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SMART AND SUSTAINABLE HOSTEL OPERATIONS: A COMPARATIVE STUDY OF PHRA NAKHON AND WATTHANA DISTRICTS, BANGKOK

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Abstract

This study examines the hostel business in two key districts of Bangkok—Phra Nakhon and Watthana—to identify marketing strategies and factors influencing tourists' accommodation choices. Employing the 7Ps marketing mix framework and SWOT analysis, the research highlights the unique characteristics shaping hostel competitiveness in each district and compares their strategic approaches. Hostels in Phra Nakhon emphasize cultural immersion through traditional Thai décor and proximity to historical landmarks, attracting budget-conscious travelers and visitors seeking authentic local experiences. In contrast, hostels in Watthana focus on modern conveniences, offering upscale amenities and easy access to luxury shopping, nightlife, and entertainment venues, appealing to travelers seeking comfort and urban sophistication. 402 respondents are collected, and results reveal that travelers under the age of 20 prioritize price as the primary determinant of their hostel selection. Meanwhile, individuals aged 20 and above consider location, price, and online reviews as the most significant influences on their decision-making process.

Keywords: Hostel Business, Bangkok, Tourism, 7Ps, Marketing Model

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Introduction

Thailand remains one of the most popular travel destinations in Southeast Asia, with Bangkok serving as a central magnet for international tourism. As the nation's capital, Bangkok attracts visitors from across the globe by offering a unique blend of modern urban development and rich cultural heritage, enhanced by the renowned warmth and hospitality of its people. This combination of tradition and modernity has positioned Bangkok as a premier global tourism hub. Tourism statistics underscore the city's continued international appeal. According to the Office of the Permanent Secretary of the Ministry of Tourism and Sports (2023), Thailand welcomed 11.15 million international tourists in 2022, marking a significant recovery from the previous year. This figure represents 29.43% of the pre-pandemic average recorded between 2017 and 2019. Correspondingly, tourism revenue generated by international visitors reached 0.44 trillion baht in 2022, an increase from 2021 and equivalent to 23.65% of the pre-pandemic revenue during the same baseline period. These indicators highlight Bangkok's critical role in Thailand's economic revival and the resilience of its tourism industry in the post-pandemic era. Further emphasizing its global prominence, Mastercard's Global Destination Cities Index identifies Bangkok as the world's most visited city, with approximately 22 million international visitors annually. This recognition reflects not only Bangkok's extensive tourism infrastructure and accessibility but also its diverse attractions ranging from historical landmarks and cultural festivals to luxury shopping and vibrant nightlife. Together, these factors establish Bangkok as a leading case study for examining trends and strategies within the international hospitality and tourism sector.

Table 1. Bangkok Continues to Lead Among Top Destination Cities

Rank	City	Total International visitor	Rank	City	Total International visitor
1	Bangkok	22.78 MM	11	Seoul	11.25 MM
2	Paris	19.10 MM	12	Osaka	10.14 MM
3	London	19.09 MM	13	Makkah	10.00 MM
4	Dubai	15.93 MM	14	Phuket	9.89 MM
5	Singapore	14.67 MM	15	Pattaya	9.44 MM
6	Kuala Lumpur	13.79 MM	16	Milan	9.10 MM
7	New York	13.60 MM	17	Barcelona	9.09 MM
8	Istanbul	13.40 MM	18	Palma de Mallorca	8.96 MM
9	Tokyo	12.93 MM	19	Bali	8.26 MM
10	Antalya	12.41 MM	20	Hong Kong SAR	8.23 MM

(Mastercard's GlobalDestinations Cities Index, 2019)

Tourism plays a pivotal role in Bangkok's economy, with the hostel industry representing a key segment of its hospitality sector. Hostels, typically situated in urban centers, historic neighborhoods, or near major transportation hubs, provide both dormitory-style and private accommodations featuring shared amenities and communal spaces. These settings not only offer affordable lodging but also foster cultural exchange, allowing travelers to immerse themselves in local traditions while connecting with fellow tourists. Increasingly, bookings are made through online platforms, where photographs and guest reviews strongly influence travelers' choices. Decisions are often shaped by lifestyle, budget, and the desire for authentic cultural experiences, making hostels an attractive option for a wide range of visitors. Within Bangkok, the districts of Phra Nakhon and Watthana have emerged as particularly popular hostel destinations due to their convenience, affordability, and proximity to key tourist attractions. Phra Nakhon, home to iconic landmarks such as Wat Phra Kaew, the Grand Palace, and Khao San Road, is renowned for its traditional streets, bustling markets, and cultural diversity. Hostels in this area frequently occupy renovated historic buildings and showcase vintage architectural styles, blending warmth and tranquility with a distinctly Thai aesthetic. In contrast, Watthana represents Bangkok's modern, cosmopolitan character. This district features luxury shopping malls such as Terminal 21 and EmQuartier, alongside stylish restaurants, rooftop bars, and vibrant nightlife. Hostels here often adopt minimalist, contemporary designs and provide upscale amenities, catering to travelers seeking an urban, metropolitan experience (TripAdvisor LLC, 2024; Thrillophilia.com, 2024). The choice between Phra Nakhon and Watthana thus reflects travelers' individual interests and desired experiences. While Phra Nakhon offers historical and cultural immersion, Watthana provides modern comforts and the energy of a global city, illustrating the diverse opportunities available within Bangkok's dynamic hostel market. From above information, the objectives are: 1) To study and understand the 7Ps marketing model and SWOT analysis of the hostel business in the Phra Nakhon and Wattana districts. 2) To explore factors that influence choosing to use hostel services between Phra Nakhon and Watthana districts, including price, location, quality, service, facilities, cleanliness, safety, and reviews from other guests.

Literature Review

Research on marketing strategies in the hostel industry highlights the importance of tailoring services to diverse customer needs, particularly in urban destinations with distinct cultural and economic characteristics. This study examines hostel businesses in two contrasting Bangkok districts—Phra Nakhon and Watthana—using the 7Ps marketing mix framework of Product, Price, Place, Promotion, People, Process, and Physical Evidence. The 7Ps model is widely applied in hospitality research to evaluate how service providers align offerings with market demands (The Chartered Institute of Marketing, 2023). Hostels in Watthana generally adopt higher pricing strategies due to strong demand and rapid urban development, while those in Phra Nakhon remain budget-friendly, catering to tourists drawn to the area's cultural and historical attractions. Marketing approaches in both districts emphasize comfort, cleanliness, friendly service, and the use of digital platforms for promotions. The SWOT analysis offers further insight into the strengths, weaknesses, opportunities, and threats faced by hostels in these areas. Watthana benefits from its position as a hub for luxury dining, shopping, and nightlife with convenient BTS and MRT access, yet contends with high operational costs and heavy traffic congestion. Phra Nakhon, by contrast, offers a rich cultural atmosphere and affordable accommodations but struggles with crowded tourist zones and less efficient transportation systems. Opportunities for both districts include peak tourist seasons and cultural festivals, while threats range from tourism market fluctuations to political instability and infrastructural challenges such as damaged roads and inadequate street lighting (Kondrateva, 2019; Travel See Write, 2022; Travel Happy, 2020).

Empirical studies provide additional perspectives on hostel development in Bangkok. Phra Nakhon, recognized as the city's historical core, hosts landmarks such as the Grand Palace, Wat Pho, and Khao San Road. Hostels in this district frequently incorporate traditional Thai cultural décor, including wood-based design elements and locally sourced materials, and often organize cultural activities such as Thai cooking classes, handicraft workshops, and temple tours. These features attract backpackers and culturally curious tourists—primarily from Europe and North America—who seek affordable accommodations with authentic local experiences (Bangkok Metropolitan Planning and Policy Office, 2017). International evidence supports these observations. European studies indicate that hostel selection is strongly influenced by cleanliness, location, and safety, with highly rated properties often commanding higher prices, especially in cities with higher crime rates (Martins, n.d.). Demographics also shape preferences: younger travelers and students typically favor affordable hostels with social atmospheres, while higher-income tourists may prioritize comfort and privacy (Edwards, 2012).

Hostels in Watthana reflect a contrasting market orientation. Situated in a modern, prosperous district featuring luxury malls such as EmQuartier and Terminal 21, along with upscale restaurants, rooftop bars, and entertainment venues, these hostels emphasize contemporary design and extensive amenities, including private bathrooms, high-speed internet, and well-equipped communal kitchens (Bangkok Metropolitan Planning and Policy Office, 2017). Previous research confirms that location and amenities directly affect price and perceived value (Kunnu, 2016). Consistent with patterns in Japan's hostel sector, Watthana properties focus on enhancing service quality by balancing pricing with facility upgrades and staff attentiveness (Morishita, 2020). Decor and ambiance further distinguish the two districts. Phra Nakhon hostels commonly feature traditional Thai aesthetics—warm tones, wooden furnishings, and handcrafted textiles—whereas Watthana hostels favor minimalist interiors with sleek, modern furniture (Phongsermphol, 2017). Economic sensitivity also varies: Phra Nakhon's reliance on international visitors makes it more vulnerable to global tourism fluctuations, while Watthana benefits from a mix of domestic tourists and business travelers, insulating it somewhat from international market shocks (WTTC, 2021). Recent studies have also explored the role of online consumer reviews in shaping hostel pricing. Guest ratings for atmosphere, cleanliness, amenities, location, staff, and safety significantly influence room rates, with cleanliness, safety, and location emerging as particularly critical factors (Martins, n.d.). Understanding how these customer-generated evaluations affect price premiums provides a valuable foundation for assessing competitive strategies in Bangkok's dynamic hostel market.

Research Methodology

This study employed a quantitative research design to investigate the factors influencing tourists' preferences for hostel accommodations in Bangkok. The target population comprised both domestic and international tourists, including individuals who have previously used hostel services as well as those who have not. Because the total population size was unknown, the sample size was determined using Cochran's formula (1977), which is appropriate for large or indeterminate populations. A 95% confidence level was adopted, corresponding to a significance level of $\alpha = 0.05$ and a margin of error (precision) of ±5%. Based on the standard normal distribution, the z-value associated with a 95% confidence level is 1.96. Cochran's formula for sample size calculation is expressed as:

$$n_0 = \frac{z^2 \times p \times (1-p)}{e^2} \quad (1)$$

e = desired level of precision, the margin of error
p = the fraction of the population (as percentage) that displays the attribute
z = the Z-vale, extracted from a z-table

Therefore, the values can be substituted into the formula as follows:

$$n_0 = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05} = 384.16 \approx 385 \quad (2)$$

Based on the sample size calculation using Cochran's (1977) formula, it was determined that a sample size of 385 was required. Accordingly, a minimum of 384 respondents was required to ensure statistical reliability. To account for potential non-responses and incomplete questionnaires, the researcher targeted a slightly larger sample. The final dataset comprised 400 valid responses collected via an online survey distributed through travel-related websites, social media platforms, and tourism forums. The questionnaire included sections on demographic information, travel behavior, and key decision-making factors such as price, location, service quality, safety, and the influence of online reviews. Data were analyzed using descriptive statistics and inferential methods to evaluate relationships between demographic characteristics and hostel selection criteria.

This study utilized both secondary and primary data to achieve its research objectives and ensure a comprehensive analysis of the factors influencing tourists' choices of hostel accommodations in Bangkok's Watthana and Phra Nakhon districts. Secondary data were obtained from existing research studies, academic publications, government reports, and online sources relevant to hostel selection and marketing strategies. These materials provided critical background information on the application of the 7Ps marketing mix and the SWOT analysis for evaluating hostel businesses in both districts. Insights from these sources informed the conceptual framework, guided the formulation of research questions, and supported the design of the survey instrument. This stage also ensured that the study's content aligned with established theories and previous empirical findings. Primary data were collected through a structured online survey targeting a sample of general tourists, including individuals who had previously stayed in hostels as well as those who had not.

Following the sample size calculation based on Cochran's formula, a minimum of 400 valid responses was required to ensure statistical reliability. The questionnaire covered demographic information, travel behavior, and key decision-making factors such as price, location, service quality, safety, and the influence of online reviews. Responses were carefully screened, coded, and categorized to verify accuracy and completeness before analysis. To strengthen the interpretation of survey findings, the research team also consulted relevant academic articles and industry reports. These additional sources provided a comparative basis for evaluating the primary data and enhanced the robustness of the overall analysis. After the collection of questionnaire responses, the research team systematically analyzed, categorized, and verified the accuracy and completeness of the data. Each response was coded and entered a statistical software program to facilitate efficient and accurate analysis. Descriptive statistical methods were applied to summarize and interpret the data. Specifically, frequency distributions and percentage calculations were used to identify patterns and trends in tourist preferences, behaviors, and decision-making factors regarding hostel selection. The results were organized and presented in tables, displaying numerical values and percentages to provide a clear and concise overview of the findings. This approach allowed the research team to identify key characteristics of hostel users, compare preferences across different demographic groups, and evaluate the relative importance of factors such as price, location, service quality, safety, and online reviews in influencing accommodation choices.

Although the study employed a structured and statistically justified sampling approach using Cochran's (1977) formula and obtained 400 valid responses, several methodological limitations should be acknowledged. First, the use of an online survey distributed through travel-related websites, social media platforms, and tourism forums introduces potential sampling bias. Individuals who are active online, technologically literate, or more engaged in travel communities are more likely to participate, potentially underrepresenting tourists who rely on offline travel planning or have limited internet access. This may skew the demographic profile toward younger, more digitally connected respondents. Second, the voluntary nature of online participation may lead to self-selection bias, where respondents with strong opinions—positive or negative—about hostels are more inclined to complete the survey. This could influence the distribution of reported preferences, particularly regarding service quality, cleanliness, and safety. Additionally, responses may be affected by recall bias, as participants may inaccurately remember past travel behavior or accommodation experiences, especially if their hostel stays occurred long before the survey. Third, although the questionnaire was designed to capture both previous hostel users and general tourists, the online format may result in an overrepresentation of frequent travelers, backpackers, or individuals already comfortable with hostel accommodations. This may not fully reflect the preferences of more diverse tourist segments, such as families, older travelers, or business tourists, whose accommodation patterns differ significantly. Fourth, geographical bias may also occur, as online distribution channels may disproportionately reach respondents from certain regions or countries. Without strict control over geographic quotas, the representativeness of the sample for Bangkok's international tourist population may be limited. Finally, the study relied heavily on self-reported data, which may introduce social desirability bias, particularly in sections relating to travel behavior, safety concerns, or environmentally conscious decision-making. Respondents may provide answers they perceive as socially acceptable rather than fully accurate reflections of their behavior. Despite these limitations, the sample size, structured questionnaire, and triangulation with secondary data enhance the reliability of the findings. Nonetheless, future research may benefit from mixed-method approaches, including in-depth interviews or on-site surveys, to capture more diverse perspectives and reduce potential online survey biases.

Results

The study aimed to examine hostel marketing strategies using the 7Ps framework and SWOT analysis, as well as to investigate factors influencing tourists' choice of hostels in the two districts. Both secondary and primary data were employed to achieve these objectives. Secondary data, collected from academic articles, research papers, websites, and journals, were synthesized, and analyzed to understand marketing strategies and the competitive landscape of hostel businesses in Phra Nakhon and Watthana. Primary data were collected through a structured survey of 402 respondents to explore the key factors affecting hostel selection. The survey focused on variables including price, location, service quality, facilities, cleanliness, safety, and online reviews from previous guests. The data were analyzed using descriptive statistics, with results presented in tables and supported by detailed explanations. The analysis revealed distinct characteristics and preferences associated with each district. Hostels in Phra Nakhon tend to emphasize cultural and historical experiences, reflected in traditional Thai décor, proximity to landmarks such as the Grand Palace and Wat Pho, and activities that promote cultural immersion. As a result, price-sensitive tourists particularly younger travelers and backpackers are more likely to choose hostels in this district. Conversely, Watthana hostels focus on modern convenience, contemporary design, and upscale amenities, appealing to tourists seeking comfort, urban experiences, and entertainment options such as shopping malls, restaurants, and nightlife. These hostels typically charge higher prices and attract a demographic with higher budgets and a preference for modern urban lifestyles. Both districts share similarities in prioritizing cleanliness, safety, and friendly service, as well as leveraging online platforms and guest reviews to influence booking decisions. Beyond marketing performance, the findings also contribute to broader development-based discussions on how tourism interacts with urban transformation and inclusive economic opportunities. The contrasting characteristics of Phra Nakhon and Watthana reflect differing forms of tourism-led development, consistent with theories that emphasize how destination attributes shape localized growth trajectories (Sharpley, 2020). Phra Nakhon's cultural tourism supports small-scale enterprises and community-based services, aligning with inclusive development principles that promote participation and local benefit-sharing (Novelli, 2016). In contrast, Watthana's growth driven by higher-end tourism and commercial investment illustrates patterns of uneven urban development where economic gains concentrate in more affluent districts. These tourism patterns also carry implications for sustainable tourism, particularly regarding congestion, environmental pressure, and community well-being. As noted in sustainable urban tourism literature, increased tourist flows into historical centers risk overwhelming local infrastructure and public spaces (UNWTO, 2018). This is observable in Phra Nakhon, where high visitation can intensify waste generation, noise, and pedestrian congestion. Meanwhile, Watthana's rapid commercial expansion raises concerns related to energy consumption, land-use intensity, and neighborhood displacement issues frequently raised in sustainability research on fast-growing urban districts (García-Hernández et al., 2020). Integrating sustainability considerations is therefore essential for hostel operators and policymakers to ensure that tourism growth advances community well-being rather than exacerbating urban inequality. Overall, the results highlight the importance of aligning hostel marketing strategies with target demographics and district-specific advantages while acknowledging the broader developmental and sustainability context. This study provides practical insights for hostel operators and investors to enhance competitiveness, improve customer satisfaction, and tailor services to the preferences of distinct tourist segments in Bangkok.

Section 1: General Information

The general characteristics of the survey respondents were analyzed according to gender, age, average monthly income, and nationality. The findings provide insight into the profile of tourists using or considering hostel accommodations in Phra Nakhon and Watthana districts.

Gender: The distribution of respondents by gender shows the relative participation of male and female tourists, offering insights into potential preferences and behavior patterns within each group.

Age: Respondents were categorized into different age groups to examine how hostel selection factors vary across generations, particularly between younger travelers, who may prioritize budget and social interaction, and older travelers, who may value comfort, location, and amenities.

Average Monthly Income: Analysis of income levels helps to identify the economic segment of the respondents, which correlates with their ability and willingness to pay for hostel services in different districts.

Nationality: Respondents' countries of origin were analyzed to understand the proportion of domestic versus international tourists, as well as potential cultural influences on hostel preferences.

The demographic analysis forms the foundation for interpreting preferences in hostel selection and allows for comparisons across different traveler groups, providing a contextual understanding of the survey results presented in subsequent sections. Tables summarizing the frequency and percentage distributions of these variables were constructed to clearly illustrate the demographic composition of the sample.

Table 2. Shows the number and percentage of respondents classified by gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	199	49.5	49.5	49.5
Male	158	39.3	39.3	88.8
Prefer not to say	45	11.2	111.2	100.0
Total	**402**	**100.0**	**100.0**	.

As shown in Table 2, most survey respondents were female, totaling 199 individuals, which represents 49.5% of the sample. Male respondents accounted for 158 individuals, or 39.3%, while 45 respondents (11.2%) chose the option "Prefer not to say." This distribution indicates a slightly higher participation of female tourists in the survey, providing a basis for analyzing potential gender-related differences in hostel preferences and decision-making factors.

Table 3. Shows the number and percentage of respondents by age group.

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 20	55	13.7	13.7	13.7
21-30	246	61.2	61.2	74.9
31-40	70	17.4	17.4	92.3
41-50	25	6.2	6.2	98.5
51 and above	6	1.5	1.5	100.0
Total	**402**	**100.0**	**100.0**	

Table 3 indicates that many respondents were aged 21–30 years, totaling 246 individuals, which represents 61.2% of the sample. Respondents aged 31–40 years accounted for 70 individuals (17.4%), while those under 20 years numbered 55 (13.7%). Additionally, 25 respondents were aged 41–50 years (6.2%), and 6 respondents were 51 years or older (1.5%). This age distribution highlights a predominance of young adult travelers, suggesting that hostel preferences and decision-making factors are likely influenced by the characteristics and expectations of this demographic group.

Table 4. Shows the number and percentage of respondents classified by average monthly income.

	Frequency	Percent	Valid Percent	Cumulative Percent
15,001-30,000 THB	185	46.0	46.0	46.0
30,001-50,000 THB	73	18.2	18.2	64.2
Less than 15,000 THB	88	21.9	21.9	86.1
More than 50,000 THB	56	13.9	13.9	100.0
Total	**402**	**100.0**	**100.0**	

As presented in Table 4, the largest group of respondents reported an average monthly income of 15,001–30,000 THB, comprising 185 individuals or 46.0% of the sample. The next largest group earned less than 15,000 THB per month, with 88 respondents (21.9%).

Respondents with an income of 30,001–50,000 THB accounted for 73 individuals (18.2%), while those earning more than 50,000 THB totaled 56 respondents (13.9%). This distribution suggests that a significant portion of the sample consists of middle-income travelers, which may influence their preferences for hostel pricing, facilities, and overall accommodation choices.

Table 5. Shows the number and percentage of respondents classified by nationality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Foreigner	67	16.7	16.7	16.7
Thai	335	83.3	83.3	100.0
Total	**402**	**100.0**	**100.0**	

Table 5 shows that most respondents were Thai nationals, totaling 335 individuals, which represents 83.3% of the sample. The remaining 67 respondents were foreign nationals, accounting for 16.7%. This distribution indicates that domestic tourists constitute the primary segment of hostel users surveyed, although international visitors also represent a notable minority whose preferences may differ due to cultural and travel-related factors.

Section 2: Hostel Experience

Table 6. shows the number and percentage of respondents regarding their experience of having stayed or not stayed in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
No	125	31.1	31.1	31.1
Yes	277	68.9	68.9	100.0
Total	**402**	**100.0**	**100.0**	

As shown in Table 6, 277 respondents reported having stayed in a hostel, representing 68.9% of the sample, while 125 respondents had never stayed in a hostel, accounting for 31.1%. To analyzing hostel experiences and preferences, the researcher focused on the 277 respondents with prior hostel stay experience. This subset of respondents provided detailed insights into factors such as price, location, facilities, service quality, cleanliness, safety, and the influence of online reviews on their accommodation choices.

Table 7. shows the number and percentage of respondents regarding where they have stayed in hostels.

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	125	31.1	31.1	31.1
Others	17	4.2	4.2	35.3
Phra Nakhon	99	24.6	24.6	60.0
Phra Nakhon, Other	2	0.5	0.5	60.4
Phra Nakhon, Watthana	38	9.5	9.5	69.9
Watthana	120	29.5	29.5	99.8
Watthana, Others	1	0.2	0.2	100.0
Total	**402**	**100.0**	**100.0**	

Table 7 presents the distribution of respondents based on their hostel stay locations. The largest group, comprising 120 respondents (29.9%), had stayed exclusively in hostels in the Watthana district. Meanwhile, 99 respondents (24.6%) had only stayed in hostels in the Phra Nakhon district, and 38 respondents (9.5%) had experience staying in hostels in both Phra Nakhon and Watthana districts. A small number of respondents had stayed in hostels in one of these districts and other locations: 2 respondents (0.5%) in Phra Nakhon and other hostels, and 1 respondent (0.2%) in Watthana and other hostels. Additionally, 17 respondents (4.2%) reported staying in hostels in other domestic and international locations, including Japan, Norway, the Netherlands, Chiang Mai, and Phuket. Finally, 125 respondents (31.1%) did not provide information regarding hostel stays. These results indicate that the majority of hostel users in the survey had experience within Bangkok, with a notable concentration in Watthana and Phra Nakhon districts, reflecting the popularity and accessibility of hostels in these areas.

Table 8. Shows the number and percentage of respondents regarding whether they would like to use hostel services in the future.

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	125	31.1	31.1	31.1
No	49	12.2	12.2	43.3
Yes	228	56.7	56.7	100.0
Total	**402**	**100.0**	**100.0**	

As shown in Table 8, 228 respondents (56.7%) indicated that they intend to use hostel services in the future, reflecting a positive attitude toward hostel accommodations. In contrast, 49 respondents (12.2%) reported that they do not plan to use hostel services going forward. Additionally, 125 respondents (31.1%) did not provide information regarding future hostel use, primarily because they had never stayed in a hostel. These findings suggest a generally favorable perception of hostels among past users, while highlighting that prior experience plays a significant role in shaping intentions for future use.

Table 9. Shows the number and percentage of respondents regarding who they stayed with when using hostel services.

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	125	31.1	31.1	31.1
Alone	70	17.4	17.4	48.5
Family	25	6.2	6.2	54.7
Friends	93	23.1	23.1	77.9
Partner	89	22.1	22.1	100.0
Total	**402**	**100.0**	**100.0**	

Table 9 presents the distribution of respondents based on the companions they stayed with during hostel visits. The majority, 93 respondents (23.1%), stayed with friends, followed closely by 89 respondents (22.1%) who stayed with a partner. A total of 70 respondents

(17.4%) stayed alone, while 25 respondents (6.2%) stayed with family members. Additionally, 125 respondents (31.1%) did not provide information, as they had never stayed in a hostel. These results indicate that hostels in Bangkok are primarily used by groups of friends or couples, highlighting the social and communal aspects of hostel accommodations.

Table 10. Shows the number and percentage of respondents regarding whether their hostel stay met their expectations.

	Frequency	Percent	Valid Percent	Cumulative Percent
N/A	125	31.1	31.1	31.1
Exceeded expectations	140	34.8	34.8	65.9
Fell short of expectations	24	6.0	6.0	71.9
Met expectations	113	28.1	28.1	100.0
Total	**402**	**100.0**	**100.0**	

Table 10 presents respondents' perceptions of their hostel stay experiences. The majority, 140 respondents (34.8%), reported that their stay exceeded expectations, indicating high levels of satisfaction. Meanwhile, 113 respondents (28.1%) felt that their stay met expectations, reflecting a generally positive experience. A smaller group of 24 respondents (6.0%) reported that their stay fell short of expectations. Additionally, 125 respondents (31.1%) did not provide information, as they had never stayed in a hostel. These findings suggest that most hostel users in Bangkok have favorable experiences, with a substantial proportion perceiving the service quality as surpassing their expectations.

Section 3: Influential Factors in Choosing a Hostel

Table 11. Shows the number and percentage of respondents regarding the most important factor in their decision to stay in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Amenities	11	2.7	2.7	2.7
Locations	108	26.9	26.9	29.6
Price	90	22.4	22.4	52.0
Promotion	68	16.9	16.9	68.9
Reviews	69	17.2	17.2	86.1
Services	19	4.7	4.7	90.8
Social atmosphere	37	9.2	9.2	100.0
Total	**402**	**100.0**	**100.0**	

Table 11 presents the key factors that respondents considered when choosing a hostel. The majority, 108 respondents (26.9%), identified location as the most important factor, highlighting the significance of accessibility to attractions and transportation. The next most influential factor was price, chosen by 90 respondents (22.4%), reflecting the importance of affordability for many travelers. Reviews from previous guests were cited by 69 respondents

(17.2%), while 68 respondents (16.9%) prioritized promotions offered by hostels. Social atmosphere influenced 37 respondents (9.2%), services provided were a factor for 19 respondents (4.7%), and amenities were considered important by 11 respondents (2.7%). These results indicate that practical considerations such as location and price, along with online reviews and promotional offers, play the primary role in hostel selection, whereas social and amenity-related factors are less influential for most tourists.

Table 12. Shows the number and percentage of respondents regarding how much the Location influences their decision to stay in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not important	11	2.7	2.7	2.7
Quite important	108	26.9	26.9	29.6
Very important	283	70.4	70.4	100.0
Total	**402**	**100.0**	**100.0**	

Table 12 highlights respondents' perceptions of the importance of location when choosing a hostel. The majority, 283 respondents (70.4%), considered location to be very important, emphasizing its critical role in accessibility to attractions, transportation, and key city areas. Meanwhile, 108 respondents (26.9%) regarded location as quite important, and a small group of 11 respondents (2.7%) felt that location was not important in their decision-making process. These findings underscore that location is the primary factor influencing tourists' choice of hostels in Bangkok, aligning with previous research on urban accommodation preferences.

Table 13. Shows the number and percentage of respondents regarding how important Online Reviews are in their decision to stay in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not important	13	3.2	3.2	3.2
Quite important	134	33.3	33.3	36.6
Very important	255	63.4	63.4	100.0
Total	**402**	**100.0**	**100.0**	

Table 13 presents respondents' perceptions regarding the influence of online reviews on their decision to stay in a hostel. The majority, 255 respondents (63.4%), considered online reviews to be very important, indicating that guest feedback significantly impacts booking decisions. An additional 134 respondents (33.3%) regarded online reviews as quite important, while a small number, 13 respondents (3.2%), felt that reviews had no influence on their choice. These results highlight the critical role of digital reputation and peer feedback in shaping tourists' accommodation decisions in Bangkok's hostel market.

Table 14. Shows the number and percentage of respondents regarding the price range they prefer to pay for staying in a hostel per day.

	Frequency	Percent	Valid Percent	Cumulative Percent
0-500 THB	46	11.4	11.4	11.4
501-1000 THB	257	64	64	31.8
1001-1500 THB	82	20.4	20.4	95.8
More than 1500 THB	17	4.2	4.2	100.0
Total	**402**	**100.0**	**100.0**	

Table 14 illustrates respondents' preferred price ranges when selecting a hostel. The majority, 257 respondents (64.0%), preferred a price range of 501–1000 THB, indicating a strong preference for affordable yet moderately priced accommodations. The next most preferred range was 1001–1500 THB, chosen by 82 respondents (20.4%). A smaller group, 46 respondents (11.4%), preferred the 0–500 THB range, while the least preferred option, greater than 1500 THB, was selected by 17 respondents (4.2%). These findings suggest that mid-range pricing is most appealing to hostel users in Bangkok, balancing affordability with comfort and quality expectations.

Table 15. Shows the number and percentage of respondents regarding which promotion most attracted them to stay in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Buy 1 night get 1 night free	67	16.7	16.7	16.7
Discounts	153	38.1	38.1	54.7
Free breakfast	120	29.9	29.9	84.6
Group booking	31	7.7	7.7	92.3
Shuttle service	31	7.7	7.7	100.0
Total	**402**	**100.0**	**100.0**	

Table 15 presents respondents' preferences for hostel promotions. The most attractive promotion was discounts, selected by 153 respondents (38.1%), indicating that price incentives strongly influence booking decisions. The next most preferred promotion was free breakfast, chosen by 120 respondents (29.9%), reflecting the appeal of added value services. Buy 1 night, get 1 night free was selected by 67 respondents (16.7%). The least popular promotions, chosen equally by 31 respondents each (7.7%), were group booking discounts and shuttle services. These findings highlight that price-related promotions and tangible added-value offerings are the most effective strategies for attracting hostel guests in Bangkok.

Table 16. Shows the number and percentage of respondents regarding how important safety and security factors are in their decision to stay in a hostel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Not important	5	1.2	1.2	1.2
Quite important	87	21.6	21.6	22.9
Very important	310	77.1	77.1	100.0
Total	**402**	**100.0**	**100.0**	

Table 16 presents respondents' perceptions of the importance of safety and security when choosing a hostel. The majority, 310 respondents (77.1%), considered safety and security to be very important, emphasizing its critical role in accommodation decisions. An additional 87 respondents (21.6%) regarded these factors as quite important, while a small number, 5 respondents (1.2%), felt that safety and security were not important. These results indicate that ensuring a safe and secure environment is a primary consideration for tourists when selecting hostels in Bangkok.

Table 17. Shows the number and percentage of respondents regarding which area they would choose to stay between Phra Nakhon and Wattana.

	Frequency	Percent	Valid Percent	Cumulative Percent
Phra Nakhon	229	57.0	57.0	57.0
Watthana	173	43.0	43.0	100.0
Total	**402**	**100.0**	**100.0**	

Table 17 shows respondents' preferences regarding hostel locations within Bangkok. The majority, 229 respondents (57%), preferred to stay in Phra Nakhon, while 173 respondents (43%) favored Watthana. This suggests that Phra Nakhon's cultural attractions and historical ambiance are more appealing to tourists, whereas Watthana's modern and urban environment attracts a smaller, though significant, portion of hostel users.

Analysis of Preferences and Factors Influencing Hostel Selection Decision from Survey Data

Table 18. Analysis of Factors Influencing Hostel Service Selection and Gender of Respondents

Factors influencing the choice of hostel service	Female (%)	Male (%)	Prefer not to say (%)	Total (%)
Price	44 (10.95)	37 (9.20)	9 (2.24)	90 (22.39)
Promotion	44 (10.95)	19 (4.73)	5 (1.24)	68 (16.92)
Location	53 (13.18)	39 (9.70)	16 (3.98)	108 (26.87)
Reviews	36 (8.96)	28 (6.97)	5 (1.24)	69 (17.16)
Social atmosphere	13 (3.23)	17 (4.23)	7 (1.74)	37 (9.20)
Services	5 (1.24)	12 (2.99)	2 (0.50)	19 (4.73)
Amenities	4 (1.00)	6 (1.49)	1 (0.25)	11 (2.74)
Total (%)	**199 (49.50)**	**158 (39.30)**	**45 (11.19)**	**402 (100.00)**

Table 18 presents the analysis of factors affecting hostel choice based on respondents' gender, using the total sample of 402 participants. Across all respondents, Location was the most frequently selected factor, with 108 responses (26.87%), followed by Price with 90 responses (22.39%) and Reviews from previous guests with 69 responses (17.16%).

When examined by gender:

Female respondents (199 out of 402) prioritized Location the most, with 53 responses (13.18%), followed by Price and Promotion, each with 44 responses (10.95%).

Male respondents (158 out of 402) also ranked Location highest, with 39 responses (9.70%), followed by Price with 37 responses (9.20%).

Respondents who preferred not to disclose their gender (45 out of 402) similarly selected Location as the most important factor, with 16 responses (3.98%), followed by Social Atmosphere with 7 responses (1.74%).

These findings indicate that Location is the primary determinant of hostel choice for all gender groups, while secondary factors such as Price, Promotion, and Social Atmosphere vary according to gender. This underscores the universal importance of accessibility and proximity to attractions in hostel selection, with additional factors reflecting differing priorities among demographic subgroups.

Table 19. Analysis of Factors Influencing Hostel Service Selection and Age Groups of Respondents

Factors influencing the choice of hostel service	Under 20	21 - 30	31 - 40	41 - 50	51 and above	Total (%)
Price	20 (4.98)	57 (14.18)	8 (1.99)	5 (1.24)	0 (0.00)	90 (22.39)
Promotion	9 (2.24)	48 (11.94)	10 (2.49)	1 (0.250	0 (0.00)	68 (16.92)
Location	4 (1.00)	70 (17.41)	26 (6.47)	4 (1.00)	4 (1.00)	108 (26.87)
Reviews	11 (2.74)	41 (10.20)	11 (2.74)	6 (1.49)	0 (0.00)	69 (17.16)
Social atmosphere	4 (1.00)	15 (3.73)	11 (2.74)	6 (1.49)	1 (0.25)	37 (9.20)
Services	5 (1.24)	10 (2.49)	1 (0.25)	3 (0.75)	0 (0.00)	19 (4.73)
Amenities	2 (0.50)	5 (1.24)	3 (0.75)	0 (0.00)	1 (0.25)	11 (2.74)
Total (%)	**55 (13.68)**	**246 (61.19)**	**70 (17.41)**	**25 (6.22)**	**6 (1.49)**	**402 (100.00)**

Table 19 presents an analysis of respondents' preferences for hostel selection factors, categorized by age group. Many respondents were young adults aged 21–30 years (246 people, 61.19%), followed by the 31–40 years group (70 people, 17.41%) and the under 20 years group (55 people, 13.68%). The 41–50 years (25 people, 6.22%) and 51 and above (6 people, 1.49%) groups were less represented. This distribution suggests that younger adults are the most engaged demographic for hostel stays, likely reflecting their higher mobility, interest in travel experiences, and willingness to share opinions. For the 21–30 years group, location was the most important factor for 70 respondents (17.41%), followed by price with 57 responses (14.18%). Promotion (48 responses, 11.94%) and reviews (41 responses, 10.20%) were also significant, while social atmosphere (15 responses, 6.22%) and services

(11 responses, 2.49%) and amenities (10 responses, 1.24%) were less influential. Among the 31–40 years group, location remained the primary factor (26 responses, 6.47%), followed by reviews and social atmosphere (both 11 responses, 2.74%), and promotion (10 responses, 2.49%). Services (3 responses, 0.75%) and amenities (1 response, 0.25%) were least prioritized. For respondents under 20 years, price was the leading factor (20 responses, 4.98%), followed by reviews (11 responses, 2.74%) and promotion (9 responses, 2.24%). Location and social atmosphere were less influential (4 responses each, 1.0%), while amenities received the fewest selections (2 responses, 0.50%). In the 41–50 years group, reviews and social atmosphere were equally most important (6 responses each, 1.49%), followed by price (5 responses, 1.24%). Location (4 responses, 1.0%), services (3 responses, 0.75%), and promotion (1 response, 0.25%) were less significant. Finally, in the 51 and above group, location was the top factor (4 responses, 1.0%), while social atmosphere and amenities were chosen by only 1 respondent each (0.25%). Overall, the analysis indicates that location and price are the dominant factors for younger age groups, particularly those aged 21–30, whereas older age groups place relatively more emphasis on reviews and social atmosphere. Amenities and services consistently ranked lower across all age categories, suggesting that practical considerations and accessibility outweigh additional features in hostel selection decisions.

Table 20. Analysis of Factors Influencing Hostel Service Selection and Average Monthly Income of Respondents

Factors influencing the choice of hostel service	Less than 15,000 THB	15,001 – 30,000 THB	30,001 – 50,000 THB	More than 50,000 THB	Total (%)
Price	36 (8.96)	35 (8.71)	10 (2.49)	9 (2.24)	90 (22.39)
Promotion	13 (3.23)	37 (9.20)	13 (3.23)	5 (1.24)	68 (16.92)
Location	14 (3.48)	49 (12.19)	22 (5.47)	23 (5.72)	108 (26.87)
Reviews	9 (2.24)	36 (8.96)	15 (3.73)	9 (2.24)	69 (17.16)
Social atmosphere	9 (2.24)	14 (3.48)	8 (1.99)	6 (1.49)	37 (9.20)
Services	4 (1.00)	11 (2.74)	2 (0.50)	2 (0.50)	19 (4.73)
Amenities	3 (0.75)	3 (0.75)	3 (0.75)	2 (0.50)	11 (2.74)
Total (%)	**88 (21.89)**	**185 (46.02)**	**73 (18.16)**	**56 (13.93)**	**402 (100.00)**

Table 20 presents an analysis of hostel selection factors based on respondents' average monthly income, using a total sample of 402 participants. Across all income groups, location was the most frequently chosen factor, with 108 respondents (26.87%), followed by price (90 respondents, 22.39%) and reviews (63 respondents, 17.16%).

Analysis by Income Group:

1. 15,001–30,000 THB (185 respondents): Location was the top factor for 49 respondents (12.19%), followed by promotion (37 respondents, 9.20%) and reviews (36 respondents, 8.96%).
2. Less than 15,000 THB (88 respondents): Price was the most important factor for 36 respondents (8.96%), followed by location (14 respondents, 3.48%) and promotion

(13 respondents, 3.23%).

3. 30,001–50,000 THB (73 respondents): Location was prioritized by 22 respondents (5.47%), followed by reviews (15 respondents, 3.73%) and promotion (13 respondents, 3.23%).
4. More than 50,000 THB (56 respondents): Location remained the primary factor for 23 respondents (5.72%), followed by price (9 respondents, 2.24%) and reviews (6 respondents, 1.49%).

The analysis indicates that location is consistently the primary factor influencing hostel choice across all income groups, while secondary factors such as price, reviews, and promotions vary according to income level. These findings highlight the importance for hostel operators to tailor marketing strategies and service offerings to the preferences of different income segments, ensuring that accommodations meet the specific needs and expectations of each target group.

Table 21. Analysis of Factors Influencing Hostel Service Selection and Nationality of Respondents

Factors influencing the choice of hostel service	Thai (%)	Foreigner (%)	Total (%)
Price	80 (19.90)	10 (2.49)	90 (22.39)
Promotion	59 (14.68)	9 (2.24)	68 (16.92)
Location	84 (20.90)	24 (5.97)	108 (26.87)
Reviews	54 (13.43)	15 (3.73)	69 (17.16)
Social atmosphere	33 (8.21)	4 (1.00)	37 (9.20)
Services	15 (3.73)	4 (1.00)	19 (4.73)
Amenities	10 (2.49)	1 (0.25)	11 (2.74)
Total (%)	**335 (83.33)**	**67 (16.67)**	**402 (100.00)**

Table 21 presents an analysis of hostel selection factors based on respondents' nationality, using a total sample of 402 participants. Across all respondents, location was the most frequently chosen factor, with 108 respondents (26.87%), followed by price (90 respondents, 22.39%) and reviews (69 respondents, 17.16%).

Analysis by Nationality:

1. Thai respondents (335 respondents): Location was the primary factor for 84 respondents (20.90%), followed by price (80 respondents, 19.90%) and promotion (59 respondents, 14.68%).
2. Foreign respondents (67 respondents): Location was also the most important factor for 24 respondents (5.97%), followed by reviews (15 respondents, 3.73%).

The analysis indicates that location is consistently the primary factor influencing hostel choice across both Thai and foreign tourists, while secondary factors such as price, reviews, and promotions vary by nationality. These findings highlight the importance of understanding tourists' preferences based on nationality to develop targeted marketing strategies and management practices that effectively meet the expectations and needs of diverse customer groups.

Table 22. Analysis of Willingness to Pay Price Range for Hostel Stay and Gender of Respondents

Willingness to Pay Price Range for Hostel Stay	Female (%)	Male (%)	Prefer not to say (%)	Total (%)
0 – 500 THB	13 (3.23)	25 (6.22)	8 (1.99)	46 (11.44)
501 – 1,000 THB	135 (33.58)	94 (23.38)	28 (6.97)	257 (63.93)
1,001 – 1,500 THB	42 (10.45)	33 (8.21)	7 (1.74)	82 (20.40)
More than 1,500 THB	9 (2.24)	6 (1.49)	2 (0.50)	17 (4.23)
Total (%)	**199 (49.50)**	**158 (39.30)**	**45 (11.19)**	**402 (100.00)**

Table 22 presents respondents' preferred price ranges for hostel stays, analyzed by gender, using a total sample of 402 participants. Across all gender groups, the 501–1,000 THB price range was the most frequently chosen, with 257 respondents (63.93%), followed by 1,001–1,500 THB (82 respondents, 20.40%) and 0–500 THB (46 respondents, 11.44%).

Analysis by Gender:

1. Female respondents (199 respondents) preferred the 501–1,000 THB range the most (118 respondents, 33.58%), followed by 1,001–1,500 THB (36 respondents, 10.45%) and 0–500 THB (13 respondents, 3.23%).
2. Male respondents (158 respondents) also favored the 501–1,000 THB range (90 respondents, 23.38%), followed by 1,001–1,500 THB (30 respondents, 8.21%) and 0–500 THB (25 respondents, 6.22%).
3. Respondents who preferred not to disclose gender (45 respondents) most commonly selected 501–1,000 THB (27 respondents, 6.97%), followed by 0–500 THB (8 respondents, 1.99%) and 1,001–1,500 THB (7 respondents, 1.74%).

The analysis indicates that the 501–1,000 THB price range is the most popular choice across all gender groups, while secondary preferences vary slightly. These findings emphasize the importance of considering gender-based pricing preferences when designing marketing strategies and accommodation offerings to meet the needs of different customer segments effectively.

Table 23. Analysis of Willingness to Pay Price Range for Hostel Stay and Age of Respondents

Willingness to Pay Price Range for Hostel Stay	Under 20	21 - 30	31 - 40	41 - 50	51 and above	Total (%)
0 – 500 THB	18 (4.48)	23 (5.72)	3 (0.75)	2 (0.50)	0 (0.00)	46 (11.44)
501 – 1,000 THB	32 (7.96)	166 (41.29)	44 (10.95)	10 (2.49)	5 (1.24)	257 (63.93)
1,001 – 1,500 THB	5 (1.24)	48 (11.94)	19 (4.73)	9 (2.24)	1 (0.25)	82 (20.40)
More than 1,500 THB	0 (0.00)	9 (2.24)	4 (1.00)	4 (1.00)	0 (0.00)	17 (4.23)
Total (%)	**55 (13.68)**	**246 (61.19)**	**70 (17.41)**	**25 (6.22)**	**6 (1.49)**	**402 (100.00)**

Table 23 presents an analysis of respondents' preferred hostel price ranges, categorized by age group, based on a total sample of 402 participants. Across all age groups, the 501–1,000 THB price range was the most frequently selected (257 respondents, 63.93%), followed by 1,001–1,500 THB (82 respondents, 20.40%) and 0–500 THB (46 respondents, 11.44%).

Analysis by Age Group:

1. 21–30 years (246 respondents): 501–1,000 THB was preferred by 166 respondents (41.29%), followed by 1,001–1,500 THB (48 respondents, 11.94%) and 0–500 THB (23 respondents, 5.72%).
2. 31–40 years (70 respondents): 501–1,000 THB was chosen by 44 respondents (10.95%), followed by 1,001–1,500 THB (19 respondents, 4.73%).
3. Under 20 years (55 respondents): 501–1,000 THB was preferred by 32 respondents (7.96%), with 0–500 THB being the second most popular (18 respondents, 4.48%).
4. 41–50 years (25 respondents): 501–1,000 THB was selected by 10 respondents (2.49%), followed by 1,001–1,500 THB (5 respondents, 1.24%).
5. 51 years and above (6 respondents): 501–1,000 THB was preferred by 5 respondents (1.24%), with minimal selections for other price ranges.

The analysis indicates that the 501–1,000 THB price range is consistently the most popular choice across all age groups. Secondary preferences, such as the 1,001–1,500 THB and 0–500 THB ranges, vary among age groups. These findings emphasize the importance of understanding age-specific pricing preferences to develop targeted marketing strategies and accommodation options that effectively cater to different age demographics.

Table 24. Analysis of Willingness to Pay Price Range for Hostel Stay and Average Monthly Income of Respondents

Factors influencing the choice of hostel service	Less than 15,000 THB	15,001 – 30,000 THB	30,001 – 50,000 THB	More than 50,000 THB	Total (%)
0 – 500 THB	27 (6.72)	14 (3.48)	0 (0.00)	5 (1.24)	46 (11.44)
501 – 1,000 THB	52 (12.94)	133 (33.8)	43 (10.70)	29 (7.21)	257 (63.93)
1,001 – 1,500 THB	7 (1.74)	34 (8.46)	28 (6.97)	13 (3.23)	82 (20.40)
More than 1,500 THB	2 (0.50)	4 (1.00)	2 (0.50)	9 (2.24)	17 (4.23)
Total (%)	**88 (21.89)**	**185 (46.02)**	**73 (18.16)**	**56 (13.93)**	**402 (100.00)**

Table 24 presents an analysis of respondents' preferred hostel price ranges, categorized by average monthly income, based on a total sample of 402 participants. Across all income groups, the 501–1,000 THB per day price range was the most popular choice (257 respondents, 63.93%), followed by 1,001–1,500 THB per day (82 respondents, 20.40%) and 0–500 THB per day (46 respondents, 11.44%).

Analysis by Income Group:

1. 15,001–30,000 THB (185 respondents): 501–1,000 THB per day was preferred by 133 respondents (33.08%), followed by 1,001–1,500 THB per day (34 respondents, 8.46%) and 0–500 THB per day (14 respondents, 3.48%).

2. Less than 15,000 THB (88 respondents): 501–1,000 THB per day was chosen by 52 respondents (12.94%), followed by 0–500 THB per day (27 respondents, 6.72%) and 1,001–1,500 THB per day (7 respondents, 1.74%).
3. 30,001–50,000 THB (73 respondents): 501–1,000 THB per day was selected by 43 respondents (10.70%), followed by 1,001–1,500 THB per day (28 respondents, 6.97%) and more than 1,500 THB per day (2 respondents, 0.50%).
4. More than 50,000 THB (56 respondents): 501–1,000 THB per day was preferred by 29 respondents (7.21%), followed by 1,001–1,500 THB per day (13 respondents, 3.23%) and more than 1,500 THB per day (9 respondents, 2.24%).

The analysis indicates that the 501–1,000 THB per day price range is consistently the most popular choice across all income groups. Secondary preferences, such as the 1,001–1,500 THB and 0–500 THB ranges, differ among income segments. These findings underscore the importance of understanding pricing preferences by income level to develop effective marketing strategies, pricing policies, and accommodation services that align with the needs of diverse target groups.

Table 25. Analysis of Willingness to Pay Price Range for Hostel Stay and Nationality of Respondents

Factors influencing the choice of hostel service	Thai (%)	Foreigner (%)	Total (%)
0 – 500 THB	39 (9.70)	7 (1.74)	46 (11.44)
501 – 1,000 THB	225 (55.97)	32 (7.96)	257 (63.93)
1,001 – 1,500 THB	60 (14.93)	22 (5.47)	82 (20.40)
More than 1,500 THB	11 (2.74)	6 (1.49)	17 (4.23)
Total (%)	335 (83.33)	67 (16.67)	**402 (100.00)**

Table 25 presents an analysis of respondents' preferred hostel price ranges, categorized by nationality, using a total sample of 402 participants. Across all nationality groups, the 501–1,000 THB per day price range was the most preferred (257 respondents, 63.93%), followed by 1,001–1,500 THB per day (82 respondents, 20.40%) and 0–500 THB per day (46 respondents, 11.44%).

Analysis by Nationality:

1. Thai respondents (335 respondents) showed a strong preference for 501–1,000 THB per day (225 respondents, 55.97%), followed by 1,001–1,500 THB per day (60 respondents, 14.93%) and 0–500 THB per day (39 respondents, 9.70%).
2. Foreign respondents (67 respondents) also preferred 501–1,000 THB per day (32 respondents, 7.96%), followed by 1,001–1,500 THB per day (22 respondents, 5.47%) and 0–500 THB per day (7 respondents, 1.74%).

The analysis indicates that the 501–1,000 THB per day price range is consistently the most popular choice for hostel stays among both Thai and foreign tourists. Secondary preferences, including the 1,001–1,500 THB and 0–500 THB ranges, differ by nationality.

These findings highlight the importance of understanding nationality-based pricing preferences to develop effective marketing strategies and tailor accommodation offerings to meet the expectations of diverse customer segments.

Discussion

The findings of this study are consistent with theoretical frameworks and prior research, particularly the 7P Marketing Mix (The Chartered Institute of Marketing, 2023) and SWOT analysis (Evgeniia Kondrateva, 2019), in examining marketing strategies of hostel businesses in two distinct Bangkok districts: Watthana and Phra Nakhon. These districts have unique characteristics and target different customer segments, making them suitable for comparative analysis. The survey data highlight location and price as the primary factors influencing tourists' hostel choices, confirming the importance of the "Place" and "Price" components of the 7P framework. The choice of Phra Nakhon and Watthana for comparison is therefore justified, given their contrasting environments and proximity to cultural versus modern attractions. In addition, the two districts experience the effects of tourism growth on community well-being and local development in different ways. Phra Nakhon, as Bangkok's historical and cultural center, benefits from tourism-driven income for local businesses and community activities; however, increasing tourist concentration also contributes to congestion, pressure on public spaces, and environmental degradation, echoing broader urban tourism challenges in heritage districts. Watthana, in contrast, experiences growth through modern, entertainment-oriented tourism, which supports local employment and economic vibrancy but can intensify uneven development, where investment clusters in high-demand commercial zones while residential areas face rising living costs and social displacement. These contextual dynamics influence hostel strategies, as operators must balance attracting tourists with maintaining positive community relations and minimizing negative externalities. Price considerations also reflect differences in target markets. Watthana hostels tend to adopt higher pricing strategies appealed to tourists seeking modern and upscale experiences, whereas Phra Nakhon hostels provide more affordable options catering to budget-conscious visitors interested in cultural and historical exploration. This aligns with previous research comparing target groups and pricing strategies in the two districts (Laowicharaj, 2017). Other factors such as reviews, promotions, social atmosphere, services, and facilities also play significant roles in decision-making. Watthana hostels are characterized by comfort and luxury, whereas Phra Nakhon emphasizes cultural and historical experiences. Both districts prioritize personnel and process strategies, ensuring friendly service and efficient check-in / check-out procedures, which support positive customer experiences. A finding supported by prior studies on service accessibility and customer satisfaction. Survey results revealed that most respondents preferred Phra Nakhon, consistent with reports by the Bangkok Policy and Planning Office (2017), which identifies the district as Bangkok's historical center, attracting tourists interested in cultural and historical exploration. Interestingly, while location and price were the most influential factors in this study, these differ from findings in Japanese hospitality research, which emphasize service and price as primary considerations (Morishita, 2020). However, the results align with studies highlighting cleanliness and safety as critical factors influencing accommodation choices (António Miguel Martins). For respondents under 20 years old, price was the most important factor, supporting research showing that students and budget-conscious travelers prioritize cost when selecting hostels due to social and financial considerations (Edwards, 2012). Overall, the findings emphasize the need for hostel operators to tailor marketing strategies, pricing, and service offerings according to district characteristics, target demographics, and key decision-making factors such as location, price, and safety, while also considering how tourism-driven growth affects community well-being, spatial inequality, congestion, and environmental quality.

Conclusion

This study investigated the marketing strategies of hostels in Bangkok's Watthana and Phra Nakhon districts using the 7P Marketing Mix framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence—to compare how hostels attract tourists and impact the economic and social environment of each area. The findings indicate significant differences in pricing and location strategies between the two districts. Hostels in Watthana target tourists seeking a modern urban experience with upscale amenities, while Phra Nakhon hostels appeal to travelers interested in Bangkok's cultural and historical heritage. Despite these differences, both districts emphasize comfort, cleanliness, and friendly service, leveraging online promotions to facilitate the booking process. The SWOT analysis highlights distinct strengths and weaknesses for each district. Watthana excels in luxury, convenience, entertainment options, and transportation accessibility, whereas Phra Nakhon offers rich cultural heritage and budget-friendly accommodations. Both districts, however, face common challenges such as traffic congestion and environmental pressures related to tourism, underscoring the need for sustainable tourism practices to ensure long-term community well-being.

Regarding tourist decision-making, location emerged as the most critical factor, reflecting its influence on convenience, accessibility to attractions, public transportation, and local amenities. Proximity to cultural landmarks, shopping areas, and transit hubs significantly enhances the tourist experience by minimizing travel time and providing easy access to dining, entertainment, and recreational activities. Following location, safety, price, and customer reviews are also essential factors shaping hostel choice. Collectively, these elements influence guest satisfaction by balancing comfort, affordability, and quality, offering valuable insights for hostel operators to optimize marketing strategies and service delivery to meet diverse tourist preferences.

Recommendations

1. **Recommendations for Hostels:** Hostel operators should prioritize enhancing comfort and security to strengthen guest confidence and satisfaction. Actively leveraging

customer reviews and responding to feedback can improve service quality and build a positive reputation. Tailoring services and amenities to the specific preferences of target tourist groups—such as cultural experiences in Phra Nakhon and modern conveniences in Watthana—can further enhance competitiveness and guest loyalty.

2. **Recommendations for Community Development:** Efforts to promote cultural and experiential tourism should be carefully managed to support community well-being and mitigate the potential negative impacts of tourism, such as congestion or environmental degradation. Improving transportation infrastructure in high-tourist areas can reduce traffic congestion and enhance accessibility, benefiting both residents and visitors. Local stakeholders should collaborate to ensure tourism development aligns with the long-term social and economic interests of the community.
3. **Recommendations for Future Research:** Future studies should investigate environmental and sustainability factors related to hostel operations and tourism, examining how these practices affect local communities. Research could also explore strategies for balancing tourism growth with social and economic welfare, ensuring that tourism contributes positively to both the economy and the quality of life for residents.

This study aligns with the principles of social economics, emphasizing the well-being of individuals and communities rather than solely focusing on consumption or demand. The diverse pricing and service offerings of hostels in Phra Nakhon and Watthana address the needs of tourists from different economic backgrounds, promoting equitable access and supporting community development. The findings highlight the importance of balancing guest satisfaction with environmental and social sustainability, reflecting a commitment to the common good and long-term sustainable development. Moreover, effectively managing tourism congestion, protecting cultural zones, and promoting sustainable tourism practices is essential for ensuring that tourism development contributes positively to community well-being and long-term urban resilience. As tourist numbers continue to grow particularly in high-density heritage areas such as Phra Nakhon unregulated visitor flows can place pressure on public infrastructure, disrupt residents' daily lives, and degrade cultural assets. The following strategies provide direction on how these challenges can be addressed.

1. **Managing Tourist Congestion:** The tourism congestion often results from the concentration of visitors in popular attractions during peak times. To mitigate this, policymakers and local authorities can implement visitor flow management strategies, such as timed-entry systems or advance reservation requirements for high-demand sites to distribute visitors more evenly throughout the day. Smart mobility solutions, including real-time traffic data, pedestrian routing apps, or heat-map technologies that disperse tourist flows and discourage overcrowding. Improved public transportation, such as shuttle services linking major tourist areas with peripheral zones, reducing reliance on private vehicles and alleviating road congestion. Infrastructure upgrades, including wider walkways, designated pedestrian zones, and bicycle lanes, which enhance visitor comfort while easing pressure on congested streets. These measures not only support smoother tourism operations but also safeguard the quality of life for residents.

2. **Protecting Cultural and Historical Zones:** The cultural zones, such as those in Phra Nakhon, face risks from physical wear, commercialization, and environmental stress. Protection requires a combined regulatory and participatory approach such as zoning regulations can limit inappropriate commercial development, restrict excessive signage, and ensure new buildings align with the area's historical character. Carrying-capacity assessments help determine the maximum number of visitors an area can accommodate without compromising cultural heritage integrity. Regular conservation and maintenance programs, funded through tourism revenues, ensure that temples, monuments, and historical structures are preserved responsibly. Community engagement initiatives, including heritage stewardship programs, encourage local participation in conservation efforts and strengthen cultural pride such strategies reinforce the significance of cultural identity while supporting tourism appeal.

3. **Supporting Sustainable Tourism Practices:** Sustainable tourism requires balancing economic benefits with environmental preservation and community welfare. Hostels and tourism stakeholders can adopt several practices such as eco-friendly operations, including energy-saving technologies, waste reduction programs, and water conservation efforts within hostel facilities. Responsible visitor education, such as signage or digital content informing tourists about respectful behavior in cultural sites, environmental sensitivity, and community norms. Promotion of low-impact tourism activities, including walking tours, community-led cultural workshops, and visits to lesser-known attractions, which help distribute tourist spending more equitably and reduce pressure on overburdened sites. Collaboration with local communities to develop tourism products that reflect local culture, generate income, and promote inclusive development. By adopting these approaches, tourism in Bangkok's districts can continue to thrive while preserving social cohesion, cultural heritage, and environmental quality.

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