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A Research on the Influence Mechanism of the Homestay Tourists Loyalty

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Abstract: *In the context of high-quality economic development, the demand for accommodation in tourist destinations is becoming increasingly diverse and personalized. Based on the questionnaire survey data of homestay tourists in Dali and Lijiang, Yunnan, a structural equation model was established to analyse the impact mechanism and the action path of homestay loyalty of tourists. The results indicate that there is a close direct relationship between the quality of homestay experience and the satisfaction and loyalty of the tourist. The physical environment of homestays has a positive impact on tourist satisfaction and loyalty. The social interaction of homestays positively affects tourist satisfaction, but does not affect loyalty Satisfaction plays a significant mediating role in the loyalty mechanism of homestays for tourists. Satisfaction plays a partial mediating role in the process of the physical environment that affects loyalty in homestays, while it plays a complete mediating role in the process of social interaction that affects loyalty in homestays.*

Keywords: *Loyalty of homestays; Experience quality; Satisfaction; Structural equations model*

1. Introduction

With the proposal of the rural revitalization strategy and the rapid development of the national economy, it has promoted the upgrading of the tourism consumption of residents, and the demand for tourism accommodation has become increasingly diversified [1]. As a new type of accommodation format, homestays can provide tourists with unique accommodation experiences beyond hot topics, meeting the diverse needs of tourists' travel [2]. At the same time, tourist homestays have also played an important role in driving local economic growth, protecting and inheriting local culture, and improving rural ecological civilization [1]. However, in recent years, explosive growth and disordered development of the homestay industry have led to the gradual emergence of development bottlenecks such as chaotic homestay market, low management level, and lack of scientific planning for homestay construction [3]. From this, it can be seen that promoting the high-quality development of the homestay industry is particularly important in the context of China's tourism industry entering a stage of high-quality development and the era of experiential economy.

However, currently, domestic and foreign scholars focus mainly on the development path, tourism and development models of homestays, and there is relatively little research on the impact mechanism of homestay tourist loyalty [4]. On the one hand, existing research from the perspective of homestay tourists focuses mainly on the quality of homestay services [5], tourist satisfaction [6], brand image [7], and only a few scholars have conducted research on the impact mechanism of homestay tourism loyalty; On the other hand, although some scholars have explored research on the perceived value, satisfaction and loyalty of homestay tourists [4], there are few empirical research results on the quality of tourist experience. This study takes Dali and Lijiang, Yunnan, as examples, with experience quality as the antecedent variable, tourist satisfaction as the intermediary variable, and tourist loyalty as the outcome variable. The structural equation model is used to explore the impact mechanism of homestay tourist loyalty. This study not only reveals the relationship between the quality of tourist experience, tourist satisfaction and loyalty, expands the theoretical framework for studying tourist loyalty in homestays, but also provides targeted suggestions for the high-quality development of the homestay industry.

ISSN 2616-5902 Vol. 5, Issue 11: 16-25, DOI: 10.25236/AJBM.2023.051103

2. Literature review

2.1. Loyalty

Customer loyalty, also known as customer stickiness, refers to the behavior of customers who develop a deep affection for a specific product or service, forming a "dependency" preference and thus resulting in repeated purchases [8]. Currently, scholars believe that the indicators to measure customer loyalty include two aspects: behavioral loyalty and attitudinal loyalty. The first is usually measured by the frequency of visits to tourist attractions [9]. Although behavioral methods can accurately present tourist attractions or destinations, they cannot distinguish whether willingness to revisit is due to positive experiences or simple convenience or cost considerations [10]. Therefore, it is difficult to measure tourist loyalty based on re-visiting behavior [11]. At present, most scholars believe that true customer loyalty is a repeat purchase behavior with a high attitude orientation [12]. They often use "future behavioral intention" to replace actual repeat purchase behavior and use "repeat purchase intention", "recommendation intention", and other important reflection indicators [11]. Foreign scholar Day [12], as one of the early supporters of this composite measurement method, believed that in order for consumers to truly be loyal, they must both buy the brand and have a positive attitude towards it. This calculation method has been used multiple times in the study of leisure activities [13]. Although it is a comprehensive method for measuring loyalty, it also has serious limitations because weights are applicable to two types of behavior, each involving a large number of variables, which makes the designed questionnaire very long and difficult to obtain data in practice. Although attitude methods have been criticized for lacking predictive ability for actual behavior, they allow researchers to reveal the strength of customer loyalty [14]. Through the organization and analysis of methods, this article will measure tourist loyalty from four perspectives: whether there is an intention to extend accommodation, whether there is a recommendation intention, whether there is an intention to stay again, and whether there is a preference for homestays.

2.2. Experience quality

In recent years, experience quality has become a hot research topic, but as a part of service experience, there is still a lack of established concepts in related research. In the field of tourism, the quality of experience is defined as the psychological and social reactions of tourists towards tourist attractions and services. When compared with service quality, the measurement of experience quality is subjective and tends to be holistic, systematic, and self-oriented (internal) [15]. The characteristics and emotions exhibited by homestays can affect the quality of tourist experience. This indicates that the tourist experience is related not only to the experience of homestay service itself, but also to the experience they interact with, as part of the collaborative creation experience with the attraction provider before and after the construction of the attraction [15]. Due to the fact that experience quality includes emotions and feelings that cannot be measured by service quality [16], scholars mostly use the concept of experience quality to study the impact on customer loyalty and satisfaction. In the study of the quality of customer experience in the hotel industry, some scholars believe that the physical environment and social interaction are the two dimensions of the quality of hotel experience [17]. Similarly, the dimension of experience quality is determined by integrating the most common experiences related to the hotel industry, including the psychological, symbolic and cognitive outcomes obtained by consumers from consumption activities (i.e., surprise, entertainment/fun, avoidance/immersion, lifestyle, learning), as well as the interaction between physical and social environments (i.e., employee-customer interaction, customer-customer interaction, atmosphere, customer safety) [18]. By reviewing the overall research on experience quality, the quality of the customer's experience is divided into two dimensions: physical environment (design, atmosphere, property maintenance) and interpersonal communication (care, customer-to-customer, professionalism and reliability) [17]. Organizations can generate customer experience by establishing mechanisms (physical environment) and human contact (social interaction) with service providers [19], which influence customer loyalty in choosing homestays. However, since homestays and hotels have similar attributes to some extent, this study uses two dimensions: physical environment and social interaction to represent the quality of guest experience. The physical environment refers to the physical aspect of a homestay, manifested through its architectural characteristics, convenience, comfort, safety, environmental protection, and tangible substances; Social interaction refers to the social interaction between tourists and service providers, between tourists and tourists, and between tourists and local residents, manifested as service encounters, hospitality, and atmosphere of interaction. In addition, many scholars have also explored the direct impact of experience quality on tourist satisfaction and

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loyalty [14,15], but previous research has focused mainly on tourism, hotels, and restaurants, with little attention paid to homestays. Therefore, this study suggests that the impact of experience quality on hotel customer satisfaction and loyalty may be similar to that of hotels, but there is a lack of research to prove this. Therefore, the following assumptions are proposed:

H1: The physical environment of homestays has a direct impact on the tourists' satisfaction with homestays.

H2: Social interaction in homestays has a direct impact on tourists' satisfaction with homestays.

H3: The physical environment of homestays has a direct impact on tourists' loyalty to homestays.

H4: Social interaction in homestays has a direct impact on tourists' loyalty to homestays.

H5: The satisfaction of tourists with homestays has a direct impact on their loyalty to homestays.

2.3. Satisfaction

Customer satisfaction has always been considered one of the key factors affecting long-term customer behavior, and satisfying consumers' wishes and utility is the achievement of consumer experience and described consumption goals[20]. Tourist satisfaction is the combination of tourists' expectations during the travel process and their post-travel experience. If tourists' expectations before traveling are met through the travel experience, they will achieve satisfaction [12]. The degree to which customers believe that a certain experience can evoke positive emotions is reflected in positive psychology after the experience, and satisfied tourists may develop attachment to the product (service). The relationship between experience quality, satisfaction, and loyalty has always been a hot topic in the hospitality and tourism industries. Experience quality is usually the antecedent and main determining factor of customer satisfaction and its future behavior and attitude. Most studies have shown that experience quality directly affects satisfaction, which further affects tourist loyalty [15]. However, some scholars have found in tourism research that tourist satisfaction is a prerequisite for quality experience [21]. Currently, scholars have not reached a consensus on the relationship between satisfaction and experience quality in the framework of tourist behavior. Returning to homestay research, there is relatively little research in this field. On the basis of reviewing previous empirical research results, this study proposes the following assumptions:

H6: Tourist satisfaction plays a mediating role between the physical environment of homestays and tourists' loyalty to homestays.

H7: Tourist satisfaction plays a mediator role between the social interaction of homestays and the loyalty of tourists to homestays.

3. Research Design

3.1. Variable measurement

Design a questionnaire based on the Likert 5-point scale (1=very dissatisfied, 5=very satisfied) to measure the variables. Referring to the analysis and practices of Walls [17], Carbon, and Haeckel [19], this article designs a 11-element tourism experience quality scale consisting of two sub-dimensions: "physical environment" and "social interaction". The physical environment includes "characteristics of homestay architecture", "safety assurance", "internal infrastructure", "location/convenience", "comfort", and "environmental protection"; Social interaction includes "the service attitude of homestay owners", "homestay owners provide warmth at home", "interaction with homestay owners", "interaction with other residents" and "interaction with local residents". Drawing on the design of the satisfaction scale by Suhartanto et al. [14], this article selects "experience meets expectations", "friendly atmosphere", "host guest interaction", "reasonable price", "characteristic services", and "beautiful memories". Referring to Shao Weiqin's [9] measurement of the latent variable loyalty of tourist loyalty, starting from the emotional loyalty and willingness loyalty of tourists, we measure their 'willingness to stay again' and 'willingness to recommend'.

3.2. Sample collection and sample characteristics

To improve the universality and practicality of the study, tourists from Dali and Lijiang in Yunnan were selected for on-site research. Dali and Lijiang are larger and more mature homestay gathering

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areas in China. The development of homestays started early, with distinct characteristics and a large scale, and has a typical reference significance in the entire homestay industry in China. The survey used convenient sampling technology to select the respondents, and selected popular scenic spots such as Dali Old City, Shuanglang, Caise, Lijiang Dayan Ancient City, and Shuhe Ancient City in Yunnan, and sampled them proportionally to their size. Based on the mean variance of the data obtained through pre-investigation and considering various factors, 696 questionnaires were distributed, 696 questionnaires were collected, and 656 questionnaires were valid, with a validity rate of 94.25%. As shown in Table 1, among the surveyed samples, male tourists accounted for 35.8% and female tourists accounted for 64.2%; 20% of respondents aged 20 and below, 75% of respondents aged 20-50 and 5% of respondents aged 50 and above. The number of surveyed tourists with a bachelor's or college degree is the highest, accounting for 73%. The occupational composition of the surveyed tourists is mainly distributed among college students, company employees, personnel from public institutions, and self-employed individuals, accounting for 33%, 21%, 17%, and 23% respectively. The travel companions of the surveyed tourists are mainly composed of friends and family, accounting for 30% and 37%, respectively. 79% of the surveyed tourists have stayed at homestays more than twice, and 21% of the surveyed tourists have experienced homestays for the first time.

Table 1: Demographic characteristics of the respondents

Variable	Description	Frequency	%
Gender	Female	421	64.2
	Male	235	35.8
Age	20 and below	130	20
	20~50	492	75
	50 and above	33	5
Education	Junior high school and below	24	3.7
	High school / technical secondary school	75	11.4
	Undergraduate / junior college	479	73
	Graduate student or above	78	11.9
Occupation	College Students	216	33
	Company Staff	138	21
	Institutional	111	17
	Self-employed	151	23
	Retirees	20	3
	Other	20	3
Type of visit	Friends	200	30
	Families	240	37
	Lovers	112	17
	Alone	90	14
	Other	14	2
The number of homestay	For the first time	138	21
	2~10 times	387	59
	More than 10 times	131	20

3.3. Research technique and research method

Use SmartPLS 4.0 PLS-SEM to estimate and test the model [22]. The partial least squares structural equation model (PLS-SEM) was used to validate the reliability and effectiveness of testing and measurement projects, as well as the relationship between the three dimensions (experience quality, tourist satisfaction, and tourist loyalty). Based on the reliability and effectiveness of the measurement model and the strength of the structural model, analysis and inspection are carried out in two steps [23]. The SEM hypothesis testing, path analysis, and conditional analysis of the model structure are all performed using bootstrapping technology. The PLS-SEM technology has advanced capabilities in evaluating predictive models and is applied to verify the consistency between established theories and reality [23]. In fact, if a study aims to explain a key outcome variable, PLS-SEM will be considered the most suitable technology in the entire SEM technology family [24]. Since PLS-SEM does not have a standard statistic to measure the Goodness of fit of the model, and the quality of the model depends on the prediction ability of endogenous variables, this paper uses PLS Algorithm technology to evaluate the model's goodness of fit through the determination coefficient R^2, GoF index, SRMR and path coefficient. Among them, R^2 Measure the predictive ability of exogenous variables on various endogenous potential variables and test the fit of structural models; the GoF index is used to test the fitness of explanatory variables to predict outcome variables, while SRMR (normalized root mean

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square residual) is used to evaluate the average size of observed and expected correlation matrix differences.

4. Empirical results and analysis

4.1. Reliance test

Reliability analysis was performed on the scale questions in the questionnaire using Smartpls4.0 software. The results of the reliability and validity test are shown in Table 2, where EQ1, EQ2, TS, and TL are separately named the quality of the physical environment of the homestays, the quality of the social interaction experience of tourists, the satisfaction of tourists and their loyalty, and the Cronbach's of them are 0.814, 0.801, 0.896, and 0.808 respectively, with reliability coefficients greater than 0.8, indicating good reliability. The combined reliability (CR) of EQ1, EQ2, TS, and TL were 0.871, 0.863, 0.921, and 0.875, respectively, with combined reliability greater than 0.85, indicating good internal consistency between all variables in the model. The average variance extraction (AVE) of EQ1, EQ2, TS, and TL was 0.577, 0.560, 0.660, and 0.638, respectively. The AVE was higher than 0.5, and the factor loading was much higher than 0.5, meeting the convergence validity requirements.

Table 2: Reliability and convergent validity tests of the measured models

Construct/item	Loading*	Cronbach's alpha	CR	AVE
EQ1		0.814	0.871	0.577
Q11 ← Architectural feature	0.684			
Q12 ← Security	0.659			
Q13 ← Location convenience	0.753			
Q14 ← Internal comfort	0.842			
Q15 ← Environmental protection degree	0.841			
EQ2		0.801	0.863	0.560
Q21 ← Featured service	0.773			
Q22 ← Provide home warmth	0.803			
Q23 ← Interact with the B & B owner	0.815			
Q24 ← Interact with other resident guests	0.634			
Q25 ← Interact with the local residents	0.699			
TS		0.896	0.921	0.660
S1 ← Experience to achieve expectations	0.849			
S2 ← Friendly atmosphere	0.835			
S3 ← Host and guest interaction	0.820			
S4 ← Reasonable price	0.746			
S5 ← Featured service	0.847			
S6 ← fond memory	0.771			
TL		0.808	0.875	0.638
L1 ← Intention to extend the residence	0.698			
L2 ← Recommended intention	0.868			
L3 ← The intention to live again	0.891			
L4 ← B & B preference intention	0.721			

Notes: CR = (square of the summation of the factor loadings)/[(square of the summation of the factor loadings)square of the summation of the error varances). AVE = (summation of squared factor loadings)/(summation ofquared factor loadings) (summation of error wariances). *All significant at $p<0.001$.

The discriminant validity was tested through the correlation coefficient matrix and the cross-loading matrix of the observed variables. The Fornell Parker standard was applied to test the differences between structures, and the results are shown in Table 3. The square root of AVE for all latent variables is greater than the correlation coefficient between this variable and other latent variables, indicating that all structures have achieved discriminability. The discriminative validity between the variable structures of the model was evaluated using the heterogeneity Unisex Ratio (HTMT), and the results showed that the HTMT ratios did not exceed 0.9, indicating that all structures met the discriminative criteria. In the cross-loading matrix results, each specific constructed item is well loaded into its own construction, indicating that the measurement model has discriminant validity and does not have discriminative validity issues.

ISSN 2616-5902 Vol. 5, Issue 11: 16-25, DOI: 10.25236/AJBM.2023.051103

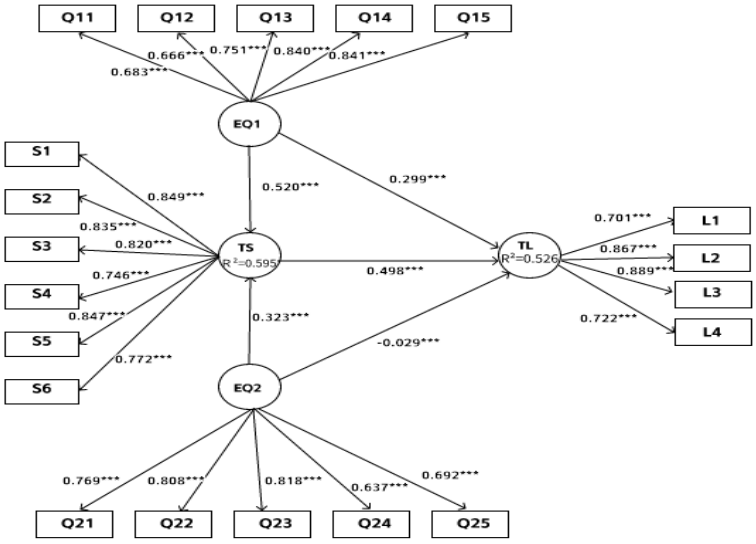
Table 3: Differential validity of the Fornell-Larker and HTMT standard measurement models

	EQ1	EQ2	TS	TL
Fornell–Larcker criterion				
EQ1	0.760			
EQ2	0.653	0.748		
TS	0.732	0.664	0.812	
TL	0.644	0.496	0.698	0.799
Heterotrait–Monotrait ratio of correlations				
EQ1				
EQ2	0.816			
TS	0.842	0.782		
TL	0.786	0.619	0.808	

4.2. Estimate the test

To test the causal relationship between various factors using standardized estimates (SEs), in order to verify whether the conclusion assumed in this article is significant, the p-value must be less than 0.05 [23]. Using Smartpls 4.0, standardized results were obtained by repeating random sampling 5000 times using the PLS-SEM method. The model path coefficient framework is shown in Figure 1.

By calculation, the VIF values of the model variables are all lower than 3.3, which meets the requirement of no multicollinearity. To evaluate the validity of the latent variables using the modified R^2 according to Chin et al[25]: $R^2 > 0.67$, has practical value;$0.33 < R^2 \leqq 0.67$,has a moderate explanatory power;$0.19 < R^2 \leqq 0.33$,weak explanatory power. The results of Figure 1 show that the quality of the experience and the perceived value explained 59.5% of visitor satisfaction, while the quality of the experience and satisfaction together explained 52.6% of visitor loyalty. Show that in the structural model of this study, the ability of satisfaction (R^2=0.595) and loyalty(R^2=0.526) to be explained is overall strong, the model has a moderate explanatory power.



Note: ****, **, * respectively means P<0.001, P<0.01, P<0.05, the same below.*

Figure 1: The results of the structural model

The PLS-SEM algorithm was used to obtain the AVE and $\overline{R^2}$ values for each variable, by calculating. The mean AVE of physical environment, social interaction, satisfaction and loyalty was 0.558, the corrected $\overline{R^2}$ values for TS and TL were 0.593 and 0.523, respectively, with a mean value of 0.609. The GoF value (Goodness of Fit) of the loyalty model is 0.583, reaching the evaluation standard of GOF value greater than 0.36. Additionally, the value of the standardized root mean square residual (SRMR) is 0.069, less than 0.1, reaching the evaluation standard of the model fit and the overall fit of the model is good.

ISSN 2616-5902 Vol. 5, Issue 11: 16-25, DOI: 10.25236/AJBM.2023.051103

4.3. Inspection of the path coefficients

Using SmartPLS 4.0 software and Bootstrapping technology, the standardized path coefficients and P-values between each indicator were obtained through 5000 iterations of repeated random sampling. The five hypotheses proposed above are now verified one by one. The results are shown in Table 4.

Table 4: Results of tests for direct and indirect effects

Suppose	Influence Path	Path Coefficient	P value	Fruit
H1	physical environment → satisfaction	0.520	***	support
H2	social interaction → satisfaction	0.323	***	support
H3	physical environment →loyalty	0.299	***	support
H4	social interaction → loyalty	-0.029	0.536	nonsupport
H5	satisfaction → loyalty	0.498	***	support
H6	physical environment t→ satisfaction →loyalty	0.259	***	support
H7	social interaction → satisfaction → loyalty	0.161	***	support

In the constructed model, the latent variable relationships include the physical environment of homestays and tourist satisfaction, the physical environment of homestays and tourist loyalty, the social interaction of homestays and tourist satisfaction, the social interaction of homestays and tourist loyalty, and the relationship between tourist satisfaction and loyalty. As shown in Table 4, except for the assumption that H4 is not supported, all other assumptions are supported. The path coefficients between the physical environment, social interaction and tourist satisfaction of homestays are 0.520 and 0.323, respectively, and both are significant at the 1% significance level. This indicates that for every change in tourist perception of the physical environment of homestays, tourist satisfaction will change by 0.520 levels; For every level of change in tourists' perception of social interaction experience in homestays, their consumption preferences will change by 0.323 levels. The impact of the above two factors on tourists' satisfaction with homestays decreases sequentially, indicating that in Dali and Lijiang, Yunnan, tourists are more affected by the physical environment of homestays when obtaining satisfaction with homestays. The path coefficients between the physical environment of homestays, the social interaction of homestays, the tourist satisfaction and the loyalty of the tourist to homestays are 0.299, -0.029, and 0.498, respectively. Among them, the impact of physical environment of homestays and tourist satisfaction on tourist loyalty to homestays is significant at the 1% level, but the impact of social interaction of homestays on tourist loyalty to homestays does not meet the significance level. The causal relationship between tourists' social interaction experience in homestays and their loyalty to homestays is still weak, and a positive social interaction experience may also negatively affect tourists' loyalty to homestays. Satisfaction, as a connecting variable between the quality of the tourist experience and the loyalty of homestays, plays a partial and complete mediating role, respectively. The path coefficients of indirect influence are 0.259 and 0.161, both of which are significant at the 1% significance level. This indicates that the physical environment of homestays not only directly affects tourists' loyalty to homestays, but also affects their loyalty through satisfaction. When the physical environment of homestays increases by one level, it will enhance tourists' satisfaction with the living experience, thereby increasing their loyalty to the homestay and the homestay industry. The relationship between various latent variables, overall, the quality of tourists' homestay experience (physical environment, social interaction) will have an impact on tourists' homestay loyalty through a certain path, and tourist satisfaction, as an intermediary variable between them, plays a particularly important role. Tourist satisfaction, as a forward variable of tourist homestay loyalty, has a positive effect on tourist homestay loyalty.

5. Conclusions and Discussion

5.1. Research conclusion

This study is based on the date from the survey questionnaire of tourists in Dali and Lijiang, Yunnan province on homestays. Structural equation modeling and other methods are used to explore the interaction between quality, satisfaction, and loyalty of the tourist experience, and to study the impact mechanism of homestay tourist loyalty. The main conclusions of the study are as follows:

The quality of the holiday homestay experience of tourists has a significant positive impact on loyalty. In the process of forming tourist loyalty, the physical environment of homestays and the social

ISSN 2616-5902 Vol. 5, Issue 11: 16-25, DOI: 10.25236/AJBM.2023.051103

interaction between hosts and guests have a positive impact on it. Analyzing the interaction between the physical environment and society in the quality of tourists' experience, it was found that tourists' perception of the physical environment of homestays is mainly influenced by factors such as the characteristics of homestay buildings, safety guarantees, location convenience, internal comfort, and environmental protection. The level of environmental protection of homestays is the main influencing factor, which confirms the essence of homestays, that is, they have a strong local atmosphere, return to nature and reality, and provide tourists with an original environmental living experience environment.

Tourist satisfaction has a direct positive impact on tourist loyalty. In the homestay experience, the satisfaction of tourists is influenced by six factors: expectation of experience, friendly atmosphere, host guest interaction, price, characteristic services, and beautiful memories. Among them, experience expectations, characteristic services, friendly atmosphere, and host guest interaction are the main influencing factors. This indicates that in order to improve tourist satisfaction, the homestay industry should focus on strengthening the unique services of homestays, the frequency of host guest interaction, and creating a friendly atmosphere, so that tourists can experience the true meaning of homestays and continuously improve their loyalty to homestays.

Tourist satisfaction plays a mediating role in the impact of the quality of the homestay experience on tourist loyalty. The quality of tourists' experience with homestays not only directly affects visitor loyalty, but also indirectly affects loyalty through visitor satisfaction. When tourists have a good evaluation of the quality of the homestay experience, their satisfaction also increases, which in turn has a positive impact on tourist loyalty. The intention of tourists to choose a homestay again and the intention to recommend it to their family and friends account for the main part of their loyalty to choosing a homestay. When tourists are very loyal to the homestay, they tend to choose it again and recommend it to others. At the same time, high loyalty to homestays will also have a certain degree of impact on tourists' preference for homestays. When tourists believe that the homestay experience is good and their loyalty to the homestay is high, it will also increase tourists' loyalty to other homestay choices. Furthermore, the impact of the extended residence intention of tourists is minimal, which may be related to their fixed itinerary or other external factors, but its impact cannot be ignored.

5.2. Countermeasures and suggestions

Based on the above research conclusions to improve the loyalty of homestay tourists and promote the high-quality development of the homestay industry, the following suggestions are proposed:

Local governments should improve relevant laws and regulations and standardize the standards of the homestay industry. Due to the explosive growth of homestays, problems such as chaos and low level of management in the homestay market have gradually emerged. Local governments should continuously improve the laws and regulations of the homestay market and formulate industry standards to provide strong guarantees for the high-quality development of the homestay industry. From this study, it can be seen that tourists' satisfaction with homestays is mainly influenced by aspects such as characteristic services, prices, and host guest interaction. In this regard, local governments should guide homestay operators in formulating and revising unified standards around services, prices, host guest interaction, and other aspects to promote the orderly and healthy development of the homestay industry, while enhancing tourists' satisfaction and loyalty to homestays. In addition, as host-guest interaction is an important factor in improving tourist loyalty, the government should actively guide homestay operators to improve their service awareness and provide professional training to homestay operators to enhance their service awareness and host-guest interaction awareness, continuously increasing the frequency of interaction between hosts and guests, and thereby improving the quality of tourists' experience of homestays.

The homestay industry should strengthen environmental management and create brand effects for homestays. From the conclusion of the article, it can be seen that the environmental performance of homestays is the main factor that affects the quality of the tourist homestay experience. Tourists choose homestays mainly to be close to nature and return to nature. In this regard, the homestay industry should strengthen the management of environmental protection in homestays, in order to maintain the local atmosphere and natural environment of the original ecology. For example, in the design of homestays, we will unify the environmental style and provide rewards and subsidies for implementing environmental protection, in order to improve the environmental protection level and tourist loyalty of the homestay industry. Furthermore, due to the fact that tourists' intention to choose homestays is mainly influenced by their intention to recommend and their intention to stay again, the homestay industry should establish brand awareness of homestays, expand promotional channels, and

ISSN 2616-5902 Vol. 5, Issue 11: 16-25, DOI: 10.25236/AJBM.2023.051103

continuously improve the popularity of homestays, so that tourists can fully understand and experience the unique services of homestays, thereby enhancing their loyalty to homestays.

Homestay operators need to improve their level and quality of service and experiencing the unique services of homestays is one of the important factors for tourists to choose homestays. However, since the homestay industry has only gradually developed in China in recent years, its development is still in its initial stage, and the characteristic services of homestays are still not very mature. In this regard, homestay operators should actively improve their level and quality of service, strengthen the frequency of interaction between hosts and guests, such as greeting tourists in advance, arranging their itinerary to greet them, actively helping them carry their luggage, introducing local culture and tourist attractions to tourists, and actively providing reasonable tourist planning suggestions to tourists. In addition, according to the research findings, environmental protection is an important factor that affects the loyalty of tourists to homestays. Therefore, homestay operators should pay attention to strengthening environmental awareness, such as using green and environmentally friendly materials, reducing the use of disposable products, and protecting the surrounding ecological environment to create a green and original homestay.

5.3. Research Deficiency and Prospects

This study revealed some important issues, but there are also shortcomings: firstly, in the basic model section, only the intermediary variable of tourist satisfaction was considered, without considering other intermediary or moderating variables (such as service quality, brand image, tourism motivation, etc.), leaving room for improvement in the model; the second point is that this survey only conducted a questionnaire survey on tourists from Dali and Lijiang in Yunnan, and the conclusion still has limitations. Future research will introduce more mediating or moderating variables to deepen the model and expand the scope of the investigation to improve its predictability.

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