows were so many and really comfortable [...] so it helps you relax, and it adds to your experience.

Helpful Technology

- Everything automated, with holograms and presentations and advertisements. A bit more digital, more new age and future style! [...] we could make fewer our movements as humans [...] if we could make fewer movements for an action, that would be more pleasant for us.
 - Automatized, less paperwork. Check in for example on a screen, without contacting anyone, easy and fast.
 - receiving when you arrive at the hotel an app or a tablet that allows you to make everything you need to do inside a hotel [...] it could facilitate many things.
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Proximity to city transport

- Location [...] Because you want to commute and especially if you are in a different city. [...] a location with good access to public transportation. so are able to move around [...] it's just more practical [...] you are sightseeing, going around seeing them you need transportation as well.
- Close to the metro station in a lovely neighborhood. [...] it is easier to hop on and off from a certain place, and it doesn't get to be in a focal point.
- close to public transport, and also near to shops. [...] So, I will be able to go easily around the city, the hotel etc. [...] In general, it eases things, I can go out eat something, see the place around and do more things.

Proximity to city center

- Close to city center, so I will not lose time and be able to move around the city and visit everything. If in the city by walking distance of the sights that's perfect. [...] I want to be able to walk from the hotel to the different places that I want to visit. [...] I enjoy walking, it makes me feel nice and it allows me to get a better idea of the city.
- I need to be in a more central location close to the tourist attractions. [...] if you are all day sightseeing and you're a little bit tired. You want to take a break. You can have one very quickly.
- Something that it is close to the city center usually [...] That is the first thing I would look up, location.

Hotel with food services

- I would seek a hotel that has a restaurant [...] it's a good offer to provide, cause maybe if you arrive late and you are tired [...] you go to the restaurant cause its practical. If you have kids [...] It makes you not to worry because it's always an option.
 - a good restaurant or a bar to hang out with my friends so I don't have to go to another place for that and if we are tired we can just stay in the hotel.
 - breakfast and sometimes room service, to have dinner in the room. [...] I find it is an important service. Sometimes you arrive tired at the hotel and you don't want to exit to have dinner so it is really convenient to
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have this service where they can bring you something in the room and have it there.

Room Insulation

- The room was over the main entrance of the hotel, and there was constantly music throughout the whole night, that loud that it was annoying me, and I couldn't sleep at night. [...] I want to go to the hotel to relax and sleep peacefully, without noises and things that would annoy me.
- It would go a long way for hotel owners to insulate between rooms [...] you're not listening to other people and other people are not listening to you. [...] you have a bad experience because they're noisy, they're loud. [...] it makes you have more freedom.
- if it is not well-isolated then you get as well a lot of noise. [...] there is a higher chance that you won't sleep properly.

Sports facilities

- it can offer a swimming pool, tennis court, sport amenities for the kids [...] the kids can get bored easier so they can use this amenities and the parents can be more relaxed.
- I would like to do is also do all the summer sports stuff. You know, like ride a banana. [...] It's on the water. Anything that's on water during summer is great. You want to feel the acceleration.
- winter hotel, you can walk and run on the tread mill [...] you return to the hotel, if it is winter you are not able to exit and enjoy the city. Therefore, to pass your time, because afterwards the body starts feeling positive energy.

Time passing amenities

- Maybe a tv. [...] because when I am in my room I would like to follow up with something relaxing, or the news, to be informed. [...] you let your mind been absorbed there, and thus you pass your time. Therefore, that relaxing you and resting you.
 - I like that in some hotels they have entertainment nights, these might be theatre, karaoke, games. [...] I am being entertained but as well I am close to my room. [...] Something that makes me forget myself, and makes me
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laugh, a standup comedy show. So, I will have a great time in this moment.

- they were offering lots of activities in the lobby [...] One day it was really rainy, so we had to stay in the hotel, so there was billiard, baby foot, tv room, staff like this, and that was nice to have them.

Swimming pool

- If its summer, to have swimming pool [...] Water, when it touches you, this activity is good for the body as a feeling.
- the swimming pool, I really like it. I like sitting near the pool with some drinks because it is really relaxing. With my friends we do it always, so It is like a rule for us, an unspoken one, a tradition.
- whether there was a swimming pool or not. [...] It is important to me [...] if you don't walk to the sea, or if you want to relax and sit by the pool and read a book. It was really relaxing and in the end most of the people in my group used it.

Quality of services

- The Service was top notch. The food was amazing. The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe.
- We had a really nice experience in the hotel because the service was good, it was really relaxing to stay there, food was great, rooms were really good. I think the whole place was on spot. [...] I think it is the experience. Since you arrive, they make you feel like you are on holidays and you don't have to worry about anything.
- The service if it is good, it can leave you with a really good impression, and it should be in all of the hotels.

Healthcare services

- I will be staying far away from my area or maybe even hospitals if something unpredictable comes up, an accident, I want a person to be there, so we can have a first image/advice from an expert and thus feel safer.
 - if they can offer like an aspirin or some kind of pill [...] I had a bad night sleep and maybe they could prepare something that makes you feel a bit relax, at least that someone is caring that you had a bad night sleep, that is nice.
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	<ul style="list-style-type: none"> • I was even sick and helped me in the middle of the night and made me tea. [...] often the locals know which type of sickness you have and know the best cure. It just makes you feel at home and taking care of which is important as a hotel is like a second home.
High star ranking services	<ul style="list-style-type: none"> • Hotels with more stars, take more care of their services. [...] the more stars a hotel has, that stands as an insurance for the services that it offers, for sure insurance of quality of services. • I like booking a hotel that's 5 stars and more, because I am 56 years old and I've traveled a lot. Hence, services provided by 5-star hotel and up are satisfying. [...] It's well known that the food, services, cleanliness are different from 3- and 4-star hotels. Even better the ones of 7 stars. • the star rating of the hotel. [...] it shows the level of offer having thus certain expectations of a certain quality or a level of service that there is to this hotel.
Friendliness of staff	<ul style="list-style-type: none"> • They make you feel that you are really well cared for. That there is someone pending (without you seeing it) to take care of you with many details. It makes you feel really good. • everyone was with a smile, from the cleaning service to the president. [...] It shows the soul from the inside. When you smile you give positive energy to all, as it is contagious. • good service that is kind and nice [...] I think it is important that when you arrive in a hotel, the staff treats you with kindness [...] things need to be done with kindness because if they treat you rudely, it does not work. If they treat you nicely you feel good and well cared for.
Reviews enhance reliability	<ul style="list-style-type: none"> • I take into consideration the reviews, because I don't mind if there are few negative comments [...] I want the majority to be positive, I can trust their opinion if the majority is positive. • It's important for me. I always read reviews of places before I go [...] when I see a hotel that has predominantly good reviews, I know that the people who are saying

those things are really honest. [...] I feel that I'll get the same experience.

- The reviews of other clients on the internet. I trust this aspect a lot. I know that not everyone likes or values the same things, but I do believe that when a hotel has many good reviews by different people it is a sign that it is a good hotel and people are happy.

Impersonal services

- hotels sometimes are impersonal, you can clearly say it's a hotel room, when they look the same all around the world. When it looks like a family house vibe its cozier, you are on vacation, but you still feel at home.
- I don't like chains; I feel they are impersonal. They have a very general procedure on how to treat costumers [...] you don't feel like you are in a special place, you feel that you could be anywhere, they don't have the local touch.
- Sometimes in the hotels, especially in the fancy ones, you can feel as if you are being served, and I don't think I like that feeling.

Transportation services

- having its own employees that drive you, so you don't need to take a taxi, or to walk if it is unsafe. [...] it would bring me trust driving with an employee that he has been working and the hotel trusted this person [...] rather than calling a taxi and walking around, because that would make me more anxious.
- The hotel to provide transport, from the airport to the hotel area. [...] you are in a foreign country and you don't know how to get there, you want to come in contact with as less people as possible when making plans. Renting a car, means you've got to speak with the rental company, and many times that might not be the best experience.
- I would expect and use a transportation service, so you will not have to use uber etc. [...] It would make things easier, as a bus might not be on time etc., but this would be as it is a private service from the hotel.

Information about location

- I like to discover the place I am going through the eyes of a local. In a hotel they can provide you with information about local bars, restaurants that make you experience the place in a completely different way.
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- They provided us with a lot of information about the place, told us where to go in town, they connected us with other people.
- They recommended us nearby restaurants, for good food. They made the whole experience, as we were getting used, and acclimatized to the place that made it a lot easier. Because as soon as we arrived to the place, we had a local's expert opinion.

Information about hotel

- they told us that we are not allowed to stay there because we are not married. I told the hotel that I understood but that they didn't mention that rule anywhere and I had checked precisely for this information. [...] there was lack of information because I knew about this, but many people might not know this information. I prefer having all the information before and not have any surprises.
- it is important that there is someone available to give information.
- they explain the room, where are the different things without you having to figure out everything on your own. They explain the light, the security box, etc.

Quality of food

- The truth is that all the hotels offer food, I would like it thought to be of quality, because most of the times when I take my vacations, to relax, and I don't want to work. I don't want to be cooking, but at the same time, I want the food to have excellent quality and variety.
- the quality of food a hotel serves reflects the quality of the service that the hotel offers and also the way they lead their establishment. [...] If they nourish their clients in a good way, they also take good care of them in other levels.
- I remember we stayed in a horrible hotel [...] they offered a buffet where we didn't eat because the food was really bad. [...] It made me feel angry. I called the agency to complain.

Healthy food

- all the hotels offer food, I would like it thought to be of quality [...] that has an impact on my health, basically and actually. If I eat many days something that is not
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healthy or there is no variety, that wouldn't be good for my health.

- food was great. [...] everything felt like recently made, recently prepared and you could see that, sometimes you could see them preparing eat. They had the stations with the cook in front of you so you could see the food fresh as I would like to have it. I think it makes me feel that the money I spent it was well spent.
- variety of foods, a buffet that I would be able either fruits of vegetables or meats etc. To have lots of options concerning food, so I can choose the according vitamins that I want to gain today, or if I fancy something light.
[...]

I would like to have a healthy lunch, and thus to be able myself to choose with what I would feed my body.

Homemade food

- I like waking up and having a breakfast prepared by the owners that might give it a special touch.
- When someone serves local food maybe even organic, you can already see the philosophy behind the whole hotel. If they nourish their clients in a good way, they also take good care of them in other levels. [...] It gives a good feeling to know that comes from their chicken or their garden, that is the ideal thing.
- They did a BBQ one day and shared the food with us. [...] It made us feel part of the local community, as the owner went and fished the food and then prepared the BBQ and served us together with all the guest. [...] it seemed truly honest on wanting us to be happy.

Hotel with local touch

- I like when they match the concept. [...] it doesn't have to be really modern or really old. That does not matter as long as it goes with the whole concept of the hotel. If it is a beach hotel, I want to feel in the beach, I don't want to feel that I am anywhere else. [...] I think sometimes the places are really characteristic [...] they are in the center of Florence, so I guess it is going to be kind of rustic and with an Italian touch.
 - It felt really relax and homey, they had many books and I liked that [...] I especially like it when they provide books about the area, not only travel guide, but maybe as well
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novels that are set in the area to get some new ideas and dig deeper into the whole cultural experience.

- It was a small family owned hotel and ticked all the boxes. [...] They did a BBQ one day and shared the food with us. [...] That made us feel part of the local community, not just foreigners, or tourists, we were guests, we were sharing things with the locals and the owner was facilitating that. It was more than a service, not a product, it was an experience.

Luxurious hotel raises self-worth

- everything that would make you feel like home. [...] the VIP service in Milan made you feel like a king.
- simple, chic, sleek, everything, minimalist, but yet very chic. This is the type of décor that I like. [...] is more in the atmosphere. You get to feel like, as if you've made it now.
- The Service was top notch. [...] I felt an atmosphere, like a whole vibe. It's not a daily thing, but it's like once in a year, luxurious. [...] it feels like a treatment, as special day, everything looks so fine. It's of a high price, but when you've got everything looking fine, its ok. Also, it gives you motivation as it somehow lights up something inside you that makes you want to work hard in my life and have a plan, so someday it's not anymore just a luxury. It's more personal it's a lifestyle somewhere that I'm aiming to be there someday.

Eco-friendly services that show the environmental impact of the visitor

- A hotel that is energy efficient using solar panels. [...] A hotel in harmony with nature. [...] towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] it makes you feel good, it makes you feel that you have done something good for the environment and part of a positive change.
 - I also find nice when they tell the customers, or they have the information available for customers. [...] in the hotel they might overuse water or do things that they would not do at home so It would be nice if the hotel reminds that it is the same as at home. [...] To remind people and avoid them to fall in less sustainable practices.
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- That does not change the towels and sheets daily, but they ask the customers if they really want this to be changed every day. That reminds the clients not to forget to close the lights and the air conditioner when they go out. [...] This environmental responsibility has to be everywhere in my opinion. It is important for me and I value it a lot.

Luxurious hotel enhances the way that others perceive the visitors

- there were princes and VIP people. This service I have never found it in another hotel. [...] I visited it during a business trip. In our group there was one prince, and the hotel had a different vibe. All the services, wherever you would go , there would be people there to serve you without you feeling as if people are following you.
- everything that would make you feel like home. [...] the VIP service in Milan made you feel like a king.
- There is the rate as star ranking. I mentioned it because it shows the level of offer. [...] I love to get a little bit of better-quality recommendations. I think that is in my nature. I love high quality and luxurious stuff. [...] It is more of an experience, a certain atmosphere.

Possibility to personalize stay

- I would really appreciate having food delivered in my room, the moment I wake up and I contact the reception, them to send my food in my room, so I can enjoy it in silence, and not have to go to the buffet that there is going to be noisy, as I will be tired from by bad night's sleep. [...] I wouldn't like to be in a noisy space with people and music. Thus, to relax and wake up in a better way to have my day fixed, so I could go on with my day.
- I want to have a form, to fill in with my specific likings. [...] I would personalize my experience according to what I want.
- I would choose hotel because they are individualistic. [...] I know they will provide me with personal information, personal experiences for the surrounding areas. A personalized service.

Personalized food options

- In a more personal you might feel more comfortable to ask something extra, and maybe next morning they might have ready these details again in the breakfast for you.
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- the buffet had everything, also, it had in a stand, a chef preparing the eggs according to your appetite. I really liked that, because you have the options, you don't have to take what they offer you. You can take according to your likings an omelet; you decide on it.
 - They also had small details like we would go for breakfast and they would know already what you normally take. I felt more comfortable.

VIP services

- tons of pillows, and they had pillows with different type labels for deeper sleep or different type of people, that was fancy and useful. Not everyone likes his pillow the same way.
- We went in the end of the aisle and there was exclusive VIP. [...] You don't seat with the rest of the people, but you were in an exclusive room 50sm alone with your group. To have a good time and to speak about business.
- If you are going for a business trip then more about meeting rooms. [...] I think they are important. [...] people might need like a facility to use or like a conference place.

Innovative Technology

- Voice system to turn off and on the lights, if there is a bath start the bath. [...] it might bring a bit more as a wow factor. Something modern and novel, cause not all hotels have it.
- to have a tablet, which would include Siri type system, it would welcome you and it would work as a key. Also, it will include many apps. The reception should give you this tablet, to guide you through a GPS. This service doesn't exist so it would be really innovative if it exists.
- A hotel that incorporates technological advances in its facilities and services. [...] an app or a tablet that allows you to make everything you need to do inside a hotel [...] it would impact my experience. For me it would be something totally new that I believe it could facilitate many thing.

Conversation with the hosts

- all the staff should be polite, nice, welcoming in order to speak to them and make me comfortable and welcoming and more familiar.
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- I like waking up and having a breakfast prepared by the owners that might give it a special touch, to chat with other guests or the owners.
- If there is a person to greet you [...] ask you what you want need, all with a smile. It gives you more satisfaction that there is someone there for you in the hotel. [...] that has an impact on your behaviour as well. If I speak with someone and I see a smile on their face, then I definitely respond with a smile.

Hotel with spaces to socialize

- I would choose a hotel that would offer me beautiful spaces and restaurants, café because we would be speaking more actually and hanging out.
- I like playing with my friends and for some small or 3-star hotels it might be difficult to have a swimming pool, but they can have board games in a nice and cozy room for people to pass their time. It makes me feel relax and that I am enjoying, and I don't have to roam around.
- I would be inclined to spend more time in it, as if I know that the country is not safe or I don't feel safe going out at night, I would have dinner in the hotel, or invite a local to dine with me in the hotel.

Amenities for groups

- If my group, though, was more athletic, I would seek in a hotel that would offer sports activities, hiking, horse riding, tennis. I would like to find the best hotel, according to my company.
- tennis, basket court, outdoors all these. [...] Its really nice, if you have someone who knows how to play [...] as well for a group of people, of different ages is nice. [...] if you are with 15 more people in a vacation. It's nice to have a challenge arising between the two teams.
- Board games, swimming pool, snooker, a good restaurant or a bar to hang out with my friends. [...] it brings me nice memories and it feels nice and closer to my friends.

Conversation with other guests

- I like waking up and having a breakfast prepared by the owners that might give it a special touch, to chat with other guests or the owners.
 - I wouldn't mind staying in a nice hostel, it's another experience as you can meet more young people.
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Organic food

- The food was great [...] When someone serves local food maybe even organic, you can already see the philosophy behind the whole hotel. [...] It gives a good feeling to know that comes from their chicken or their garden, that is the ideal thing.
- Everything to be ecological, not having plastic straws, etc.. Also, being vegetarian. [...] It could have impact to some clients, also, for the environment.

Eco-friendly services that impact positive the environment

- Maybe they use interior of eco-friendly and sustainable products, so maybe they help the environment to be clean or safe.
- Not using plastic cups, or plastic cutlery they could have system on spending less water, or to use photovoltaic cells to produce electricity. I am eco responsible [...] that would have a positive impact on the outer world, on the environment.
- The way they use materials and have recycled materials, instead of having single use plastics, have recycled ones, or cups [...] they would have more green spaces, make a better use of light, use solar panels, or renewable energy. [...] there is no need to change sheets every day or new shampoo. I like hotels, that don't have single use bottles, but a big one for everyone to use, like liquid soap. [...] that could improve the overall habitat and environment. Maybe a hotel would offer free bikes and that could have an impact on traffic in the city. [...] it's important for humanity and environment in general.

Services good for the local community

- A hotel in harmony with nature. [...] towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] benefits not only for the environment but as well for local employment and use of local products. From the process of building the hotel and using local workers but as well in a daily basis using local food products or cleaning products. It is good for the local economy.
 - Build consciously, minimize the impact and employ if they want or can, locals. Speak with locals to see if they want, to train them and give them an alternative livelihood. For sure as well sustainability benefits the business and the
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owner of the company morally because you are doing the best you can but as well in economic terms.

- a hotel would offer free bikes and that could have an impact on traffic in the city. That wouldn't determine my choice, but if hotels offer that I think it's important for humanity and environment in general.

Reasonable pricing

- the prices of all hotels have gone up. [...] everything has to do with budget. [...] There are lots of costs that are involved, you try to find the optimum solution
- it is frustrating that the price of the hotel is reasonable but then you go to their restaurant and the prices are not in relation to the price of the hotel.
- since we are students we care about price. We look for hotels, that won't impact our pockets.

Free of charge amenities

- a small gift in the room to welcome me good. [...] they offer it without charging me a financial amount, to welcome me to their hotel. That would be a plus for me.
- Free food [...] they could say hello sir, we give a free voucher to all our customers, as we've heard there was a party going on, so we offer something for free.
- High speed Wi-Fi. Which it can be so bad cause some hotels they charge the Wi-Fi. I mean, come on, we are in the 21st century! It should be included in the services. Even big chains are doing this mistake.

All-inclusive services

- It had breakfast included [...] I like it to be included because I like to save money.
- All-inclusive, because it was offering many services, at a price. Thus, I paid one price, and I had included my food, my drinks, my sleep, my entertainment. Consequently, not needing to pay individually for these services [...] that was convenient for me, but as well as cheaper. [...] It is cheaper when you buy all the services together.

Safebox in room

- I also like to have a small safe so I can keep valuable things there if I have to leave the room to go somewhere. The staff of the hotel also has the key to my room so I wouldn't feel safe leaving my valuable things just there.
 - The security. [...] having a place where you can secure your things.
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- they explain the room, where are the different things [...] the security box, etc.

Ill performing equipment

- If there is not hot water. [...] it affects me because I am used to hot water and I don't like showering with cold water. It is a bad experience because I don't enjoy cold showers.
- Being able to adjust the room temperature. That has been even a negative experience for me in the past, as I wasn't able to fix the temperature in an easy way. [...] I do get upset if the monitor is old and complicated and I cannot really put my choice in the way I want to.

COVID-19 measures

- It will have to start insuring some contactless (no human touch) services, in food, etc. Meaning that they follow stricter measures about food, services. Everything around human contact, gloves, cleanliness. [...] Kitchen operating with masks and gloves, and then the food to be served in a buffet, and the visitor could go on and decide his dish without a waiter. To minimize the contact between humans, during a pandemic.
- it will be stricter the cleanliness level. I think there will be a system in the entrance of the hotel, to check if you have fever or no. [...] for the moment there aren't strict controls on the deep cleanliness. So, there should be auditors of cleanliness. That is important due to health issues, hygiene. [...] Now in the airport they can see if someone has fever so they can treat him accordingly. Same for the hotel, they can help the visitor on being treated.
- I believe that now the hotels need to follow all the health recommendations when it comes to the sanitizing of the facilities and set rules and standards of social distancing the common areas, protection of their staff and temperature control of clients. Without this guarantees I would not go to a hotel, no one wants to expose themselves to get infected.

Safe location

- for me one of the things that is very important for when I look for a hotel, it's the location. [...] not all neighborhoods are the same when it comes to the safety.
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I prefer a good neighborhood, so when I walk, I want to be in a nice and safe area.

- I want the hotel where I am staying to be safe, I would choose the location and the neighborhood to be safe. I want to feel safe, because I want to feel relaxed, without worrying. I want to feel that I can enjoy.
- it is important the location of the hotel. Even if there is a hotel that it is 5 star, but it is in an unsafe neighborhood, I would not go there.

Security measures

- I would expect higher security measures. The entrance to be guarded and to have a check point, so to control who enters in the hotel, either it is a client or someone else. So, not to have any issues/problems. [...] So we will be secured the clients of the hotel, from anything that can happen.
 - I would look how secure is the hotel, if they have proper locks in the room, if they have a proper security system, security guards.
 - security measures to feel safe inside. To have special surveillance.
-

Lastly, in the final part of the analysis stage, the 1st and 2nd-order concepts were examined, and simultaneously, the possibility of connecting the 2nd-order themes into the suitable CVI value types was considered. The value types were listed as concepts of the aggregate dimensions, which encapsulate the connection and existence of CV in the hotel industry (see Table III). There is importance in the use of a table when following the Gioia methodology, as the relevant data-to-theory connections can be visualized, hence aiding the readers to grasp the findings in a clarified way (Gioia et al., 2012).

Table III.
2nd Order Concepts & Aggregate Dimensions

2nd Order Concepts	Aggregate Dimensions
<p><i>Homemade food</i></p> <p>..... →</p> <p><i>Hotel with local touch</i></p>	<p>Authenticity</p>

Comfortable bed

Helpful Technology

Proximity to transport



Convenience

Proximity to city center

Hotel with food services

Quality of services

Healthcare services

High star ranking services

Friendliness of staff

Reviews enhance reliability



Excellence (Service)

Impersonal services

Transportation services

Information about location

Information about hotel

Quality of food



Excellence (Product)

Healthy food

*Luxurious hotel enhances the way that others
perceive visitors*



Status

Luxurious hotel raises self-worth

*Eco-friendly services that show the
environmental impact of the visitor*



Self-esteem

Sports facilities

Time passing amenities



Enjoyment

Swimming pool

Clean hotel

Spacious hotel layout

Hotel with outdoor spaces

Homely hotel feeling

Modern hotel

<i>Pleasant hotel layout</i>	→	Aesthetics
<i>Clean room</i>		
<i>Pleasant room colors</i>		
<i>Pleasant room layout</i>		
<i>Room with windows</i>		
<i>Relaxation amenities</i>		
<i>Room with views</i>	→	Escapism
<i>Proximity to body of water</i>		
<i>Possibility to personalize stay</i>		
<i>Personalized food options</i>	→	Personalization
<i>VIP services</i>		
<i>Innovative technology</i>	→	Novelty
<i>Conversation with hosts</i>	→	Relational benefits
<i>Hotel with spaces to socialize</i>		
<i>Amenities for groups</i>	→	Social benefits
<i>Conversation with other guests</i>		
<i>Organic food</i>		
<i>Eco-friendly services that impact positive the environment</i>	→	Ecological benefits
<i>Services good for the local community</i>	→	Societal benefits
<i>Reasonable pricing</i>		
<i>Free of charge amenities</i>	→	Price
<i>All-inclusive services</i>		
<i>Safebox in room</i>	→	Security risks
<i>Ill-performing equipment</i>	→	Performance risks

COVID-19 measures

Safe location

Security measures



Physical risks

4.2. The Aggregate Dimensions

The aggregate dimensions are the value types from the Updated Value Typology (Leroi-Werelds, 2019) that appeared to be highly significant for visitors to hotels. Consequently, they facilitate efforts on developing a scale, as they make the connections evident and precise. In this part of the paper, each of the aggregate dimensions are presented separately. Further, the thesis conceptualizes and showcases the connection of the analysis with the Updated Value Typology by Leroi-Werelds (2019). It is essential to mention that not all Value Types appeared to be relevant to the experience of visiting a hotel.

In contrast, some of the Value Types emerged as vital for the visitors, as they were mentioned and highlighted multiple times, even from the same individuals. Concerning the stage on the customer's journey. Most of the responses were relevant to the moment that the visitors were in the hotel, having their needs covered. Others were relevant to the moment before the visit. Also, some were relevant to the hotel itself (e.g., building, location, facilities). Firstly, the value types relevant to the Updated Value Typology are presented and analyzed (see Table II), in the order presented by Leroi-Werelds (2019), starting with the positive values before analyzing the negative values that appeared relevant to hotels.

4.2.1. Convenience

Numerous responses were related to the value of Convenience. During the interviews, participants mentioned the importance of having a comfortable bed extensively, the hotel to offer food services, the existence of helpful technological equipment, and also the proximity of the hotel location to the city center and public transport. Therefore, Convenience stands as an important element for visitors of hotels. It seemed crucial for the customers, that when they visit a hotel, they would like to have an uncomplicated and smooth experience, with attributes, amenities, and characteristics, that would make their stay more convenient. The following quote showcases how a visitor perceived that her life would be easier through the example of a hotel that offers food services, in regards to the value Type Convenience.:

"When traveling with kids, I think I would seek a hotel that has a restaurant, because a dinner maybe its late so you don't want to be outside, so you just go to the restaurant of the hotel. In general it's a good offer to provide, cause maybe if you arrive late and you are tired, to exit to the city to find something to eat, so if you are tired you go to the restaurant cause its practical. If you

have kids you might be tired so its practical. It makes you not to worry because it's always an option, if its good."

4.2.2. Excellence

Regarding the value type Excellence, the participants responded extensively, revealing a high interest from their side for the superiority of amenities in hotels. Within the value type of Excellence, Leroi-Werelds (2019) presented the existence of "sub-" type values, Service Excellence, and Product Excellence. In the presented research, both played an important role in the essence of the experience of visiting a hotel. Specifically, regarding Service Excellence, the participants mentioned greatly that they appreciate the existence of the quality of services of a hotel through superb management. Also, the visitors appreciate the offer of healthcare services in case of need. Nevertheless, they had higher expectations in terms of superiority due to high star ranking. Additionally, the interviewees highlighted the importance of the friendliness of staff so that they can have an excellent experience. Participants mentioned that the presence of reviews enhanced their reliability towards the hotel. Further, the participants argued that impersonal services are a demonstration of a poorly managed hotel and that the transportation services offered by the hotel are valuable for the visitors. Lastly, it is important for them to have considerable, transparent, and honest information regarding the location, and the hotel itself. Also, concerning Product Excellence, the interviewees showed high anticipation for a high quality of food, that simultaneously is healthy for them. A participant's excellent experience as an example showcases the importance of Service and Product Excellence in hotels:

"We had a really nice experience in the hotel because the service was good, it was really relaxing to stay there, food was great, rooms were really good. I think the whole place was on spot. [...] I think it is the experience. Since you arrive, they make you feel like you are on holidays and you don't have to worry about anything. It is kind of part of the environment so you can relax and when you go to one of the restaurants, to the pool or for a drink or something, they are smiling, you can have as much as you want, maybe they also joke so it is nice because you let go your worries and it makes you feel really in holidays."

4.2.3. Status

Given the responses of the semi-structured interviews, some participants expressed feelings of exquisite deluxe, when visiting a luxurious hotel, and enhancement in the way that others perceived them. Socializing with elite groups, dining in VIP rooms, and staying in exclusively prepared rooms, a quote of a participant that exhibits the improvement of his status due to these luxuries:

"There was a VIP room, to dine there, with our 2 waiters. We had in our room a spray that you could use two drops and to sleep well. Also, the pillows were like feathers, that soft! [...]we had private swimming pool, depending the time you wanted, you could book it, you could go and be on your own. [...] This hotel was 7 stars, in the past that I had visited 5-star hotels I haven't found something similar. In the 7-hotel star there were princes and VIP people. This service I have never found it in another hotel. [...] I visited it during a business trip. In our group there was one prince,

and the hotel had a different vibe. All the services, wherever you would go , there would be people there to serve you without you feeling as if people are following you."

4.2.4. Self-esteem

For a large number of participants, their self-worth was raised by a luxurious hotel. However, an individual's self-esteem can be raised for different reasons. Besides luxury, some participants felt that their self-worth feelings were improved when the hotels were demonstrating, teaching, and manifesting the environmental impact that the individual visitor had. Precisely, the participants felt that apart from the importance of a hotel being environmentally friendly, there is significance in communicating the individual's footprint and impact on him. Therefore, making them aware of their actions and enhancing the way they feel about themselves when following the hotel's guidance. Firstly, it follows a quote on how luxurious hotels raises the self-worth:

"I decided to treat myself for my birthday. So, I booked a room at the 4 Seasons in Beirut. You get what you pay for it. The Service was top notch. The food was amazing. The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe. It's not a daily thing, but it's like once in a year, luxurious. [...] it feels like a treatment, as special day, everything looks so fine. It's of a high price, but when you've got everything looking fine, its ok. Also, it gives you motivation as it somehow lights up something inside you that makes you want to work hard in my life and have a plan, so someday it's not anymore just a luxury. It's more personal it's a lifestyle somewhere that I'm aiming to be there someday."

Along with a quote from a participant describing how an eco-friendly service when showing the environmental impact of the visitor, it raises their self-worth:

"A hotel that is energy efficient using solar panels. Using compost system. [...] they make a good use of all the waste. A hotel in harmony with nature. [...] sustainable material to build the hotel itself. Reuse trash to create new items. Zero waste policy. I think towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] it makes you feel good; it makes you feel that you have done something good for the environment and that you are part of a positive change."

4.2.5. Enjoyment

Further, participants seemed to value personal, friends, and family amusement time highly. Explicitly, the interviewees expressed their interest in staying healthy and, at the same time, enjoying themselves by using sports facilities. Also, they mentioned that a swimming pool is an essential amenity to be existing in a hotel. Finally, they defended that sometimes they might want to pass their time and enjoy themselves with something simple. The following quote demonstrates the words and feelings of an interviewee regarding enjoyment:

"Board games, swimming pool, snooker, a good restaurant or a bar to hang out with my friends so I don't have to go to another place for that and if we are tired we can just stay in the hotel. [...] About the swimming pool, I really like it. I like sitting near the pool with some drinks because it is

really relaxing. With my friends we do it always, so It is like a rule for us (an unspoken one) a tradition."

4.2.6. Aesthetics

Most of the responses from the participants were regarding the aesthetics. According to Leroi-Werelds (2019) in Aesthetics, "involves the attraction of the object's design and atmospheric aspects such as layout, color, et cetera. It can be related to all the senses (sight, smell, touch, taste, hearing)". Concerning this thesis, the most important for all the participants was Cleanliness (Clean hotel, Clean room), hotel and rooms with pleasant atmosphere and clean look or smell. Further, participants were detailed about layouts (Spacious hotel layout, Pleasant hotel layout, Pleasant room layout, Hotel with outdoor spaces) design (Modern hotel, Room with windows), to even more psychologically driven expectations (Homely hotel felling, Pleasant room colors). The following quote represents a customer's negative experience regarding the aesthetics of a hotel and the importance of cleanliness in hotels:

"What I would find as something intolerable. It was a year ago, the issue was on cleanliness. I might tolerate not the ideal location, or proximity. However, I can't tolerate, lack of cleanliness, it's a deal breaker. [...] we had to stay there for one night, near the airport. The issue we had was lack of cleanliness. Lack of it, is very unpleasant. You expect a minimum standard. And cleanliness it's a key factor, I wouldn't feel comfortable, and I wouldn't be able to rest."

4.2.7. Escapism

For many of the participants, hotels seemed the place of escape and relaxation. Therefore, it is of a logical result the high importance that the interviewees showed towards attributes of hotels that help them escape their routine and oppressive reality. Expressly, customers referred to how essential it is for a hotel to offer relaxation amenities, to have pleasant rooms with views, and to be of proximity to a body of water. The customers mentioned that these amenities and characteristics allowed them to relax and escape from reality or daily routine, an expression used by Leroi-Werelds (2019) to describe the value type of Escapism. The following quote relative to Escapism is of a customer's positive experience:

"The views were excellent; we couldn't have expected that. [...] So arriving to the hotel, we knew that one side of the hotel had a view towards the mountain, and the other side had a view towards the sea. The moment we got that, we felt really happy. We could have the windows open and at night stay outside, we enjoy that a lot as an added benefit. Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant".

4.2.8. Personalization

Furthermore, the customers expressed satisfaction when there was a possibility to have an experience, which entailed personalization. Accurately, the possibility to personalize stay was highly valued, as well as the personalized food options and the exclusive VIP services. Participants argued that when there was a degree of personalization, they felt that the hosts were caring for them, their

wellbeing, and overall experience. This quote illustrates the feelings of a customer regarding personalization:

"I would choose hotel because they are individualistic. I don't like chains; I feel they are impersonal. I would go for something smaller maybe family run business where I know they will provide me with personal information, personal experiences for the surrounding areas. A personalized service".

4.2.9. Novelty

The suggestion that novelty is highly related to new technologies "creates curiosity and/or satisfies a desire for knowledge (i.e., wanting to know more about it). This is only applicable for new objects (such as new technologies)" (Leroi-Werelds, 2019, p. 12) were affirmed through the interviews. All of the participants, when speaking about Novelty, something that makes people want to know more about it, referred to Innovative technology. Technological advancements that not merely facilitate the experience, but as well are novel and innovative. A customer expressed the following, related to Novelty:

"A hotel that incorporates technological advances in its facilities and services. Like, receiving when you arrive at the hotel an app or a tablet that allows you to make everything you need to do inside a hotel, control the lights, the temperature of the room, the TV, order room service, book a table in the restaurant, check out. [...] I think it would impact my experience. For me it would be something totally new that I believe it could facilitate many things".

4.2.10. Relational Benefits

Moreover, participants mentioned a feeling of closer connection when they were able to have conversations with the hosts. The human and approachable character of hosts paved the way for great relationships to be built up upon communication between the visitors and the hosts through conversations. Below a quote from a participant's experience regarding relational benefits:

"The owners went the extra mile to make us feel comfortable [...] It made the experience home like, makes you feel more like a guest, rather just a tourist. Also, it becomes personal and it helps on addressing any type of issues that might rise up. So, I knew they were friendly, and I knew I could reach out to them, thus making our experience smoother, easier. Maybe with more corporate hotels, you have to address the manager or seek a complaint procedure. Though, there you had the certainty that any issue that you might face is going to be addressed, without causing any discomfort to you."

4.2.11. Social Benefits

It seemed necessary for the interviewees to mention the need for social interactions during their visit to a hotel. Explicitly, the participants expressed their desire to be in a hotel with spaces to socialize and interact with family and acquaintances. Further, several participants the hotel needed to be providing amenities for groups where the visitors could entertain themselves with the company of others. Also, visitors felt great when having the opportunity to enter into conversation with other guests. Explicitly, two participants mentioned:

"I wouldn't mind staying in a nice hostel, it's another experience as you can meet more young people."

"If its summer, to have [...] tennis, basket court, outdoors all these. [...] it's a really nice sport (tennis). Basket as well for a group of people, of different ages is nice. [...] if you are with 15 more people in a vacation. It's nice to have a challenge arising between the two teams".

4.2.12. Ecological Benefits

Apart from entertainment, relaxation, and fun, the participants mentioned expectations on a hotel being ecologically beneficial. The interest in the topic was extensive, and the responses detailed on guiding the hotels to become more ecologically aware. The participants mentioned the use of organic food and the operation of the hotel through eco-friendly services that positively impact the environment. According to an interviewee:

"Not using plastic cups, or plastic cutlery they could have system on spending less water, or to use photovoltaic cells to produce electricity. [...] It would have consequences on the outer world, as everyone needs to start small, from his place, from the place we are visiting and that would have a positive impact on the outer world, on the environment."

4.2.13. Societal Benefits

Furthermore, several of the participants argued that a hotel with an environmentally friendly way of operating, apart from the beneficial influence on the environment, it would have a positive impact in the local community and overall, in humanity. Respectively, a quote of a participant's answer:

"A hotel that is energy efficient using solar panels. Using compost system. [...] they make a good use of all the waste. A hotel in harmony with nature. [...] sustainable material to build the hotel itself. Reuse trash to create new items. Zero waste policy. I think towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] the hotel fully blends in with its surrounding. It has a lot of benefits not only for the environment but as well for local employment and use of local products, from the process of building the hotel and using local workers but as well in a daily basis using local food products or cleaning products. It is good for the local economy".

4.2.14. Price

In addition to the positive value types, 2nd-order concepts arose during the semi-structured interviews that are related to the negative value types, mentioned on the Updated Value Typology (Leroi-Werelds, 2019). Progressing through the order of the CVI, the findings related to price are firstly presented. For the majority of the participants, price played an essential role in the choice of a hotel. The only reason that the participants might sacrifice lower price possibilities would be for a cleaner hotel or a safer location. It is important to be mentioned that 40% of the participants were students, and 80% of them were raised in the middle class, meaning that the group was overly concerned about the budget regarding entertainment and traveling. Subsequently, the 2nd-order concepts that were brought up were all regarding the cost-effectiveness of the trip for the visitors.

Namely, the participants revealed the need for reasonable pricing from the side of the hotels. As well as the offer of free of charge amenities on “spoiling” the visitors and making them feel at ease. Also, all-inclusive services seemed to a number of participants as an excellent way to spend less and simultaneously enjoy their time. Following, a quote from a participant's concerns on price and budget:

“a small gift in the room to welcome me good. A champagne or fruits. [...] they offer it without charging me a financial amount, to welcome me to their hotel. That would be a plus for me. [...] Many times, the hotels charge a bit more for some services (fridge with drinks etc.) so it would be nice to have a free drink for a night that ill be staying there. [...] It would win me because I wouldn't need to spend more money than the ones I got charged for the room. [...] Because as well price matters, and its services too, depending on the quality that a hotel is offering, I expect the according price. I would like it if there is a discount or an offer, to try and win me, so I would choose it instead of another hotel. The best price would be the reason for me to choose a hotel. [...] I would do so, because I don't want my trip to be burdened with lots of expenses. [...] Because I decide not to dispose lots of money to the hotel itself, but rather to the activities that I can have in the area around”.

4.2.15. Security risks

Further, the participants referred to the importance of the existence of a Safebox in the room of a hotel. Thus, ensuring the prevention of loss, apart from monetary amounts, of private documents such as passports et cetera. During the interviewees, it was mentioned that:

“I like when in the hotel you have a safe box, in your room. Because many times you travel with cash and passports, and I don't want to leave it unattended.”

4.2.16. Performance risks

Additionally, few participants expressed their dissatisfaction when the offered equipment ill-performs. Arguing that it is not vital just to offer equipment to the visitors, but that it has to be performing as expected. Specifically, a participant argued:

“That has been even a negative experience for me in the past, as I wasn't able to fix the temperature in an easy way. [...] I do get upset if the monitor is old and complicated and I cannot really put my choice in the way I want to”.

4.2.17. Physical risks

The majority of the interviewees were concerned about their physical safety. It seemed of high significance that a hotel is a place of full protection from anything that could harm the visitors. Notably, the interviewees were concerned about the safety of the hotel location, and the existence of security measures, especially in more alarming countries. In addition, the majority of the participants, 80%, believed that the hotel should take measures to face the ongoing pandemic of COVID-19 through sanitation, social distancing, and control procedures. In the words of a participant:

"You don't have anything to fear, even from crime or disease or whatever. So you want to feel safe there, at least because you're already in a foreign place maybe. And you want to know that the hotel you're going to go in, is somewhere safe from all aspects".

4.2.18. Authenticity

Finally, a suggestion is presented for a new value type, through an original Aggregate Dimension which is labeled: Authenticity. In regards to hotels, it seemed necessary for the participants that the hotels that they visit are authentic. Precisely, the participants defended that a hotel should not be an impersonal place, but rather an original representation of a unique character. The visitors can experience this through the appreciation for the local touch that a hotel can have regarding its layout and design, but as well by enjoying a portion of homemade prepared food. This "one-of-a-kind" depiction of character, enchants the visitors resulting in better overall experiences: Following a quote of two participants' opinion on authenticity:

" I would say that when you travel anywhere you want to have a certain experience and it is important that the place where you sleep and spend some time also reflects the place, so you have the full experience. I don't want to feel like I am in a really neutral room that it could be in Berlin or in Stockholm. I like to feel that there are some local things, items included in the hotel that are typical from the place, produce locally and that help you discover the culture of the place and the mentality".

" I like when they match the concept. For example, in the Hard Rock Hotel when you go to a room, the inside is really matching. They have some posters of rock music; it might be painted in a way. it doesn't have to be really modern or really old. That does not matter as long as it goes with the whole concept of the hotel. If it is a beach hotel, I want to feel in the beach, I don't want to feel that I am anywhere else. [...] I think sometimes the places are really characteristic. If you go to the beach, you really want to feel the beach and have this memory so the hotel has to match with that and maybe the lighting or the furniture should match with the idea and it shouldn't make you feel anywhere else that it is not there. [...] a hotel in Italy, that is in the center of Florence, I guess it is going to be kind of rustic and with an Italian touch and if I get there and it is just an old building then it doesn't really match".

5. Conclusion And Managerial Implications

In this part, the conclusion of the research is presented, and the managerial implications in the industry of tourism are examined, particularly related to hotels. Finally, a measurement scale is proposed in accordance with the findings of the thesis.

Firstly, Cronin (2016) and Gallarza et al. (2011) recognized the conceptual essence of CV as one of the significant scientific foundations for marketing and service research. Additionally, (Leroi-Werelds, 2019, p. 1) described, "CV can be considered one of the cornerstones of marketing and service research." More, (Woodruff, 1997) showed that for a number of years, CV had been recognized as crucial for companies aiming to achieve competitive advantage. Specifically, (Slater, 1997, p. 166) placed it in the center of managerial methods and mentioned that "the creation of customer value must be the reason for the firm's existence and certainly for its success." Especially in highly competitive industries, such as the industry of tourism, it is of high importance that companies, and in the present study hotels, understand CV. Thereupon, to endeavor a "one-of-a-kind" differentiation strategy by providing to their visitors, not only high quality of services, facilities, amenities, but as well as authenticity. Local touch and homemade offers that reach out to the hearts of the visitors and show them why this hotel is uniquely superior from the competitors. The purpose of this study was to examine the existence of CV in tourism and develop a scale in hotels. This thesis paves the way for further research from scientists and managers, by examining which of the value types of CVI, the updated Value Typology by Leroi-Werelds (2019), are dominant in the hearts of visitors of hotels.

The paper begins by investigating and presenting the relevant literature review. To guide the development of this study and its approach, the article by Leroi-Werelds (2019) was used. Moreover, inductive qualitative research was conducted, aiming to examine the CVI application in tourism. Specifically, through semi-structured interviewees, this thesis tried to investigate the more profound thoughts, opinions, and ideas, which would lead us to comprehend the CV in hotels. The data stemmed from the answers of 15 visitors, by combining the laddering technique with the CIT approach.. Following, the Gioia methodology was used, as an inductive qualitative research method, to analyze the data. In conclusion, the findings stand as an approval on the CVI developed by Leroi-Werelds (2019). The results showcase that the detailed approach of Leroi-Werelds (2019), facilitates the further understanding of CV, and the development of original scales in different industries.

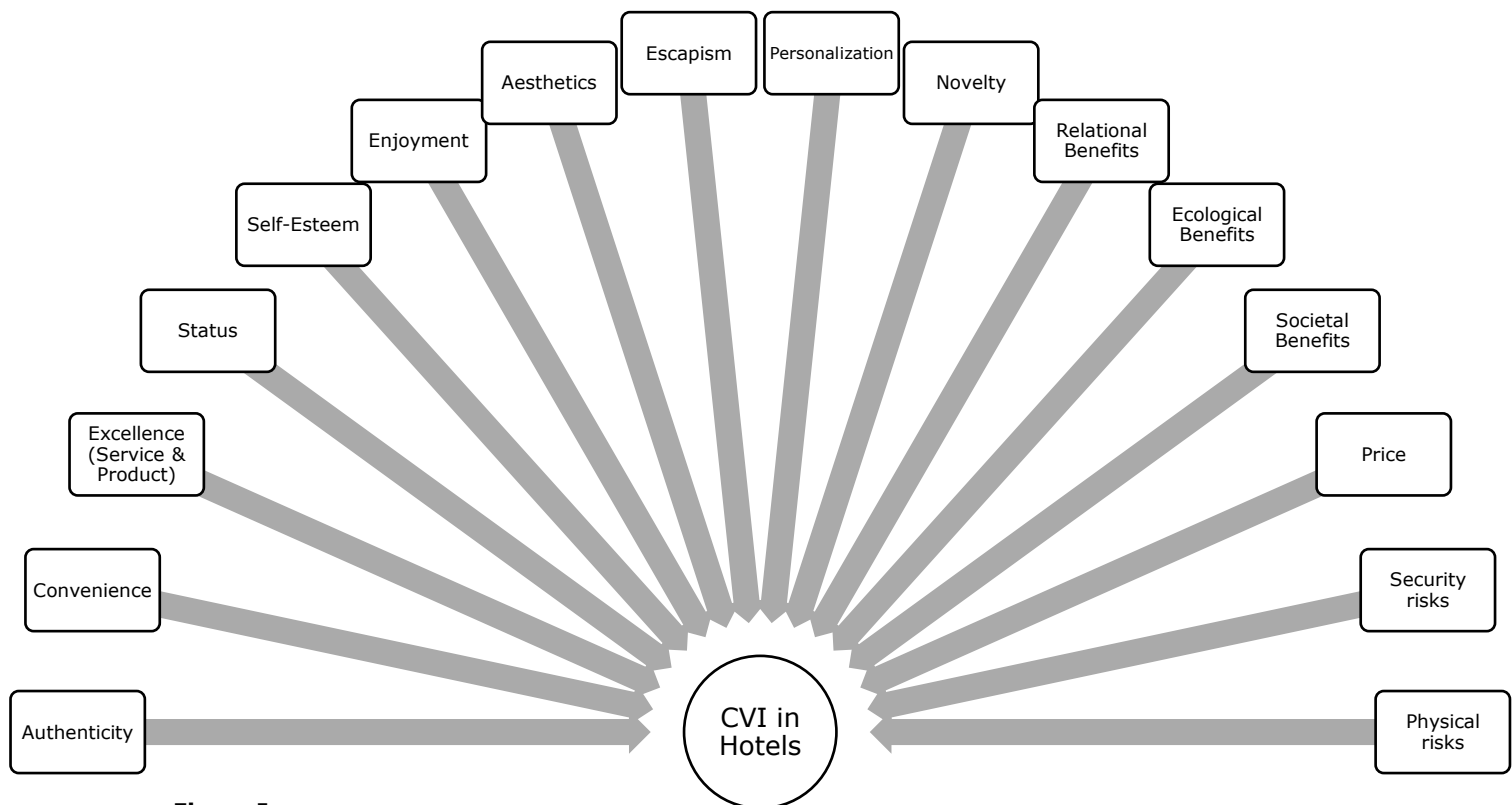


Figure I.
*Aggregate Dimensions - Significant Value Types in
 Hotel Industry*

Figure I. illustrates the crucial for tourism, Aggregate Dimensions – Value Types. The thesis concludes that 17 value types are relevant for hotels:

- (1) *Convenience*: Attributes of a product/service make the life of the customer easier, facilitating his usage and experience (Holbrook, 1999; Leroi-Werelds, 2019).
- (2) *Excellence*: the quality level of the product/service. Includes levels of empathy, reliability, responsiveness, contingent upon the situation under examination (Holbrook, 1999; Leroi-Werelds, 2019).
- (3) *Status*: it prompts social acceptance as it involves a positive impression towards other individuals (Leroi-Werelds, 2019).
- (4) *Self-esteem*: attributes existent in products/services, which positively influence the customer’s attitude and satisfaction towards himself (Leroi-Werelds, 2019).
- (5) *Enjoyment*: depicts the ability of a product/service to produce fun and pleasure to the customer (Holbrook, 1999; Leroi-Werelds, 2019).
- (6) *Aesthetics*: value created because of the positive and appealing structure of the product/service, linked to all the human senses (smell, touch, taste, hearing, and sight) (Leroi-Werelds, 2019).
- (7) *Escapism*: the value derived from the facilitation that the product/service brings on helping the customer to relax and free himself from daily routine and its dull reality (Leroi-Werelds, 2019).

- (8) *Personalization*: when a product/service are adapted to the customer's unique needs (Leroi-Werelds, 2019).
- (9) *Novelty*: the value extracted by breeding curiosity in the customer and by satisfying his thirst for knowledge (Leroi-Werelds, 2019).
- (10) *Relational Benefits*: the value resulting from the influence of the product/service on achieving a better relationship between the customer and the service provider (Leroi-Werelds, 2019).
- (11) *Social Benefits*: the value derived from the positive effect of the product/service in the relationships between customers (Leroi – Werelds, 2019).
- (12) *Ecological Benefits*: the positive impact that the product/service can have on environmental eudaemonia. Increasingly, more hotels offer reusable bathroom amenities (Leroi-Werelds, 2019).
- (13) *Societal Benefits*: when a positive impact on societal well-being is occurring during the consumption of the product/service or from its outcome (Holbrook, 1999). It includes Corporate Social Responsibility [CSR] initiatives such as fair trade, employee fairness (Leroi-Werelds, 2019).
- (14) *Price*: the extent the product/service tends to be so expensive, that it starts having adverse effects on the whole experience Leroi-Werelds (2019).
- (15) *Security risks*: a value type that describes the extent to which the product/service can create issues concerning the customer's security (Leroi-Werelds, 2019).
- (16) *Performance risks*: that it rises when the object under examination ill performs and does not reach the intended/expected levels of performance (Leroi-Werelds, 2019).
- (17) *Physical risks*: interprets the extent to which the product/service and its usage can result in health complications (Leroi-Werelds, 2019).
- (18) *Authenticity*: conditions that could be defined as genuine, unique, and characteristic.

Hotels struggle to differentiate themselves, beating the competition, and having more tourists. Nevertheless, this is a misguided path to follow. The real reason for the existence of hotels should and must be to facilitate value creation for their visitors. Therefore, it is of utter importance to firstly know which value types are significant for customers of the industry, and secondly, how could the managers measure the effectiveness of their efforts. The implementation of changes in procedures, layouts, and overall, in hotel operation, by attempting to reach higher degrees on the scale of CV, it will not come easy. Apart from the physical changes or improvements and financial investments that hotels need to do to score higher in the hearts of the visitor, there are several immaterial aspects that matter—notably, the hotel's human resources, and the hosts' responsiveness, approachability. Especially concerning the immaterial aspect, it requires from the hotels not to simply modify their offering, yet to dig in deeper and grasp a philosophical approach that will speak through their operation. The visitors are seeking a place that feels like home, away from home. Therefore, the hotels must direct their paths towards building genuine relationships between a host and a guest, not just seeing them as tourists. Managers should focus on building unique, authentic characters behind the hotel establishments, not simply a "cool" brand, yet a genuine and honest culture, close

to the one of the local community. The more authentic the experience that the hotel will offer, the more preeminent the memories that the visitors will be able to build.

The findings suggest that the hotels must ensure procedures and amenities that make the life of the visitors easier. The visitors do not demand luxury; however, they expect helpful technological equipment and professionally managed essential services. Further, the hotels need to guarantee high quality of services and products. Regarding this, the most critical factor is the friendliness of the staff. Thus, there should be investments in acquiring employees who have aligned ethics and spirit concerning customer service. Also, it is essential to provide honest information about the establishment, genuine images on the website, and clarity of rules will have the visitors appreciate the hotel more. Also, visitors anticipate attention when it comes to the food that is being served, in regards to quality and healthiness.

Moreover, if hotels want to support the way that others perceive their visitors, it would be vital to offer luxurious treatments. Likewise, when hotels aim to enhance the self-worth feelings of their visitors, luxurious services should be offered to the guests. Additionally, on improving the self-worth of the visitors, the hotels must introduce environmentally friendly services that exhibit the individual's positive impact. Furthermore, if hotels desire to have their visitors enjoy themselves, they should provide them with well-operated amenities. From sports courts to a swimming pool, to board games and night activities, there are a plethora of services that offer to the visitors a chance to not only pass their time by being entertained but as well creating new memories.

Moreover, the visitors truly value the aesthetics of the hotels, in such detail that rooms with windows or without can be the reason that their trip will be of different quality. The majority of the responses were related to aesthetics. Accordingly, hotels genuinely need to be aware of their cleanliness, as visitors might care less for anything else but cleanliness. Also, pleasant layouts, designs, and colors, along with staying modern, yet at the same time homely, will bring the visitors euphoria and relaxation. Additionally, the guests need to feel that they are away from their normal lives, not disconnected, yet truly distant from the daily routine and reality. Hotels that offer relaxing services such as spa, massage, sauna, but as well hotels that are near to a body of water, whether that is the sea, lake, or river, and hotels that have rooms with views, will be scoring high in the scale of escapism.

In addition, guests value the possibility of having their stay personalized, food options, and VIP services adjust the services and products to the needs and preferences of the visitors assisting, therefore, to an overall more pleasant experience. In regards to bringing up curiosity and excitement, innovative technologies can be implemented, making the experience digitally delightful. However, the visitors still seek the human "touch" in interactions. Hence the hotels will achieve more significant relational benefits when the hosts engage in conversations with the guests. Besides their relationship with the hosts, the visitors desire to have relationship benefits together with other guests. If the managers want to facilitate these efforts, they should provide socializing spaces, and amenities for groups, as guests appreciate being able to have interactions and conversations with other guests.

Further, customers applaud hotels that follow environmentally friendly procedures and offer organic products. The added weight of pollution, waste, and the extensive adoption of single-use products,

have already contributed to aggravating the environmental damage. Consequently, the guests appreciate when they observe efforts on being environmentally aware. Besides the visitor’s approval, it is of utter importance that the hotels follow procedures that influence positive the environment aiming to make our world a better place. Added to the positive impact on the environment and the hearts of the guests, environmentally friendly services will have a positive impact on the local community, hence providing the area with societal benefits and the residents with a better quality of life.

Lastly, there are negative aspects embedded in the experience of visiting a hotel. Firstly, the majority of the guests are concerned about the prices and in general their budget. As a response to their concerns, the hotels should be reasonable when pricing, offer free of charge amenities and offer the option of an all-inclusive service which would allow the guests to enjoy themselves fully without troubling their minds due to high costs. Also, all the equipment must be adequately operating; the visitors might be disappointed if they face equipment that is not performing as expected. Managers could make sure that there is proper and regular maintenance in all areas of the hotel.

Finally, when guests arrive at a hotel in a foreign country, they are highly alerted—especially when visiting a country for the first time. Even from the basic offer of a Safebox, the guests will feel that the hotel takes into consideration their personal documents and possessions, covering, therefore, any security risk. Additionally, there is fear in the visitors regarding their physical safety. Hotels that are in a safe location, have security measures and control, and more relevant to nowadays follow COVID-19 exceptional procedures, will be able to protect the guests from physical risks.

In conclusion , it is reasonable that it might seem nearly impossible for the managers to achieve high scores in all of the presented concepts. However, the thesis clearly states that an authentic character, pleasant aesthetics, and excellence in terms of service and product will construct unparalleled opportunities for “ones in a lifetime” experience for the guests.

5.1. Proposed scale

In this section, the proposed CV measurement scale in the hotel industry is presented. This thesis aimed, through this scale, to aid managers on measuring CV in their hotels. The following Table IV visualizes the suggested approach on measuring CV in hotels.

Table IV.
Proposed CV measurement scale in Hotels.

Value Type	Measured Concept	Measurement Example Item
Convenience	Comfortable bed	“The bed is comfortable”
	Helpful Technology	“The technology in the hotel makes my life easier”
	Proximity to transport	“The hotel is located close to public transport”
	Proximity to city center	“The hotel is located close to the city center”

	Hotel with food services	"The hotel offers food services (e.g. room service, restaurant)"
Excellence (Service)	Quality of services	"The hotel offers high-quality services"
	Healthcare services	"The hotel offers healthcare services"
	High star ranking services	"The hotel services deserve its high star ranking"
	Friendliness of staff	"The staff of the hotel was genuinely friendly"
	Reviews enhance reliability	"The reviews from previous visitors of the hotel were positive and clearly displayed online"
	Impersonal services	"The hotel services were impersonal and cold"
	Transportation services	"The hotel offers great transportation services (e.g. to the airport, city)"
	Information about location	"The hotel offers interesting information about the location"
	Information about hotel	"On the hotel's website there was considerable information about the hotel (rooms, spaces, rules etc.)"
Excellence (Product)	Quality of food	"The hotel offers high-quality food"
	Healthy food	"The hotel offers healthy food"
Status	Luxurious hotel enhances the way that others perceive visitors	"Staying in this hotel is considered prestigious"
Self-esteem	Luxurious hotel raises self-worth	"The luxury of this hotel increases my sense of self-worth"
	Eco-friendly services that show the environmental impact of the visitor	"The environmental friendliness of this hotel increases my sense of self-worth"
Enjoyment	Sports facilities	"The hotel offers great sports facilities (gym, basket, tennis etc.)"
	Time passing amenities	"The hotel offers fun amenities (tv, board games, entertainment night, karaoke etc.)"
	Swimming pool	"The hotel offers a great swimming pool"
Aesthetics	Clean hotel	"The hotel is perfectly clean"
	Spacious hotel layout	"The hotel is big and spacious"
	Hotel with outdoor spaces	"The hotel has beautiful outdoor spaces"

	Homely hotel feeling	"The hotel makes me feel like home"
	Modern hotel	"The design of the hotel is modern and refreshing"
	Pleasant hotel layout	"The hotel's layout is truly pleasant"
	Clean room	"The room is perfectly clean"
	Pleasant room colors	"The colors of the room are aesthetically pleasant"
	Pleasant room layout	"The layout of the room is aesthetically pleasant"
	Room with windows	"The windows of the room create a nice atmosphere"
Escapism	Relaxation amenities	"The hotel offers services (spa, massage, sauna etc.) that help me to experience a state of total relaxation"
	Room with views	"The views of the room give me the opportunity to unwind while I am on holiday"
	Proximity to body of water	"The hotel was near the water (sea, lake, river etc.), that allows me to escape from my worldly cares"
Personalization	Possibility to personalize stay	"This hotel offers great possibilities to personalize my stay"
	Personalized food options	"This hotel gives me the option to personalize my food choices"
	VIP services	"The hotel offers highly personalized VIP services"
Novelty	Innovative Technology	"The technology in the hotel brings me curiosity"
Relational benefits	Conversation with hosts	"Generally, the employees are willing to have conversations with me"
Social benefits	Hotel with spaces to socialize	"The hotel has great spaces to socialize with other guests"
	Amenities for groups	"The hotel offers amenities for groups"
	Conversation with other guests	"The hotel's atmosphere is perfect to have conversations with other guests"
Ecological benefits	Organic food	"The hotel offers food produced in an eco-friendly way"
	Eco-friendly services that impact positive the environment	"The hotel has a positive environmental impact (sustainable building materials, reusable products, energy efficient operation etc.)"
Societal benefits	Services good for the local community	"The hotel has a positive impact on the local community"

Price	Reasonable pricing	"The hotel's services (restaurant, activities, etc.) are reasonably priced"
	Free of charge amenities	"The hotel offers plenty of free of charge amenities (champagne in room, free breakfast etc.)"
	All-inclusive amenities	"The hotel offers an excellent all-inclusive option"
Security risks	Safebox in room	"The room has a solid Safebox"
Performance risks	Ill-performing equipment	"The equipment in the hotel is inefficient and ill performing (shower head, temperature regulator etc.)"
Physical risks	COVID-19 measures	"The hotel has taken excellent measures to control COVID-19"
	Safe location	"The location of the hotel is perfectly safe"
	Security measures	"The hotel has admirable security measures"
Authenticity	Homemade food	"The hotel offers delicious homemade food"
	Hotel with local touch	"The hotel has an authentic local touch"

6. Limitations and Future Research

The present paper expands prior marketing research in regards to CV in Tourism. The thesis discerned the importance of 17 value types from the Leroy-Wereld's CVI (2019), and of one new value, Authenticity, in the industry of hotels. Even though the study contributes significant insights to managerial and scientific efforts, it bears some limitations to be recognized. In this part of the article, these limitations are presented, and ideas are proposed for further research.

Firstly, it is vital that research always develops and refines itself. However, there are limitations concerning the generalization of the findings. Although the majority of the participants highlighted their expectations regarding some of the values, it cannot simply generalize the results and assume the applicability of similar importance among other individuals. Namely, the importance of each particular 2nd-order concept and aggregate dimension might vary across a different group of visitors. Therefore, the findings cannot simply be generalized with confidence for a larger number of participants. Thus, it is crucial to be examined through future quantitative research, the validation on the gravity of importance for each of the concepts that emerged. Further, the use of a scale is of utter importance for the hotels, hence it is essential that this thesis is used in a quantitative study.

Furthermore, researchers could examine further the thoughts of the visitors, by classifying the groups of visitors into segments, depending on the importance that they put into the different concepts. Thus, to analyze the data derived by exploring their more profound thoughts regarding the most

important concept in their opinion. Also, the study was conducted on fifteen participants. Instead, it is proposed future research to be conducted by exploring the thoughts of more individuals. These efforts will embrace the presented results, as well as it will increase the reliability and validity of the findings.

Moreover, the sampling was administered through the judgmental technique. Despite the present research's successful inclusion of a variety of participants, aiming to examine different views based on age, economic situation, gender, there could be a likelihood that other sampling methods could bear slightly different results. Thus, it is proposed and endorsed future research through other types of sampling for further verification of the presented results.

Additionally, this study took place within a semester, meaning that the thoughts, opinions, and gravity on the importance of the different value types might be shifted in the future. Individuals evolve, and throughout the years, might have different experiences, which in turn might change their attitude towards the importance of the different values. Although the current thesis covered the emerged values in the tourism industry extensively, longitudinal research is suggested, to examine the effects of time on the stance that the individuals have concerning the presented concepts in tourism.

CV is a significant concept for marketing research and managers. Therefore, further exploration of its application in other industries is highly recommended. Insights on what customers value are critical not only for the survivability of the companies, but as well for the understanding of what matters for the customers in the different industries, and accordingly offer services and products that will facilitate their value creation. In regards to future research, it is approved and embraced the use of CVI presented by Leroi-Werelds (2019), along with the guidelines on measuring methods that Leroi-Werelds examined in 2014. The two articles pave the way for exploratory and confirmatory research, in regards to CV.

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Appendix

Appendix I.

Interview questions: Methodologies used: CIT, Laddering.

- Which attributes are important to you when choosing a hotel?
- Why is that? Why you referred to ...
- Other attributes that is important in your opinion to exist in a Hotel?
- Tell me about the last time you chose a hotel? Why?
- How was your experience with this hotel? Why?
- Tell me about the last time you had a bad experience with a hotel. Why?
- Tell me about the last time you had an excellent experience with a hotel. Why?
- How does the perfect hotel look like? Why?
- What about the current situation, any change of the importance of the attributes due to the lockdown or COVID? If so, Why?
- What activities do you do when visiting a hotel? Why?
- What do you take into consideration when choosing a hotel? Why?
- How do you like the interiors of your room to be? Why?
- According to you, which amenities and services would take a hotel to the next level? Why?
- After a bad night's sleep, what would make your day from the side of the hotel services/activities?
- What should a 21century hotel provide to its visitors? Or What are the minimum services that you expect to find in a hotel?
- Do you seek different attributes/services, depending on the company you are with when visiting a hotel?
- What comes to your mind if you hear high-tech hotel? Why?
- Anything that comes to your mind when you hear eco-hotel? Why?
- If you are visiting a country which is a bit dangerous, what services would be good for a hotel to offer?

Appendix 2.

Complete Table III.

2nd & 1st Order Concepts

2nd Order Concepts

Clean Hotel

1st Order Concepts

- The hotel to be credited for its cleanliness, I cannot be in another space outside my house if I am not sure about its
-

cleanliness, because there it is a space that many people go.

- I am looking for a clean place [...] a hotel is somewhere that many people come and go [...] for me cleanliness brings you comfort and relaxation, and feeling of not worrying, about uncleanliness.
- Services provided by 5-star hotel and up are satisfying. [...] It's well known that the food, services, cleanliness are different from 3- and 4-star hotels.
- To be clean and not have to worry about it being some small dodgy hotel where it's not clean. [...] You want to feel like it's kind of sterilized. [...] a hotel that takes care of their sheets [...] They also care about you. That is what they ultimately do.
- The hotel must smell good. It must smell clean.
- During this time that we can see the importance of cleanliness, and especially since it is a hotel, that you don't know how many people slept in these beds before. [...] for personal hygiene reasons.
- It was cleaner and with people who are so friendly.
- I really need the hotel to be really clean. [...] it will greatly influence my well-being and my stay.
- The first thing that you see in a hotel, no matter the price, is the cleanliness. [...] If it's missing, there is a problem. [...] Better not to have service but to at least have cleanliness.
- Cleanliness first and foremost. Most hotels are not truly clean. [...] if that's not good then obviously you have a bad experience.
- I am concerned about cleanliness as I had some bad experiences. [...] I check the reviews about this. I might reach posting a bad review for it, as it is really important.
- I look for cleanliness. [...] I would look for reviews of other people that have ranked the hotel regarding the cleanliness.
- It would be clean recently renovated, and feel fresh, and that is associated with the cleanliness. [...] a hotel that hasn't been renovated and doesn't look fresh would be less clean as well.
- I value much the cleanliness [...] I like to be in a clean environment [...] it makes me feel good. I cannot be comfortable in a dirty place.

	<ul style="list-style-type: none"> • I remember we stayed in a horrible hotel, it was dirty, it was shabby [...] It made me feel really uncomfortable. [...] It creates really bad feeling because I feel disgust. It destroys my trip if I am in a hotel that it is not clean.
Spacious Hotel Layout	<ul style="list-style-type: none"> • I need it to be spacious [...] to be large [...] I don't want to feel entrapped. I want to be able to take a walk around and to feel that I am with comfort. I don't like feeling trapped between 4 walls, or in a tiny hotel. • the perfect hotel next to the beach would be very big. You want to have the space between the people. • The rest of the hotel to be also open space, not to have many things [...] If the space you have to eat is big, then you can have your own space within this big space and it just feels nice. • The hotel was bigger than we expected [...] it improved the experience; it was far more pleasant. • I find small spaces very difficult to feel like home in. I find it difficult to rest in small rooms. • enough space to move around, not to be really small.
Hotel with outdoor spaces	<ul style="list-style-type: none"> • The hotel to have large outdoor spaces, which would be full of green [...] I love walking around. I would like this walk of mine to be in a space that is with greenery, and thus to be relaxing. • a place that it is half inside half outside with plants in the middle and maybe water. [...] a roof terrace [...] I like the aesthetics of it. [...] it adds a personal touch and it is soothing for the mental state and well-being. I think it has a big influence. [...] in the terrace you can enjoy the sun. • They would have more green spaces. • Maybe there are flowers, has a lot of natural light or a terrace or a dining room where you have breakfast that it is really enjoyable.
Homely Hotel feeling	<ul style="list-style-type: none"> • It was a small hotel, so it looked cozy, it had family house vibes, so everything looked like well taken care off. [...] When it looks like a family house vibe its cozier, you are on vacation, but you still feel at home. • when it's summertime, you just want to feel that there you can [...] you want to be homier, simpler. Not fancy stuff. [...] I guess it is also the emotional side, it is the fact that you are relaxing.

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- it's like a home away from home. So, you know, you need it to be a bit more personalized or more iconic to your taste. For example, getting a certain type of pillows, sheets. There's a matter of personal preference, and when addressed it's positive.
 - The food was great. I appreciate if the hotel or the place I am staying offers other meals apart from breakfast that they are not overpriced. [...] It felt really relax and homey.
 - the owners went the extra mile to make us feel comfortable [...] It made the experience home like, makes you feel more like a guest, rather just a tourist. [...] there you had the certainty that any issue that you might face is going to be addressed, without causing any discomfort to you.
 - Comfort, I don't know how to explain it... to be comfortable, to feel as if you were at home. In a cozy environment.

Modern Hotel

- for summer you want light colors, white ones, modern design.
 - I like modern styles, as I am 56yo. [...] when I see new designs, moderns, unique ones, it makes you feel young. It makes you feel renewed.
 - when you're on a business trip [...] you want everything to be modern and feel that modern vibe. You're not there so you can relax because you're there on a mission. [...] the more modern it is, the more it makes you feel that you are doing something business like.
 - It was a minimalist modern type [...] It's like simple, chic, sleek, everything, minimalist, but yet very chic. This is the type of décor that I like.
 - I look at the decor. [...] Personally, I hate antique stuff. I would never stay at a place that looks like the Palace of Versailles. [...] That is just a matter of preference. Some people like that. I prefer the more trendy, sleek, yet minimalist kind of decor. [...] I find this classier.
 - the hotel is modern, in the sense that it does not look crappy in the pictures. That it has at least a minimum of aesthetics that it is appealing. [...] It is not that it has to be fancy but that it does not look really old. [...] Something simple that for me relates to more chances of
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the hotel being clean. [...] more Nordic style, simple furniture and then that it has light.

- the décor and design are modern. I don't really like outdated hotels. I don't like hotels that haven't been renovated since the 80s or 90s, I like hotels that have been recently renovated, and feel fresh, and that is associated with the cleanliness. I would feel that a hotel that hasn't been renovated and doesn't look fresh would be less clean as well. [...] The more modern it is, it is newer, cleaner, and thus provides a more comfortable experience.
- The furniture was old and rickety, not taken care of. A feeling to be in a place where you don't feel comfortable at all.

Pleasant Hotel Layout

- it's a factor, looking at the most recent or newest hotel because, if it is an old one, there is nothing innovative, and more people slept in their bed. [...] for personal hygiene reasons.
- my father has mobility issues, so I am looking for elevator and if it is accessible as well. In the hotel I check for it to have these special accesses. [...] sometimes people cannot move on their own and it is tricky, maybe the building is old, and the elevator is small so you can not fit everyone there or the stairs. this is a discomfort. It should be a relaxing experience so it should be fix by the time you get there.
- That I like it, that I see the photos and I say "it is a beautiful place, it is well decorated" that I know I am going to be comfortable because I like the environment.

Clean Room

- Cleanliness, is something that I value a lot [...] Specifically, I am looking for a clean place [...] I want to enjoy and to feel that I enter in a space because that brings/makes you feel, comfortable, "à l'aise" in French, when you are in a clean place. If you are in an unclean you feel disgust so for me cleanliness brings you comfort and relaxation, and feeling of not worrying, about uncleanliness.
 - I would like a rapid response when it comes to the cleanliness of the room. [...] it's one of the fundamental characteristics. As a clean room helps you relax more [...]
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you can peacefully and beautifully relax lay and enjoy your sleep.

- Also, important is cleanliness, changing the linen daily! It feels nice, as it's also something that they don't do always.
- If it does not smell good, it would be really hard to stay there or to sleep. You need to be comfortable and if it does not smell good you will not be able to relax, and it would be hard to stay in the room.
- The cleanliness for sure. [...] especially during this time that we can see the importance of cleanliness, and especially since it is a hotel, meaning that you don't know how many people slept in these beds before. So, you always want the sheets to be clean, the toilets as well have to be clean. [...] for personal hygiene reasons.
- Cleaning in the room also is really important. [...] I don't want it to be dirty or feel that it wasn't cleaned. [...] It is an expectation I have from a hotel. A clean room makes you feel better.
- In my opinion, simple. Not having many things. Simple and clean, nothing else, to stay comfortable.
- The issue was cleanliness [...] they didn't change the bed sheets all the days, neither they cleaned the room every day. That brought us discomfort [...] there was lack of hygiene.
- the room to have light and be well isolated, the bed is comfortable, and everything is clean.
- The bathroom to be clean and have what you need, a good mirror, a good shower.
- it was dirty, it was shabby [...] It made me feel really uncomfortable. [...] It creates really bad feeling because I feel disgust. It destroys my trip if I am in a hotel that it is not clean.
- I want to have Its own toilet, not a shared one. [...] I believe that it is better for the client to have his own toilet for personal or hygiene reasons. [...] I want the toilet to be a clean place.

Pleasant Room colors

- The room to be clean, or at least to look clean. To be dyed with colors that are relaxing. Because in a hotel usually you go to relax and rest.
 - I want light colors because they are more relaxing.
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- the bed sheet linen being white. [...] it reveals to me that the environment of the hotel is clean. Other colors wouldn't be as pleasant in the appearance as white, when it comes to cleanliness.
 - It depends on the season, if we speak about a winter season, you need warm, darker colors [...] for summer you want light colors, white ones.
 - Nature teaches you this when spring comes, and colors change, even fashion follows it. [...] in summer I want the hotel to have light colors, according to the season I am in.

Pleasant room layout

- In a hotel usually you go to relax and rest. [...] a nice bed to have a good sleep. Linens of good quality. Because all these are important for a good night's sleep, which means being restful afterward.
 - it had a really nice room with comfortable bed, with tons of pillows [...] Not a jacuzzi in the room, but elegant décor.
 - I dislike having the toilet as the first door on the left or right [...] I want it spacious, and the toilet to be hidden, behind the wall, not communicating. [...] you want to relax and spend time, so you can't truly enjoy your room if the toilet is there.
 - Not really fancy. Cozy and everything to be at place. A small bed for me and a chair and a closet. Obviously, bathroom and a small kettle for coffee and tea and good lighting and smell. [...] For me it is basic.
 - I think the whole place was on spot. [...] it helps you relax, and it adds to your experience even if you don't spend much time, in the room, when you are there you can rest.
 - if it is a chain, I already know what to expect under that price range. [...] the room is pretty standard, but it is comfortable, and everything should be clean and maybe the bathroom will have amenities.
 - if we speak about the room or the toilet to be kind of basic. Let's say a more Nordic style, simple furniture and then that it has light. [...] The pictures of the room to show a simple room with not many things on the wall and then just the basic things.
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- The rooms to be beautiful, that I see that and say I like it and I am going to me comfortable there and it is going to be a pleasant experience.
- To have a comfortable bed, enough space to move around, not to be really small. The bathroom to be clean and have what you need, a good mirror, a good shower.

Room with windows

- Big windows, a lot of air going through [...] open the windows, have this breeze come in and just relax there.
- It can have a lot of light so there is a big window [...] the room is nicer if it has light, it makes the space feel bigger and more cozy.
- We could have the windows open and at night stay outside, we enjoy that a lot as an added benefit. Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant.
- that it is built with big windows to take advantage of the natural light [...] I believe it is really good and what needs to be done. I believe in the future, the hotels need to tend to this, not like an exception but as a rule.

Relaxation Amenities

- An excellent massage [...] that would relax my stressed body. Also, a good quality massage [...] I relax with a massage. [...] as it brings me peace, as the human touch, in my opinion.
 - you can use the sauna. [...] Especially if you are with your partner, all this experience, it brings you relaxation, and brings you feelings of happiness, freshness.
 - a Sauna, it's a perk, not a necessity, but if it's there I might want to use it to detoxify my skin.
 - in Dubai things would be different. Everything is more luxurious there [...] It will have jacuzzi, champagne It's different going to a hotel that has nothing, than going to a hotel that has a spa etc. It brings you relaxation.
 - with my parents to a sauna [...] daily we have pressure and we don't have the chance to visit a sauna, so I would like to visit one with my parents and relax.
 - I would need some extra time to relax so maybe if they offer massage or spa, any service that comes with quietness and decreasing stress or anxiety. Maybe a pool as well [...] If I go to the pool, I would get at the end the
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same feeling as if I get massage. In the pool you are silent and alone.

Room with views

- it had good reviews [...] nice views, and it seemed also really cozy. [...] I think it is a pleasant feeling every morning to open the window and wake up with a nice view [...] It makes you feel comfortable and relaxed in holiday mood.
- it was really nice, it had good views, [...] it had a really nice room.
- I would exit to the balcony, to listen to the birds. Facing the mountain not the city, thus not having noise but silence. [...] A balcony is like a window for your soul to the outside, to nature. I wake up every morning and I love listening to the nature.
- a hotel, that didn't have a balcony, across there was another building and we only had a window. That wasn't pleasant.
- Facing the mountain not the city, thus not having noise but silence. [...] If you face the city you come in contact with more noise. If you face the mountain, you get in touch with nature, peace and silence.
- if I am going on holidays for the beach, I want to be close to the beach. If I am going on holidays on the mountain, I want the hotel to be close to the mountain.
- This guesthouse that was on a cliff, so the sea was right in front of you.
- the views were excellent, we couldn't have expected that. [...] The moment we got that, we felt really happy. We could have the windows open and at night stay outside [...] Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant.

Proximity to body of water

- if I am on holiday, I would like something to be in a good location. [...] the first thing I do is look for something that is close to the beach. [...] all our summer holidays have been near the water.
- Perfect hotel. Can we go for the perfect hotel next to the beach [...] I think of coming down from your hotel room, walking distance [...] You're getting hot. You're getting excited because you're going to go into the water.
- you could see the swimming pool from outside and the seaside, so it helps you relax and it adds to your experience even if you don't spend much time in the room, when you are there you can rest.
- What we were looking for was proximity to the seaside. So how close the hotel was to the seaside. [...] That was the most important criteria, how close we would be to the sea. [...] I think there are effects on emotions, its more relaxing. Far more relaxing, as the sea has a certain calmness, that was very calming.
- The hotel was bigger than we expected, and the views were excellent, we couldn't have expected that. [...] had a view towards the sea. The moment we got that, we felt really happy. [...] Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant.

Comfortable bed

- a nice bed to have a good sleep. Linens of good quality. Because all these are important for a good night's sleep, which means being restful afterward.
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- it had a really nice room with comfortable bed [...] I want to feel that I enter in a place, that it is pleasant and makes me feel relaxed, it has comfortable bed which aids on sleeping properly and thus resting.
 - One attribute that it matters to me when choosing a hotel is the bed sheet linen being white. The reason being because it reveals to me that the environment of the hotel is clean.
 - Not really fancy. Cozy and everything to be at place. A small bed for me and a chair and a closet. Obviously, bathroom and a small kettle for coffee and tea and good lighting and smell.
 - You expect the basic like a bed to sleep on.
 - It was a minimalist modern type, chic. The bed. The closet.
 - I decided to treat myself for my birthday. So, I booked a room at the 4 Seasons in Beirut. You get what you pay for. [...] The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe.
 - I think the whole place was on spot. [...] The bed was really comfortable; the pillows were so many and really comfortable [...] so it helps you relax, and it adds to your experience.
 - they didn't change the bed sheets all the days [...] that brought us discomfort.
 - the bed is comfortable, and everything is clean.

Helpful Technology

- Technology that I could use me as a visitor. Obviously, the internet, space for laptops, etc. [...] nowadays it's essential [...] as an entrepreneur, I might want to speak with my accountant or check news relevant to my job.
 - Everything automated, with holograms and presentations and advertisements. A bit more digital, more new age and future style! [...] we could make fewer our movements as humans [...] if we could make fewer movements for an action, that would be more pleasant for us.
 - the rooms opening instead of electronic cards with the fingerprint. [...] it is used as a technology in smartphones and computers so why not in hotels.
 - Also, a space with computers, so I can have internet access in case I don't have with me my phone, or laptop. [...] if the hotel has a pc room, I can do my job and as well I would be more satisfied with the services of the hotel.
 - Also, we won't need a key, I will be able to open the door with a QR code, or with a digital card. [...] I might lose my key, on the other hand with the digital key that's in your phone you can't lose it, thus being able to always access my room. [...] Neither I will have to contact anyone.
 - You want to have fast Wi-Fi [...] Well, you've got to be on the grid. You got to be connected at all times. [...] You may be in a foreign country where there's no roaming and you want to be able to communicate with your family back home through the Internet.
 - A smart hotel, has Wi-Fi, a usb plug where you can immediately charge your phone. Bluetooth speakers, that you can listen to your music.
 - I guess good service, internet [...] We do not have internet when we travel somewhere else. Not necessarily we have data on our phones and nowadays it is important to keep in contact with my family.
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- Some iPad that allows to control everything in your room like the lights, the heater for the bath. [...] is more convenient than a phone and a laptop. [...] I think they are more convenient and practical.
- on a business trip, you care more about the meeting facilities, the speed of Internet [...] in our modern era Internet is everything, so you can't have slow Internet or wait to troubleshoot. I think that will contribute to a bad experience.
- the lights or ordering services, there's no need to call just the iPad, everything works electronically. High speed Wi-Fi.
- doing everything electronically. That's a bit more high-tech and greater for customer service. [...] There's a matter of personal preference, and when addressed it's positive.
- A lot of buttons in the room to change things like light, curtains, and windows [...] a lot of screens. Maybe some app where you can order your breakfast. [...] some amenities could be fully automatized [...] In the 21st century I expect automatic things and working. [...] they have an app to order whatever in bed or, I can program some service.
- how to check in, maybe key systems, light systems, maybe self-checking with machines. Very modern design and futuristic. It could even be automatized breakfast. [...] Some people might find it efficient and fast.
- Robots, in service, to bring you the champagne, waters etc. Tablets. [...] I think it is the next step for humanity, already there are in plenty of hotels.
- everything was almost automatized and that made our experience easy and enjoyable.
- Automatized, less paperwork. Check in for example on a screen, without contacting anyone, easy and fast.
- Wifi connection [...] I want to use social media, talk with my family and friends. If I am in a foreign country without connectivity I would appreciate that.
- you had multiple buttons by your bed. [...] good Wi-Fi, that would be high tech, or with usb-plugs, so you could charge your phone easier. [...] You could check in, fill up your details on a tablet, then go to the room, with a tv with your name welcoming you [...] it would be more convenient for me, easier. I like to enjoy the sense of convenience.
- receiving when you arrive at the hotel an app or a tablet that allows you to make everything you need to do inside a hotel [...] it could facilitate many things.

Proximity to city transport

- I like the hotel to be close to the airport, to go back and forth through public transport. [...] I want to be well communicated with the airport because I don't drive [...] it can be cheaper to go from the airport to the hotel by public transport, that renting a transfer. [...] if the city is safe I prefer taking the public transport.
 - It depends on the trip, there are some trips which are transit ones, staying in a country for a night and then flying to another one, so you need it to be close to the airport.
 - Location [...] Because you want to commute and especially if you are in a different city. [...] a location with good access to public transportation. so are able to move around [...] it's just more practical [...] you are
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sightseeing, going around seeing them you need transportation as well.

- Close to the metro station in a lovely neighborhood. [...] it is easier to hop on and off from a certain place, and it doesn't get to be in a focal point.
- close to public transport, and also near to shops. [...] So, I will be able to go easily around the city, the hotel etc. [...] In general, it eases things, I can go out eat something, see the place around and do more things.
- close to the train station or where you can get the bus and train to go the airport, they normally stop at the city center.
- we were interested in location, proximity to the station [...] we would be coming in and out. [...] next day we would grab the train to head back home. So, we didn't want to lose any time. We chose a hotel near by the train station. Location was important to make sure we wouldn't lose time.
- a balance between location and price. [...] if it is not close to the city center because in some cities that it is really expensive, then something that is well connected to the city center or other interesting areas.

Proximity to city center

- Close to city center, so I will not lose time and be able to move around the city and visit everything. If in the city by walking distance of the sights that's perfect. [...] I want to be able to walk from the hotel to the different places that I want to visit. [...] I enjoy walking, it makes me feel nice and it allows me to get a better idea of the city.
 - If I am on business again location would be important [...] I want a hotel close to where I am going to go. Like the conference area or the city center.
 - I chose it because of its location [...] Location is important to me. [...] I need the hotel to be close to the place where I have to go. Otherwise, it will take a long commute and I do not want to waste time.
 - Location [...] you need to have some kind of central location [...] so are able to move around.
 - I need to be in a more central location close to the tourist attractions. [...] if you are all day sightseeing and you're a little bit tired. You want to take a break. You can have one very quickly.
 - The location is very important. Sometimes it means that you have to do less commute to the touristic attractions, or you spend less time moving from one place to another. [...] you will also spend less.
 - If it is a city hotel, I don't do much in the hotel [...] I like to be outside and try the bars and restaurants from the city.
 - We chose it because it was central [...] Most tourist attractions are in this area [...] If we wanted to go to bars at night, we wanted to make sure that the way back at the hotel was not too long.
 - Near to shops. [...] So, I will be able to go easily around the city, the hotel etc. [...] In general, it eases things, I can go out eat something, see the place around and do more things.
 - The geographic location of the hotel [...] I prefer discovering the city by walk or bike, and use less the public transport. I want the hotel to be placed in the city center where I can do most of the things by walking around.
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- Something that it is close to the city center usually [...] That is the first thing I would look up, location.
- I would rather be close to the city center [...] there is a higher chance that the area you are staying might offer everything that you may need and it is just simple, you don't need to think much about how to get to the places, you can just walk around.
- Location is important. [...] if the hotel is located in the center or in a well-communicated area, it allows you to move to other many places in comfort even walking without the need to use the public transport.

Hotel with food services

- I would seek a hotel that has a restaurant [...] it's a good offer to provide, cause maybe if you arrive late and you are tired [...] you go to the restaurant cause its practical. If you have kids [...] It makes you not to worry because it's always an option.
- food, as its obvious that you will eat outside when you visit a foreign country, but maybe a night you are tired and you don't want to exit, but you want to find a place with good food that you will like.
- if they can manage a good restaurant with traditional food that is local. [...] It will definitely change the experience because you will eat out sometimes, but sometimes maybe you want to eat in the hotel cause you're tired from all day.
- a good restaurant or a bar to hang out with my friends so I don't have to go to another place for that and if we are tired we can just stay in the hotel.
- the restaurants to be inside the hotel. [...] Because if you are having a meeting, you can't go outside, you don't know if there is something nearby. So, it's more feasible.
- It's the main reason that we and my family visit a hotel to enjoy the food of their restaurant.
- if I know that the country is not safe or I don't feel safe going out at night, I would have dinner in the hotel, or invite a local to dine with me in the hotel.
- breakfast and sometimes room service, to have dinner in the room. [...] I find it is an important service. Sometimes you arrive tired at the hotel and you don't want to exit to have dinner so it is really convenient to have this service where they can bring you something in the room and have it there.
- we stayed in a horrible hotel [...] we couldn't have dinner because there was no table in the restaurant [...] It made me feel angry. I called the agency to complain.
- We also had dinner in the restaurant of the hotel which was fantastic. [...] small details that high quality hotels have and make your stay really pleasant. [...] It makes you feel comfortable and well taken care of.
- I like when on vacation to take a long breakfast, enjoy the morning, start slow. Before starting my walk in the city, as well serving you the breakfast you feel well taken care off. With many possibilities. It makes me feel relaxed, not in a rush.

Room Insulation

- The room was over the main entrance of the hotel, and there was constantly music throughout the whole night, that loud that it was annoying me, and I couldn't sleep at night. [...] I want to go to the hotel to relax and sleep peacefully, without noises and things that would annoy me.
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- I had a room, and below I had a club, without good insulation. I was all day long in the exhibition and I went to the hotel to sleep and I couldn't. Awful experience.
 - It would go a long way for hotel owners to insulate between rooms [...] you're not listening to other people and other people are not listening to you. [...] you have a bad experience because they're noisy, they're loud. [...] it makes you have more freedom.
 - if it is not well-isolated then you get as well a lot of noise. [...] there is a higher chance that you won't sleep properly.
 - there is a lot of noise in the street and sometimes you cannot sleep at night. It is not a drama, but it is a bad experience because you cannot rest properly.
 - with good isolation [...] I believe it is really good and what needs to be done. I believe in the future, the hotels need to tend to this, not like an exception but as a rule.

Sports facilities

- If it has tennis, I'll play. In other activities too, either me or my children. [...] I like making the time pass like this during my vacation, for sure I would do a sport. Watersports as well, if there is water.
- it can offer a swimming pool, tennis court, sport amenities for the kids [...] the kids can get bored easier so they can use this amenities and the parents can be more relaxed.
- I would like the hotel to provide me with a gym, or a piscina. [...] I would like to have the ability if I want to, to train, because it helps me relax and it provides with prestige the hotel.
- I would like to do is also do all the summer sports stuff. You know, Iike ride a banana. [...] It's on the water. Anything that's on water during summer is great. You want to feel the acceleration.
- gym. It's for fitness reasons, if you're already used to exercise.
- I would go with my friends to a gym [...] Maybe I am following a program, so I wouldn't want to break it even if I am on vacation.
- For mountain and winter hotel, you can walk and run on the tread mill [...] you return to the hotel, if it is winter you are not able to exit and enjoy the city. Therefore, to pass your time, because afterwards the body starts feeling positive energy.

Time passing amenities

- Maybe a tv. [...] because when I am in my room I would like to follow up with something relaxing, or the news, to be informed. [...] you let your mind been absorbed there, and thus you pass your time. Therefore, that relaxing you and resting you.
 - I like that in some hotels they have entertainment nights, these might be theatre, karaoke, games. [...] I am being entertained but as well I am close to my room. [...] Something that makes me forget myself, and makes me laugh, a standup comedy show. So, I will have a great time in this moment.
 - if I'm on a business trip and I'm done and I'm in my room, I know no one outside [...] Maybe I will turn on the television. [...] You know, it's just the part of the modern experience.
 - if you are scared to go outside, you'd like to be able to do things inside. [...] You can't leave, as you are in an unstable country, and you've got to spend some time, so
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you might have some things to do than just sitting around watching tv.

- A small bed for me and a chair and a closet. [...] The chair is important for me because I like reading and I don't want to be always in the bed.
- It is summer you would like to take a dip at the pool, or use the gym. The sauna. spa or something. Restaurants like if you are craving dinner, late night, or something.
- they were offering lots of activities in the lobby [...] One day it was really rainy, so we had to stay in the hotel, so there was billiard, baby foot, tv room, staff like this, and that was nice to have them.
- there is some billiard, games etc. I might use them. [...] it was rainy outside, as we had to spend time in the hotel, it was nice having these activities.

Swimming pool

- we had private swimming pool, depending the time you wanted, you could book it [...] it makes you feel more relaxed and freer.
- If its summer, to have swimming pool [...] Water, when it touches you, this activity is good for the body as a feeling.
- a private pool in the hotel. [...] I've seen people who've done it. It might sound interesting. I've never done it. I'm sure it will have its fun parts as well.
- the swimming pool, I really like it. I like sitting near the pool with some drinks because it is really relaxing. With my friends we do it always, so It is like a rule for us, an unspoken one, a tradition.
- it is summer you would like to take a dip at the pool [...] It's like a plus. I think it depends on the type of trip you're taking for the season because like, if you are going on summer, then a pool.
- If it is in a hotel more like a resort. I think the swimming pool is number one. Food and drink will be number two. [...] It is my idea of holidays, just be in the pool and rest and have fun.
- if they offer massage or spa, any service that comes with quietness and decreasing stress or anxiety. Maybe a pool as well [...] If I go to the pool, I would get at the end the same feeling as if I get massage. In the pool you are silent and alone.
- whether there was a swimming pool or not. [...] It is important to me [...] if you don't walk to the sea, or if you want to relax and sit by the pool and read a book. It was really relaxing and in the end most of the people in my group used it.

Quality of services

- to offer plenty of services. I want all my needs/cravings to be covered no matter the time, I want to find it easily [...] these are like basics for me.
 - a small gift in the room to welcome me good. A champagne or fruits. [...] It would be a nice touch, because I would feel more welcomed and I would have a better impression about the hotel, [...] That would be a plus for me.
 - It was in a hotel in an island in Greece, that there was a mistake of giving me a wrong room. Thus, to ask sorry and to make a nice impression, they gave us a bottle of wine. I really liked this, since it showed that they accepted their mistakes, and that they wanted to gain my impression, and the truth is they did.
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- Because the hotel is a space that even if you are away from home, should provide you with the things that you want, according to your wishes.
 - If I would visit though for example Milan again, I would go to a real VIP hotel I visited. I didn't mind the price, but the excellent quality and comfort in everything. The detailed service.
 - I guess good customer service, internet and basic amenities like shower gel, soap, etc. [...] I like if the hotels provide them.
 - we booked a hotel through an app. It looked really nice [...] when we arrived, it was the opposite. The customer service was bad, there were no basic amenities like soap. We needed to ask for everything and the staff was not polite. [...] For me, it does not have to be really big or 5 star. For me basic things are important.
 - I went down in the reception I said that I had an early check in [...] they thought that the room was empty. That was unacceptable. [...] I was very thirsty at night, and I didn't know that the water is drinkable. [...] they gave me a bottle of water and that costed seven euros. I left a very bad review on trip advisor.
 - The Service was top notch. The food was amazing. The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe.
 - One of the hotels had a much better quality in terms of budget. It was cleaner and with people who are so friendly.
 - We had a really nice experience in the hotel because the service was good, it was really relaxing to stay there, food was great, rooms were really good. I think the whole place was on spot. [...] I think it is the experience. Since you arrive, they make you feel like you are on holidays and you don't have to worry about anything.
 - For the city-trip I would like a not so big hotel maybe because this means that people there can give a better service.
 - The service if it is good, it can leave you with a really good impression, and it should be in all of the hotels.
 - they had canceled our rooms and we had to spend a night in the lobby. [...] after a trip and being out since the morning, it was frustrating learning this.
 - Service includes everything, cleanliness, food everything, if that's not good then obviously you have a bad experience.
 - in Dubai things would be different. Everything is more luxurious there [...] It will have jacuzzi, champagne [...] you can relax with your friends and drink, or with your wife.
 - the ambiance and environment of the hotel [...] seating in a very nice hotel brings more satisfaction.
 - Me and my colleagues we went to a hotel to have lunch, and we ordered some food. [...] there was lack of communication and our order hadn't been processed, so that made us feel really bad and we left the hotel, as we didn't want to wait for another hour.
 - If they would be able to resolve my problems, or I lack anything, and they answer and fix this. I would be good, so I would like them to respond to my requests.
 - good service that is kind and nice [...] I think it is important that when you arrive in a hotel.
 - I remember a great hotel, super comfortable. [...] small details that high quality hotels have and make your stay
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really pleasant. [...] It makes you feel comfortable and well take care of.

Healthcare services

- I will be staying far away from my area or maybe even hospitals if something unpredictable comes up, an accident, I want a person to be there, so we can have a first image/advice from an expert and thus feel safer.
- if they can offer like an aspirin or some kind of pill [...] I had a bad night sleep and maybe they could prepare something that makes you feel a bit relax, at least that someone is caring that you had a bad night sleep, that is nice.
- I was even sick and helped me in the middle of the night and made me tea. [...] often the locals know which type of sickness you have and know the best cure. It just makes you feel at home and taking care of which is important as a hotel is like a second home.
- not to be bothered and maybe offer you some medicine, bring you some medication from a pharmacy, maybe offer you a special menu if you are not feeling well. [...] I would find it a really good service.

High star ranking services

- Hotels with more stars, take more care of their services. [...] the more stars a hotel has, that stands as an insurance for the services that it offers, for sure insurance of quality of services.
 - it provides with prestige the hotel. [...] the level of the hotel. If it has a piscina, I believe that the hotel would be of a better quality.
 - I like booking a hotel that's 5 stars and more, because I am 56 years old and I've traveled a lot. Hence, services provided by 5-star hotel and up are satisfying. [...] It's well known that the food, services, cleanliness are different from 3- and 4-star hotels. Even better the ones of 7 stars.
 - we did not go for a local small hotel, but we rather chose a larger franchise like chain hotel because. the brand matters. [...] you're in a foreign country and you don't know where to go. If you've had experiences with one brand in your country or in another country, that's good.
 - It is a high-tech thing that five-star hotels are doing that. I would love to have some experience like that. [...] even if it looks nice, but it does not have at least 3 stars I would probably not go there. If the hotel is 3 or more, I would feel safer.
 - the star rating of the hotel. . [...] There is the rate as star ranking. [...] it shows the level of offer having thus certain expectations of a certain quality or a level of service that there is to this hotel.
 - there are hotels in Dubai that they are the ultimate standard. If you can afford it, it's just the perfect place.
 - If it is a bit more luxury or all-inclusive resort, you can already have an idea on what to expect. [...] It is like going to a new city, a new place and I am choosing a hotel that I already know.
 - If it is luxurious even better. When I have been in 5 starts hotels that are decorated in a luxurious manner I have found it really pleasant, and the hotel is beautiful.
 - I remember a great hotel, super comfortable. [...] these small details that high quality hotels have and make your stay really pleasant. [...] It makes you feel comfortable and well take care of.
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Friendliness of staff

- They make you feel that you are really well cared for. That there is someone pending (without you seeing it) to take care of you with many details. It makes you feel really good.
 - I had visited small companies and the entrepreneur that was himself helping the clients; he was so nice and helpful that even without stars, I had an amazing time in that place.
 - professionalism from their staff and the people to be friendly and polite knowing how to behave [...] this treatment is respectful to be polite and welcoming, discreet, and it makes me feel respected.
 - to have a warm welcoming reception [...] from the first time I enter in the hotel I want to feel relaxing, and the moment I arrive to be peaceful, relaxed and feel familiar.
 - the two chefs in the VIP room, they were so subtle and discreet that they were not making any noise. They were trying not to even touch the glasses and forks and make noise. [...] Only if you needed something, they would come fast and ask you kindly what you need, and they would serve you. This service was one of my favorite.
 - everyone was with a smile, from the cleaning service to the president. [...] It shows the soul from the inside. When you smile you give positive energy to all, as it is contagious.
 - this person that I assume was preparing our room. He was sitting on our bed, playing with the television, checking it
[...] they have to be professional. They have to be eager to help. And with a smile on their face to make you feel, you know, comfortable and at home.
 - I guess good customer service [...] all the staff should be polite, nice, welcoming in order to speak to them and make me comfortable and welcoming and more familiar
 - It was cleaner and with people who are so friendly. [...] A hotel can be so nice but the people who work there can be so bad without smiles and you feel they are not doing their job cause it's absolutely a deal breaker.
 - It impacts the experience, as the food and ambiance might be good but the person who services you might bring a negative experience and that might bring a bad overall experience of the hotel.
 - If there is a person to greet you, [...] there is good customer service. They greet you, and ask you what you want need, all with a smile. It gives you more satisfaction that there is someone there for you in the hotel.
 - it was really cozy, the staff were really nice, and that made our experience easy and enjoyable.
 - the employees were really close to the customers, you were waking up and they were greeting you. [...] when you stay longer periods I appreciate that the staff is close. [...] I felt more comfortable. In a foreign country many things can happen so if the employees are helpful, willing to help then you also feel secure.
 - there was the friendliness of the owners, and their guidance for the local culture, amenities and restaurants etc.
 - good service that is kind and nice [...] I think it is important that when you arrive in a hotel, the staff treats you with kindness [...] things need to be done with kindness because if they treat you rudely, it does not work. If they treat you nicely you feel good and well cared for.
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Reviews enhance reliability

- I take into consideration the reviews, because I don't mind if there are few negative comments [...] I want the majority to be positive, I can trust their opinion if the majority is positive.
- It's important for me. I always read reviews of places before I go [...] when I see a hotel that has predominantly good reviews, I know that the people who are saying those things are really honest. [...] I feel that I'll get the same experience.
- I chose it because of its location, rating, review [...] I check it to see if the hotel is good and everything is fine. It is important to me because if I am traveling alone and as a girl it is important the hotel to be good and safe and to see if the amount of money I am paying to stay it is worth it or not.
- I look at the reviews of other people about this property. I read a lot. [...] I want to know previous people's experiences, the good, the bad. [...] I take them though with a grain of salt because if they had a bad experience they will definitely try to review it, if they had a good one they will just think, well I had a good time.
- The rating because usually when a hotel has a good rating it means that overall, they have good services [...] it is important because it is not the hotel that says it but the people.
- I always check for reviews, before booking a hotel. [...] Because some of them are really detailed, and I can get more information.
- I usually use these apps when I look for a hotel so I would look for reviews of other people [...] if friends or relatives have already been there and recommend a specific area, then I would not mind staying there.
- The reviews of other clients on the internet. I trust this aspect a lot. I know that not everyone likes or values the same things, but I do believe that when a hotel has many good reviews by different people it is a sign that it is a good hotel and people are happy.

Impersonal services

- hotels sometimes are impersonal, you can clearly say it's a hotel room, when they look the same all around the world. When it looks like a family house vibe its cozier, you are on vacation, but you still feel at home.
- For the city-trip I would like a not so big hotel maybe because this means that people there can give a better service.
- I don't like chains; I feel they are impersonal. They have a very general procedure on how to treat costumers [...] you don't feel like you are in a special place, you feel that you could be anywhere, they don't have the local touch.
- Instead of a simple cozy interior design, something that it is more cold.
- Sometimes in the hotels, especially in the fancy ones, you can feel as if you are being served, and I don't think I like that feeling.

Transportation services

- having its own employees that drive you, so you don't need to take a taxi, or to walk if it is unsafe. [...] it would bring me trust driving with an employee that he has been working and the hotel trusted this person [...] rather than calling a taxi and walking around, because that would make me more anxious.
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- The hotel to provide transport, from the airport to the hotel area. [...] you are in a foreign country and you don't know how to get there, you want to come in contact with as less people as possible when making plans. Renting a car, means you've got to speak with the rental company, and many times that might not be the best experience.
 - a shuttle service to the downtown area or the center area. A Free shuttle I think it is a very important. Because you don't want the danger or to go around the suburbs.
 - Of course, a reliable taxi service because you can get robbed. You can have problems if your taxi is not a real taxi.
 - I would expect and use a transportation service, so you will not have to use uber etc. [...] It would make things easier, as a bus might not be on time etc., but this would be as it is a private service from the hotel.
 - The hotel to work with taxi drivers that they know that they are not going to do anything bad to the customers, that no one is going to come into the hotel to steal.
 - If they could provide me with a reliable taxi service, or if they could provide me with an airport transport. If the country is considered to be more dangerous, maybe the taxis could be defrauded, or they might charge you more. So, I would like to for them to give me this certainty.
 - They could have an already hired service of transport and taxis so they could drive you where you want to go in a safe way. That the hotel guarantees the security of movement.

Information about location

- when you arrive, the hotel to provide you with recommendations, about places to avoid, or suspicious behaviours to know what they mean. [...] I think it is informative, if you haven't read everything before hands. Also, it makes you want to have a nice stay.
 - They have tours, which if you are new in the city, you get a bit more of the local touch as they guide you on what to eat where to go.
 - I like to discover the place I am going through the eyes of a local. In a hotel they can provide you with information about local bars, restaurants that make you experience the place in a completely different way.
 - They provided us with a lot of information about the place, told us where to go in town, they connected us with other people.
 - I would like to have recommendations, on what to do and what not. [...] Because they will be one of my first contact, if I don't know anyone in this place, so I could go and ask the lobby what I should or shouldn't do. That would make me feel safer. If they would propose this service it would feel nicer than me just asking for it.
 - They recommended us nearby restaurants, for good food. They made the whole experience, as we were getting used, and acclimatized to the place that made it a lot easier. Because as soon as we arrived to the place, we had a local's expert opinion.
 - I would like as well if the hotel can offer, more information on where it's safe to go, restaurants.
 - To give recommendations on which things you can do or not, which places to go or not.
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Information about hotel

- I would use the pictures of the rooms, the hotels so that I understand the setting [...] I will appreciate to know more information when provided, the better it is for me to make a decision. And good pictures, not fake pictures. Honest ones. That I think goes a long way.
- what they describe on the website has to be real. So, when you go and see information online and then visit this hotel, whatever you see, you have to expect to see that in real life. No faking around, or pretending to be something they're not. [...] if it's fake. Then you are disappointed, and you don't want to go there again even reaching on giving a bad review.
- we booked a hotel through an app. It looked really nice, it had 3 stars and worth it. However, when we arrived, it was the opposite. The customer service was bad, there were no basic amenities like soap.
- The hotel looked good online and on the websites, it had nice comments but when we got there it was under complete renovation. They destroyed everything and I was not expecting that. [...] I was not expecting it. It is nice that they renovate the place, but I was not expecting that and they didn't let me know in advance.
- they told us that we are not allowed to stay there because we are not married. I told the hotel that I understood but that they didn't mention that rule anywhere and I had checked precisely for this information. [...] there was lack of information because I knew about this, but many people might not know this information. I prefer having all the information before and not have any surprises.
- it is important that there is someone available to give information.
- They could say that because of these measures our rooms are now equipped with sanitizers or free masks. [...] For them to show that they really try to take into account on following up with what's going on, and that they have measures and procedures.
- I also look for photos on the internet to see the hotel looks like, if I like the decoration, if I feel that it is pleasant, and I am going to be comfortable there.
- they explain the room, where are the different things without you having to figure out everything on your own. They explain the light, the security box, etc.

Quality of food

- The truth is that all the hotels offer food, I would like it thought to be of quality, because most of the times when I take my vacations, to relax, and I don't want to work. I don't want to be cooking, but at the same time, I want the food to have excellent quality and variety.
 - at home I have a fast breakfast, or even missing it, so I like when on vacation to take a long breakfast 1h, 40minutes, enjoy the morning, start slow. Before starting my walk in the city, as well serving you the breakfast you feel well taken care off. With many possibilities.
 - services provided by 5-star hotel and up are satisfying. [...] It's well known that the food, services, cleanliness are different from 3- and 4-star hotels. Even better the ones of 7 stars.
 - Also food, as its obvious that you will eat outside when you visit a foreign country, but maybe a night you are tired and you don't want to exit, but you want to find a place with good food that you will like.
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- if they can manage a good restaurant with traditional food that is local. Just more genuine stuff, especially when it comes to food. [...] you want to make sure that the restaurant is as good because then you may come back again. The more genuine the food is, the more like not artificial, It exposes you also to the culture of that area you're in. And it makes you appreciate everything much more.
- Morning breakfast. I like to eat; I am food lover person and for me it can make everything better.
- Nothing can substitute a bad night's sleep. But maybe if they left some chocolate. [...] I would like it.
- The Service was top notch. The food was amazing. [...] It's not a daily thing, but it's like once in a year, luxurious.
- food was great [...] in this hotel they had so many options and even if we were there for three nights and four days, you could eat differently every single day, so this also added to the experience. Then it was 24h service and there was a special section where you could go for fresh drinks. [...] here everything felt like recently made, recently prepared and you could see that, sometimes you could see them preparing it. They had the stations with the cook in front of you so you could see the food fresh as I would like to have it. I think it makes me feel that the money I spent it was well spent.
- the quality of food a hotel serves reflects the quality of the service that the hotel offers and also the way they lead their establishment. [...] If they nourish their clients in a good way, they also take good care of them in other levels.
- Service includes everything, cleanliness, food everything, if that's not good then obviously you have a bad experience. [...] Since I've paid for it, I want and expect it. It can make my experience better as I paid for it.
- I like the food [...] It's the main reason that we and my family visit a hotel to enjoy the food of their restaurant.
- They did a BBQ one day and shared the food with us. [...] the owner went and fished the food and then prepared the BBQ and served us together with all the guest. That made us feel part of the local community, not just foreigners, or tourists [...] It was more than a service, not a product, it was an experience [...] it showed that they cared a lot, about our experience.
- breakfast and sometimes room service, to have dinner in the room. [...] I find it is an important service. [...] To have a good breakfast with quality.
- I remember we stayed in a horrible hotel [...] they offered a buffet where we didn't eat because the food was really bad. [...] It made me feel angry. I called the agency to complain.

Healthy food

- all the hotels offer food, I would like it thought to be of quality [...] that has an impact on my health, basically and actually. If I eat many days something that is not healthy or there is no variety, that wouldn't be good for my health.
 - food was great. [...] everything felt like recently made, recently prepared and you could see that, sometimes you could see them preparing eat. They had the stations with the cook in front of you so you could see the food fresh as I would like to have it. I think it makes me feel that the money I spent it was well spent.
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- variety of foods, a buffet that I would be able either fruits of vegetables or meats etc. To have lots of options concerning food, so I can choose the according vitamins that I want to gain today, or if I fancy something light. [...]
I would like to have a healthy lunch, and thus to be able myself to choose with what I would feed my body.

Homemade food

- food was great [...] They had the stations with the cook in front of you so you could see the food fresh as I would like to have it.
- I like waking up and having a breakfast prepared by the owners that might give it a special touch.
- This guesthouse that was on a cliff, [...] The food was great. They were fishing their own fish and seafood.
- When someone serves local food maybe even organic, you can already see the philosophy behind the whole hotel. If they nourish their clients in a good way, they also take good care of them in other levels. [...] It gives a good feeling to know that comes from their chicken or their garden, that is the ideal thing.
- They did a BBQ one day and shared the food with us. [...] It made us feel part of the local community, as the owner went and fished the food and then prepared the BBQ and served us together with all the guest. [...] it seemed truly honest on wanting us to be happy.

Hotel with local touch

- if they can manage a good restaurant with traditional food that is local. [...] not really artificial stuff. [...] The more genuine the food is, the more the more like not artificial, not something that you would find anywhere, It exposes you also to the culture of that area you're in, and it makes you appreciate everything much more.
 - I like when they match the concept. [...] it doesn't have to be really modern or really old. That does not matter as long as it goes with the whole concept of the hotel. If it is a beach hotel, I want to feel in the beach, I don't want to feel that I am anywhere else. [...] I think sometimes the places are really characteristic [...] they are in the center of Florence, so I guess it is going to be kind of rustic and with an Italian touch.
 - you travel anywhere you want to have a certain experience and it is important that the place where you sleep and spend some time also reflects the place, so you have the full experience. I don't want to feel like I am in a really neutral room that it could be in Berlin or in Stockholm. I like to feel that there are some local things, items included in the hotel that are typical from the place, produce locally and that help you discover the culture of the place and the mentality.
 - It felt really relax and homey, they had many books and I liked that [...] I especially like it when they provide books about the area, not only travel guide, but maybe as well novels that are set in the area to get some new ideas and dig deeper into the whole cultural experience.
 - I love the idea of having a roof terrace [...] I like the aesthetics of it. I think it makes a place more likely, it adds a personal touch.
 - I like music being played. Music reflects the place really well and also gives you another insight into the local culture [...] it can change the vibes.
 - It was a small family owned hotel and ticked all the boxes. [...] They did a BBQ one day and shared the food
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with us. [...] That made us feel part of the local community, not just foreigners, or tourists, we were guests, we were sharing things with the locals and the owner was facilitating that. It was more than a service, not a product, it was an experience.

- the décor and design are either modern or it fits with the local culture or elements. I don't really like outdated hotels. [...] if I am on holidays, I would like the hotel to fit the local culture, thus making me feel as part of the community.

Luxurious hotel raises self-worth

- everything that would make you feel like home. [...] the VIP service in Milan made you feel like a king.
- I love to get a little bit of better-quality recommendations. I think that is in my nature. I love high quality and luxurious stuff.
- simple, chic, sleek, everything, minimalist, but yet very chic. This is the type of décor that I like. [...] is more in the atmosphere. You get to feel like, as if you've made it now.
- The Service was top notch. [...] I felt an atmosphere, like a whole vibe. It's not a daily thing, but it's like once in a year, luxurious. [...] it feels like a treatment, as special day, everything looks so fine. It's of a high price, but when you've got everything looking fine, its ok. Also, it gives you motivation as it somehow lights up something inside you that makes you want to work hard in my life and have a plan, so someday it's not anymore just a luxury. It's more personal it's a lifestyle somewhere that I'm aiming to be there someday.
- Something with beauty treatments, like deep face cleaning treatment. [...] my hotel was offering this together with spa etc. and that was really nice the whole package. It's nice when they offer you something special, and you can treat yourself.
- If it is luxurious even better. When I have been in 5 starts hotels that are decorated in a luxurious manner I have found it really pleasant, and the hotel is beautiful. [...] I see that and say I like it and I am going to be comfortable there and it is going to be a pleasant experience.

Eco-friendly services that show the environmental impact of the visitor

- A hotel that is energy efficient using solar panels. [...] A hotel in harmony with nature. [...] towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] it makes you feel good, it makes you feel that you have done something good for the environment and part of a positive change.
 - Everything to be ecological, not having plastic straws, etc.. Also, being vegetarian. [...] It could have impact to some clients, also, for the environment.
 - I also find nice when they tell the customers, or they have the information available for customers. [...] in the hotel they might overuse water or do things that they would not do at home so It would be nice if the hotel reminds that it is the same as at home. [...] To remind people and avoid them to fall in less sustainable practices.
 - I would expect from them to make a point out of it [...] if they say that, and they mention that they try to use as good the materials as [...] to communicate that, to show their footprint or to show their effort on becoming
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environmentally friendly, apart thus from their action as well to communicate that.

- That does not change the towels and sheets daily, but they ask the customers if they really want this to be changed every day. That reminds the clients not to forget to close the lights and the air conditioner when they go out. [...] This environmental responsibility has to be everywhere in my opinion. It is important for me and I value it a lot.

Luxurious hotel enhances the way that others perceive the visitors

- there were princes and VIP people. This service I have never found it in another hotel. [...] I visited it during a business trip. In our group there was one prince, and the hotel had a different vibe. All the services, wherever you would go, there would be people there to serve you without you feeling as if people are following you.
- everything that would make you feel like home. [...] the VIP service in Milan made you feel like a king.
- There is the rate as star ranking. I mentioned it because it shows the level of offer. [...] I love to get a little bit of better-quality recommendations. I think that is in my nature. I love high quality and luxurious stuff. [...] It is more of an experience, a certain atmosphere.

Possibility to personalize stay

- wouldn't only choose small hotels, but you feel that you get a more personalized treatment. [...] When I go to a hotel, I don't want the people at the hotel to know me, or ask personal sensitive questions, I want a distance. However, in general the services, breakfast etc. in case you need something the stuff would be more approachable, rather than from a really big hotel.
 - with different lights, that you can modulate the intensity of the lights. Because I like not having at night a strong light because I want to be relaxed and comfortable, so I want a soft relaxing level of light.
 - I want to have a bed, depending the number of people. [...] if I am alone in the room, I just need one bed. If I am with my wife I need a double one. [...] with our children, so I want the hotel to provide for a room different options for the beds.
 - I would really appreciate having food delivered in my room, the moment I wake up and I contact the reception, them to send my food in my room, so I can enjoy it in silence, and not have to go to the buffet that there is going to be noisy, as I will be tired from by bad night's sleep. [...] I wouldn't like to be in a noisy space with people and music. Thus, to relax and wake up in a better way to have my day fixed, so I could go on with my day.
 - I want to have a form, to fill in with my specific likings. [...] I would personalize my experience according to what I want.
 - it will make me feel like home. [...] my favorite coffee, food, or times of silence. I could therefore choose the room I want depending my preferences.
 - tablet, that could regulate different features of the room.
 - it's nice to offer a form that you can customize prior to your coming, where you can write what you want.
 - my father has mobility issues, so I am looking for elevator and if it is accessible as well. In the hotel I check for it to have these special accesses. [...] It should be a relaxing experience so it should be fix by the time you get there.
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- I would choose hotel because they are individualistic. [...] I know they will provide me with personal information, personal experiences for the surrounding areas. A personalized service.
- If I am with my family, we want to have the service as fast as possible, as we do not want to wait.
- an app or a tablet that allows you to make everything you need to do inside a hotel. [...] It could be a really good service.
- they had three different types of pillows to choose from, it was super luxurious, and I have an unforgettable experience from that hotel.

Personalized food options

- In a more personal you might feel more comfortable to ask something extra, and maybe next morning they might have ready these details again in the breakfast for you.
- serving you the breakfast you feel well taken care off. With many possibilities, [...] it makes me excited for the next days, to come back and eat something different. I like variety.
- It would fix my day [...] a good breakfast with variety.
- variety of foods, a buffet that I would be able either fruits of vegetables or meats etc. To have lots of options concerning food. [...] to be able myself to choose with what I would feed my body.
- the buffet had everything, also, it had in a stand, a chef preparing the eggs according to your appetite. I really liked that, because you have the options, you don't have to take what they offer you. You can take according to your likings an omelet; you decide on it.
- food was great [...] they had so many options and even if we were there for three nights and four days, you could eat differently every single day.
- They also had small details like we would go for breakfast and they would know already what you normally take. I felt more comfortable.
- We wanted to have the chance to prepare food if we wanted to. This is part of the experience, feeling like you are at home. To be able to have a snack, or food, or a late breakfast. It was part of relaxing, resting.
- offer you a special menu if you are not feeling well. [...] I would find it a really good service. I would say that the hotel has a very good customer service.

VIP services

- tons of pillows, and they had pillows with different type labels for deeper sleep or different type of people, that was fancy and useful. Not everyone likes his pillow the same way.
- We went in the end of the aisle and there was exclusive VIP. [...] You don't seat with the rest of the people, but you were in an exclusive room 50sm alone with your group. To have a good time and to speak about business.
- If you are going for a business trip then more about meeting rooms. [...] I think they are important. [...] people might need like a facility to use or like a conference place.

Innovative Technology

- Voice system to turn off and on the lights, if there is a bath start the bath. [...] it might bring a bit more as a wow factor. Something modern and novel, cause not all hotels have it.
 - A hotel from the future, a hotel that offers a new experience that you haven't seen anywhere else: for example, hotels in Asia, offer capsules, a tiny room that
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has a bed, a tv, headphones, radio etc. [...] it resembles to me, the word digital [...] That is innovative as the typical rooms are expensive.

- to have a tablet, which would include Siri type system, it would welcome you and it would work as a key. Also, it will include many apps. The reception should give you this tablet, to guide you through a GPS. This service doesn't exist so it would be really innovative if it exists.
- tablet, that could regulate different features of the room. [...] its innovative.
- A smart hotel, has [...] bathrooms with lights going on and off on their own. An app in the phone that could manipulate the temperature of the room and water.
- iPad that allows to control everything in your room like the lights, the heater for the bath. It is a high-tech thing that five-star hotels are doing [...] I would love to have some experience like that.
- I think that the digitalization of the room itself. Also, the lights or ordering services, there's no need to call just the iPad, everything works electronically.
- on how to check in, maybe key systems, light systems, maybe self-checking with machines. Very modern design and futuristic. It could even be automatized breakfast.
- The room to have something that would make me think, or say that this is smart, with quotes or equipment. The light or water system.
- a hotel that looks very modern, futuristic. Also, the technology would be as a premium.
- A hotel that incorporates technological advances in its facilities and services. [...] an app or a tablet that allows you to make everything you need to do inside a hotel [...] it would impact my experience. For me it would be something totally new that I believe it could facilitate many things.

Conversation with the hosts

- all the staff should be polite, nice, welcoming in order to speak to them and make me comfortable and welcoming and more familiar.
 - the people who work there can be so bad without smiles and you feel they are not doing their job cause it's absolutely a deal breaker. They could at least say, how are you today? It makes you want to return to this place later, or even recommend it to your friends or give a review.
 - I like waking up and having a breakfast prepared by the owners that might give it a special touch, to chat with other guests or the owners.
 - If there is a person to greet you [...] ask you what you want need, all with a smile. It gives you more satisfaction that there is someone there for you in the hotel. [...] that has an impact on your behaviour as well. If I speak with someone and I see a smile on their face, then I definitely respond with a smile.
 - in the end they asked us if we have a feedback about the food, and all that makes your experience better. [...] in order to improve the services.
 - Nice personnel, with people that would be nice, not rude, clean. [...] I like to interact with people, so having someone who is nice and kind, it's better for me.
 - the owners went the extra mile to make us feel comfortable [...] it becomes personal and it helps on addressing any type of issues that might rise up. So, I
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knew they were friendly, and I knew I could reach out to them, thus making our experience smoother, easier.

Hotel with spaces to socialize	<ul style="list-style-type: none">• I would choose a hotel that would offer me beautiful spaces and restaurants, café because we would be speaking more actually and hanging out.• I like playing with my friends and for some small or 3-star hotels it might be difficult to have a swimming pool, but they can have board games in a nice and cozy room for people to pass their time. It makes me feel relax and that I am enjoying, and I don't have to roam around.• the hotel management has prepared really neatly, so you can play and chat with your friends as you wait.• I would be inclined to spend more time in it, as if I know that the country is not safe or I don't feel safe going out at night, I would have dinner in the hotel, or invite a local to dine with me in the hotel.
Amenities for groups	<ul style="list-style-type: none">• If my group, though, was more athletic, I would seek in a hotel that would offer sports activities, hiking, horse riding, tennis. I would like to find the best hotel, according to my company.• tennis, basket court, outdoors all these. [...] Its really nice, if you have someone who knows how to play [...] as well for a group of people, of different ages is nice. [...] if you are with 15 more people in a vacation. It's nice to have a challenge arising between the two teams.• Board games, swimming pool, snooker, a good restaurant or a bar to hang out with my friends. [...] it brings me nice memories and it feels nice and closer to my friends.• a game. [...] Because the rest wouldn't attract me as much as a game would. As we will sit all together and play.
Conversation with other guests	<ul style="list-style-type: none">• I like waking up and having a breakfast prepared by the owners that might give it a special touch, to chat with other guests or the owners.• I wouldn't mind staying in a nice hostel, it's another experience as you can meet more young people.
Organic food	<ul style="list-style-type: none">• The food was great [...] When someone serves local food maybe even organic, you can already see the philosophy behind the whole hotel. [...] It gives a good feeling to know that comes from their chicken or their garden, that is the ideal thing.• Everything to be ecological, not having plastic straws, etc.. Also, being vegetarian. [...] It could have impact to some clients, also, for the environment.
Eco-friendly services that impact positive the environment	<ul style="list-style-type: none">• energy efficient using solar panels. Using compost system. [...] they make a good use of all the waste. A hotel in harmony with nature. [...] sustainable material to build the hotel itself. Reuse trash to create new items. Zero waste policy. [...] the hotel fully blends in with its surrounding. It has a lot of benefits not only for the environment but as well for local employment.• Everything to be ecological, not having plastic straws, etc.. Also, being vegetarian. [...] It could have impact to some clients, also, for the environment.• Maybe they use interior of eco-friendly and sustainable products, so maybe they help the environment to be clean or safe.

- Not using plastic cups, or plastic cutlery they could have system on spending less water, or to use photovoltaic cells to produce electricity. I am eco responsible [...] that would have a positive impact on the outer world, on the environment.
- it would be nice if the hotel is engaging in sustainability, that they have measures to be more sustainable when it comes to energy and water savings. [...] When it comes to the energy and materials that the hotel is consuming. Sustainability could come for example, if the hotel is offering food service that they engage with local producers. That they also have strategies not to throw away food. Regarding energy they could engage with clean energies and automatized lighting system so that they do not mis use energy. [...] the changing of the towels and sheets does not need to be made daily or that they don't need to change toilet paper or soap constantly (if the same host is staying several nights). They could also have less plastic by having soap that you can refill.
- If we imagine the hotel being in nature, [...] in a protective area or in a coastal places then for sure it has an impact on the environment where other species live and having the least impact on the environment benefits the area, the ecosystems purely.
- The way they use materials and have recycled materials, instead of having single use plastics, have recycled ones, or cups [...] they would have more green spaces, make a better use of light, use solar panels, or renewable energy. [...] there is no need to change sheets every day or new shampoo. I like hotels, that don't have single use bottles, but a big one for everyone to use, like liquid soap. [...] that could improve the overall habitat and environment. Maybe a hotel would offer free bikes and that could have an impact on traffic in the city. [...] it's important for humanity and environment in general.
- An ecofriendly hotel that uses renewable energies, that it is built with big windows to take advantage of the natural light, that uses glass instead of plastic, recycled paper. That does not change the towels and sheets daily, but they ask the customers if they really want this to be changed every day. [...] That has sustainable general policies. [...] It is important for me and I value it a lot.

Services good for the local community

- A hotel in harmony with nature. [...] towards society it will motivate others to do more themselves at home and take something with them about their experience. [...] benefits not only for the environment but as well for local employment and use of local products. From the process of building the hotel and using local workers but as well in a daily basis using local food products or cleaning products. It is good for the local economy.
 - Build consciously, minimize the impact and employ if they want or can, locals. Speak with locals to see if they want, to train them and give them an alternative livelihood. For sure as well sustainability benefits the business and the owner of the company morally because you are doing the best you can but as well in economic terms.
 - a hotel would offer free bikes and that could have an impact on traffic in the city. That wouldn't determine my choice, but if hotels offer that I think it's important for humanity and environment in general.
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Reasonable pricing

- it had good quality price ration, good value for money [...] I was a student, without a monthly income and I felt that with this value for money, I could spend the amount that was costing, without feeling that I wasted my money.
- hotels charge a bit more for some services (fridge with drinks etc.) so it would be nice to have a free drink for a night that I'll be staying there. [...] price matters, and its services too, depending on the quality that a hotel is offering, I expect the according price. [...] The best price would be the reason for me to choose a hotel. [...] I don't want my trip to be burdened with lots of expenses.
- I chose it for its low price [...] the price was satisfying, so I wouldn't spend lots of money on my staying.
- we are a young group →10 people. We would choose a hotel that we could stay together, and we wouldn't have to pay much.
- the prices of all hotels have gone up. [...] everything has to do with budget. [...] There are lots of costs that are involved, you try to find the optimum solution
- It is important to me [...] to see if the amount of money I am paying to stay it is worth it or not. [...] I am a student so it is important for me to save money if I can.
- I didn't know that in Belgium the water is drinkable. I came down at midnight, craving for a bottle of water. However, they gave me a bottle of water and that costed seven euros. I left a very bad review on trip advisor.
- Three stars. It's a very similar location. Cheaper price. But had a much better quality in terms of budget.
- price is important. I think usually when I go on holidays or when I plan to visit somewhere, I already have a budget so I would have this budget for hotels and then within that budget I check the hotels that I am able to book.
- I appreciate if the hotel or the place I am staying offers other meals apart from breakfast that they are not overpriced.
- it is frustrating that the price of the hotel is reasonable but then you go to their restaurant and the prices are not in relation to the price of the hotel.
- hotels will try to attract as many clients as possible by lowering their prices, having special offers.
- we chose it because it was cheap [...] the place is not that touristic or unique, so it should obviously charge more than 70euros.
- since we are students we care about price. We look for hotels, that won't impact our pockets.
- a balance between location and price [...] in some cities that it is really expensive, [...] at the end I would just use the room and the bathroom, so I also don't feel like paying a lot of money for these services. [...] that many hotels that are in good locations are normally overpriced. I would also look for a fair price.
- We have a certain budget, and we try to find hotels that fit that budget. We wouldn't like to go overbudget, at least with things that you have planned ahead.
- the value for money. [...] it is important because there are hotels that are not excessively expensive, but they do offer services of a really high quality for the price it costs.

Free of charge amenities

- a small gift in the room to welcome me good. [...] they offer it without charging me a financial amount, to welcome me to their hotel. That would be a plus for me.
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	<ul style="list-style-type: none"> • free Wi-Fi, so the client won't be charged extra money than the ones the client payed for the room. [...] I will be paying already for the room I want this service to be free, because it's free for a café why not for a hotel. • Free food [...] I mean, food fixes everything, Good food fixes everything, so they could say hello sir, we give a free voucher to all our customers, as we've heard there was a party going on, so we offer something for free. • High speed Wi-Fi. Which it can be so bad cause some hotels they charge the Wi-Fi. I mean, come on, we are in the 21st century! It should be included in the services. Even big chains are doing this mistake. • free Wi-Fi like this is like the bare minimum, don't charge wi-Fi. Charge for extra stuff like laundry, but for Wi-Fi? • they charged us to leave our luggage in the lobby, when previously nothing similar had been mentioned online. That added more negativity to the whole experience.
All-inclusive services	<ul style="list-style-type: none"> • It had breakfast included [...] I like it to be included because I like to save money. • All-inclusive, because it was offering many services, at a price. Thus, I paid one price, and I had included my food, my drinks, my sleep, my entertainment. Consequently, not needing to pay individually for these services [...] that was convenient for me, but as well as cheaper. [...] It is cheaper when you buy all the services together.
Safebox in room	<ul style="list-style-type: none"> • I also like to have a small safe so I can keep valuable things there if I have to leave the room to go somewhere. The staff of the hotel also has the key to my room so I wouldn't feel safe leaving my valuable things just there. • The security. [...] having a place where you can secure your things. • they explain the room, where are the different things [...] the security box, etc.
Ill performing equipment	<ul style="list-style-type: none"> • If there is not hot water. [...] it affects me because I am used to hot water and I don't like showering with cold water. It is a bad experience because I don't enjoy cold showers. • Being able to adjust the room temperature. That has been even a negative experience for me in the past, as I wasn't able to fix the temperature in an easy way. [...] I do get upset if the monitor is old and complicated and I cannot really put my choice in the way I want to.
COVID-19 measures	<ul style="list-style-type: none"> • It will have to start insuring some contactless (no human touch) services, in food, etc. Meaning that they follow stricter measures about food, services. Everything around human contact, gloves, cleanliness. [...] Kitchen operating with masks and gloves, and then the food to be served in a buffet, and the visitor could go on and decide his dish without a waiter. To minimize the contact between humans, during a pandemic. • Cleanliness, will become one of the most important, hygiene in general of the hotel. E.g. you cannot tell how thorough the staff are on their cleanliness, when you come back from your day, you cannot evaluate by yourself how thorough the cleanliness would have been, so maybe I would pay a bit more for a better quality hotel, because I feel that maybe they would be more cautious and serious about the matter.

- it will change the focus on cleanliness because it will be important that when clients leave and new ones come, a room should be cleaned properly. Therefore, not having any issues and no one getting sick or getting a virus.
 - it will be stricter the cleanliness level. I think there will be a system in the entrance of the hotel, to check if you have fever or no. [...] for the moment there aren't strict controls on the deep cleanliness. So, there should be auditors of cleanliness. That is important due to health issues, hygiene. [...] Now in the airport they can see if someone has fever so they can treat him accordingly. Same for the hotel, they can help the visitor on being treated.
 - Now if I plan to stay in a hotel the top priority will be apart from internet, is it clean? Is it sanitized? Is it okay for me to stay there? These are important for me because I don't want to risk getting the virus.
 - I think people will be pickier on the cleanliness. They would consider more closed locations, and they will be more careful.
 - if I go now to a hotel what I would like to have is to be sure, to feel that it was sanitized. I don't want to be worried; I don't want to be afraid that I can get sick just because of being in my room. Maybe if they give me a paper saying like "your room was sanitized" and nobody has entered since then it would make me feel more comfortable.
 - As nowadays we are in COVID, cleanliness would be important for me. [...] you expect when you spend money, and you consider everything regarding your expenses, [...] Cleanliness, is important to me.
 - now the hotels are closed. Maybe a delivery service for their restaurants could exist.
 - cleanliness will be much more important, the hygiene issues and respecting the distancing rules we are facing a pandemic [...] now things are more complicated. If there is lack of cleanliness, I will report it and I won't come back to this place.
 - I think the hotels will be forced to provide the services without the risk of people being in contact. Maybe they need to limit their capacity. In common spaces, make sure that customers they are not in physical contact with each other. The cleanliness would have to increase and the employees they will be at a higher risk so they will also need to take more measures. [...] For COVID it is the way of transmission. It is important to prevent infection. The hotels would need to be flexible. [...] Maybe not cancellation but moving the dates, etc. You will feel more covered.
 - Cleanliness will gain even more importance. Although it is a top priority already for me, now I would have higher expectations and I would be willing to pay a higher price. At least to look cleaner, as I will expect that. That would be a factor. Also, if they mention something about it, it would make me feel more comfortable, if they write something about it, I'd be more excited when I make the booking.
 - I believe that now the hotels need to follow all the health recommendations when it comes to the sanitizing of the facilities and set rules and standards of social distancing the common areas, protection of their staff and temperature control of clients. Without this guarantees I
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would not go to a hotel, no one wants to expose themselves to get infected.

Safe location

- for me one of the things that is very important for when I look for a hotel, it's the location. [...] not all neighborhoods are the same when it comes to the safety. I prefer a good neighborhood, so when I walk, I want to be in a nice and safe area.
- I want the hotel where I am staying to be safe, I would choose the location and the neighborhood to be safe. I want to feel safe, because I want to feel relaxed, without worrying. I want to feel that I can enjoy.
- Important good location, to be in the best possible one.
- you want to feel safe there, at least because you're already in a foreign place maybe. And you want to know that the hotel you're going to go in, is somewhere safe from all aspects.
- we were looking for something that was looked like it was in a safer neighborhood [...] I was with my family, so I didn't want to go through areas where are not safe.
- if I am traveling alone and as a girl it is important the hotel to be good and safe.
- it is important the location of the hotel. Even if there is a hotel that it is 5 star, but it is in an unsafe neighborhood, I would not go there.
- there was a factor of safety of the area at night. If we wanted to go to bars at night, we wanted to make sure that the way back at the hotel was not too long or weird.
- I would rather be close to the city center cause I have the impression that there are higher chances to end up in an area that it is safe.
- And I also look that the location is good around the area where I plan to move to do tourism.

Security measures

- I would expect higher security measures. The entrance to be guarded and to have a check point, so to control who enters in the hotel, either it is a client or someone else. So, not to have any issues/problems. [...] So we will be secured the clients of the hotel, from anything that can happen.
 - In a group composed by family members, I would choose a hotel that would offer high security.
 - The hotel campus to be a lot larger, with walls in the perimeter [...] it's a safety perimeter, if you know that there is something outside of this hotel that is not pleasant you want a buffer zone between you.
 - I would look how secure is the hotel, if they have proper locks in the room, if they have a proper security system, security guards.
 - The hotel should be really informed of the zones (areas) that they recommend not to go, and they can offer you information about it. For your safety, we don't recommend you to go to this zone. [...] an emergency telephone number that you can call.
 - The security. [...] If it is a dangerous country, I would really depend on the staff working at the hotel, you don't know most probably the country or the language so that they have security measures.
 - I do expect and I've seen it in hotels, having increased security, on the door for example, as what is important is who comes in and who goes out. I notice that I always check as well how safe is the door in my room. A solid
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- and sturdy door that you can shut it and close, is something important. [...] I would feel far more safe.
- security measures to feel safe inside. To have special surveillance.
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Appendix III.

Interviews' Transcripts.

Interview 1:

Greek, Female, 42, Entrepreneur.

Shaun – we start, therefore, if you could tell me: Which attributes are important for you when choosing a hotel? We can go step by step, starting with an attribute and then continuing on and on.

Good, to be credited for its cleanliness.

Shaun – ah, to be credited for its cleanliness? Okay, why do you say so? Why is it important to you?

For me personally, I cannot be in another space outside my house if I am not sure about its cleanliness, because there it's a space that many people go. Therefore, the first thing I seek is cleanliness.

Shaun – okay, any other attributes or services that you if it exists in a hotel?

I need it (a hotel) to be spacious, and to offer plenty of services.

Shaun – Why do you say so? Why do you want a Hotel to offer plenty of services?

Because I want all my needs/cravings to be covered no matter the time, I want to find it easily, when it comes to food, to entertainment, doctor, these are like basics for me.

Shaun – One of the attributes you mentioned was a doctor. Why did you mention a doctor?

Because, most probably I will be staying far away from my (house) area or maybe even hospitals if something unpredictable comes up, an accident, I want a person to be there, so we can have a first image/advice from an expert and thus feel safer, protected when it comes to mine and my family's health.

Shaun – That's logical, hmm. I think as well you mentioned food. Why did you mention food?

The truth is that all the hotels offer food, I would like it thought to be of quality, because most of the times when I take my vacations, to relax, and I don't want to work. I don't want to be cooking, but at the same time, I want the food to have excellent quality and variety. That's really important.

Shaun – Why do you mention as important to have quality (healthy) and variety (about food)?

Because that has an impact on my health, basically and actually. If I eat many days something that is not healthy or there is no variety, that wouldn't be good for my health, and I wouldn't like that.

Shaun – I understand.

Shaun – Do you remember the last hotel you've visited?

Yes, it was one in Corfu.

Shaun – Can you remember why you chose this hotel?

We chose it because it was a spacious (large) hotel, and it was offering all-inclusive services.

Shaun – You referred to two things: large and all-inclusive, why?

Large, because when I take my vacations (relaxing), I might spend many hours in a hotel. Therefore, I don't want to feel entrapped. I want to be able to take a walk around and to feel that I am with comfort. I don't like feeling trapped between 4 walls, or in a tiny hotel. I like walking around in the hotel.

All-inclusive, because it was offering many services, at a price. Thus, I paid 1 price, and I had included my food, my drinks, my sleep, my entertainment. Consequently, not needing to pay individually for these services, all of them were included in one price, and that was convenient for me, but as well as cheaper.

Shaun – Cheaper? Why do you say so?

It is cheaper when you buy all the services together. It's when you buy more (many) products together as a bundle. So, if I would pay individually for all my coffees, it would be more expensive than this package that I bought once.

Shaun – I understand this, as well you spoke about cheaper financially, does this mean something to you?

No, I am not thinking about cheaper towards my pocket for economic reasons. Just cheaper as a service.

Shaun – Do you remember a perfect service from a hotel?

Hm, perfect... I am a difficult person, so I wouldn't say that I am absolutely satisfied with a hotel yet. Usually, though, the Hotels with more stars, take more care of their services. I remember a situation where I was in a hotel for dinner, and the service was amazing: quality and the food.

Shaun – why do you refer to it as amazing?

Because they were really kind (gentle), and they did not annoy us at all with their attitude (behavior) when they were serving us the dishes.

Shaun – and why do you say that it is important for you if they are kind (gentle) the people when serving you?

Because, when you offer a product or a service, you need to think that the client is the most valuable person in a company. What they say that the client is always right; it should be true. When I, as a client, pay to enjoy something, I expect (demand), at least because I offer them a financial trade-off, to be served with kindness, because I wouldn't like to be in a place, and see someone with a negative attitude. I go to hotels to relax and have a good time. If an employee, is with a negative attitude, I don't say that I don't accept that he as well has a private life, but it is not nice to be express there. That might influence my experience, and I wouldn't like it.

Shaun – Alright. Also, sometime before you spoke about the stars of a hotel. Why did you do so?

Usually, they matter to me, not as an absolute for sure. However, usually, they matter because the more stars a hotel has, that stands as an insurance for the services that it offers. For sure, that's not absolute. It happened that I had visited small companies and the entrepreneur that was himself helping the clients; he was so nice and helpful that even without stars, I had an amazing time in that place. The stars, though, are for sure insurance of quality of services.

Shaun – Sure. In your opinion, how would the perfect hotel be?

Hm.....

Shaun – You can describe it briefly, don't worry, I understand that if you want to truly sit and talk about the perfect hotel, we could be here speaking for a week.

Haha, hmm well, yes, for sure it needs to be large, clean, with greenery.

Shaun – let us go step by step, large and clean we spoke about it in the beginning, why though you mentioned greenery?

Hm, to have large outdoor spaces, which would be full of green, cause when I mentioned that I like the hotel t be large cause I love walking around. I would like this walk of mine to be in a space that is with greenery, and thus to be relaxing.

Also, obviously, it is important to be kind with nice service, to have good food. That's all.

Shaun – In which activities do you usually participate in your visit to a hotel?

For sure, I like eating there having my lunches and dinners in the hotel. In general, if the hotel is large with many activities, I try to do everything. If it has tennis, ill play. In other activities too, either me or my children. Whatever it offers, I will use most of them. If there is a night activity too. I usually try to follow these activities.

Shaun – One of the activities you mentioned was sports. Why did you refer to them?

Because I like training, even if I am not the most athletic type. However, I like making the time pass like this during my vacation, for sure I would do a sport. Watersports as well, if there is water.

Shaun – Alright. Do you believe that COVID will impact the importance of different attributes/services of the hotels?

I cannot speak with determination, as I haven't had an experience with it yet. I haven't been in a

hotel, during or after COVID. I guess though that it will impact some things, at least in the short term future.

Shaun – What do you mean impact some things?

for me, a hotel, especially in the future. It will have to start insuring some contactless (no human touch) services, in food, etc. Meaning that they follow stricter measures about food, services. Everything around human contact, gloves, cleanliness.

Shaun – Why do you say so?

I see it already, in other companies as well that they mention that many of their services are contactless, or with minimum human contact.

Shaun – Why do you say that this would be important, in your opinion?

If there is a danger of a serious pandemic, then it's crucial if we want to keep the companies working. The good thing would be to have some things to be better. So they could maybe serve something different. Kitchen operating with masks and gloves, and then the food to be served in a buffet, and the visitor could go on and decide his dish without a waiter. To minimize the contact between humans, during a pandemic. If a pandemic is not ongoing, then it's not important.

Shaun – Okay. What about the interior of a room, attributes, services there?

The room to be clean, or at least to look clean. To be dyed with colors that are relaxing. Because in a hotel usually you go to relax and rest.

Shaun – could you give me an example?

earthly colors.

further, a nice bed to have a good sleep. Linens of good quality. Because all these are important for a good night's sleep, which means being restful afterward. In general, I don't want luxury in the room. Maybe a tv.

Shaun – Why tv?

because when I am in my room I would like to follow up with something relaxing, or the news, to be informed.

Shaun – why for you its important relaxing or getting informed through the tv?

I didn't mean it as heavily important, but when you are in your room and you want to stay there, a tv could rest you, in the sense that you let your mind been absorbed there, and thus you pass your time. Therefore, that relaxing you and resting you. When you don't want to be with other people, and you want to be peaceful.

Shaun – what about dangerous countries? If you would visit a dangerous country, what attributes or services would you expect?

the same with a safe country because it doesn't mean that a hotel in a dangerous country cannot

offer what hotels in safe countries provide.

Shaun – Do you think thought that there should be more or less attributes in it?

no, for sure nothing missing, but for anything extra for sure.

Shaun – Okay. Now imagine you had a bad night's sleep, what would make your day from the attributes and services of the hotel?

An excellent massage.

Shaun – why?

because that would relax my stressed body. Also, a good quality massage, as not everyone does good massage.

Shaun – and why do you find it pleasant relaxing through a massage?

me personally, I relax with a massage. It is something that more than anything else that relaxes me the most.

Shaun – why do you say so? Is it that important?

Yes, as it brings me peace, as the human touch, in my opinion. Notably, through massage, it brings something inside you that makes you relax. I feel as if my muscles lose their stress. Because when I am stressed, or I sleep badly, I think that my muscles ache, and in my opinion, the best way to relax them is a massage.

Shaun – Alright. Would you seek different attributes for a hotel depending on your company (people with you)?

for sure. For example, if my company was more sophisticated, of higher elite levels, educated, doctors, etc. and they like discussing and analyzing things. I would choose a hotel that would offer me beautiful spaces and restaurants, café because we would be speaking more actually and hanging out. If my group, though, was more athletic, I would seek in a hotel that would offer sports activities, hiking, horse riding, tennis. I would like to find the best hotel, according to my company.

Shaun – Okay. In your opinion, what should a hotel have in the 21st century?

More or less the same as the perfect hotel, but since we speak about the 21st century, I would add technology. Not only for the hotel but as well as technology that I could use me as a visitor. Obviously, the internet, space for laptops, etc.

Shaun – why do you say so?

Because, nowadays it's essential when you go to relax or have fun in a hotel, there is no way not to need internet, and not only having wifi but as well a space that you can sit and work if you want with your laptop, or if there are PCs that can work faster than just laptops. It is an essential attribute, its necessary nowadays. For spaces to exist that you would be able to use tech.

Shaun – you mentioned work, why did you do so?

Either if I go to relax, for sure a moment, I would want to do something relevant to my job, me personally. Because I am a freelancer. If I was an employee, I would like to be isolated from my job. But as an entrepreneur, I might want to speak with my accountant or check news relevant to my job.

Shaun – alright. One last question, when hearing about a digital hotel, what attributes do you think there would be there?

Correct me if I am wrong, cause I am not sure if I know all the technological approaches.

Shaun – It's okay, in your opinion, with your current knowledge.

well everything being automated then, from passing through doors, entering your room, opening the lights, making the water tap run, clean glasses appearing from the wall. Everything automated, with holograms and presentations and advertisements. A bit more digital, more new age and future style!

Shaun – one of the things you referred to was automation, why did you do so?

I think if we could make fewer our movements as humans, even if I don't know if that would be really healthy in a cognitive way. However, if we could make fewer movements for an action, that would be more pleasant for us. Without being really sure if that would be the result.

Shaun – okay, perfect. These were my questions, I have received some insights. Thank you for your time. Do I have the right to use this material and data in my master's thesis in UHasselt, as well, if in the future this research is used for new research can we use your interview?

Yes, you can use it.

Shaun – Alright, Katerina, have a good afternoon.

Thanks, I hope I helped.

Interview 2:

26, Spanish, Phd Researcher, Female

Shaun – Alright, so welcome to our interview.

Shaun – Which attributes are important to you when choosing a hotel.

Okay, so for me one of the things that is very important for when I look for a hotel, it's the location.

Shaun - Why do you say so?

I like the hotels to be well communicated with the airport, if I travel by plane I like the hotel to be close to the airport, to go back and forth through public transport. Close to city center, so I will not

lose time and be able to move around the city and visit everything. If in the city by walking distance of the sights that's perfect. Now that I am thinking it, depending on the city not all neighborhoods are the same, when it comes to the safety. So, I prefer a good neighborhood, so when I walk, I want to be in a nice and safe area. Not all the cities are nice or safe.

Shaun - Why airport?

I want to be well communicated with the airport because I don't drive so I need to be able to go to the hotel. And as well it can be cheaper to go from the airport to the hotel by public transport, that renting a transfer. This service can be expensive. Thus, if the city is safe I prefer taking the public transport.

Shaun - Why city center?

I am someone who likes walking in the places, and in the city center the most important cities are in the center, is not that I want to live in the center but I want to be able to walk from the hotel to the different places that I want to visit.

Shaun - Why walking distance?

I enjoy walking, it makes me feel nice and it allows me to get a better idea of the city.

Shaun - Any other attributes?

Yes many.

Cleanliness, is something that I value a lot, so before booking, I see the reviews of previous visitors. Specifically, I am looking for a clean place.

Shaun - Why cleanliness?

Because a hotel is somewhere that many people come and go, so many people have used the same bed, room, bathroom, everything, and because when I go to a hotel is to enjoy, for vacation, so I want to enjoy and to feel that I enter in a space because that brings/makes you feel, comfortable, "à l'aise" in French, when you are in a clean place. If you are in an unclean you feel disgust so for me cleanliness brings you comfort and relaxation, and feeling of not worrying, about uncleanliness.

Shaun - Why reviews of previous visitors?

I take into consideration the reviews, because I don't mind if there are few negative comments, or a comment that says: the swimming pool was bad, because maybe I want to use the swimming pool. But I want the majority is positive, so me I can trust their opinion if the majority is positive. Thus, I feel with trust towards it.

Shaun - Last time you chose a hotel? Why?

Last time was 2 years ago. I chose it because it had good reviews, it seemed like it had good quality price ration, good value for money, nice views, and it seemed also really cozy. Breakfast in the end it was good too.

Shaun - Why value for money?

Because I, at least back then, I was a student, without a monthly income and I felt that with this value for money, I could spend the amount that was costing, without feeling that I wasted my money. So, I could enjoy my vacation. Cause If I feel that I spent too much, maybe later I won't enjoy later my holidays.

Shaun - Why nice views?

I think it is a pleasant feeling every morning to open the window and wake up with a nice view, it helps with the feeling of comfort and the feeling of being actually in a holiday. It makes you feel comfortable and relaxed in holiday mood.

Shaun - Define cozy, why cozy?

It was a small hotel, so it looked cozy, it had family house vibes, so everything looked like well taken care off. The building was not modern, it had a house looking hotel vibes, that made it cozy.

Shaun - Why cozy?

Because hotels sometimes are impersonal, you can clearly say it's a hotel room, when they look the same all around the world. When it looks like a family house vibe its cozier, you are on vacation, but you still feel at home.

Shaun - Small and cozy, why related?

I have been in big hotels and they are nice too, I wouldn't only choose small hotels, but you feel when it's a smaller, not that small that it only has 6 rooms, but ok if there are 80 rooms its still small, but you feel that you get a more personalized treatment.

Shaun - Why personalized treatment?

When I go to a hotel, I don't want the people at the hotel to know me, or ask personal sensitive questions, I want a distance. However, in general the services, breakfast etc. in case you need something the stuff would be more approachable, rather than from a really big hotel. In a more personal you might feel more comfortable to ask something extra, and maybe next morning they might have ready these details again in the breakfast for you.

Shaun - The perfect hotel?

It would be, clean, well located, with good breakfast/offering breakfast, nice views, with simple but with taste design.

Shaun - Why breakfast?

I think it is a nice service to offer, because it is the start of the day, so in general at home I have a fast breakfast, or even missing it, so I like when on vacation to take a long breakfast 1h, 40minutes, enjoy the morning, start slow. Before starting my walk in the city, as well serving you the breakfast you feel well taken care off. With many possibilities,

Shaun - Why a variety?

It's something you don't have at home, usually you eat the same breakfast at home because we can't bother. So, it makes me excited for the next days, to come back and eat something different. I like variety.

Shaun - Why long breakfasts?

It makes me feel relaxed, not in a rush, which is what I want when I am in vacations. I have planned the day and I know what I will visit, but I am not stressed, I want my morning relaxed.

Shaun - Do you remember having an excellent experience?

I remember my parents chose a hotel when I was small, it was really nice, it had good views, the staff was friendly, it had a really nice room with comfortable bed, with tons of pillows, and they had pillows with different type labels for deeper sleep or different type of people, that was fancy and useful. Not everyone likes his pillow the same way.

Shaun - Why fancy related to pillow?

When u travel and choose a hotel I want to go to a place that s nice and makes you feel fancy, cause maybe you've worked hard to pay for it, so I want it to make me feel like (if I choose something different) to make me feel fancy.

Shaun - Fancy? Attributes and services fancy?

Not a jacuzzi in the room, but elegant décor, staff to be well dressed, giving polite and professional services to their clients, as well them to be friendly.

Shaun - Why nice room and comfortable bed?

I mentioned that because generally when I travel and go to a hotel, I want to visit many things. I spend most of my time outside in the city, but when I come back to a hotel after a tiring day, or in the morning, I want to feel that I enter in a place, that it is pleasant and makes me feel relaxed, it has comfortable bed which aids on sleeping properly and thus resting. That I can have a perfect shower, with good pressure on water, to relax and regain energy for the next day. I want to feel that I am in a place that when the day ends makes me want to go back to the hotel.

Shaun - Covid-19 and importance of attributes/services?

Cleanliness, will become one of the most important, hygiene in general of the hotel. E.g. you cannot tell how thorough the staff are on their cleanliness, when you come back from your day, you cannot evaluate by yourself how thorough the cleanliness would have been, so maybe I would pay a bit more for a better quality hotel, because I feel that maybe they would be more cautious and serious about the matter. Other services won't change, there is not going to be an issue. I guess in general things are fine, I don't really look about a gym or sauna so I don't really worry about how they will take care of these spaces as I don't use them.

Shaun - Interiors of room to be? Why?

I like the design to be elegant and simple. Not overdoing it with many things, I want light colors, because they are more relaxing, definitely not a red wall. Also, with good luminosity, with different

lights, that you can modulate the intensity of the lights. Because I like not having at night a strong light because I want to be relaxed and comfortable, so I want a soft relaxing level of light.

Shaun - After a bad night's sleep?

It would fix my day if the room has a good shower.

Shaun - Why shower?

It helps with relaxation and you can feel fancy, you can have a shower that is next level, with water running from the sides. So, you can enjoy and play with that as it makes you feel luxurious. And a good breakfast with variety.

Shaun - When you are with different company do you seek different attributes?

If I would visit on my own or with other adults, I wouldn't seek something different, but maybe when traveling with kids, I think I would seek a hotel that has a restaurant, because a dinner maybe its late so you don't want to be outside, so you just go to the restaurant of the hotel. Also, to have some entertainment for kids, if it is a warm destination, and it is by the beach it can offer a swimming pool, tennis court, sport amenities for the kids, so that is nice. As well to be safe.

Shaun - Restaurant, why?

In general it's a good offer to provide, cause maybe if you arrive late and you are tired, to exit to the city to find something to eat, so if you are tired you go to the restaurant cause its practical. If you have kids you might be tired so its practical. It makes you not to worry because it's always an option, if its good.

Shaun - Why entertainment and sports?

Because the kids can get bored easier so they can use this amenities and the parents can be more relaxed, without worrying about what the kids will do. The hotel eases this job for the parents by offering this, and it entertains them, and you are peaceful.

Shaun - Why safety?

In general I want the hotel where I am staying to be safe, I would choose the location and the neighborhood to be safe. I want to feel safe, because I want to feel relaxed, without worrying. I want to feel that I can enjoy. I like when in the hotel you have a safe box, in your room. Because many times you travel with cash and passports, and I don't want to leave it unattended.

Shaun - High tech hotel, what comes to your mind?

Maybe to have, the rooms opening instead of electronic cards with the fingerprint.

Voice system (turn off and on the lights), if there is a bath start the bath.

Shaun - Why fingerprints?

I am not pro this, I wouldn't seek for it, but I guess it is used as a technology in smartphones and computers so why not in hotels. but it doesn't matter to me.

Shaun - Why voice system when speaking about high tech?

It just came to my mind. I don't know. It seems something like, not so difficult to do, and it might bring a bit more as a wow factor. Something modern and novel, cause not all hotels have it. I wouldn't choose it, but it has a wow factor.

Shaun - Dangerous country, attributes there?

Important good location, to be in the best possible one. Also, having its own employees that drive you, so you don't need to take a taxi, or to walk if it is unsafe. So, I can tell the hotel to take me there, so you know there is an employee that will drive you there, whenever you say.

Shaun - Why this service would be good?

Because it would bring me trust driving with an employee that he has been working and the hotel trusted this person and I trust this hotel as I have trusted the reviews of previous people, rather than calling a taxi and walking around, cause that would make me more anxious.

Also when you arrive, the hotel to provide you with recommendations, about places to avoid, or suspicious behaviours to know what they mean. Also, about places where you can eat for lunches and dinner, so you know that there is a relationship of trust between the hotel and the places.

Shaun - Why this service?

Because also it would make me feel that the hotel acknowledges that the country is safe, so they give this suggestions to make the experience the best. I think it is informative, if you haven't read everything before hands. Also, it makes you want to have a nice stay.

Shaun - 21 century hotel?

I expect to have cleanliness, breakfast, professionalism from their staff and the people to be friendly and polite knowing how to behave, to have a comfortable bed.

Shaun - Why professionalism?

I have paid for this service so I expect respect, this treatment is respectful to be polite and welcoming, discreet, and it makes me feel respected. they respect me as a client, especially in a luxurious and 5-star hotel you surely expect nothing less than this treatment.

Interview 3:

Greek, Male, 21, Bachelor's student

Shaun – Welcome to the interview.

Shaun – Which attributes are really important for you when choosing a hotel?

One attribute that it matters to me when choosing a hotel is the bed sheet linen being white. The reason being cause it reveals to me that the environment of the hotel is clean. Other colors, blue, red etc. It wouldn't be as pleasant in the appearance as white, when it comes to cleanliness.

Another attribute would be, to have a warm welcoming reception, and a small gift in the room to welcome me good. A champagne or fruits.

Shaun – one of the attributes you mentioned was a warm welcoming, why?

Because from the first time I enter in the hotel I want to feel relaxing, and the moment I arrive to be peaceful, relaxed and feel familiar.

Shaun – you mentioned having a gift in the room?

It would be a nice touch, because I would feel more welcomed and I would have a better impression about the hotel, because they would enter in the effort to spend their time for me (their client) and they offer it without charging me a financial amount, to welcome me to their hotel. That would be a plus for me.

Shaun – you mentioned financial amount, why?

Because many times, the hotels charge a bit more for some services (fridge with drinks etc.) so it would be nice to have a free drink for a night that ill be staying there.

Shaun – why would that win you?

It would win me because I wouldn't need to spend more money than the ones I got charged for the room.

Shaun – you've mentioned financial amount twice, why you mentioned it when it omes to hotel?

Because as well price matters, and its services too, depending on the quality that a hotel is offering, I expect the according price. I would like it if there is a discount or an offer, to try and win me, so I would choose it instead of another hotel. The best price would be the reason for me to choose a hotel.

Shaun - why would you do so?

I would do so, because I don't want my trip to be burdened with lots of expenses.

Shaun – why you wouldn't want your trip to be....?

Because I decide not to dispose lots of money to the hotel itself, but rather to the activities that I can have in the area around.

Shaun – why you would dispose more money to the activities?

Because I believe that you can build numerous of memories when you are outside and you do lots of things, rather when you are locked inside the hotel.

Shaun – Other attributes/services that you appreciate from the side of the hotel?

I would like the hotel to provide me with a gym, or a piscina.

Gym and piscina, because I would like to have the ability if I want to, to train, because it helps me relax and it provides with prestige the hotel.

Prestige?

Yes, the level of the hotel. If it has a piscina, I believe that the hotel would be of a better quality.

Shaun – Do you remember the last hotel that you've visited? Why did you choose it?

It was a hotel in Paris, I chose it for its low price, because I visited the city to sightsee and also due to the few days (2) the price was satisfying, so I wouldn't spend lots of money on my staying.

Shaun – Do you remember a really bad experience?

I remember a bad experience in a hotel. The room was over the main entrance of the hotel, and there was constantly music throughout the whole night, that loud that it was annoying me and I couldn't sleep at night.

Shaun – Sleep? Why you mention it?

When I visit a place, after a tiring day of activities, or a meeting, I want to go to the hotel to relax and sleep peacefully, without noises and things that would annoy me.

Shaun – a perfect experience?

It was in a hotel in an island in Greece, that due to a mistake of giving me a wrong room. Thus, to ask sorry and to make a nice impression, they gave us a bottle of wine. I really liked this, since it showed that they accepted their mistakes, and that they wanted to gain my impression, and the truth is they did.

Shaun – why did that impress you?

Because they were occupied on helping me, as a client that had an issue with his room. Thus, their rapid response and the gift was truly nice, and it made me feel happy and made me realize that the hotel is concerned for its clients, as well about its image to them.

Shaun – In your opinion, describe the perfect hotel?

In my opinion, it would offer me a tour guide, that would be capable of taking me to the city's sights, thus not me needing to enter in effort to seek for guides or tour maps in a foreign country. This would help me a lot.

I would like a rapid response when it comes to the cleanliness of the room.

Also, variety of foods, a buffet that I would be able either fruits or vegetables or meats etc. To have lots of options concerning food, so I can choose the according vitamins that I want to gain today, or if I fancy something light.

Shaun - Why variety?

Because there are days, that for example I train in the gym and I would like to have a healthy lunch, and thus to be able myself to choose with what I would feed my body.

Shaun – you mentioned as well cleanliness, why did you do so?

Because its one of the fundamental characteristics. As a clean room helps you relax more, because you trust that the people that cleaned it, and hence you can peacefully and beautifully relax lay and enjoy your sleep.

Shaun – COVID19, will it bring a change in the importance of the different attributes/services?

Mainly it will change the focus on cleanliness, because it will be important that when clients leave and new ones come, a room should be cleaned properly. Therefore, not having any issues and no one getting sick or getting a virus.

Shaun – Activities in a hotel?

I like going to its gym and piscina, if it has. Also, I like that in some hotels they have entertainment nights, these might be theatre, karaoke, games.

Shaun – Entertainment nights?

I mentioned them because maybe a night I am tired so I might not want to exit in the city for a stroll, in the parallel though not wanting to be closed in my room. Thus, some hotels offer these type of nights, with games and activities. Thus, I am being entertained but as well I am close to my room.

Shaun – define entertainment related to these nights.

Something that makes me forget myself, and makes me laugh, a standup comedy show. SO I will have a great time in this moment.

Shaun – Interior of a room?

I want to have a bed, depending the number of people. Its own toilet, not a shared one with other rooms/clients.

Shaun – why its own toilet?

Because I believe that it is better for the client to have his own toilet for personal or hygiene reasons.

Shaun – why you say that there is hygiene in this toilet?

Well in my opinion, if I have my own toilet, I take care of it not to get dirty, but stay clean. In the other toilet, the shared one, I cant guarantee that it is always clean, since many people have used it and maybe haven't cleaned it afterward.

Shaun – why does that worries you?

Because I want the toilet to be a clean place.

Shaun – a bit before you mentioned that you want a bed depending the number of people, why?

Because, if I am alone in the room, I just need one bed. If I am with my wife I need a double one. However, we might be with our children, so I want the hotel to provide for a room different options for the beds. Because if I go with my family I want us all to sleep together in one room.

Shaun – why you want to sleep with your whole family?

Because it matters, security wise, especially for the kids. The kids being with the parents, and not leaving them to sleep in a separate room, where we can't keep an eye on them.

Shaun - If you would visit a dangerous country, would there be different attributes/services.

I would expect higher security measures. The entrance to be guarded and to have a check point, so to control who enters in the hotel, either it is a client or someone else. So, not to have any issues/problems.

Shaun – Why not to have any issues and problems in the hotel?

So we will be secured the clients of the hotel, from anything that can happen.

Shaun – After a bad night's sleep, what would make your day?

I would really appreciate having food delivered in my room, the moment I wake up and I contact the reception, them to send my food in my room, so I can enjoy it in silence, and not have to go to the buffet that there is going to be noisy, as I will be tired from by bad night's sleep.

Shaun – Why do you say that you will enjoy silence, when you are tired?

I will enjoy silence, because after a difficult night, I wouldn't like to be in a noisy space with people and music. Thus, to relax and wake up in a better way to have my day fixed, so I could go on with my day.

Shaun – Depending the company, you would expect different services from the hotel?

I would seek for different attributes depending my company. If we are a young group ~10 people. We would choose a hotel that we could stay together, and we wouldn't have to pay much. In a group composed by family members, I would choose a hotel that would offer high security.

Shaun – In the 21st century, what should a hotel have?

I believe it should have, firstly free Wi-Fi, so the client won't be charged extra money than the ones the client payed for the room.

Also, a space with computers, so I can have internet access in case I don't have with me my phone, or laptop.

Shaun – why wifi?

Because we are used nowadays to have WIFI everywhere, and as I will be paying already for the room I want this service to be free, because it's free for a café why not for a hotel.

Shaun – Computers?

Because maybe I have a business trip, and I might have meetings or seminars, so I might need to edit a moment something on my word/powerpoint. Thus, if the hotel has a pc room, I can do my job and as well I would be more satisfied with the services of the hotel.

Shaun – Digital hotel, what comes to your mind?

A hotel from the future, a hotel that offers a new experience that you haven't seen anywhere else: for example, hotels in asia, offer capsules, a tiny room that has a bed, a tv, headphones, radio etc.

Also, we won't need a key, I will be able to open the door with a qr code, or with a digital card.

Shaun – why capsules are digital?

Because I think it resembles to me, the word digital, a high tech feature, it makes me imagine something about the future, these last days more and more hotels offer that service. A new experience service that allows me to book a small place without getting charged the prices of an expensive room. Also, it offers you privacy and a bed to sleep in a cheap price. That is innovative as the typical rooms are expensive.

Shaun – also you mentioned, the digital card as a key, why?

Many times as a client I might lose my key, on the other hand with the digital key that's in your phone you can't lose it, thus being able to always access my room.

Shaun – why is it important to you losing your key?

It is important cause there might be a moment that I lose my normal keys but with the digital I won't lose it. Neither I will have to contact anyone as I will have it in my phone.

Interview 4:

Lebanese, 56, Male, Entrepreneur

Shaun – Which attributes are important to you when choosing a hotel?

I like booking a hotel that's 5 stars and more, because I am 56 years old and I've traveled a lot. Hence, services provided by 5-star hotel and up are satisfying.

Shaun - Why are you mentioning stars?

It's well known that the food, services, cleanliness are different from 3- and 4-star hotels. Even better the ones of 7 stars.

Shaun – Why are you mentioning food?

Because the hotel is a space that even if you are away from home, should provide you with the things that you want, according to your wishes. In your home, you want the place to live to be clean. As I told you I traveled to many hotels and countries, the cleanliness is extremely important. I know through my experience that they will have better levels of cleanliness; however, they might not be perfect. Some might be cleaner than others. Also food, as its obvious that you will eat outside when you visit a foreign country, but maybe a night you are tired and you don't want to exit, but you want to find a place with good food that you will like. Same goes for the breakfast, the buffet of the 3- and 4-star hotels has nothing to do with one of 5. Ex: When I went to Dubai

there was a hotel of 5 stars, and the buffet had everything, also, it had in a stand, a chef preparing the eggs according to your appetite. I really liked that, because you have the options, you don't have to take what they offer you. You can take according to your likings an omelet; you decide on it.

Shaun - Last hotel you went? Why did you choose it?

It depends on the trip, there are some trips which are transit ones, staying in a country for a night and then flying to another one, so you need it to be close to the airport. If I would visit though for example Milan again, I would go to a real VIP hotel I visited. I didn't mind the price, but the excellent quality and comfort in everything. The detailed service.

Shaun - VIP services?

There was a special meeting room, as we were a group of businessmen. There was a VIP room, to dine there, with our 2 waiters. We had in our room a spray that you could use two drops and to sleep well. Also, the pillows were like feathers, that soft! Further, we had private swimming pool, depending the time you wanted, you could book it, you could go and be on your own.

Shaun - Private pool is a VIP attribute?

Look, when you travel, the trip tires you. It's different when you travel for business and different when you travel for vacations. When you are in business trip, you might want to be on you own some time, thus the VIP it makes you feel more relaxed and freer, as if you would be at your own home. The hotel should make you feel as if you are at your home.

Shaun - a spray to go to sleep, why did you mention it?

This hotel was 7 stars, in the past that I had visited 5-star hotels I haven't found something similar. In the 7-hotel star there were princes and VIP people. This service I have never found it in another hotel.

Shaun - Why you mention princes and other VIP people?

Look because we spoke about this hotel, I visited it during a business trip. In our group there was one prince, and the hotel had a different vibe. All the services, wherever you would go , there would be people there to serve you without you feeling as if people are following you.

Shaun - Without feeling as if people are following/watching you?

Example: the two chefs in the VIP room, they were so subtle and discreet that they were not making any noise. They were trying not to even touch the glasses and forks and make noise. Me and my group we could speak, and the two chefs were there without annoying us, without feeling their presences. Only if you needed something, they would come fast and ask you kindly what you need, and they would serve you. This service was one of my favorite.

Shaun - You spoke about a VIP meeting room. Why?

Apart from the bar of the hotel and restaurant, where many people were seating. We went in the end of the aisle and there was exclusive VIP, the expenses there were really high. You don't seat

with the rest of the people, but you were in an exclusive room 50sm alone with your group. To have a good time and to speak about business. Therefore, we wanted privacy, not to be with other people.

Shaun – a bad experience that you had in the past?

I had a room, and below I had a club, without good insulation. I was all day long in the exhibition and I went to the hotel to sleep and I couldn't. Awful experience.

Shaun – a perfect experience that you had?

Apart from the luxury, everyone was with a smile, from the cleaning service to the president.

Shaun – Why you mentioned smile?

It shows the soul from the inside. When you smile you give positive energy to all, as it is contagious.

Shaun - Now due to corona virus, will the importance of attributes change?

For sure it will change, it will be stricter the cleanliness level. I think there will be a system in the entrance of the hotel, to check if you have fever or no.

Shaun - Stricter cleanliness services? Why?

Because the germs are where dirt is, not only this virus. Thus, the state for sure will have stricter laws.

Shaun - Stricter laws, why do you say so?

Yes, because for the moment there aren't strict controls on the deep cleanliness. So, there should be auditors of cleanliness. That is important due to health issues, hygiene.

Shaun - And the airport system of control?

Now in the airport they can see if someone has fever so they can treat him accordingly. Same for the hotel, they can help the visitor on being treated.

Shaun – any activities that you like doing when visiting a hotel?

Depends on the hotel and the season. For mountain and winter hotel, you can walk and run on the tread mill or use the sauna. If its summer, to have swimming pool, tennis, basket court, outdoors all these.

Shaun - Why you mentioned sauna?

Especially if you are with your partner, all this experience, it brings you relaxation, and brings you feelings of happiness, freshness. Personally, I don't like massage.

Shaun - Why a tread mill?

When you travel and you are in a foreign country. After finishing your activities outside or jobs. When you return to the hotel, if it is winter you are not able to exit and enjoy the city. Therefore,

to pass your time, because afterwards the body starts feeling positive energy.

Shaun – also you mentioned piscina? Why?

Water, when it touches you, this activity is good for the body as a feeling.

Shaun - Finally, why sports, tennis, basket?

I like it that's why, now that we are in a lockdown we go with my family and play. Its really nice, if you have someone who knows how to play, it's a really nice sport. Basket as well for a group of people, of different ages is nice.

Shaun - Why its nice for teams?

Depending your trip if you are with 15 more people in a vacation. It's nice to have a challenge arising between the two teams. That's for basket, for 2 people you can play tennis.

Shaun - The perfect hotel in your opinion?

I want when arriving in the reception. Before I arrive to book my room, both for business and vacation trip. I want to have a form, to fill in with my specific likings. For example, if I have a small luggage I don't want anyone to pick it up. So, with this form I would personalize my experience according to what I want. The room, to be classic or modern, facing sea or mountain. All this in the form. I want it to include my preferences on breakfast, I might want to eat alone, or wanting to be with others in the buffet, but if we speak about a good hotel 5*, I want them to know what type of coffee I like, they can know my room and coffee likings since I filled it in the form. Also, I would choose to have a large plate with fruits as it is important.

Shaun - Why fruits are important?

They are healthy.

Shaun - Why you mention this form when speaking about perfection?

Because it will make me feel like home. In my home my wife knows my favorite coffee, food, or times of silence. I could therefore choose the room I want depending my preferences.

Also, important is cleanliness, changing the linen daily! It feels nice, as it's also something that they don't do always. (daily cleaning).

Finally, I dislike having the toilet as the first door on the left or right, the moment you enter the room. When I enter in the room, I want it spacious, and the toilet to be hidden, behind the wall, not communicating.

Shaun - Why this is important to you concerning the toilet?

Because in the room you want to relax and spend time, so you can't truly enjoy your room if the toilet is there. I want the toilet not to be part of the room, but a hidden feature.

(Wissam continued about perfect hotel) Further, I want when arriving, to have a tablet, which would include Siri type system, it would welcome you and it would work as a key. Also, it will

include many apps. The reception should give you this tablet, to guide you through a GPS. This service doesn't exist so it would be really innovative if it exists. It could regulate lighting, warm water in the room. It could wake me up with alarm, prepare the shower, in general to make your life easier. Also, I could personalize my next meals breakfast, lunch or dinner. According to my preferences.

Shaun - How should the interior of a room be?

It depends on the season, if we speak about a winter season, you need warm, darker colors, a fireplace. On the other hand, for summer you want light colors, white ones, modern design.

Shaun - Warm colors in winter, why?

Its obvious, in winter and cold, you need colors to bring you the feeling of warmth and coziness. As in your house you lay carpets to warm it, it's the same there.

Shaun - Why a fireplace?

Fire, when there is fire in the room, its something alive, something beautiful, it creates warmth but as well motion in the room.

Shaun - When you spoke about summer, your referred to light colors, why?

Nature teaches you this when spring comes, and colors change, even fashion follows it. The clothing fashion changes and its colorful too. That's why for a person that wears fully dark clothes, they say he must have a dark character too. Thus, in summer I want the hotel to have light colors, according to the season I am in.

Shaun - Why mentioned modern?

I like modern styles, as I am 56yo. The last 10 years when I see new designs, moderns, unique ones, it makes you feel young. It makes you feel renewed.

Shaun - After a bad night's sleep, what would make your day?

If I had a headache, and it is summer, I would exit to the balcony, to listen to the birds. Facing the mountain not the city, thus not having noise but silence.

If the hotel wouldn't have a balcony. I would like a good coffee.

I remember a hotel, that didn't have a balcony, across there was another building and we only had a window. That wasn't pleasant.

Shaun - Why you mentioned a balcony?

A balcony is like a window for your soul to the outside, to nature. I wake up every morning and I love listening to the nature.

Shaun - You mentioned views, facing the mountain, why?

As you get tired all day long being outside, you need when you are at the hotel to be relaxed. If you face the city you come in contact with more noise. If you face the mountain, you get in touch

with nature, peace and silence.

Shaun - Finally, what comes to your mind when you hear digital hotel?

As I mentioned the tablet, that could regulate different features of the room.

Shaun - It would regulate different features of the room? Why do you mention it?

Its' innovative, I wouldn't choose it, but its innovative.

Shaun - In your opinion, what does a hotel need to have nowadays?

Cleanliness, and in general everything that would make you feel like home. For example, the VIP service in Milan made you feel like a king.

Interview 5

American, Male, 39, Lead Animator

Shaun - All right, so, um, let's start by asking you, like, which attributes are important to you when choosing a hotel?

Well, I guess it depends on the reason why I am choosing a hotel. I think it depends on the purpose of me visiting the hotel. What is the priority for that specific visit? So if I am on holiday, I would like something to be in a good location. If I am on business again location would be important, but also because it's going to be probably in a city, I'd like it to be a bit more let's say business like more clean, more or modern. It really depends on what I'm after. At that specific point or that trip or visit.

Shaun - All right. Let us take your answers step by step. Firstly, you mentioned the location. Why is that so?

Well, location, if you want to go somewhere on holidays and you want to be close to the beach, obviously you are looking for a hotel close to the beach and not up on a mountain. So the first thing I do is look for something that is close to the beach and then then from then on I would also look at the price obviously, the reviews and pictures maybe.

Shaun - All right. You mentioned that you would like to be close to the beach. Why is that so?

Well, if I am going on holidays for the beach, I want to be close to the beach. If I am going on holidays on the mountain, I want the hotel to be close to the mountain, not on the beach. So, I guess that is obvious. But yeah, I mean, if I am going though for business, I will not run to a hotel close to the beach. I want a hotel close to where I am going to go. Like the conference area or the city center or wherever the business is.

Shaun - Why would it be important to be close to the beach?

I guess you could say that being close to the water has always. I am from Greece, so all our summer holidays have been near the water. So, I mean, I am now living in northern Europe and

speaking with people on how they go on holidays to mountains and whatever or they do not go to the beach? It seems something so strange to me because we in Greece we go every summer to the beach like all summer we're next to the beach and the water. So will I be going to vacation? That would be close to the beach. I'd like to be there close because it's it's part of what I've experienced all my life. I always relate summer holidays to being in the sea. Being in water.

Shaun - why do the Greeks really like being in the sea or close to the water?

I think they we're raised on the water from a very young age. We love being in the water all the time. So I think from the past, people would go to the sea just so they can cool off. And that has gotten into our culture. Well, now we have air conditioning and it's cooler in the house than it is on the beach. But that is still ingrained in us. And we like to get burned in the sun then go to Taverna next to the beach and eat on the seashore. It is just part of what we experience every summer. And it's very healthy, I think, as well.

Shaun - As well, I think when you mentioned about business trips, you spoke about being clean. Why did you do so?

Well, usually when I'm on a business trip, the hotels are being provided. Right. I expect the hotel that I'm going to be in for it to be clean and not have to worry about it being some small dodgy hotel where it's not clean. Not if you want to feel comfortable when you go into a hotel and especially when you're on business. You want to feel like it's kind of sterilized. You don't have anything to fear, even from crime or disease or whatever. So you want to feel safe there, at least because you're already in a foreign place maybe. And you want to know that the hotel you're going to go in, is somewhere safe from all aspects. And I do think that cleanliness is also very much related to safety, because a hotel that takes care of their sheets, the how the whole thing is, how clean it is. They also care about you. That is what they ultimately do.

Shaun - That sounds logical. You also mentioned modern. Why did you do so when you spoke about a hotel?

Well, I guess when you're on a business trip, you want to feel like a jet setter, you want to feel like someone, you know, like I'm important, I'm on a business, I'm on a mission, and you want everything to be modern and feel that modern vibe. You're not there so you can relax because you're there on a mission. So I think the more modern it is, the more it makes you feel that you are doing something business like. Whereas when you're on holidays, you don't really care because you just want to relax, you know, you don't care about modern things. Then you don't want to have your phone on you. You don't want to have fast Wi-Fi. You don't want to have a television. You don't care about that.

Shaun - you mentioned Wi-Fi. Why did you do so?

Well, you've got to be on the grid. You got to be connected at all times. Right. And also, you're far from home. You may be in a foreign country where there's no roaming and you want to be able to communicate with your family back home through the Internet. And you don't want to spend your data. So you want to have Wi-Fi. I think it's very important for a hotel to have steady in an easy to access Wi-Fi.

Shaun - All right. you mentioned a TV. Why did you connect with a business-like environment?

It doesn't really matter to me the television set because I don't really watch television. if I'm going to be entertained, I'm going to be entertained through my phone with the Wi-Fi. I go back again to the holidays. My most experiences have been in hotels and holidays during summer. I mean, I didn't and don't care about the television then at all. But if I'm on a business trip and I'm done and I'm in my room, I know no one outside, I'm not going to go out for while I may go out and eat something, but then I'm like, locked back into my hotel. Maybe I will turn on the television. But it's not that I am really excited about watching television. You know, it's just the part of the modern experience.

Shaun - could you tell me about the last time that you chose a hotel? Know it is not necessary to tell me which hotel you went to, but more on why.

I went on a trip with my family, so I have two kids and a wife. And we went to Paris. And we were rather late in choosing to go to Paris. So the prices of all hotels have gone up. And we were looking for something that was looked like it was in a safer neighborhood, but also within our budget as it was a rather tight budget. So for that reason, we did not go for a local small hotel, but we rather chose a a larger franchise like chain hotel because. the brand matters. Sometimes, I feel the brand matters because when you you're in a foreign country and you don't know where to go. If you've had experiences with one brand in your country or in another country, that's good. Then you have some certain expectation and you feel secure that when you're gonna go again to one of those hotels, restaurants, whatever, for example, you know, if you're in a country and you know you want something to eat quickly and cheap, you may go and look for the food truck, right? Yeah, but it's risky because you don't really know it. Only the local locals know what a good food truck is. But if you really don't care about what you're going to eat at that point, you're gonna go to McDonald's because McDonald's is the same. It's reliable. It's all over the place. It may not be good food, but at least you know what to expect. And I think that's why we chose a branded hotel.

Shaun - You mentioned that he should be in a safe area. Why did you mention that?

Well, I was with my family, so I didn't want to go through areas where are not safe. I wanted us to have a nice experience, like walk out of the hotel and feel that we are somewhere safe, not somewhere that we're worried about. And well, the hotel that we went to was not in the best area, but it still was safe. I'm sure there were others that were even safer. But then the budget was too high. Well, it was a good compromise.

Shaun - you spoke about the budget. Why do you mention it quite a lot?

Well, everything has to do with budget. Everything in life has to do with cost, and we're middle class? So we have things that we have to take into account. And sometimes we'd rather spend money elsewhere rather than stay in a good hotel. So, for example, we'll say, OK, we'll find it a bit cheaper hotel this time so we can have more money to spend eating out and have a good time eating out. We like having experiences there or visiting a museum or going to a theme park so that when you visit a hotel as a family. There are lots of costs that are involved, you try to find the

optimum solution.

Shaun - Early on they mentioned the reviews from other people, and they have previously visited the hotel. Why did you do so?

It's important for me. I always read reviews of places before I go, trying to figure out a feel of what this restaurant or hotel is like or whatever we're going to visit at that point. Because, when someone else gives us experience and it's positive, then it means that it's very good because generally when I've seen reviews and are usually negative. People complaining about bad experiences that they have. And so when I see a hotel that has predominantly good reviews, I know that the people who are saying those things are really honest. If I see reviews that are good, I feel that I'll get the same experience.

Shaun - why I you spoke about pictures earlier?.

I would use the pictures of the rooms, the hotels so that I understand the setting the street around any information that I can see. I will appreciate to know more information when provided, the better it is for me to make a decision. And good pictures, not fake pictures. Honest ones. That I think goes a long way.

Shaun - Can you tell me maybe about bad experience that you had?

Oh, well, the first time we went to Paris again, that's funny. First time I went to Paris. We went with my wife and a few friends. And we booked the cheapest hotel that we could find because we were in a very tight budget. And we went there as soon as we got into the hotel. It smelled like a very strong scent of curry. So that's important. The hotel must smell good. It must smell clean. And then we went up into the room. Our rooms weren't ready. But there was this person that I assume was preparing our room. He was sitting on our bed, playing with the television, checking it. So we got in there, and the sheets did not look very clean. In general, it wasn't a very clean hotel. My wife ended up sleeping that night with her hoodie on. She felt disgusted and touching the pillow with her head. So the next day we started looking for another hotel. We did find one. Thank God it became a bit better. And we just we just rolled through it. We accepted it and decided that next time we'll be more careful. we were younger. Now we have more expectations, higher expectations.

Shaun - you mentioned was that it was smelling awful. And you said it should smell clean. Why do you say so?

It's part of what I said before, you know, we as human beings have these instincts, these triggers in us. So when something smells off, we know that something is wrong. When something smells off disease, is there sickness, is there something bad? Is there so when something smells clean and when I mean clean, I don't mean it. It smells like chlorine. But you have this this clean atmosphere, you know, no dust. That makes you calm down and relax, because whenever you go into a new space that you do not know, you're always alerted. You're always on alert. The less things that you have to worry about, The easier the experience will be for you to just relax in that space. And I think that's important for a hotel as well.

Shaun - You spoke about the behavior of the employee. That was a bit off. why? Why is it important for you the behavior of the employees of the hotel?

Again, the employee has to be able to communicate in a language that is understood by as many people as possible. They have to realize that people are coming in with their alarms on. They have this instinct in them that is making them concerned about things. More the adults than the kids. And when you have kids with you, it's even worse because you're worried about your kids as well. So they have to be professional. They have to be eager to help. And with a smile on their face to make you feel, you know, comfortable and at home.

Shaun - Could you describe to me briefly, how would the perfect hotel look, in your opinion?

Perfect hotel. Can we go for the perfect hotel next to the beach? As the perfect hotel next to the beach would be very big. So, you want to have the space between the people, like bungalows. I think it would go a long way for hotel owners to insulate between rooms. Sound insulated. I know it's a big cost, but it's good to always feel that you're not listening to other people and other people are not listening to you. Also, to be close to the beach, but not right on the beach, right. You want to have a bit of a distance. To get there. Because you don't want to be right in the noise. You want to have a place to be somewhere quiet. Finally, Big windows, a lot of air going through. Cleaning service has to be good. And yeah, if they can manage a good restaurant with traditional food that is local. Then that would go a long way to, you know, not really artificial stuff. Just more genuine stuff, especially when it comes to food.

Shaun - The first thing that you mentioned was like to have space between people or at least to insulate the sound, to have soundproof rooms. Why does sound matter to you?

If you don't choose the room that you want to be in. what if someone is noisy, you have a bad experience because they're noisy, they're loud. Then it will have a bad effect on the hotel. Not on that person was there. Also, it makes you have more freedom. that's why I mentioned insulation between the rooms.

Shaun - Then you spoke that you would like to be close to the beach, but not too close. Is it just about the noise that you mentioned?

No, it's not only the noise. It's the whole, you know, like the whole process. I think of coming down from your hotel room, walking distance, you know, to get to the beach where you feel the heat. You're getting hot. You're getting excited because you're going to go into the water. The family talk about family experiences now and you walk through there. You also see the rest of the hotel as you're walking toward the beach. It's not just in and out or, you know, have a private pool in the hotel. I mean, I guess it would be nice. I've never had that. But, you know, you're just stuck in one one space. Whereas if there's distance between a hotel and the beach, you have somewhere to walk around and see things and explore.

Shaun - So you spoke about windows like large windows and air coming in.

Yeah. You want to feel the air coming in? You want to go to the beach. We Greeks, we also like to eat lunch and then we want to take a nap. So be cool if you can go up to your room, open the windows, have this breeze come in and just relax there. That you don't want your hotel to be a cell. You want your hotel to be like to feel the freedom, especially during summer.

Shaun - did you mention a good restaurant? Why would that change your experience?

It will definitely change the experience because you will eat out sometimes, but sometimes maybe you want to eat in the hotel cause you're tired from all day you want and don't want to go out and you want to make sure that the restaurant is as good because then you may come back again. The more genuine the food is, the more the more like not artificial, not something that you would find anywhere, It exposes you also to the culture of that area you're in. And it makes you appreciate everything much more. I think.

Shaun - you mentioned a private pool. Why? Why did you mention a pool?

Private. Well, I've seen people who've done it. It might sound interesting. I've never done it. I'm sure it will have its fun parts as well, but I'd like to be able to explore to go out and explore. I'd rather go swimming in the sea. You know, like take my snorkel and go looking up to the bottom of the sea, the rocks, fish, all that stuff, rather than sit in a pool.

Shaun - how would you like the interiors, interiors of your room to and why do you have some preference?

If it's business, I want it to be as modern and clean and sterile as possible. I don't really care about it being anything else. Since it has to be practical, obviously, when it's summertime, you just want to feel that there you can relax and not care so much about. All these things just, you want to be homier, simpler. Not fancy stuff.

Shaun - Why would you seek for something homier, like simpler?

I guess it is also the emotional side, it is the fact that you are relaxing and you don't want to worry so much about your kids breaking something that is very expensive. You are there You're gonna be with salt on you. You're gonna be with sand on your feet, most probably. So you don't want something too fancy around you. You want to feel more relaxed, with less things to worry about.

Shaun - what type of activities, um, do you usually do when visiting a hotel or if you haven't done any? Which, uh, type of activities would you like to do in the future?

Well, I haven't done any activities as I've never been, for example, to do all inclusive hotel or anything like that. But the activities that I would like to do is also do all the summer sports stuff. You know, I ride a banana. But what we usually do is we just visit beaches and go to taverna and eat out and have fun. Go and see things etc.

Shaun - You mentioned the summer sports like the banana and other water sports. Why did you do so?

It's on the water. Anything that's on water during summer is great. You want to feel the acceleration. I can just imagine my kids, you know, like jumping up and down on that ring and having fun or having fun. That sounds great. That's why I like to do it.

Shaun - All right, after a bad night's sleep, what would you what it would make your day if it will if it would be offered from the hotel as a service or an attribute or anything?

Free food, free food, free food. Just to show you. I mean, food fixes everything, Good food fixes everything, so they could say hello sir, we give a free voucher to all our customers, as we've heard there was a party going on, so we offer something for free, a beer, some food, something that won't cost a lot but it will go a long way for the customer. It also makes it more human, cause if they offer you money, it's just a business transaction, but if they offer you food, it makes it more human.

Shaun - Will COVID-19 impact the importance of attributes/services that are offered by hotels?

I guess, I don't know, I assume, for sure not permanently, it will go back to how it was. However, hotels are not working right now. If this pandemic passes and it becomes part of the history books, nothing will change. As we have passed through pandemics in the past and there wasn't a big deal. If it remains with us, and its something that really creates problems for us. I think hotels might change maybe, they would have to clean, and keep distances between people.

Shaun - what about High-tech hotels, what comes to your mind?

A smart hotel, has Wi-Fi, a usb plug where you can immediately charge your phone. Bluetooth speakers, that you can listen to your music. Bathrooms with lights going on and off on their own. An app in the phone that could manipulate the temperature of the room and water, that's about it.

Shaun - why do you spoke about bluetooth music?

It doesn't matter to me, I would just use it.

Shaun - when visiting a dangerous country, do attributes change there?

The hotel campus to be a lot larger, with walls in the perimeter, and the hotel to provide transport, from the airport to the hotel area. Also, having things to do in the hotel, cause if you are scared to go outside, you'd like to be able to do things inside.

Shaun - Why do you say so?

You cant leave, as you are in an unstable country, and you've got to spend some time, so you might have some things to do than just sitting around watching tv.

Shaun - You mentioned large/spacious, why?

Again, it's a safety perimeter, if you know that there is something outside of this hotel that is not pleasant you want a buffer zone between you, the customer, and this outer area, so you want it to be spacious.

Shaun - Lastly, you mentioned a transport service, why?

It would matter to me, it would add to the choice of hotel, as when you are in a foreign country and you don't know how to get there, you want to communicate (come in contact) with as few people as possible when making plans. Renting a car, means you've got to speak with the rental company, and many times that might not be the best experience. Though, if the hotel would say we have a free service and we will come to pick you up from the airport and bring you to the hotel. That's optimal and you appreciate it. You always want people to come to pick you up. My friends, who run an Airbnb business in Syros, they always do that and have always been receiving great feedback with great impression.

Shaun - Would you seek different attributes/services depending on the company you are with?

No, I can't think of something.

Shaun - Last question, what should a hotel offer in the 21st century?

Hm, speaking about the minimums, it's got to be clean, staff has to be friendly, and what they describe on the website has to be real. So when you go and see information online and then visit this hotel, whatever you see, you have to expect to see that in real life. No faking around, or pretending to be something they're not.

Shaun - Why is this important?

Cause you go there with a certain expectation, that they have set up, and if it's fake. Then you are disappointed, and you don't want to go there again even reaching on giving a bad review.

Interview 6:

24, Indian, Female, Master's student

Shaun - Which attributes or services are important for you in a hotel?

I guess good customer service, internet and basic amenities like shower gel, soap, etc.

Shaun - Why customer service?

For me, all the staff should be polite, nice, welcoming in order to speak to them and make me comfortable and welcoming and more familiar.

Shaun - Why internet?

We do not have internet when we travel somewhere else. Not necessarily we have data on our phones and nowadays it is important to keep in contact with my family.

Shaun - What about the basic amenities you mentioned?

I do not want to carry everything with me, and I like if the hotels provide them.

Shaun - Do you remember the last time you had to choose a hotel? Why did you choose it?

I chose it because of its location, rating, reviews and I had already been so I was familiar with the

staff.

Shaun – why did you mention location?

Location is important to me. For VISA purposes I have to travel to Delhi and it is a really big city so I need the hotel to be close to the place where I have to go. Otherwise, it will take a long commute and I do not want to waste time. I prefer a hotel near the place I want to visit.

Shaun – why did you speak about the rating/reviews?

I check it to see if the hotel is good and everything is fine. It is important to me because if I am traveling alone and as a girl it is important the hotel to be good and safe and to see if the amount of money I am paying to stay it is worth it or not.

Shaun - you mentioned the amount, the price. Why is that important to you?

I am a student so it is important for me to save money if I can.

Shaun - Do you remember a bad experience you had with a hotel and why was it bad?

Yes. I was in Delhi with my friends for the purposes of my VISA and we booked a hotel through an app. It looked really nice, it had 3 stars and worth it. However, when we arrived, it was the opposite. The customer service was bad, there were no basic amenities like soap. We needed to ask for everything and the staff was not polite.

Shaun - Do you remember an excellent experience? And why it was so?

we booked a hotel online and we did not expect it to be that good, we didn't pay much but the hotel was really nice, the staff was super polite and everything was there when it comes to the amenities (tooth brush, hair oil, shampoo). The room was clean, and it was big and it was also close to the place I needed to go. From now on, I stay in that hotel if I need to visit again Delhi.

Shaun - In your opinion, how would the perfect hotel look like?

For me, it does not have to be really big or 5 star. For me basic things are important. It should have good internet, good amenities, polite staff and easy to locate.

Shaun – will the importance of attributes and services change now due to COVID-19?

Definitely. Now if I plan to stay in a hotel the top priority will be apart from internet, is it clean? Is it sanitized? Is it okay for me to stay there? These are important for me because I don't want to risk getting the virus.

Shaun - What activities do you like doing when you visit a hotel?

Board games, swimming pool, snooker, a good restaurant or a bar to hang out with my friends so I don't have to go to another place for that and if we are tired we can just stay in the hotel.

Shaun – why did you mention board games?

I mentioned board games because I like playing with my friends and for some small or 3 star hotels it might be difficult to have a swimming pool but they can have board games in a nice and

cozy room for people to pass their time. It makes me feel relax and that I am enjoying, and I don't have to roam around, and I can have a good and peaceful time.

Shaun – why snooker?

I mentioned snooker because it brings me nice memories and it feels nice and closer to my friends.

Shaun – and how about the restaurant and bar, Why?

I mentioned a restaurant or bar. I am quite lazy person, so I don't really want to go out for food. I usually prefer ordering it in my room or if they have a restaurant or a café I would prefer to go there even if I have to pay a bit more.

Shaun – you mentioned as well a swimming pool, why?

About the swimming pool, I really like it. I like sitting near the pool with some drinks because it is really relaxing. With my friends we do it always, so It is like a rule for us (an unspoken one) a tradition.

Shaun - How do you like the interiors of your room to be?

Not really fancy. Cozy and everything to be at place. A small bed for me and a chair and a closet. Obviously, bathroom and a small kettle for coffee and tea and good lighting and smell.

Shaun – why did you mention a chair?

The chair is important for me because I like reading and I don't want to be always in the bed. For me it is basic. The closet I need it to keep my stuff and I also like to have a small safe so I can keep valuable things there if I have to leave the room to go somewhere. The staff of the hotel also has the key to my room so I wouldn't feel safe leaving my valuable things just there.

Shaun – why having a kettle?

The kettle is important because I like drinking tea and coffee and I don't want to go out for that, it is more convenient and logical for me.

Shaun – why is it important to you to have good lighting?

It is important to read and to work and I feel secure with a good lighting. I get scared easily so for me, it is important to have a dim light or a small light so I can feel secure.

Shaun – you spoke about the smell. Why did you do so?

If it does not smell good, it would be really hard to stay there or to sleep. You need to be comfortable and if it does not smell good you will not be able to relax, and it would be hard to stay in the room.

Shaun - After a bad night sleep, which service will fix your day?

Morning breakfast. I like to eat; I am food lover person and for me it can make everything better.

Shaun - What should a hotel provide in the 21st century?

Some iPad that allows to control everything in your room like the lights, the heater for the bath. It is a high-tech thing that five-star hotels in India are doing that. I would love to have some experience like that.

Shaun - Do the stars matter to you, why did you mention them?

Yes, for me it matters because even if it looks nice, but it does not have at least 3 stars I would probably not go there. If the hotel is 3 or more, I would feel more secure as a girl too and it would mean that they have everything good, safety, room, location, infrastructure, everything. And I wouldn't go to a hotel that does not have at least 3 stars even if they are super cheap and super nice. I would not trust them, there must be a reason why they do not have them, why people rated them lower.

Shaun - If you would be visiting a country that is unsafe. Which service does the hotel need to provide?

I am from a dangerous country like India which is not safe for woman. For me it is important the location of the hotel. Even if there is a hotel that it is 5 star, but it is in an unsafe neighborhood, I would not go there. In the apps in India we have an indicator whether the place is safe for women traveling alone or not, so I would also look for that. I would look how secure is the hotel, if they have proper locks in the room, if they have a proper security system, security guards.

Shaun - What comes to your mind when you hear a high-tech hotel?

Being able to control everything with an iPad or a tablet. Opening the doors, sliding bars like after one touch you can choose a bottle, ordering food from the tablet (not to make a call). iPad or a tablet is more convenient than a phone and a laptop is not convenient either. I am not biased to tablets but I think they are more convenient and practical.

Interview 7:

Male, Jordan, 25, Master's student

Shaun - Firstly, the first question is, which attributes or services are important to you when choosing a hotel?

Ok. So basically, the room rate is a major factor. The cleanliness for sure. Location and facilities. Maybe the star rating of the hotel. And also, I look at the decor.

And I look at the reviews of other people about this property. I read a lot.

Shaun - all right. That's great. So let's let's go step by step. You mentioned the rate. What do you mean rate and why did you mention it?

There is the rate as star ranking. I mentioned it because it shows the level of offer having thus certain expectations of a certain quality or a level of service that there is to this hotel.

Shaun - And why is that important to you?

Because I love to get a little bit of better-quality recommendations.

Shaun - why do you love it?

I think that is in my nature. I love high quality and luxurious stuff.

Shaun - but why did you love them? why do you like them?

Because I feel like the basic accommodations you've got, are only okay. You expect the basic like a bed to sleep on etc. But I think it is an upscale. It is more of an experience, a certain atmosphere.

Shaun - and you spoke about cleanliness. Why do you think so important?

Yeah, absolutely. It is, especially during this time that we can see the importance of cleanliness, and especially since it is a hotel, meaning that you don't know how many people slept in these beds before. So you always want the sheets to be clean, the toilets as well have to be clean. Also, for me it's a factor, looking at the most recent or newest hotel because, if it is an old one, there is nothing innovative, and more people slept in their bed.

Shaun - and why do you say it's important to check the cleanliness?

for personal hygiene reasons.

Shaun - previously, you mentioned the location. What do you mean by that? And why is it important?

Because you want to commute and especially if you are in a different city. So basically, you are staying at a hotel because it's not your area. So you need to have some kind of central location or a location with good access to public transportation. so are able to move around a lot like on the outskirts of the cities or something.

Shaun - why is that important?

Because it's just more practical, I think when you visit a city because you are sightseeing, going around seeing them you need transportation as well.

Shaun - you mentioned facilities?

Because sometimes, like, if you it is summer you would like to take a dip at the pool, or use the gym. The sauna. spa or something. Restaurants like if you are craving dinner, late night or something.

Shaun - so you started mentioning some activities, for example, the pool, the gym sauna, are these important for you?

It's like a plus. I think it depends on the type of trip you're taking for the season because like, I you are going on summer, then a pool but if you are going for a business trip then I don't care but more about meeting rooms.

Shaun - why do you mention meeting rooms are they important for business trips?

I think they are important. Evidence that they are important, is that the majority of hotels nowadays are providing them because especially in this world, business trips are so common. So people might need like a facility to use or like a conference place to use or if they are doing some workshops or training.

Shaun - you mentioned as well decor. Why is that important?

Personally, I hate antique stuff. I would never stay at a place that looks like the Palace of Versailles or something like, OK. It is fancy, but it's not my style.

Shaun - why they are not nice. In your opinion?

That is just a matter of preference. Some people like that. I prefer the more trendy, sleek, yet minimalist kind of decor.

Shaun - why do you prefer this type of decor?

I find this classier.

Shaun - also, you haven mentioned the reviews?

Absolutely, because I want to know previous people's experiences, the good, the bad. Also, they can give me an insight about how is the service, how is the location? Is it easy to commute? What activities they offer?

I take them though with a grain of salt because if they had a bad experience they will definitely try

to review it, if they had a good one they will just think, well I had a good time. You know, you have to be a little bit careful, but they can give you a general line.

Shaun - also, what activities do you like doing when you visit the hotel?

I told you before, the pool, gym, sauna, also they have tours, which if you are new in the city, you get a bit more of the local touch as they guide you on what to eat where to go.

Shaun - right. And why would you use the pool? Is it important for you?

Yeah, Always like it's good to relax and refresh a little bit.

Shaun - and the gym. Is it for the same reasons? Or is it a bit different?

No. It's for fitness reasons, if you're already used to exercise.

Shaun - the sauna?

Yeah. it's a perk, not a necessity, but if its there I might want to use it to detoxify my skin.

Shaun - that's cool. All right. OK. So how do you like the interiors of the room? When you are visiting a hotel and why?

Okay. I told you before. I mean, I was a minimalist modern type, chic. The bed. The closet. Armani's for example are what I love. It's like simple, chic, sleek, everything, minimalist, but yet very chic. This is the type of décor that I like.

Shaun - why would you like to visit a hotel like this?

I told you is more in the atmosphere. You get to feel like, as if you've made it now.

Shaun - what would make your day from the side of the hotel if they were offering a service, after a night's sleep?

Nothing can substitute a bad night's sleep. But maybe if they left some chocolate.

Shaun - why did you mention chocolate?

Because I would like it.

Shaun - would you seek different attributes or services depending on the company, that you are with, When you visit the hotel?

You know, I told you before, like, if you are going on a business trip, you care more about the meeting facilities, the speed of Internet, the restaurants to be inside the hotel. To be close to the exhibition that you're attending.

with the family or friends, I'm going for fun. I need to be in a more central location close to the tourist attractions. Close to the metro station in an lovely neighborhood. It's totally different purposes.

Shaun - one of the things that you mentioned was to have, high speed Wi-Fi. Why? Why is that important?

Because especially in our modern era Internet is everything, so you cant have slow Internet or wait to troubleshoot. I think that will contribute to a bad experience.

Shaun - and restaurant. Why? Why is it important to have a restaurant inside?

Because if you are having a meeting, you can't go outside, you don't know if there is something nearby. So it's more feasible.

Shaun - as you mentioned, when it is for fun and leisure to be close to the tourist attractions. Why is that important?

Because if you are all day sightseeing and you're a little bit tired. You want to take a break. You can have one very quickly.

Shaun - as well, as you mentioned, the metro. So like, why would it be close to Metro Station?

it is easier to hop on and off from a certain place, and it doesn't got to be in a focal point. Not to need to take a metro then taxi etc.

Shaun - so what comes to your mind when you hear high tech hotel?

I think that the digitalization of the room itself. Also, the lights or ordering services, there's no need to call just the iPad, everything works electronically. High speed Wi-Fi. Which it can be so bad cause some hotels they charge the Wi-Fi. I mean, come on, we are in the 21st century! It should

be included in the services. Even big chains are doing this mistake.

Shaun - so if you're visiting a country that is a bit dangerous, which services you would prefer the hotel to offer?

I think a shuttle service to the downtown area or the center area. A Free shuttle I think it is a very important. Because you don't want the danger or to go around the suburbs.

Shaun - Could you tell me am the last time you had a bad experience with a hotel? Why was it bad?

Oh, yes, it was here in Hasselt. When I first came here, I actually booked based on availability. I stayed at the hostel, but in the private room then I stayed at YUP hotel, then at Century, three nights each. In YUP I think I checked in like 10 a.m. and I was there for an hour, lying in the bed when somebody opened the door he just entered with his luggage. And he tells me, are you going to check out or what? I said that I had just check in. Afterwards, when I went down in the reception I said that I had an early check in, and they told me that because I had an early check, they thought that the room was empty. That was unacceptable. Later on, I was very thirsty at night, and I didn't know that in Belgium the water is drinkable. I came down at midnight, craving for a bottle of water. However, they gave you a bottle of water and that costed seven euros. I left a very bad review on trip advisor. And they replied to me like, thank you. We hope you have a better experience next time. Let's see that.

Never again. Never again. I didn't want to lose my money, because I couldn't get a refund. However, I had the sense of insecurity in the place because of the man, throughout the whole time that I was sleeping, I couldn't sleep properly.

Shaun - Why would you call that a bad service?

Till now, even in the next hotel, Century Hotel, I still had this thoughts in my mind. Also, there was not a proper apologize on what had happened. I don't know. Like some chocolates to have as minimum.

Shaun - and you mentioned that they offered you a bottle of water for a really high price. Why was that a bad experience?

Because you can't charge that for a bottle of water. I could simply go at a supermarket. It can be three, four, but seven?

Shaun - Did that make you feel somehow?

Yeah. You feel like you've got ripped off. It was the worst of the worst. Even the hostel was better than that.

Shaun - Did you have an excellent experience that you remember with a hotel and was excellent.

Ok. Three years ago, actually, I decided to treat myself for my birthday. So, I booked a room at the 4 Seasons in Beirut. You get what you pay for it. The Service was top notch. The food was amazing. The bed was super comfortable, like you want to sleep all day on it. I felt an atmosphere, like a whole vibe. It's not a daily thing, but it's like once in a year, luxurious. Also, the century like the same rate and Yup had the same rate. Three stars. It's a very similar location. Cheaper price. But century had a much better quality in terms of budget. It was cleaner and with people who are so friendly.

Shaun - you mentioned that they had friendly people. why is it important to you?

A hotel can be so nice but the people who work there can be so bad without smiles and you feel they are not doing their job cause it's absolutely a deal breaker. They could at least say, how are you today? It makes you want to return to this place later, or even recommend it to your friends or give a review.

Shaun – When you mentioned the Four Seasons in Beirut, you mentioned different attributes and characteristics of the hotel and services. They were of high quality? Why?

As I told you before, it feels like a treatment, as special day, everything looks so fine. It's of a high price, but when you've got everything looking fine, it's ok. Also it gives you motivation as it somehow lights up something inside you that makes you want to work hard in my life and have a plan, so someday it's not anymore just a luxury. It's more personal it's a lifestyle somewhere that I'm aiming to be there someday.

Shaun - How is the perfect hotel in your opinion?

My experience in the four seasons was good. But there are hotels in Dubai that they are the ultimate standard. If you can afford it, it's just the perfect place.

Shaun - Also, I wanted to ask you about coronavirus. Do you think it will influence the importance on the different characteristics of services that hotels offer?

Yeah, absolutely. I think people will be pickier on the cleanliness. They would consider more closed locations, and they will be more careful. Restaurants are like a public place for example, pub or the bar.

Shaun - Ok, so last question is what in your opinion should a hotel offer in the 21st century?

I said before, free Wi-Fi like this is like the bare minimum, don't charge wi-Fi. Charge for extra stuff like laundry, but for Wi-Fi?

Also, I think it's nice to offer a form that you can customize prior to your coming, where you can write what you want. You can pick looks, what makes you comfortable. I want this. I want that. Hence doing everything electronically. That's a bit more high-tech and greater for customer service.

Shaun - And why do you like that?

After all, it's like a home away from home. So, you know, you need it to be a bit more personalized or more iconic to your taste. For example, getting a certain type of pillows, sheets. There's a matter of personal preference, and when addressed it's positive.

Interview 8

Mexican, 29, Male, Master's student.

Shaun - What are the attributes or services that you consider important in a hotel?

I think the attributes I usually look for in a hotel are first of all location and then I look the rating they have online.

Shaun - Why do you look for the location?

The location is very important. Sometimes it means that you have to do less commute to the touristic attractions, or you spend less time moving from one place to another. It is important because it means that you will also spend less (money).

Shaun - Why did you mention the rating?

The rating because usually when a hotel has a good rating it means that overall they have good services. I can also check the comments and I can see sometimes if they have a good breakfast or a really good location. And for me it is important because it is not the hotel that says it but the people.

Shaun - Is it important and why?

Yes, because I can relate more with that and usually you can even check whether they were comfortable what were they doing so I can have some ideas... maybe I want a hotel with breakfast and I want to know if they have a really good one or it is just bread.

Shaun - Now you mentioned breakfast. Is it important to you?

No. I just say because it is one of the main features that people mention. They also mention things like "it is really 10min walking from the center" or "there is a train station nearby" or "It is not far", "it is near this museum" that maybe I want to see so it is kind of an extra piece of information that

is from real people.

Shaun - Do you know which pieces of information are going to be really good for you? these type of pieces they would make you choose the hotel at the end?

Yes, I think yes. If I have like same price, more or less same location, in the center or near the touristic attractions and I think for the last decision I would go to the comments and say this one has better comments so I go.

Shaun - Why did you mention price? Is it important to you?

Yes, price is important. I think usually when I go on holidays or when I plan to visit somewhere, I already have a budget so I would have this budget for hotels and then within that budget I check the hotels that I am able to book.

Shaun - Being in a central location, is it important to you, why you mentioned it?

Yes. Sometimes is the most important thing because usually further away is the cheapest but I don't want to be that far away, you know? So I think for me location is the most important thing, it also helps you not to get lost, not to waste time and not spending more money.

Shaun - Did you ever had a bad experience in a hotel? Why was it bad?

Yes. I think it was when I visited Los Angeles last time. The hotel looked good online and on the websites, it had nice comments but when we got there it was under complete renovation. They destroyed everything and I was not expecting that. There were buckets of paint, plastics... I was like what's going on? They were changing everything so there was no space for breakfast, no light sometimes because they had changed it but not replaced it. I was not happy with that. It gave a really bad impression.

Shaun - Why were you not happy with that?

I was not expecting it. It is nice that they renovate the place but I was not expecting that and they didn't let me know in advance, for example. Like you can expect this... so it was really a surprise.

Shaun - Do you remember an excellent experience in a hotel?

Yes, I think when I was in the Caribbean last time with my family. We had a really nice experience in the hotel because the service was good, it was really relaxing to stay there, food was great, rooms were really good. I think the whole place was on spot.

Shaun - Alright, Firstly you mentioned the service? Why is it important to you?

I think it is the experience. Since you arrive, they make you feel like you are on holidays and you don't have to worry about anything. It is kind of part of the environment so you can relax and

when you go to one of the restaurants, to the pool or for a drink or something, they are smiling, you can have as much as you want, maybe they also joke so it is nice because you let go your worries and it makes you feel really in holidays.

Shaun - Then you mentioned food. Why is it important for you?

Well, I guess specifically in this hotel they had so many options and even if we were there for three nights and four days, you could eat differently every single day so this also added to the experience. Then it was 24h service and there was a special section where you could go for fresh drinks.

Shaun - Why do you mentioned fresh? Is it important to you?

Yes because sometimes the hotels can buy frozen food or bulk, you might feel like this is from the day before or something like that... and here everything felt like recently made, recently prepared and you could see that, sometimes you could see them preparing eat. They had the stations with the cook in front of you so you could see the food fresh as I would like to have it. I think it makes me feel that the money I spent it was well spent.

Shaun - Finally, you mentioned that the rooms were great so why does that add to an experience of a hotel?

In this hotel experience that I am referring. The bed was really comfortable, the pillows were so many and really comfortable and the big bathroom, you could see the swimming pool from outside and the seaside, so it helps you relax and it adds to your experience even if you don't spend much time there (in the room), when you are there you can rest.

Shaun - Could you tell me in your opinion, how would the perfect hotel be?

I think that it depends a lot where I am going, like what is my holiday. Is it in a city that I want just to go out and experience everything or is it in a beautiful destination place that I just want to rest. There are two different.

Shaun - you can speak about both?

For the city-trip I would like a not so big hotel maybe because this means that people there can give a better service. Of course, location is coming first. Cleaning in the room also is really important. That is pretty much it. Service, location and clean.

Shaun - So we already spoke about service and location but now you mentioned cleanliness. Why?

I don't know. I just think if I had to choose the really basic, the most important things it would be like okay, I have a comfortable room that it is clean. I won't spend much time there but when I get there, I don't want it to be dirty or feel that it wasn't cleaned.

Shaun - What does it mean to you if the hotel is clean or not clean?

I guess it just means that I am paying for a service, so I am expecting everything to be clean. It is

an expectation I have from a hotel. A clean room makes you feel better. If everything is in order and the room is clean then you can relax and do whatever you need to do.

Shaun - Do you think that due to the current situation that we are facing with coronavirus? Would there be any changes in the importance of some attributes or services of a hotel?

Yes. Actually, I have been thinking that I guess if I go now to a hotel what I would like to have is to be sure, to feel that it was sanitized. I don't want to be worried; I don't want to be afraid that I can get sick just because of being in my room. Maybe if they give me a paper saying like "your room was sanitized" and nobody has entered since then it would make me feel more comfortable.

Shaun - What activities do you do in a hotel?

Well again, depends on the type of hotel. If it is a city hotel, I don't do much in the hotel, just check-in, get to the room, maybe after tourism, take a nap, maybe some drink in the bar but usually I like to be outside and try the bars and restaurants from the city.

If it is in a hotel more like a resort. I think the swimming pool is number one. Food and drink will be number two.

Shaun - Why do you mention the pool as your number one?

It is my idea of holidays, just be in the pool and rest and have fun.

Shaun - we spoke about food before but now you mentioned drinks? Why? Is it different from food?

No, they enter in the same category. I am expecting in a resort to find a variety of fresh food and drinks.

Shaun - How would you like the interiors of your room to be like?

I think maybe... I like when they match the concept. For example, in the Hard Rock Hotel when you go to a room, the inside is really matching. They have some posters of rock music, it might be painted in a way... it doesn't have to be really modern or really old. That does not matter as long as it goes with the whole concept of the hotel. If it is a beach hotel, I want to feel in the beach, I don't want to feel that I am anywhere else. For city hotels, just to have a nice environment that helps me rest from a tiring day.

Shaun - Could you explain why the "concept matching" that you mentioned it is important to you. How it can make your experience, bring any feelings...

I think sometimes the places are really characteristic. If you go to the beach, you really want to feel the beach and have this memory so the hotel has to match with that and maybe the lighting or the furniture should match with the idea and it shouldn't make you feel anywhere else that it is not there. Depending on how much you are paying you can expect better furniture or... I don't know how to put it. If it is a city hotel, it should be clean, new maybe, or if it isn't at least to be... it is hard to explain.

Shaun - what it means to you to match?

Usually I kind of have already an idea, if it is a chain, for example Holiday Inn, I already know what to expect under that price range. If it is a bit more luxury or all-inclusive resort, you can already have an idea on what to expect. It is like going to a new city, a new place and I am choosing a hotel and I read something Inn, then I already know that okay, the room is pretty standard but it is comfortable and everything should be clean and maybe the bathroom will have amenities. I kind of already have an idea on my mind because of the concept of the hotel that I already saw on the website so I can say this is a hotel in Italy and they are in the center of Florence so I guess it is going to be kind of rustic and with an Italian touch and if I get there and it is just an old building then it doesn't really match.

Shaun - After a bad night sleep, what would make your day from the side of the hotel if they were offering a service or an attribute.

I guess that maybe that they offer extra fresh coffee or orange juice. That can make the difference. I don't know if they can offer like an aspirin or some kind of peal, I don't know if that would be allowed. But just maybe to say, I had a bad night sleep and maybe they could prepare something that makes you feel a bit relax, at least that someone is caring that you had a bad night sleep, that is nice.

Shaun - Would you seek different services or attributes depending on the company with whom you are visiting a hotel?

Yes. I have the experience of traveling with my parents. Usually my father has mobility issues so I am looking for elevator and if it is accessible as well. In the hotel I check for it to have these special accesses.

Shaun - Why is it important?

Because there are sometimes people can not move on their own and it is tricky, maybe the building is old and the elevator is small so you can not fit everyone there or the stairs.. this is a discomfort. It should be a relaxing experience so it should be fix by the time you get there.

Shaun - What comes to your mind when you hear high-tech hotel?

A lot of buttons in the room to change things like light, curtains and windows, perhaps. Maybe a lot of screens. Maybe some app where you can order your breakfast.

Shaun - About the buttons that you mentioned, why did you mention it? What would imply to you?

If it is a twenty first century it should be something already technologic, things should be automatized like some amenities could be fully automatized, so you feel like the hotel is leaving in this century.

Shaun - Does it mean something to you for the amenities to be automatized?

I think it is my expectation. In the 21st century I expect automatic things and working.

Shaun - would the screens or the app facilitate your experience, or you just mentioned it because you expect it?

I don't know how helpful it can be. Which value it can have but for sure it can have some value in the customers. This is a 21st century hotel because they have an app to order whatever in bed or I can program some service, like a massage or something like that.

Shaun - If you are visiting a country that it is a bit dangerous. What type of services would you expect for the hotel to offer?

The hotel should be really informed of the zones (areas) that they recommend not to go and they can offer you information about it. For your safety, we don't recommend you to go to this zone. Of course, a reliable taxi service because you can get mock. You can have problems if your taxi is not a real taxi. Maybe an emergency telephone number that you can call.

Shaun - If you had these. Would that make you feel anyhow?

Yes, I would be informed, and it would make me feel scared. I know it is a dangerous country but how dangerous does it have to be so the hotel tells you, you should not go here. It is like assuming like something bad could happen but at least I know about it from the beginning because they are providing me with the information and security tools, I would be grateful that they care.

Shaun - If a hotel wouldn't offer these services. How would you feel?

I guess it depends on the experience. If it is the first time traveling to a dangerous country and the hotel does not offer anything, then I can not realize how dangerous it is. But if I have been traveling to that place and I know that other hotels do it and they should do it because it is good and then I would go to a hotel that does not do it, it would make me feel something.

Shaun - open space, is there something that you want to add?

I can say that I really check the hotels before booking. Nowadays there are many platforms like TripAdvisor where you can read the reviews of people and see real photos and real reviews. no matter if the hotel promises the best I always check for these things to make sure.

Shaun - Does it create any feeling relying on photos or reviews?

Yes. If it is the first time, it makes me feel more secure. That at least if I am spending money it won't be in vane or it won't be a bad experience.

Interview 9:

Austrian, 25, Female, Project Manager & Business Consultant.

Shaun - Attributes or services important when you choose a hotel

I would choose hotel because they are individualistic. I don't like chains; I feel they are impersonal. I would go for something smaller maybe family run business where I know they will provide me with personal information, personal experiences for the surrounding areas. A personalized service.

It is important for me because I like to discover the place I am going through the eyes of a local. In a hotel they can provide you with information about local bars, restaurants that make you experience the place in a completely different way.

Shaun - Why wouldn't you choose chains?

They have a very general procedure on how to treat costumers. It Is not always like that , maybe I am generalizing but often the service they provide is really generalized and they do not have time to actually explain the city, the little things, to take time to chit chat with the clients. And you don't feel like you are in a special place, you feel that you could be anywhere, they don't have the local touch.

Shaun - Last time you chose a hotel? Why?

It was in Tanger. We chose it because it was central, it was in the old town. It had breakfast included and it had a very Moroccan touch, the interior design, the decoration. It had very good reviews, that is also something I am always looking for, mostly in trip advisor. It had a roof terrace. I really appreciate about hotels when there is outside space to relax and sit in the sun, maybe meet other people.

Shaun – what about the location? Why does it have to be central?

Most tourist attraction are in this area and for us there was a factor of safety of the area at night. If we wanted to go to bars at night, we wanted to make sure that the way back at the hotel was not too long or weird. I don't mind walking; it does not have to be in the center but in a place like Morocco is good.

Shaun – also you mentioned breakfast. Why did you do so?

I like it to be included because I like to save money. I like waking up and having a breakfast prepared by the owners that might give it a special touch, to chat with other guests or the owners.

Shaun – why did you mention the décor?

I would say that when you travel anywhere you want to have a certain experience and it is important that the place where you sleep and spend some time also reflects the place, so you have the full experience. I don't want to feel like I am in a really neutral room that it could be in Berlin or in Stockholm. I like to feel that there are some local things, items included in the hotel that are typical from the place, produce locally and that help you discover the culture of the place and the mentality.

Shaun – one of the things you consider are reviews, why?

We are fortunate to have those services and websites that gives us a glimpse into the hotel and sometimes it is unfair because for sure some comments are not justified and that can make me not choose the hotel but in general all the comments are true. Perception are subjective, you cannot always rely on it, but it is a good orientation.

Shaun - When was the last time you had a bad experience and why?

I wanted to go to a hotel in Morocco with my boyfriend and at the arrival they told us that we are not allowed to stay there because we are not married. I told the hotel that I understood but that they didn't mention that rule anywhere and I had checked precisely for this information across different hotels and precisely chose that one because they did not state that non-married couples were not allowed. They just said that it is the law and it is a general thing. They made it happen at the end but there was a lot of discussion, trying to convince them. I would say there was lack of information because I knew about this, but many people might not know this information. I prefer having all the information before and not have any surprises.

Shaun - When was the last time you had an excellent experience? Why?

I remember a really good experience as well in Morocco. We drove to a small village on the coast and found this guesthouse that was on a cliff, so the sea was right in front of you. The food was great. I appreciate if the hotel or the place I am staying offers other meals apart from breakfast that they are not overpriced. They were fishing their own fish and seafood and we met some great people as well. They provided us with a lot of information about the place, told us where to go in town, they connected us with other people. It felt really relax and homey, they had many books and I liked that and a terrace. I was even sick and helped me in the middle of the night and made me tea.

Shaun - about the fact that you were sick, why was what they did important?

I was in a foreign country and I got sick. Very often the locals know which type of sickness you have and know the best cure. It just makes you feel at home and taking care of which is important as a hotel is like a second home.

Shaun - why did you mention food?

It is very important. For me, the quality of food a hotel serves reflects the quality of the service that the hotel offers and also the way they lead their establishment. When someone serves local food maybe even organic, you can already see the philosophy behind the whole hotel. If they nourish their clients in a good way, they also take good care of them in other levels. It is not only the fact that I find it handy, but it also gives a good feeling and a homey feeling.

Shaun - you mentioned organic, why did you do so?

Organic food is very important for me and I am happy to see that more and more hotels they are opting for this. I like good quality food and that everyone is contributing to a greener planet and obviously it is important because I am the one consuming the food and I want to know from where it came from. It gives a good feeling to know that comes from their chicken or their garden, that is the ideal thing.

Shaun - why you spoke about the price of the food?

It plays a role because sometimes it is frustrating that the price of the hotel is reasonable but then you go to their restaurant and the prices are not in relation to the price of the hotel. Sometimes they overdo it with the prices at the restaurant. It does not make sense because in reality they target a specific audience with their prices of the hotel so they should adapt that to the prices of

their restaurant.

Shaun – then you spoke about books. Why did you do so?

I especially like it when they provide books about the area, not only travel guide, but maybe as well novels that are set in the area to get some new ideas and dig deeper into the whole cultural experience. Sometimes you can even exchange a book of yours with one of theirs and it is interesting the book collection that comes together.

Shaun - How does the perfect hotel look for you?

For me personally it is a Moroccan riad. I like their style. I love the idea of having a place that is half inside half outside with plants in the middle and maybe water. I love the idea of having a roof terrace. I really need the hotel to be really clean. Ideally it would be nice to get an email with the description on how to get there, procedure for check in, some contact information. When I check-in I would like the room to be ready and not to wait. And when I settle down in the room, to go back to the lobby and ask for some more information about tips and information about the place. For me it is important that there is someone available to give information and that approaches you but not really demanding. It is important because I feel that I have paid to be in a place where there is someone that makes sure that my stay is as best as possible. It is not only the place to be clean and look nice but as well someone to be there to help you with your needs.

Shaun – why did you mention cleanliness?

I think for example if you find hair in the bathroom for example. Even if the owners are really nice (The fact that they are nice might help me on forgiving the mistake), and there are as well other things that are not clean, it will greatly influence my well-being and my stay.

Shaun – also you spoke about outdoor-indoor space with plants and water. Why did you do so?

I like the aesthetics of it. I think it makes a place more lively, it adds a personal touch and it is soothing for the mental state and well-being. I think it has a big influence. The same applies for the terrace. Sometimes you don't want to go out, but you don't want to stay in your room so in the terrace you can enjoy the sun.

Shaun - Do you think with COVID-19 there is going to be a change in the importance of the different attributes?

The landscape of the hotel sector will change drastically. The tourism will be very local. Moroccans will travel within their country so some regions will be really neglected. For example, really hot regions. Moroccans would like to travel to the beach for the summer so hotels will try to attract as many clients as possible by lowering their prices, having special offers and some other regions would increase their prices, especially in the summer. I can imagine for some it might be really nice to be in a place for once not crowded with foreign tourists. In my case, as a foreigner living in Morocco, I am excited to travel around the country with barely any tourists and see how hotels are dealing with it. If they are making an extra effort under these circumstances.

Shaun - What comes to your mind when you hear high-tech hotel?

I would think like new innovative ideas on how to check in, maybe key systems, light systems, maybe self-checking with machines. Very modern design and futuristic. It could even be automatized breakfast (like running sushi). I would not choose these attributes; I think it does not make you feel anything. Some people might find it efficient and fast, maybe interesting to see new technology implemented but I would not like it. I would not appreciate it. It would not give any experience, any cultural, linguistic or social experience which is what I am looking for in a hotel.

Shaun - Would you seek different attributes or services depending on the company you are travelling with?

Definitely yes. I think it changes everything. Taste is so different across different people. I already know that friends of mine would like a more standard hotel rather than the individualistic style that I like.

Shaun - What comes to your mind when you hear eco hotel?

A hotel that is energy efficient using solar panels. Using compost system. Especially when they have a restaurant and they offer breakfast that they make a good use of all the waste. A hotel in harmony with nature. Used of a sustainable material to build the hotel itself. Reuse trash to create new items. Zero waste policy. I think towards society it will motivate others to do more themselves at home and take something with them about their experience. We might read about some things but not actually experience them or see them being applied. In a way it is like a show room and it makes you feel good, it makes you feel that you have done something good for the environment and part of a positive change. It can have a consequence that the hotel fully blends in with its surrounding. It has a lot of benefits not only for the environment but as well for local employment and use of local products (From the process of building the hotel and using local workers but as well in a daily basis using local food products or cleaning products). It is good for the local economy.

Shaun – I understand, are there other attributes, you would like to mention?

I like music being place. Music reflects the place really well and also gives you another insight into the local culture. It can have a really soothing effect and it can change the vibes.

Interview 10:

Albanian, Male, 18, Highschool student

Shaun – first question, which attributes do you take into consideration when choosing a hotel?

Firstly, to be close to public transport, and also near to shops.

Shaun - Why close to public transport?

So, I will be able to go easily around the city, the hotel etc.

Shaun - Why the shops?

In general, it eases things, I can go out eat something, see the place around and do more things.

Shaun - Last time you visited a hotel, why did you choose it?

Last time I visited a hotel in the lake of Plastira, we chose it because it was cheap and it had nice service, as well it was clean.

Shaun - Firstly, you mentioned the price, that it was cheap, why did this matter?

Because I cannot give more than 70euros per night, and as well the place is not that touristic or unique, so it should obviously charge less than 70euros. If it's cheap and good, why not choose it.

Shaun - Good service? Why did you mention it?

The first thing that you see in a hotel, no matter the price, is the service and cleanliness. The service if it is good, it can leave you with a really good impression, and it should be in all of the hotels.

Shaun - Cleanliness? Why is it important?

If it's missing, there is a problem, because you pay to go to sleep, eat, stay, and if there is no cleanliness, there is an issue. Better not to have service but to atleast have cleanliness.

Shaun - Any good experience of a hotel? Why?

I don't remember any.

Shaun - Any bad experience? Why?

I remember when I went with school to Athens, they had canceled our rooms and we had to spend a night in the lobby.

Shaun - Why did you mention this?

Because after a trip and being out since the morning, it was frustrating learning this.

Shaun - Perfect hotel in your opinion?

Cleanliness first and foremost. Most hotels are not truly clean. Thus, cleanliness and service.

Shaun - Why do you mention service this much?

Service includes everything, cleanliness, food everything, if that's not good then obviously you have a bad experience.

Shaun - Why did you mention food?

Since I've paid for it, I want and expect it. It can make my experience better as I paid for it.

Shaun - in your opinion, will The importance of attributes/services change due to covid 19?

I don't think anything will change. Everything will be back to normal.

Shaun - Which activities you do usually when visiting a hotel?

In general there are activities but I don't really sit in the hotel doing their activities.

Shaun - If you would follow any what type it would be?

Maybe a game.

Shaun - Why did you mentioned a game?

Because the rest wouldn't attract me as much as a game would. As we will sit all together and play.

Shaun - how would you like the Interiors of a room, to look like?

In my opinion, simple. Not having many things. Simple and clean, nothing else, to stay comfortable.

Shaun - Why did you choose simple and clean?

I will actually want the room only to sleep, so it's just for me to relax/rest. Also, it depends on the circumstances, maybe in Dubai things would be different. Everything is more luxurious there.

Shaun - Luxury? Why you speak about it as luxurious?

It will have jacuzzi, champagne.

Shaun - Why did you mention a jacuzzi?

It's different going to a hotel that has nothing, than going to a hotel that has a spa etc. It brings you relaxation. Though it depends on the trip.

Shaun - Why do you spoke about having a champagne?

Because you can relax with your friends and drink, or with your wife.

Shaun - alright, If you would visit a dangerous country any attributes?

Nothing new or more.

Shaun - If you had a bad night's sleep, what would make your day?

Hmm something with beauty treatment, like deep face cleaning treatment.

Shaun - Why would it make your day?

I remember my hotel in Rhodes was offering this together with spa etc. and that was really nice the whole package. It's nice when they offer you something special, and you can treat yourself.

Shaun - What comes to your mind when speaking about high-tech hotels?

Robots, in service, to bring you the champagne, waters etc. Tablets.

Shaun - Why did you mention robots?

I think it is the next step for humanity, already there are in plenty of hotels.

Shaun - Depending on the company would you choose different attributes/services?

I would choose differently yes, if I would go with my parents or my friends. I would go with my friends to a gym, and with my parents to a sauna.

Shaun - Why a gym?

Maybe I am following a program, so I wouldn't want to break it even if I am on vacation.

Shaun - Alright, and why sauna?

Because, daily we have pressure and we don't have the chance to visit a sauna, so I would like to visit one with my parents and relax.

Shaun - What about eco-hotel, what comes to your mind about them?

Everything to be ecological, not having plastic straws, etc.. Also, being vegetarian.

Shaun - Why do you mention that it will be vegetarian?

It could have impact to some clients, also, for the environment, I do not think there is going to be a big impact, as if its only this and 500 more that won't make a huge difference globally.

Shaun - Any other attributes/services?

Well in a resort, I would expect and use a transportation service, so you will not have to use uber etc.

Shaun - Why do you mention transportation service?

It would make things easier, as a bus might not be on time etc., but this would be as it is a private service from the hotel.

Interview 11:

Pakistani, Male, 29, Master's student

Shaun - Which attributes do you take into consideration when choosing a hotel?

Firstly, I like the food and then the ambiance and environment of the hotel, also the customer services. As nowadays we are in COVID, cleanliness would be important for me.

Shaun - Why did you mention food?

It's the main reason that we and my family visit a hotel to enjoy the food of their restaurant.

Shaun - Why did you mention ambiance and environment?

its important as eating the food outside has a different feeling, as compared seating in a very nice hotel brings more satisfaction.

Shaun - Why did you speak about customer services?

It impacts the experience, as the food and ambiance might be good but the person who services you might bring a negative experience and that might bring a bad overall experience of the hotel.

Why you referred to cleanliness?

As of course you are eating food, you expect when you spend money, you consider everything regarding your expenses, thus if cleanliness is not part of this hotel, then you don't know what type of food you are eating. Cleanliness, is important to me because when you need to eat something if it hasn't passed through a cleanliness process it might hide a chance of me getting sick. If the food preparation doesn't follow a hygiene process, or if dirty cutlery is being used, it's possible that you might get sick.

Shaun - in your opinion the perfect hotel?

It's a hotel, with good food, ambiance, customer services. Also, since we are students we care about price. We look for hotels, that won't impact our pockets.

Shaun - Any services that would go with this hotel?

If there is a person to greet you, in Dubai for example, there is good customer service. They greet you, they sit you and ask you what you want need, all with a smile. It gives you more satisfaction that there is someone there for you in the hotel.

Shaun - Why smile?

It's in the human nature, and if someone has a smile, that has an impact on your behaviour as well. If I speak with someone and I see a smile on their face, then I definitely respond with a smile.

Shaun - A bad experience? Why?

Yes, I remember a couple of bad experiences, me and my colleagues we went to a hotel to have lunch, and we ordered some food. It was a weekend and it was quite crowded, days that hotels are really busy. We ordered and after an hour, another waiter came and asked us if we had ordered, so we answered that we had ordered an hour ago. After speaking with the previous waiter, they realized that there was lack of communication and our order hadn't been processed, so that made us feel really bad and we left the hotel, as we didn't want to wait for another hour.

Shaun - An excellent experience? Why?

We visited with some friends to dine in a hotel's restaurant, and the doorman opened the door for us and greeted us in a nice way and asked our number and guided us to a table. In the end the order took thirty minutes to arrive, but in the meantime they came regularly and asked us if we needed anything else. All that made us feel as if we are important to them. Also, in the end they asked us if we have a feedback about the food, and all that makes your experience better.

Shaun - Feedback?

Everybody has different tastes, so maybe I like something but someone else no. So my friend was

able to give back feedback, in order to improve the services.

Shaun – what do you think about Covid, will the importance of services will change?

We are living in an entirely another world. Some time ago, we went with other friends to eat in a hotel. However, now the hotels are closed. Maybe a delivery service for their restaurants could exist, but I don't have any experience during covid on it.

Shaun - Interiors of your room?

I don't have a preference of its interior.

Shaun - What comes to your mind when you hear high tech hotel?

They must be expensive, they use technology at best.

Shaun - Why expensive?

Because they use technology at best, so they need to cover expenses.

Shaun - What comes to your mind when you hear eco-hotel?

Hm eco-friendly, I have never had any experience on it. Maybe they use interior of eco-friendly and sustainable products, so maybe they help the environment to be clean or safe. However, they don't exist as much in quantity. I think they are a bit limited.

Shaun - If you would visit a dangerous country, services or attributes?

If the country is dangerous, then we just need good food and good services.

Shaun – any activities that you do when you visit a hotel?

Nowadays it's somehow a trend because I see this in my country when you are in a hotel. In their restaurant, and you order a full course meal and you wait for the meal, now on the tables are some board games, that the hotel management has prepared really neatly, so you can play and chat with your friends as you wait.

Shaun - Seek different attributes or services according to the group of people?

When we dine at the restaurant of a hotel, with friends we do things in different manner. We might be discussing things about our studies or course. If you are with colleagues you discuss things about your work or your company. If I am with my family, we want to have the service as fast as possible, as we do not want to wait.

Interview 12

Male, Lebanese, 28, Associate Professor.

Shaun – which attributes/services are important to you when choosing a hotel?

Mainly for me I don't look for luxury when travelling. I travel for work and tourism, so the geographic location of the hotel, the cleanliness and comfort.

Shaun - No luxury? Why?

It's personal, when I travel for tourism, I spend the minimum time in the hotel and I mainly go in the city for strolls. I appreciate extra services but it's not my main concern.

Shaun - Why location?

I prefer discovering the city by walk or bike, and use less the public transport. I want the hotel to be placed in the city center where I can do most of the things by walking around.

Shaun - Why cleanliness?

That's obvious. I am concerned about cleanliness as I had some bad experiences. Thus, now I check the reviews about this. I might reach posting a bad review for it, as it is really important.

Shaun - Why reviews, why do they matter to you?

I always check for reviews, before booking a hotel.

Shaun - Why do you do so?

Because some of them are really detailed, and I can get more information, so the score on booking.com etc is important.

Shaun - Any bad experience that you had? Why was it bad?

I remember one, in a hotel in Munich, on Christmas vacation with friends. The issue was cleanliness, the location was good, but it was not clean, and they didn't change the bed sheets all the days, neither they cleaned the room every day. That brought us discomfort and we mentioned it to the reception. This was my last time there, as there was lack of hygiene. Also, to make it worse, on the last day we had our flight at night, and they charged us to leave our luggage in the lobby, when previously nothing similar had been mentioned online. That added more negativity to the whole experience.

Shaun - Any good experience that you had?

A hotel in Amsterdam, with my brother, it was a hotel which the vibes of it were really good. I don't spend a lot of time in a hotel, but they were offering lots of activities in the lobby, the décor and everything felt really cozy so someone could spend some more time there, it was really cozy, the staff were really nice, everything was almost automatized and that made our experience easy and enjoyable.

Shaun - Activities? why you spoke about it?

One day it was really rainy, so we had to stay in the hotel, so there was billiard, baby foot (football table), tv room, staff like this, and that was nice to have them. There was a huge lobby, with a restaurant and a bar everything.

Shaun - Also you mentioned décor? Why did you do so?

It was really nice, not a classical décor, but a smart one that was guiding you on what you want.

They try to foresee what you might need, and they give you this information in a special way.

Shaun - How would the perfect hotel look like in your opinion?

The criteria that I've already mentioned. Close to the city center and a place with comfortableness if I am going for work. Also, if I am on tourism close to the center. Nice personnel, with people that would be nice, not rude, clean.

Shaun - You mentioned now and previously the friendliness? Why did you do so?

I like to interact with people, so having someone who is nice and kind, its better for me.

Shaun - Do you think the importance on attributes/services of the hotels will change due to covid-19?

For sure, cleanliness will be much more important, the hygiene issues and respecting the distancing rules.

Shaun - Firstly, why cleanliness?

Because we are facing a pandemic, that requires you to wash your hands often, keep distance from others, to keep the surfaces clean. Whenever I go to a hotel I tend to pay a lot of attention to cleanliness so imagine, now things are more complicated. If there is lack of cleanliness, I will report it and I won't come back to this place.

Shaun - Any activities that you do when visiting a hotel?

I don't usually do activities, but if there is some billiard, games etc. I might use them, but they are not my priority.

Shaun - Why would you use games?

When I was in Amsterdam and it was rainy outside, as we had to spend time in the hotel, it was nice having these activities.

Shaun - After a bad night's sleep what would make your day from the side of the hotel?

If they would be able to resolve my problems, or I lack anything, and they answer and fix this. I would be good, so I would like them to respond to my requests.

Shaun - Why you mention this?

If I am requesting something, that means that it is missing or its good enough, or I feel that I need it. So they should answer on my requests or respond with an argument.

Shaun - "High-tech hotel", what comes to your mind about it?

Automatized, less paperwork. Check in for example in Amsterdam on a screen, without contacting anyone, easy and fast.

Shaun - "Eco hotel", what comes to your mind about it?

Not using plastic cups, or plastic cutlery they could have system on spending less water, or to use

photovoltaic cells to produce electricity. I am eco responsible, not that I am checking for these attributes before booking a hotel, but if they exist I would be happy for it. It would have as well consequences on the outer world, as everyone needs to start small, from his place, from the place we are visiting and that would have a positive impact on the outer world, on the environment.

Shaun – when visiting a dangerous country, would you seek different services or attributes?

I would like to have recommendations, on what to do and what not.

Shaun – Why would you like that?

Because they will be one of my first contact, if I don't know anyone in this place, so I could go and ask the lobby what I should or shouldn't do. That would make me feel safer. If they would propose this service it would feel nicer than me just asking for it.

Shaun - Would you choose different services or attributes, depending the company you are with?

Depends on the type of friends, if they are easy going, you might choose a cool place, if they ask more criteria I would try to adapt. I wouldn't mind staying in a nice hostel, its another experience as you can meet more young people.

Shaun – how would you like the interiors of your room?

to have something that would make me think, or say that this is smart, with quotes or equipment. The light or water system.

Shaun - Any other attributes/services?

Wifi connection maybe, but it's not the most important thing. It's a plus.

Shaun – Why wifi?

Whenever I am in the hotel, and I am resting, I want to use social media, talk with my family and friends. If I am in a foreign country without connectivity I would appreciate that.

Interview 13:

Spanish, Female, 26, PhD Researcher

Shaun: Which attributes or services do you look for when you are choosing a hotel?

I thought mainly about three different. The first one would be location but also a balance between location and price because it is the first thing I look at. Something that it is close to the city center usually and if it is not close to the city center because in some cities that it is really expensive, then something that is well connected to the city center or other interesting areas. That is the first thing I would look up, location. Once I have a few options in a location that I think it would be good to be in then I look for cleanliness. I usually use these apps when I look for a hotel so I would look for reviews of other people that have ranked the hotel regarding the cleanliness. The third thing would be that the hotel is modern, in the sense that it does not look crappy in the pictures. That it has at

least a minimum of aesthetics that it is appealing. It is again finding a balance between these three things for me, giving more importance to location and cleanliness but also if I have to choose that are more or less the same when it comes to those two aspects and one of them looks nicer to me then I would choose it. It is not that it has to be fancy but that it does not look really old. These are the main three things that I check.

Shaun: You mentioned aesthetics. How would it be aesthetically appealing for you? Mention maybe some characteristics.

Something simple that for me relates to more chances of the hotel being clean. For example, when if we speak about the room or the toilet to be kind of basic. Let's say a more Nordic style, simple furniture and then that it has light. The rest of the hotel to be also open-space, not to have many things. The pictures of the room to show a simple room with not many things on the wall and then just the basic things.

Shaun: You mentioned lights, why? Is it important to you?

Yes, I mean I don't know, I just think from my experience that it can be something good or bad. It can have a lot of light so there is a big window so if it is not well-isolated then you get as well a lot of noise depending where the hotel is located but if it is well isolated then the room is nicer if it has light, it makes the space feel bigger and more cozy, not freedom but somehow staying in a room that has light it just changes the experience. Specially because the artificial light, I don't know, maybe it tends to be this white light which is not really nice for me.

Shaun: Why is white light not nice for you? Does it impact you in a way? If you enter in a hotel room that it is mainly with this artificial light.

For me it is like if as I would just be on a... like I don't feel that comfortable. For me having the lights on all day... For example, I was in a hotel in Peru and I was assigned a room that didn't have any window... so all the time you are there you are a bit in this dark. The hotel had a window facing a corridor so you would still get some light from the corridor that had windows from where natural light could enter but then having always the lights on when it is daylight for me it is just, I feel a bit uncomfortable, specially with this type of light, this white light is normally assigned to places that are not places I would like to stay for long like hospitals, parking so if it does not have natural light, I would rather have an artificial light that has a natural feeling. Basically, because I get this feeling of artificiality.

Shaun: You mentioned isolation and noise. How would that impact your experience and why?

I mean usually the noise is mainly at night. Background noise during the day it is okay but at night not. You can not sleep, there is a higher chance that you won't sleep properly but it can be isolation in general. The windows so you won't get the noise from outside but as well the room itself because there are other hosts that also make noise so good isolation prevents you from hearing them. It is basically for sleeping purposes, to be able to sleep properly.

Shaun: How would it impact your experience not sleeping properly?

Usually if I ended up staying in a hotel is because I am visiting a place that I don't know so I would

rather be feeling good in terms of energy and mood. Sleeping is important to get those two things. If I stay in a hotel in the context of work, I need as well to rest. If I don't sleep properly, I will be tired and my mood won't be the greatest. I mean one night... it depends... if it is noise from other hosts, maybe you just wake up one moment through the night because someone is entering in a room or suddenly there is loud talking. But it could be that the hotel is near to a really loud place, or someone is having a party, then you have this constant noise and that is worse cause it lasts through the night which also is not something you can prevent.

Shaun: You had mentioned the hotel to have an open space. Why did you mention that?

Hmm... I guess because it gives more privacy somehow. If the space you have to eat is big, then you can have your own space within this big space and it just feels, I don't know, I get this feeling that it is just easier to do like a... that it is more simple to move around and clean it, and for the staff to have everything under control.

Shaun: You had mentioned location at the beginning. Why?

They are important. If I have been in the city before, I could search for other locations that I know that it would be nice to stay in or if friends or relatives have already been there and recommend a specific area, then I would not mind staying there. But without empirically knowing the city, not just with google maps, then I would rather be close to the city center cause I have the impression that there are higher chances to end up in an area that it is safe and nice and with a lot of offer of restaurants or other type of services. If usually later you plan to move, you would be close to the train station or where you can get the bus and train to go the airport, they normally stop at the city center. Basically there is a higher chance that the area you are staying might offer everything that you may need and it is just simple, you don't need to think much about how to get to the places, you can just walk around.

Shaun: Why is important to you that the are around is offering everything?

I don't know... On the other side, in main cities, if you stay on the city center you are not truly getting the impression of the city so it would be good to have as well the time to walk around other places because the city center is normally design or has developed somehow to fulfill the touristic needs... so you are also living somehow like a performance. But if you go out, you just have plenty of options to have breakfast, lunch, it is just easy that you don't need to be constantly planning. Like searching on the internet half an hour where to eat, you just have many options.

Shaun: You had as well mentioned price. Is it important to you?

Yes, as I told you, If I know I am travelling somewhere and I need to find a place, then I would go to this online platforms and the first thing would be the location and from there then I would see the price because at the end I would just use the room and the bathroom so I also don't feel like paying a lot a lot of money for these services. The price it also depends...I would think how much more or less I want to spend on the hotel during the trip but then maybe if I check the other factors and I am between two options, and I look at the pictures and I like one better but it is slightly more expensive... Then most probably if I have the money, I will choose the more expensive one but I also don't want... I believe that many hotels that are in good locations are

normally over-priced. I would also look for a fair price. Maybe the price is fair for what they offer but In my case, I am not going to make use of all the services they provide so I won't be paying that amount of money.

Shaun: how does the perfect hotel looks for you?

In line of what I said previously. The location to be good, the room to have light and be well isolated, the bed is comfortable and everything is clean and then maybe it would be nice if the hotel is engaging in sustainability, that they have measures to be more sustainable when it comes to energy and water savings. For me it is nice if the hotel has nice areas to just sit down and read or work a little bit, if it has an outdoor space and good wifi. This thing make a good hotel for me.

Shaun: About sustainability, energy and water saving... could you give some more information regarding attributes or services that hotels could introduce.

When it comes to the energy and materials that the hotel is consuming. Sustainability could come for example, if the hotel is offering food service that they engage with local producers. That they also have strategies not to throw away food. Regarding energy they could engage with clean energies and automatized lighting system so that they do not mis use energy. I also find nice when they tell the customers, or they have the information available for customers. I don't know if people behave differently when they are at home and when they are in a hotel meaning that in the hotel they might overuse water or do things that they would not do at home so It would be nice if the hotel reminds that it is the same as at home. They could also, and we already see these, that the changing of the towels and sheets does not need to be made daily or that they don't need to change toilet paper or soap constantly (if the same host is staying several nights). For me, it is even annoying if I open a soap bar and next day they have put me a new one. They could also have less plastic by having soap that you can refill.

Shaun: Do you think these things would have an impact? And towards who?

Towards everyone. If the tourism sector within a city engages with local producers that will have a positive impact on local communities and being more sustainable in global value change, it has a benefit for all of us if the water and energy consumption is more sustainable.

If we imagine the hotel being in nature, in big cities is artificial and they could be far away from nature, in a protective area or in a coastal places then for sure it has an impact on the environment where other species live and having the least impact on the environment benefits the area, the ecosystems purely.

I mentioned sustainability regarding food waste but hotels produces other types of garbage like bleach... so to make sure that it does not go anywhere.

Also it will come from the fact that when you are building a hotel you take into consideration the area, sometimes I feel that tourism develops in areas that resources are scarce for local communities and touristic accommodations get most of them so that makes the situation worse. Build consciously, minimize the impact and employ if they want or can, locals. Speak with locals to

see if they want, to train them and give them an alternative livelihood. For sure as well sustainability benefits the business and the owner of the company morally because you are doing the best you can but as well in economic terms as you will be saving money and being more resilient because you are already implementing many aspects and that makes you be ahead of changes that for sure will come.

Shaun: you mentioned many services that would have an impact, but you mentioned that it would be nice if they were informing the customers. Could you explain why?

First because of what I said that maybe I have the impression that just because you are in a hotel or staying in another part of the world, even if you are a person who engages in sustainability issues, you might not know the local problems of the place you are visiting so if the hotel says we engage with this local producers or we just remind you that...here there is also water scarcity so don't over consume it. You get reminded that you are staying in a hotel but that you can not do whatever you want. To remind people and avoid them to fall in less sustainable practices and If they have something really cool going on, at least me, I would really appreciate that they are doing that and it would change the way I think about the hotel and I would most probably recommended and for me it would change the perspective I have about tourism in a broader scale.

Shaun: After a bad night sleep, which service or attribute could make your day?

I would need some extra time to relax so maybe if they offer massage or spa, any service that comes with quietness and decreasing stress or anxiety. Maybe a pool as well.

Shaun: Would the pool have the same impact as the spa or the massage?

I think maybe in the same way. If I go to the pool, I would get at the end the same feeling as if I get massage. In the pool you are silent and alone.

Shaun: What comes to your mind when you hear high-tech hotels?

Robots, Artificial Intelligence, many things to be monitor without employees. I also imagine them having a futuristic aesthetics. Aligning with what I said about simplicity about the beginning. Instead of a simple cozy interior design, something that it is more cold. I have never been to a hotel that it is consider high-tech but I think it can be superficial or useless technology.

Shaun: How would it impact the customer?

For me, they wouldn't have an impact in the sense that they could just not have them and it will be same. At the end many of the technology I can think about, many people can already have it at their places like personal assistance. I can imagine you enter in your room and there is some AI that you can ask about the weather, ask to close the curtains, put music.. people with the money they can already have this. These could be in hotels that people with money could have access to so they might be already used to. It can have no impact because people are already used to it or it can have an impact because they feel more comfortable because they are used to relaying on

these things so they can do the same in the hotel.

For me, It wouldn't have any impact and if it has probably it would be negative in the sense that I would be thinking that it is unnecessary or too much. For the hotel, I don't know if it would have any impact.

Shaun: If you were visiting a dangerous country, which attributes would you look for in a hotel? Would something change?

The security. Not in the sense of having a place where you can secure your things but in general. I guess that comes with the location itself. If it is a dangerous country, I would really depend on the staff working at the hotel, you don't know most probably the country or the language so that they have security measures. The hotel to work with taxi drivers that they know that they are not going to do anything bad to the customers, that no one is going to come into the hotel to steal.

Shaun: Do you think COVID-19 will change the importance of certain attributes?

Yes. I think the hotels will be force to provide the services without the risk of people being in contact. Maybe they need to limit their capacity. In common spaces, make sure that customers they are not in physical contact with each other. The cleanliness would have to increase and the employees they will be at a higher risk so they will also need to take more measures.

Shaun: Why do you connect physical contact with risk?

For COVID it is the way of transmission. It is important to prevent infection. The hotels would need to be flexible... we don't know when we will be able to travel so they should have more flexible cancellation policies. They need to rethink about the space they have to avoid physical contact and they could even have some testing system. We are also seeing that some hotels are nowadays hosting sick people or people that are traveling and need to quarantine before and not tourists. It could be that they change the target on who they are hosting.

Shaun: You mentioned cancellation policies? Why?

It will help for maybe people to engage again in traveling. For me that I am young, I have less chances to fall really sick if I get the virus so I could say that I will be able to travel again, I can take the risk but many things do not depend on me so it would bring more trust if I know that I am not going to lose the money or I would be able to reschedule. Maybe not cancellation but moving the dates, etc. You will feel more covered.

Shaun: Did you have any bad experience with the hotel? Was it bad?

Noise related. In Perú there is a lot of noise in the street and sometimes you can not sleep at night. It is not a drama, but it is a bad experience because you can not rest properly. If there is not hot water. I can contextualize that I am staying in an area that does not have water, but it affects me

because I am used to hot water and I don't like showering with cold water. It is a bad experience because I don't enjoy cold showers, but I can understand that it is not that the hotel does not want to provide but they cannot.

Shaun: Why would cold water annoy you?

It is uncomfortable. I was during the summer, I like after a day of work, having a shower and relaxing and you go there and there is not warm water or the water that comes out is really little so you can not wash your hair properly. It is annoying and uncomfortable. Showering that it is normally something easy becomes complicated and unpleasant. You exit thinking that it was horrible.

Shaun: Any other things you want to mention?

I want to mention a good experience, I want to say that In Lima, Perú, I stayed in the same hotel many days and the employees were really close to the customers, you were waking up and they were greeting you. I found that really nice because I was staying for a long time there. Maybe if you stay for a few days or one night, you don't pay attention to many things or services. When you stay one night you just want it clean, the bed to be comfortable, and these things but when you stay longer periods I appreciate that the staff is close.

Shaun: Does that have an impact?

I felt more comfortable. In a foreign country many things can happen so if the employees are helpful, willing to help then you also feel secure. I could leave my staff here and they would take care of it. They also had small details like we would go for breakfast and they would know already what you normally take... I feel more comfortable. Sometimes in the hotels, specially in the fancy ones, you can feel as if you are being served, and I don't think I like that feeling so if there is more closeness, they are doing their job but I don't feel somehow.

Interview 14:

Greek, Male, 34, Public Affairs Manager

Shaun - Which attributes matter to you when choosing a hotel?

Summer- Depends on the occasion. When it comes to last year's summer, biggest in value booking that I made. What we were looking for was proximity to the seaside. So how close the hotel was to the seaside. Cooking facilities, as we would stay there for a week, and it was quite many of us, so we wanted to be able to cook something, or prepare breakfast etc. Lastly, whether there was a swimming pool or not.

Winter – Around November I went to Germany, and visit a family member, and we would stay there for a night. SO, we were interested in location, proximity to the station and the place where we would have our dinner. Location is the biggest factor, but it depends on the occasion.

Shaun – Firstly, you mentioned proximity to the seaside, why did you do so?

The summer holidays we want to be able to reach the seaside on foot. That was the most important criteria, how close we would be to the sea. The whole holiday was built around being close to the water. For both of our families that was important. That's why we chose this hotel, after the general location, we chose the village and community that had a hotel closest to the sea.

Shaun – Closer to the sea? Why is that important?

I think there are effects on emotions, its more relaxing. Far more relaxing, as the sea has a certain calmness, that was very calming. We wanted to make sure that we wouldn't need to drive for long. Part of the experience was not needing to use the car as we do in daily life, therefore we wanted the seaside being in walking distance. We might want to use it to go to the supermarket. However, the seaside was 500m or less from the seaside. It's part of feeling that you are on holidays.

Shaun – also you mentioned Cooking facilities? Why did you refer to it?

We wanted to have the chance to prepare food if we wanted to. This is part of the experience, feeling like you are at home. TO be able to have a snack, or food, or a late breakfast. It was part of relaxing, resting. We tried to replicate the homely feeling. Having a kitchen was very important, as we were two families. We socialized and spend time together and sit around the table. We ate as well out most of the evenings, but we have late breakfasts, or sitting out late at night. We wouldn't be able to do so, had the hotel not had cooking facilities, kitchen, fridge, oven.

Shaun – Also you spoke about the swimming pool? Why did you do so?

It is important to me. A bit less for the rest of my group, but highly important to me. Because, if you don't walk to the sea, or if you want to relax and sit by the pool and read a book. It was really relaxing and in the end most of the people in my group used it.

Shaun – also, for winter you spoke about location? Why?

It wasn't a holiday, we had to see a relative for a night, so we would be coming in and out. We would have dinner with her and then next day we would grab the train to head back home. So we didn't want to lose any time. We chose a hotel near by the train station. Location was important to make sure we wouldn't lose time.

Shaun – finally, you mentioned price? Why did you do so?

We have a certain budget, and we try to find hotels that fit that budget. We wouldn't like to go overbudget, at least with things that you have planned ahead. You might spend on food, activities etc. However, transportation, rent of a car, hotel are things that you plan on budget. If we couldn't find anything that wasn't in our budget we couldn't have gone on holiday, or if the hotels that we would find were not of a good quality we wouldn't have gone either. If the hotel for example wouldn't be clean or near the seaside, we would be checking in a different area.

Shaun – alright, last time you had a bad experience and why was it bad?

What I would find as something intolerable. It was the year ago, the issue was based on

cleanliness. I might tolerate not the ideal location, or proximity. However, I can't tolerate, lack of cleanliness, it's a deal breaker. We were in Thessaloniki, and we had to stay there for one night, near the airport. The issue that we had was lack of cleanliness. Lack of it is very unpleasant. You expect a minimum standard. And cleanliness it's a key factor, I wouldn't feel comfortable, and I wouldn't be able to rest.

Shaun – last time you had an excellent experience, why was it excellent?

Last year's holidays were an excellent experience. It was a small family owned hotel and ticked all the boxes. It was close to the sea, it had a pool, a kitchen, and the owners went the extra mile to make us feel comfortable. They did a BBQ one day and shared the food with us. They recommended us near by restaurants, for good food. They made the whole experience, as we were getting used, and acclimatized to the place that made it a lot easier. Because as soon as we arrived to the place, we had a local's expert opinion. It had everything, apart from the things that we expected, there was the friendliness of the owners, and their guidance for the local culture, amenities and restaurants etc.

Another experience, it was a hotel in Portugal, it was a seminar/holiday. The hotel was bigger than we expected, and the views were excellent, we couldn't have expected that.

Shaun – going a bit back, you mentioned the BBQ from the side of the owners, why did you mention it?

It made us feel part of the local community, as the owner went and fished the food and then prepared the BBQ and served us together with all the guest. That made us feel part of the local community, not just foreigners, or tourists, we were guests, we were sharing things with the locals and the owner was facilitating that. It was more than a service, not a product, it was an experience, I wouldn't package that though, it seemed truly honest on wanting us to be happy. Firstly, it showed that they cared a lot, about our experience.

Shaun – I saw that you connected friendliness with this service, why did you do so?

Yes, it made the experience home like, makes you feel more like a guest, rather just a tourist. Also, it becomes personal and it helps on addressing any type of issues that might rise up. So I knew they were friendly, and I knew I could reach out to them, thus making our experience smoother, easier. Maybe with more corporate hotels, you have to address the manager or seek a complaint procedure. Though, there you had the certainty that any issue that you might face is going to be addressed, without causing any discomfort to you.

Shaun – for the other hotel you mentioned the views, why did you do so?

The seminar I was visiting had a holiday part, 1 day of work and 2 days off. So arriving to the hotel, we knew that one side of the hotel had a view towards the mountain, and the other side had a view towards the sea. The moment we got that, we felt really happy. We could have the windows open and at night stay outside, we enjoy that a lot as an added benefit. Every morning waking up and looking at the sea, it improved the experience, it was far more pleasant.

Shaun – alright, now could you describe how would the perfect hotel look like?

I would choose different hotels for different occasions. It would be clean, it would have spacious rooms, the décor and design is either modern or it fits with the local culture or elements. I don't really like outdated hotels. I don't like hotels that haven't been renovated since the 80s or 90s, I like hotels that have been recently renovated, and feel fresh, and that is associated with the cleanliness. I would feel that a hotel that hasn't been renovated and doesn't look fresh would be less clean as well. Then I like small to medium size hotels, I don't really like immense hotels, I would like a hotel with very friendly service, the people that I would be dealing with, they'd have to be friendly, easy to speak with, and look at least that they care about my needs, and they do everything they can to satisfy this. Something missing from the room, or where to go around or suggestions on restaurants etc. I would like someone who is engaged.

Shaun – spacious room? Why did you mention this?

I find small spaces very difficult to feel like home in. I find it difficult to rest in small rooms. Even if I would be staying there for one night I would appreciate some more space. Even when I spoke about Germany and the one night's staying, we really wanted a spacious room, but we had to sacrifice that because the cleanliness and location were great, it was a chain hotel. I wouldn't have chose a hotel like this though if I would stay more nights, for example like this hotel in Germany if I had to stay more time I wouldn't have enjoyed that. I like bigger rooms, as they make a difference.

Shaun – you spoke about a modern look or at least to fit the local culture, why?

I meant modern in the sense of being renovated recently, and that again has to do with cleanliness. The newer it is the cleaner I would think it is. If something looks very used, that would be quite unpleasant and then I would associate it with cleanliness. Then I wouldn't necessarily expect the hotel to be decorated to my taste, or as I decorate my home. I would though expect the furniture new and the walls to be painted recently, in general I want it to look less used. The more modern it is, it is newer, cleaner and thus provides a more comfortable experience.

I don't expect all hotels to fit the local culture, but if I am on holidays, I would like the hotel to fit the local culture, thus making me feel as part of the community. I would price is looking newer, or renovated. Now if it is with a local taste it would be an add on but I wouldn't like it to be outdated.

Shaun – would the importance of different attributes/services will change due to COVID-19?

Yes, cleanliness will gain even more importance. Although it is a top priority already for me, now I would have higher expectations and I would be willing to pay a higher price. At least to look cleaner, as I will expect that. That would be a factor. Also if they mention something about it, it would make me feel more comfortable, if they write something about it, I'd be more excited when I make the booking. They could say that because of these measures our rooms are now equipped with sanitizers or free masks, in general having amenities that fit the current situation. For them to show that they really try to take into account on following up with what's going on, and that they have measures and procedures. So for example, masks or sanitizers, and mentioning that they are more strict about cleaning, or they give free glass. Cleaning and procedures from their side would be really important.

Shaun – what comes to your mind when hearing high tech hotel?

I associate this image with a hotel that looks very modern, futuristic. Also, the technology would be as a premium. I have been in hotels, that you had multiple buttons by your bed side to control all light in the room, curtains, by using a remote or buttons next to your bed. I like hotels that have good Wi-Fi, that would be high tech, or with usb-plugs, so you could charge your phone easier. I remember a hotel in south Korea, that was considered high-tech with buttons for everything. I guess it's a cultural thing, but you could heat up the toilet seat. You could check in, fill up your details on a tablet, then go to the room, with a tv with your name welcoming you, and everything would be controlled through buttons.

Shaun – why do you mention these? To they affect anything?

I wouldn't choose a hotel for the sake of it being high tech. If that though would be part of the package it would be more convenient for me, easier. I like to enjoy the sense of convenience, or things being well thought after. I wouldn't request it and I wouldn't like the experience less, if I had to walk to the window to close the curtains but if I could use a button that would make things easier. Also, what's important about technology, is being able to adjust the room temperature. That has been even a negative experience for me in the past, as I wasn't able to fix the temperature in an easy way. I don't expect to have a remote or an iPad for free to fix everything through there, but I expect a very clear way on how to adjust the temperature. I do get upset if the monitor is old and complicated and I cannot really put my choice in the way I want to. Thus, if I had a electronic monitor, where I could fix temperature, I would really appreciate it.

Shaun – why not being able to fix the room temperature easily why is it as you mentioned a bad experience?

I am particular when it comes to temperature, I don't like cold rooms, as I don't feel comfortable, I don't sleep well. When I go to hotels and they have the air conditioning on and make the room colder, I don't like that, I like warmer rooms. I would like to be in full control of the temperature, as if I was cold I wouldn't be able to sleep. It's not something that you can easily choose, as they usually don't advertise it. I do believe that it's something that it's not standardized, I would like that to exist, and if it's high tech I would like it.

Shaun – what comes to your mind when hearing eco hotel?

A hotel that makes an effort. The way they use materials and have recycled materials, instead of having single use plastics, have recycled ones, or cups. I would expect from them to make a point out of it, as for examples we don't need new soap bars, or shampoo or shower gell every day if we haven't consumed it yet. So if they say that, and they mention that they try to use as good the materials as possible and they say if you really want us to bring you a new soap bars just let us know, or with towels leaving them on the floor for example if I wanted them changed. I would expect something like this. As well mentioning, the way that they use and recycle materials. Also, having bins for different materials, and tell the customers that the hotel recycles. Further, they would have more green spaces, make a better use of light, use solar panels, or renewable energy. I would expect them to communicate that, to show their footprint or to show their effort on

becoming environmentally friendly, apart thus from their action as well to communicate that. For example, as well there is no need to change sheets everyday or new shampoo. So I like hotels, that don't have single use bottles, but a big one for everyone to use, like liquid soap. Because if they change the soap bars every two days that accumulates a lot of waste, I wouldn't like them to do so. I wouldn't feel that this is a better service.

Shaun – why you mentioned these? Would there be any impact?

Not on my booking, I would firstly choose the previous things I mentioned, this wouldn't be a factor that would determine my decision, but I would feel much better if I feel that I don't generate more waste.

Shaun – would there be any impact in other topics?

I think a hotel and other businesses they should try to reduce their footprint and make an effort, to have a less impact on the environment. SO that could improve the overall habitat and environment. Maybe a hotel would offer free bikes and that could have an impact on traffic in the city. That wouldn't determine my choice, but if hotels offer that I think its important for humanity and environment in general. I recycle and I think that has an impact so I would expect a hotel to do so as well.

Shaun – if you would be visiting a more dangerous country, what services/attributes would a hotel offer?

I visited some countries in the past like this. What I would like is to have staff members that speak good English, because it makes me feel safer, since if there is a need I can communicated clearly. I do expect and I've seen it in hotels, having increased security, on the door for example, as what is important is who comes in and who goes out. I would like as well if the hotel can offer, more information on where its safe to go, restaurants. If they could provide me with a reliable taxi service, or if they could provide me with an airport transport. If the country is considered to be more dangerous, maybe the taxis could be defrauded, or they might charge you more. So I would like to for them to give me this certainty, airport transport, taxi service, recommendations with places to go and increased security. I notice that I always check as well how safe is the door in my room. A solid and sturdy door that you can shut it and close, is something important.

Shaun – why did you mentioned these?

I would feel far more safe, and I would see the hotel as part of the experience, I would be inclined to spend more time in it, as if I know that the country is not safe or I don't feel safe going out at night, I would have dinner in the hotel, or invite a local to dine with me in the hotel. The hotel becomes more central to the whole experience. When I travel for business in these types of countries, we would focus a lot on the hotel, as it becomes more central to the whole experience of the visit. If you feel safe there, you might want to come back to and spend more time in it.

Interview 15

Spanish, Female, 62, Journalist.

Shaun - Which attributes do you value most when choosing a hotel?

I value much the cleanliness, the location, the comfort and the value for money.

Shaun - Could you explain why these attributes are important to you?

Well, cleanliness because I am someone who is scrupulous and I like to be in a clean environment, at home and wherever I am. It is important because it makes me feel good. I cannot be comfortable in a dirty place.

Location is important. I have always travelled for holidays and not for work so if the hotel is located in the center or in a well-communicated area, it allows you to move to other many places in comfort even walking without the need to use the public transport.

Comfort, I don't know how to explain it... to be comfortable, to feel as if you were at home. In a cozy environment.

About value for money it is important because there are hotels that are not excessively expensive, but they do offer services of a really high quality for the price it costs.

Shaun - Do you remember a time that you chose a hotel, why did you choose it?

Something that I look for a lot and I can say that it has been useful for all the times I had to choose a hotel are the assessment (reviews) of other clients on the internet. I trust this aspect a lot. I know that not everyone likes or values the same things, but I do believe that when a hotel has many good reviews by different people it is a sign that it is a good hotel and people are happy. I also look for photos on the internet to see the hotel looks like, if I like the decoration, if I feel that it is pleasant, and I am going to be comfortable there. And I also look that the location is good around the area where I plan to move to do tourism.

Shaun - When you mentioned the photos, you spoke about a pleasant decoration. What is it a pleasant decoration for you?

That I like it, that I see the photos and I say "it is a beautiful place, it is well decorated" that I know I am going to be comfortable because I like the environment.

Shaun - Could you give some examples?

That it is functional but elegant at the same time. If it is luxurious even better. When I have been in 5 stars hotels that are decorated in a luxurious manner I have found it really pleasant, and the hotel is beautiful. Maybe there are flowers, has a lot of natural light or a terrace or a dining room where you have breakfast that it is really enjoyable. The rooms to be beautiful, that I see that and say I like it and I am going to be comfortable there and it is going to be a pleasant experience.

Shaun - Which services or activities do you normally use when staying in a hotel?

Me, only breakfast and sometimes room service, to have dinner in the room. I have never used other services like hair dresses, gym, spa. None of these things that good hotels offer. Neither I

have used the laundry service.

Shaun - How does room service impacts your experience?

I find it is an important service. Sometimes you arrive tired at the hotel and you don't want to exit to have dinner so it is really convenient to have this service where they can bring you something in the room and have it there. Even the breakfast sometimes, even If I prefer going to the dining room, but you can have the breakfast calmly in your room. But for me specially for the dinner when you have been all day outside, you are tired and it is really important that you can arrive at the hotel and order something that they bring to your room without you having to go or get dress, or even to go down to a salon to eat it. For me it is basic important service of a hotel.

Shaun - How would you describe the perfect hotel?

A bit what I have already said. The hotel clean, good located, comfortable, good service that is kind and nice. To have a good breakfast with quality.

Shaun - Why did you mention a good and kind service?

I think it is important that when you arrive in a hotel, the staff treats you with kindness, they pick up your luggage, they help you to bring them to your room, they explain the room, where are the different things without you having to figure out everything on your own. They explain the light, the security box, etc. All these things need to be done with kindness because if they treat you rudely, it does not work. If they treat you nicely you feel good and well cared for.

Shaun - How do you like the interiors of your room to be?

To have a comfortable bed, enough space to move around, not to be really small. The bathroom to be clean and have what you need, a good mirror, a good shower.

Shaun - What comes to your mind if you hear high-tech hotel?

A hotel that incorporates technological advances in its facilities and services. Like, receiving when you arrive at the hotel an app or a tablet that allows you to make everything you need to do inside a hotel, control the lights, the temperature of the room, the TV, order room service, book a table in the restaurant, check out. I imagine that there are hotels with way more sophisticated things... like a robot receiving you and makes you the check in. Maybe there are many hotels that have many of these things already ongoing, but I have never been in one.

Shaun - How would it impact your experience?

I think it would impact my experience. For me it would be something totally new that I believe it could facilitate many thing. If you have that ease in your hand and you don't need to be touching things or calling on the phone but you can do it yourself, it is much more comfortable than if you have to be asking for others to do it. It could be a really good service.

Shaun - What comes to your mind when you hear an eco-hotel?

An ecofriendly hotel that uses renewable energies, that it is built with big windows to take advantage of the natural light, that uses glass instead of plastic, recycled paper. That does not change the towels and sheets daily, but they ask the customers if they really want this to be changed every day. That reminds the clients not to forget to close the lights and the air conditioner when they go out. That has sustainable general policies. And the building to be built in the same concept, with good isolation.

Shaun - Do you think these aspects have any impact?

Yes, I believe it is really good and what needs to be done. I believe in the future, the hotels need to tend to this, not like an exception but as a rule. This environmental responsibility has to be everywhere in my opinion. It is important for me and I value it a lot.

Shaun - If you are visiting a dangerous country, which services should a hotel offer in your opinion?

Firstly, security measures to feel safe inside. To have special surveillance. To give recommendations on which things you can do or not, which places to go or not. They could have an already hired service of transport and taxis so they could drive you where you want to go in a safe way. That the hotel guarantees the security of movement.

Shaun - Do you remember a bad experience that you had in a hotel? Why was it bad?

I remember one in Cuba, we stayed in a horrible hotel, it was dirty, it was shabby, we couldn't have dinner because there was no table in the restaurant and they offered a buffet where we didn't eat because the food was really bad. This did not correspond with what we have booked, with the type of trip we had hired and the price we had paid. In the city we were at that moment, there was not a better offer when it comes to touristic accommodations so the agency already knew that they couldn't offer anything better and that if you wanted to visit that place you needed to stay in that hotel. The next day we managed to eat in the restaurant.

Shaun - You spoke about a shabby environment, a not elegant one. Why?

It made me feel really uncomfortable. The furniture was old and rickety, not taken care of. A feeling to be in a place where you don't feel comfortable at all.

Shaun - And the fact that you couldn't have dinner?

It made me feel angry. I called the agency to complain. They had said that the restaurant had no table at the restaurant any day, so I complained to the agency and they were finally able to book us a table for the next day.

Shaun - And the lack of cleanliness?

It creates really bad feeling because I feel disgust. It destroys my trip if I am in a hotel that it is not clean. It is important for me to know that every day I go to sleep in a place that I am going to sleep at ease and not in a place where I need to look where to put my body. Of I use the bathroom that I don't feel disgust to shower.

Shaun - Regarding the current situation of the COVID-19 pandemic. Is there something that you consider now more or less important when choosing a hotel?

Yes of course, I believe that now the hotels need to follow all the health recommendations when it comes to the sanitizing of the facilities and set rules and standards of social distancing the common areas, protection of their staff and temperature control of clients. Without this guarantees I would not go to a hotel, no one wants to expose themselves to get infected.

Shaun: With these measures that you mentioned? Would you choose it? Why?

Yes, I would choose the hotel being at ease, as it will bring me peace and tranquility.

Shaun - After a bad night sleep, which service could the hotel offer to make your day better?

I never had a bad night sleep in a hotel but I am assuming to allow me to rest peacefully the next day, not to be bothered and maybe offer you some medicine, bring you some medication from a pharmacy, maybe offer you a special menu if you are not feeling well... obviously it depends on the reason why you didn't sleep well.

Shaun - How would this make you feel?

I would find it a really good service. I would say that the hotel has a very good customer service.

Shaun - Did you ever had an excellent experience in a hotel? Why?

I remember the Conrad Hotel in Cairo. It was a great hotel, super comfortable. I remember that they had three different types of pillows to choose from, it was super luxurious, and I have an unforgettable experience from that hotel. We also had dinner in the restaurant of the hotel which was fantastic. It was a luxurious hotel with a great service. They had really special details with the customers, they were putting some sweets in the side table, these small details that high quality hotels have and make your stay really pleasant.

Shaun - Why do you refer to luxurious?

It makes you feel comfortable and well take care of. They make you feel that you are really well cared for. That there is someone pending (without you seeing it) to take care of you with many details. It makes you feel really good.

