

Analysis on the influencing factors of customer loyalty of homestay

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Abstract. As a newly developed travel accommodation model in the hotel industry, the homestay has gradually entered the public's view, and its situation and development are different before and after the epidemic. Based on the situation of homestays before and after the epidemic, this paper studies the factors affecting the development of homestays. Through literature review, it can be concluded that homestay is greatly affected by macro factors, such as geographical location, resources, national policies and prices, in the overall environment. This paper holds that, based on the influence of the above factors, improving business strategies to enhance customer satisfaction and customer loyalty is an important way to improve the development of home stay facilities.

Keywords: Homestay; Customer Loyalty; Influence Factor.

1. Introduction

Nowadays, with the progress and development of science, technology and economy, people's material living standard is constantly improving, and their pursuit of spiritual culture is gradually enriched. Now, people want to better experience the local conditions and customs, so the choice and demand of tourists for homestay is increasing. According to Qunar, the total number of homestays on the Chinese mainland reached 42,658 before 2017. At present, the distribution of homestays in mainland China is mainly concentrated in the east, southeast and southwest regions, such as Beijing, Zhejiang, Fujian, Guangdong, Yunnan and Sichuan. There are fewer homestays in the northeast and northwest. It can be seen that homestay tourism in large cities, famous scenic spots, ancient towns and areas where rural tourism is more developed accounts for a large part. Such a distribution is consistent with the overall development of tourism in China, that is, homestay is concentrated in the more developed areas of tourism. The development of homestay is one of the factors to promote the development of tourism with Chinese characteristics. It can also be seen that tourism is more developed in the city and its surrounding number of homestays. With the continuous expansion of the scale of the homestay tourism market, the market demand is also changing. In recent years, as a new tourism industry, homestay has gradually become a popular choice for people. In February 2017, the Chinese Academy of Social Sciences released a "green tourism": 2016-2017, analysis and forecast of China's tourism development around the advice to explore reasonable and lawful, efficient integration of folk industry management policy, promote the industry the license management system, establish a unified customs approval and regulatory mechanism, improve the standardization of the home stay facility operation and stability[1]. It can also be seen from some government policies that the state supports the development of the homestay industry .

The research question of this paper is: before and after the epidemic, what are the influencing factors and improvement strategies of homestay facilities? The development and situation of homestays are different before and after the epidemic. Many factors will affect the development of homestays, and how to stabilize the occupancy rate under the epidemic needs to be considered. There are many homestays centered on scenic spots in China, but the problem is excessive clustering, with high similarity, which inhibits development [2].

In the second chapter, I will describe the research methods used in this paper, and in the third chapter, I will classify the topics, including concept identification, influencing factors and strategy proposal. The fourth chapter is the conclusion of the article, which fills the gap in the factors affecting homestay in the academic field and can also guide the practical operation of the hotel in the future.

2. Method

In order to conduct a literature review, this study needs sufficient data sources, so the data sources of this paper are external network databases of Web of Science, Science Citation Index and Social Science Citation Index. Keywords of this study are: homestay tourism, homestay development, customer loyalty and customer satisfaction. Keywords were searched from 2013 to 2022. The search conditions of the four keywords in the past ten years are shown in Figure 1 and Figure 2. Due to the large gap between the development of folk tourism and homestay and customer loyalty and customer satisfaction, this study divided the four keywords into two ICONS to display. First of all, from the analysis of the first line chart, that is, the development of folk tourism and homestay, folk tourism is on a steady upward trend from 2013 to 2021, and it is flat in 2015 and 2016. But from 2021 to April 2022, there is a relatively small decline. The development of homestays has been on the rise from 2013 to 2020, while from 2021 to April 2022, there is a significant decline. From the second line graph, that is, customer loyalty and customer satisfaction, the search status of the two keywords is fluctuating and is unstable. Among them, the fluctuation rate of customer loyalty is stable, but the fluctuation range of customer satisfaction is large. The clear search trend is a sharp rise from 2018 to 2019 and a sharp decline from 2019 to 2020.



Figure 1. The trend of Homestay Tourism and Homestay Development

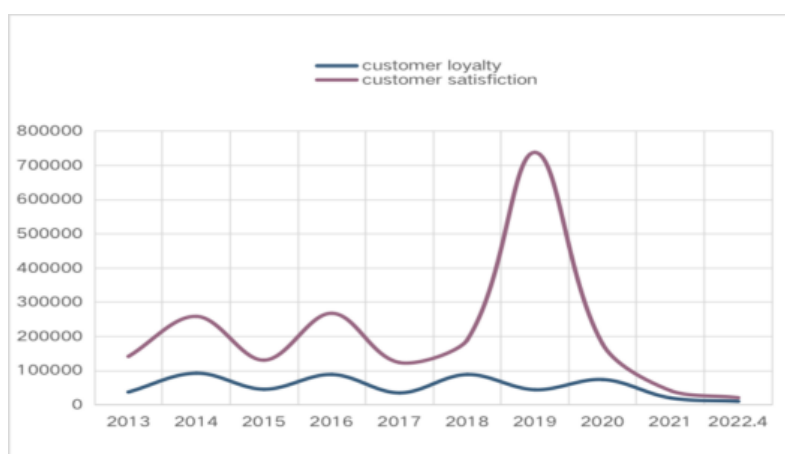


Figure 2. The trend of Customer Loyalty and Customer Satisfaction

By using the method of cluster analysis, this study summarized and analyzed the keywords, and got the main part from the analysis. They are Concept Identification, Influencing Factors includes, Overview of influencing factors, Concept of each influencing factor, How do influential factors play a role in homestay and Promotion Strategy.

3. Results

3.1 Concept Identification

3.1.1 Homestay

Homestay, as the name implies, is the use of their homes to provide accommodation space for tourists. Compared with hotels, this kind of tourist accommodation can be closer to the local environment, that is to say, a homestay combines the local geographical environment and cultural environment, allowing tourists to experience the local cultural scenery and folk customs, but also from the warm welcome and warm service of homestay operators can shorten the distance between people[3]. Tourists can enjoy the journey more easily and joyfully, just like living in their own home, which is the ultimate purpose of homestay.

The history of homestay is very long. It was first created in Britain and can be traced back to AD 43 to 410, that is, when Britain was under the rule of the Ancient Roman Empire, the British called homestay, Bed and Breakfast at that time. The most intuitive understanding is to provide a bed for people to sleep, rest and have breakfast bed. From this, homestay came into being and began to operate and develop. At that time, the reason for the existence of homestays was that it was necessary to provide a place to live for the officers and soldiers of the Roman Empire. They were mainly engaged in trade, but the accommodation they needed was not so luxurious as ordinary and convenient. Therefore, the appearance of the homestay provided a good accommodation environment for them. Later, the economic depression made life difficult for many British families, and to survive, they offered their spare space in their homes as a homestay. After the Second World War, many foreign soldiers in Britain because of the high demand for accommodation, thus expanding the development of homestays. In the United States, the term Homestay is often used.

3.1.2 Homestay tourism

Homestay tourism is simply understood as the surrounding tourism with homestay as the residence. Taking Beijing Dayinyu Incity Quadrangle as an example, the homestay is located in Hutong Li, Nanluoguxiang, Dongcheng District of Beijing, and there are many tourist attractions around, convenient transportation and beautiful environment. The homestay itself is fully equipped with facilities ranging from loft to single rooms, and the rooms have floor-to-ceiling windows with beautiful views.

3.1.3 Development of homestay

Homestay in China is now on the way from a flat stage to rapid development. With homestay as a way of living in tourism gradually entering people's lives and being gradually accepted by people, the market for homestay is getting better and better, and homestay itself has also begun to develop in different aspects. Predominantly rural homestay facilities began to greet people, in the spare time after work and study, to be close to nature is a good choice, rural experience entertainment more and more become the people's choice, organic home stay facility construction in suburbs, rural areas, in this area is surrounded by rural natural scenery, food is given priority to with extremely hot color of the local cuisine, It allows visitors to experience a pastoral atmosphere[4]. A beautiful environment is the ablest to attract tourists, Anaya homestay, Gubei water town homestay are very popular, even on some holidays when there are no reservations. It can be seen that with the continuous improvement of their own needs and innovation, many tourists are very concerned about personalized, and homestay has certain advantages for family tourism to a certain extent, which is as popular as hotels. From different regions, it can be seen that the tourism market in the Yangtze River Delta region is in a mature stage, and the homestay industry in these regions will be relatively developed and rich in resources. Homestay itself is a link between people and this place, which can improve and promote the local economy[5]. The future development of homestays should not be underestimated.

3.2 Impact factors

3.2.1 Internal factors

Homestay has obvious competitive advantages. Homestay housing resource utilization is very flexible, not only can use the existing owners of housing resources, but also can use idle building resources, can be said to kill two birds with one stone, not only the idle space is used up, but also because of the improvement of resource utilization rate and drive economic development[6]. The uniqueness of the home stay facility as well as the competitive advantage, because of its geographical environment, the landscape around the environment, the natural ecological environment is the irreplaceable such as the opening of a luxury homestay in Guilin Jiangpan Yard, the geographical position is very superior, from the famous scenic spot elephant trunk hill only need ten minutes on foot, twin towers is more than a kilometer distance attractions runs, Guilin Railway Station is only 1.5 km away from this homestay, and it is close to Guilin Liangjiang International Airport. Homestays are in line with the consumption preferences of young people, such as youth group construction or group travel with friends. With the gradual integration of tourism, homestays are also the travel choice of many families, because they can choose housing conditions independently and can be screened according to their own needs. For traveling families, the high-cost performance of homestay is also one of the attractions. It has high-cost performance and contains a lot of equipment needed in life, giving children more space for activity, higher freedom and comfort[7].

Although homestay has shown progress in many aspects with its development, disadvantages also appear, the most obvious is its serious homogenization phenomenon, with the gradual development of homestay, the number of homestays in various places began to increase, but not every homestay has its characteristics, just the name and environment of homestay. Folk distribution is also a big problem, the home stay facility distribution of known from China, based on tourism resources and rich experience area of home stay facility income is very optimistic, but in remote areas or lack of tourism resources of the area of home stay facility does not have ideal income, and during the period of the outbreak, operating conditions will be freeze.

3.2.2 External factors

The development of science and technology has accelerated the improvement of the quality of life. Homestay popularized itself to the public through the use of the Internet, so that people know and contact homestay. The continuous growth of residents' consumption levels and tourism demand has promoted the development of China's homestay industry[8]. Among them, also cannot leave the government policy support. However, compared with hotels, homestayB does not have a very standardized management system, which should be strengthened in operation and management.

3.3 Promotion strategy

Since 2020, the tourism industry has been hit hard by the COVID-19 pandemic, with various changes taking place in the homestay industry. The economic stagnation and decline caused the tourism industry to go through a period of freeze at first, but after the epidemic control began to stabilize, the tourism industry turned around and the occupancy rate of hotels began to recover, as did the homestay. For example, during this year's Spring Festival, coupled with the Olympic Games, the accommodation situation in the areas around Beijing is very ideal[9]. Due to the travel restrictions and impacts of the epidemic, more and more tourists choose to go to a certain place for self-drive travel during the small holidays, which has a positive impact on the homestay. However, homestay is affected by different factors during the epidemic situation, so for the improvement of homestay in this situation, the promotion of strategy is particularly important[10].

Due to the impact of the epidemic, the number of tourists in homestays is not ideal at ordinary times, which indicates that there are many uncertain factors. Under the current situation of the epidemic, the occupancy rate of homestays is not high on weekdays, but it will be better on weekends and holidays, with obvious economic advantages. So the study of home stay facility is a lot of, but previous studies from a certain Angle to study, some people from the perspective of customer

satisfaction, some people, from the perspective of the customer loyalty, some people began to study from the customer relations, in this way, each person a different perspective to explore, make its lost comprehensive system, So I'm going to combine all of these angles and aspects to make an illustration [11]. In view of all the current problems of homestay, put forward relevant solutions and improvement strategies. Although there are many studies on homestay, the impact of homestay on tourists has changed due to the emergence of the epidemic. People's psychology of traveling will first change. The epidemic situation will be the first consideration, followed by the safety of the destination, whether the transportation is convenient, how much they cost, and whether it increases the risk of traveling. Under the situation of epidemic prevention and control, there will be a large passenger flow. In addition, there are certain restrictions on homestays at present.

Some consumers may not be new to the homestay. From this perspective, as long as there are multiple visitors plus new visitors, the number of consumers will increase and profit will be made. Therefore, how to give consumers a good impression of the accommodation experience is very important. Customer flow is small, unable to retain customers has become the biggest problem. If the lack of such planning and change continues, the recession will continue. The two strategies that are currently being studied are establishing a brand chain and market segmentation.

Homestay operation is mostly operated by individuals, but to further develop homestay, expand the scale and improve efficiency, it is a correct choice to brand homestay. When choosing homestayB, tourists will consider whether homestay is a chain store[12]. High-quality brands can obtain higher customer satisfaction and enhance customer loyalty.

If the homestay wants to flourish, it must first find the right audience, not all people are suitable for homestay and will choose it. Compared with traditional hotels, homestay, an emerging way of living, is not acceptable to all people, such as business people. Therefore, from the perspective of geographical location, living environment, and services provided by homestay, it is necessary to accurately reflect the demand. Homestay is a booming industry in the later period. If it wants to improve its competitiveness, it should take positive measures in marketing operations and publicity. Many hotels group has a higher reputation, and they need to secure their brand reputation and status, but the home stay facility in this niche industry can attract customers through some channels, such as providing a free chance to experience a night for the guests, making full use of the Internet to do propaganda work, will be home a little to show for everyone.

4. Conclusions

Through reading and sorting out the literature review, this paper compares the situation of China's homestay facilities before and after the epidemic, and analyzes the current situation of China's homestay facilities and the main factors affecting the development of China's homestay facilities under the environment. From the analysis, it can be seen that the development of homestays is affected by both internal and external factors, such as geographical location, housing resources, scientific and technological development and utilization, customer perception, customer satisfaction, government support and so on. In terms of research, because China's homestay is currently in the transition process from stable development to rapid development, the types of homestays and the number based on this type are not enough. In the future, with the continuous development of China's homestay, homestay operators can be more and more perfect.

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