

A Study on the Perceived Value of Rural Homestay Tourists in Dabie Mountains Based on Online Reviews

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Abstract: Assessing the perceived value of rural homestay tourists in Dabie Mountain based on online reviews is crucial to promoting the upgrading of homestays, enriching rural industries, and assisting in the revitalization of revolutionary old areas. This study uses the text analysis method and collects nearly 3213 online reviews of homestays in Dabie Mountain in the past 3 years by Python. After in-depth analysis, the results indicate that the overall perception of tourists is positive, and functional value is a key factor in attracting tourists. Based on this, it is recommended that homestays in Dabie Mountain focus on accommodation, expand catering, use emotions to maintain the brand, and ensure that the service is cost-effective to enhance their competitiveness in the market.

Keywords: Rural revitalization; Homestay in Dabie Mountain; Perceived value of tourists

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1. Introduction

In the 2023 No. 1 central document, the proposal of “promoting the upgrading of rural homestay” was clearly stated and placed at the strategic height of rural revitalization, highlighting the important role of homestay in promoting rural revitalization^[1]. The perceived value of tourists is a key indicator to measure the overall service quality of homestays, which deeply reflects the attraction value of homestays. In recent years, research on tourist perception of homestays in various regions has been widely carried out, with homestays in Beijing City, Yunnan Province, Hainan Province, Zhejiang Province, and other places becoming the focus of research^[2-5]. However, the development of homestays in the Dabie Mountains region faces both particular challenges and potential opportunities. This study aims to provide empirical evidence and suggestions for improving the quality and optimizing strategies of homestays in Dabie Mountain by deeply analyzing the perceived value of tourists.

With social media gradually becoming the main channel for information dissemination, tourism marketing methods are also shifting from traditional offline models to a blend of online and offline integrations^[6]. Whether it is OTA platforms such as Ctrip and Dianping, or new media platforms such as Tiktok and Xiaohongshu, the

perception information of tourists can be widely spread to form electronic word-of-mouth, which can influence other tourists' attitudes and behaviors. This study starts from the perspective of tourist perceived value and extensively collects and analyzes tourist evaluations of homestays in Dabie Mountain on online platforms by Python technology. The core issues of the study include the following parts: an in-depth analysis of many factors that influence the perception of tourists in Dabie Mountains, a detailed exploration of tourists' specific emotional attitudes towards homestays in Dabie Mountain, and providing targeted strategic suggestions for the operation and development of homestays in Dabie Mountains.

This study will be divided into three parts. Firstly, a systematic review of relevant literature will be conducted to provide a comprehensive review of the theoretical research models of tourist perceived value, laying a theoretical foundation for subsequent research. Secondly, the research design will be presented in detail, clarifying the selection of data collection and analysis tools. Finally, the research results will be deeply analyzed to explore the intrinsic relationships between various factors and propose targeted strategic recommendations.

2. Literature review and research models

2.1. Literature review

Through the collection, organization, and analysis of domestic and foreign literature, the literature review of this study will be divided into three parts for discussion: rural revitalization and homestay research, tourist perceived value research, and homestay tourist perceived value research based on online reviews.

In the field of rural revitalization and homestay research, scholars at local and abroad have conducted extensive and in-depth discussions. Cheng et al. pointed out that foreign research mainly focuses on the diverse impacts of homestays, industry development trends, and enterprise management^[7]. Praya further refines it to the concept of homestays, supervision, macro impact, government response, landlords, consumer experience, and marketing^[8]. In addition to macro and meso-level research, some scholars approach from a micro perspective. For example, Jones and Guan explored the potential customer groups of Chinese homestays, while Hsieh and Lin conducted a cross-cultural analysis of the individual characteristics of homestay operators^[9-10]. With the rise of the domestic homestay industry and the promotion of rural revitalization strategies, domestic research has begun to focus on the relationship between homestays and rural revitalization, involving various aspects such as the entrepreneurial motivation of rural homestays, homestays and rural spatial planning, and the impact of homestays on rural revitalization^[11-13]. Li Ying pointed out that with rural tourism gradually shifting towards homestay tourism, people's longing for rural natural life has not weakened tourists' requirements for accommodation conditions, indicating that there is still a lot of room for improvement in homestay operation^[14]. Therefore, from the perspective of rural revitalization, exploring how to improve the quality of homestay operation and service level for tourist demand has become a topic with broad research prospects. It can not only help meet the diversified needs of tourists but also promote the sustained development of the rural economy and the innovation and upgrading of the homestay industry.

"Perceived value" originated from the viewpoint put forward by Peter Drucker in his book "The Practice of Management" in 1954, which states that "what consumers purchase and consume is not products but value, and value determines consumer choice behavior." It has since been widely applied in various fields, including tourism management^[15]. Zaithaml defined perceived value as "the overall evaluation of the utility of a product (or service) by consumers based on the perceived comparison between what they have obtained and what they have given," and began constructing a perceived value model based on two dimensions: cost perception and value perception^[16]. Cost perception includes purchase price, time cost, energy cost, and other aspects, while value

perception includes the perception of the functionality, quality, experience, and other aspects of a product or service. Although more dimensions have been extended since then, for example, Sheth built a perceived value model from five dimensions: social value, emotional value, functional value, cognitive value, and situational value ^[17]. However, the Zaithaml perceived value model still has strong applicability and has been applied by many scholars such as Bolton and Sweeney in their research ^[18-19]. Therefore, based on the Zaithaml perceived value model and the reality of the tourism management industry, this study will construct a dimensional model for the perceived value of tourists in homestays of the Dabie Mountains, taking cost perception and value perception as the primary dimensions, and price cost, risk cost, transportation cost, functional value, emotional value, and social value as the secondary dimensions. Besides, this study will draw on previous research results for reference to define relevant concepts as shown in **Table 1**.

Table 1. Definition of concepts for each dimension

Dimension	Definition	Reference source
Perceived cost	All monetary and non-monetary costs paid by tourists for the use value of homestays	Wang YF et al. ^[20]
Perceived value	The overall evaluation of individuals after comparing the perceived gains and costs of a product or service	Zeithaml ^[16]
Monetary cost	Including costs such as paying for the usage right of the homestay room, dining expenses, parking fees, and so on	Zhang Y et al. ^[21]
Risk cost	There may be monetary and non-monetary losses perceived by consumers during the consumption process of homestay products	Zeithaml ^[16]
Transportation cost	Vehicle purchase fees, tolls, fuel costs, time costs, and so on	Liu LY et al. ^[22]
Functional value	The rooms and dining provided by homestays can meet the basic functional needs of tourists	Tourism Northern Ireland ^[23]
Emotional value	Tourist identification with the entertainment, aesthetics, escapism, education, relationship development, and folk customs of homestays	Deng YT et al. ^[24]
Social value	Tourists socialize at homestays, try different lifestyles, learn new knowledge, and make new friends	Andrew L et al. ^[25]

To study the various dimensions and influencing factors of perceived value, domestic and foreign scholars have adopted quantitative and qualitative research methods such as questionnaire surveys, in-depth interviews, and participatory observation. However, these methods are costly and labor-intensive in sample collection. With the development of Internet media, online reviews have become an important data source to reflect consumers' concerns and emotional attitudes toward products or services. Therefore, more and more scholars are starting to use online platforms to analyze customer-perceived value. Fang et al. used Trip Advisor's online comment data to conduct an in-depth analysis of various factors that affect comment value ^[26]. Specifically in the field of hotel and homestay research, Cheng et al. utilized ROST CM6 software to study the perception of homestays in Guilin city among tourists on media platforms such as Tongcheng and Ctrip, providing valuable experiences for Guilin to build a world-class tourist city ^[27]. Yu Huimin et al. conducted in-depth research on the tourist experience perception of homestays in Mogan Mountain through online text analysis, and summarized the development experience of homestays ^[28]. From a regional perspective, the current research focuses on Yunnan Province, Hainan Province, Zhejiang Province, Beijing City, and other regions. Although there are also studies on homestays in Anhui province, the focus is mainly on southern Anhui province and other areas, and research on tourist perception of homestays in Dabie Mountain is relatively scarce. Therefore, starting from the perspective of perceived value, this study conducts in-depth research on homestays in Dabie Mountain, which

will help further enrich the empirical case of homestay research in Anhui province.

2.2. Theoretical research model

Based on the above background, this study applies the theory of perceived value, starting from two primary dimensions of cost perception and value perception, and further dividing them into six secondary dimensions including price cost, risk cost, transportation cost, functional value, emotional value, and social value. After the division, this study will classify the factors influencing the perceived value of tourists in Dabie Mountain. In addition, this study will also explore the emotional attitude of tourists towards homestays in Dabie Mountain and analyze the ranking of demand values among tourists visiting these homestays. This study aims to put forward targeted suggestions for the improvement of homestay management in Dabie Mountain. The theoretical research model is shown in **Figure 1**.

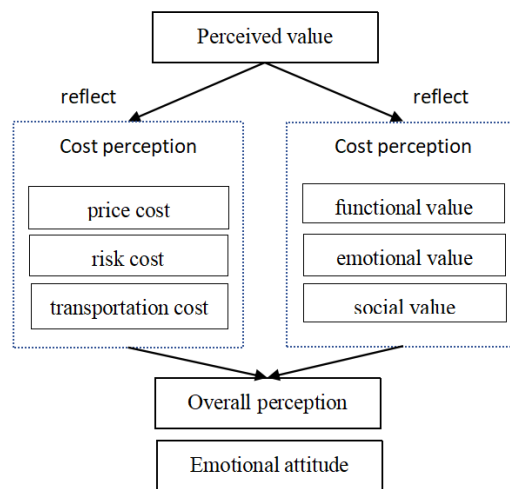


Figure 1. Research model

3. Research design

3.1. Research object

In recent years, Anhui Province has actively promoted the development of the tourism industry, focusing on creating six major sectors of the tourism product spectrum such as the Red Dabie Mountains, which has significantly improved the popularity and influence of Anhui tourism brands in China. Compared to other sectors, the tourism products of the Red Dabie Mountain bear a significant mission. It is not only an important component of the long-term development of tourism in Anhui Province but also an important approach to promote the revitalization of revolutionary old areas and achieve rural revitalization. However, due to the unique geographical location of mountainous areas, tourism in Dabie Mountain faces challenges such as unbalanced regional development, imperfect industrial chains, and scarcity of resources^[29]. These problems are also reflected in the homestay industry. To improve the standardization construction of the homestay industry, the Anhui Provincial Department of Culture and Tourism has successively issued relevant regulations such as the “Homestay Butler Service Specification” and the “Homestay Inn Safety Management Specification”^[30–31]. Corresponding documents and local regulations have also been issued in cities such as Lu’an and Anqing, such as the “Basic Requirements and Evaluation of Dabie Rural Homestays”, the “Management Measures for Dabie Rural Homestays in Lu’an City”, and the “Promotion Regulations for Rural Homestays in Anqing City”^[32–33]. These measures indicate that although the homestay industry in Dabie Mountain has shown a rapid

development trend in recent years under the guidance of policies at all levels, the industrial scale has gradually expanded, branded homestays have emerged one after another, and the operational level has steadily improved, there is still room for improvement and upgrading in standardized management, which further highlights the practical application value of this study.

3.2. Research sample

3.2.1. The scope of sample collection covers the Dabie Mountain in Anhui Province

According to the administrative division of China, the Dabie Mountain spans Anhui Province, Henan Province, and Hubei Province. In Anhui province, there are Qianshan County, Taihu County, Susong County, Wangjiang County and Yuexi County of Anqing City, Huoqiu County, Jinzhai County and Huoshan County of Lu'an City, and Shouxian County of Huainan City^[34]. Since this study is based on the perspective of rural revitalization, the rural homestays in the Anqing and Lu'an areas were mainly selected as research samples for the study.

3.2.2. The sample collection channels include traditional OTA and new media platforms

Homestay owners typically list their products on multiple platforms, while tourists typically place orders and leave reviews on a single platform. To ensure sufficient sample size and avoid duplication, this study selects two major traditional OTA platforms, Ctrip and Dianping, and two new media platforms, Tiktok and Xiaohongshu, for collection. Ctrip holds a significant share of the tourism consulting market, so scholars mostly conduct research based on this platform^[35-36]. Dianping has a separate homestay column. When compared to other platforms, it has the advantages of a more complete recognition system for detecting fake positive reviews, stricter reviews, and more informative evaluations. Scholars found that tourists have released a large number of videos and online posts about homestays in Dabie Mountain on Xiaohongshu and Tiktok, which can provide sufficient research samples.

3.2.3. Research sample collection and processing

In this study, 7915 samples were collected from the review samples of Ctrip, Dianping, Tiktok short videos, Tiktok group buying, and Xiaohongshu from December 2021 to February 2024. Due to the presence of emoticons that are difficult to convey perceived value in comments, such as “ghost faces”, “roses”, “handshakes”, “smiles”, and so on, this study manually screened the initially captured comments one by one. After filtering out obvious fake orders, emoticons, duplicates, and irrelevant content, a total of 3213 valid comment texts were retained. Among them, there are 723 effective comments on Xiaohongshu and the Tiktok platform; and 2490 valid comments from Ctrip and Dianping. Before the specific data processing, this study uses the Stopwords function of the Jieba program to segment the evaluation text, and achieves a transformation from document collection to segmentation text collection, so that to lay a foundation for subsequent research. Partial comment segmentation is shown in **Table 2**.

Table 2. Partial data of comments on homestays

Content	Keyword
After climbing Tianzhu Mountain, I checked into this homestay. I really like it! The exquisite courtyard shows the clean and tidy room carefully designed by the owner. The 1.8-meter-long big bed is just right for the three of us. The environment is also very quiet, and we slept soundly all night! My daughter is not willing to leave. Next time I come here to play, I will stay here!	Climbed; Tianzhu Mountain; Check in; This homestay; Really; Like; Exquisite; Design; Clean; Tidy; Room; 1.8-meter-long; Big bed; Our family of three; Environment; Quiet; Slept soundly all night; Will stay here

Table 1 (Continued)

Content	Keyword
The environment is good. The owner, chef and waiter have a warm and generous attitude. The food are all farmhouse cuisine, and the wine is also good.	Environment; Good; Owner; Chef; Waiter; Attitude; Warm; Generous; Farmhouse delicacies; Wine
The room is clean and tidy, the service is warm and considerate, the WiFi is good, and there are many delicious farmhouse cuisine.	Room; Clean; Tidy; Service; Warm; Considerate; Wifi; Farmhouse cuisine; Delicious
Natural oxygen bar, paradise, handsome butler, authentic vegetable garden, clean and tidy environment, perfect room layout, elegant service, making me extremely comfortable, creating a feeling of home	Natural; Oxygen bar; Paradise; Handsome butler; Authentic; Vegetable garden; Environment; Clean; Tidy; Layout; Perfect; Elegant; Service; Comfortable; Home
Located in a remote area, difficult to find, outdated equipment and difficult to use, video lag because of slow internet speed, dim lighting	Located; Remote area; Outdated equipment; Slow internet speed; Dim lighting
The owner has a good attitude, but the homestay location is not very good and it is very noisy at night.	Owner; Attitude; Location; Noisy

3.3. Extraction and presentation of comments

High-frequency words in comments reflect the perceived value of tourist demand, with higher perceived levels indicating higher word frequency and lower perceived levels indicating lower word frequency. Because there are a large number of prepositions, conjunctions, and pronouns such as “*zai*”, “*he*”, “*we*”, and “*it*” in the text, it can lead to biased analysis results. Therefore, this study removed stop-words from the collection of word segmentation words txt and removed adverbs such as “*special*” and “*true*”, verbs such as “*recommendation*”, and nouns such as “*hotels and homestays*” that could not reflect the perceived value of tourists. The top 50 high-frequency words were selected as the research sample. The word frequency section is shown in **Table 3**.

Table 3. Presentation of high-frequency words

Word	POS	Counts	Item counts	Word frequency	TF-IDF
Room	Noun	1009	827	0.02971405	0.017409357
Boss	Noun	996	807	0.029331213	0.017496522
Pretty good	Conjunctions	996	715	0.025208352	0.016360568
Clean	Conjunctions	850	811	0.025031658	0.014878086
Environment	Noun	749	712	0.022057308	0.014355718
Service	Custom word	515	476	0.01516624	0.012518342
Hygiene	nominal Classifier	464	476	0.01366434	0.011894239
Hotel	Noun	447	322	0.013163707	0.013094259
Cordial	Noun	445	435	0.013104809	0.011328325
Recommendation	Prepositions	330	295	0.009718173	0.010035327
Special	Adverb	311	242	0.009158642	0.010242297
Installation	Noun	287	266	0.008451866	0.009106171

4. Research results

4.1. Analysis of factors influencing perceived value

After removing words such as “*special*”, “*really*”, “*good*”, “*feeling*”, and “*hotel*” that cannot be clearly defined

in terms of dimensions, this study classified the top 50 words into six secondary dimensions: price cost, risk cost, transportation cost, functional value, emotional value, and social value (**Table 4**). The results show that the proportion of functional values such as accommodation conditions, catering services, supporting facilities, geographical location, and surrounding scenery ranks first. Ranked second in emotional values such as host-guest interaction, reception services, and operator persona. Ranked third in terms of the proportion of transportation costs such as vehicles and transportation hours. Ranked fourth in the proportion of social values such as experiential feelings and self-actualization. The proportion of monetary costs such as homestay prices and cost-effectiveness ranks fourth in the same category. The cost of health and safety risks ranks sixth.

Table 4. Perceived value dimensions and factors

Primary dimension	Secondary dimension	Factors	Percentage
Cost perception	Price cost	Price (226), Cost-effectiveness (211), Affordable (98), Cheap (53)	8%
	Risk cost	Clean (811), Hygiene (464), Tidy (254)	6%
	Transportation cost	Parking (151), Traffic (118), Driving (75), Distance (62), Convenience (56)	10%
Value perception	Functional value	Room (1009), Environment (749), Facilities (287), Location (287), Scenic area (278), Delicious (236), Boss lady (205), Breakfast (204), Taste (177), Meals (133), Scenery (127), Decoration (126), Soundproofing (103), Well-stocked (98), Style (83), Air-conditioning (71), Landscape (56), Scenic Spot (56), Yard (53), Geographical location (53), Tasty (52), Balcony (52), Restaurant (50)	46%
	Emotional value	Boss (996), Service (515), Enthusiastic (445), Comfortable (173), Cozy (157), Friends (128), Reception (111), Kids (67), Shop owner (66), Attentive Service (55), Considerate (53)	22%
	Social value	Recommendation (330), Feeling (263), Experience (186), Visit (62)	8%

4.2. Tourists perceive emotional tendency

Emotional orientation analysis is a branch of sentiment analysis used to determine the emotional polarity of texts with emotional connotations, such as positive polarity or negative polarity, which can reflect the emotional attitude of tourists towards homestays in Dabie Mountain. This study used a sentiment dictionary called “SentimentDict” to match 3213 comments, and the sentiment score for each comment was calculated using the sentiment phrase as the smallest unit. At the same time, this study considered the influence of degree adverbs, such as “very comfortable” and “relatively comfortable”, which express a good consumer experience during the accommodation, but the difference in comfort level can reflect the intensity of emotional inclination. Therefore, the emotional calculation formula is “emotional phrase score = negative word + degree adverb + emotional word”, with a score of 0 for neutral comments, less than 0 for negative comments, and greater than 0 for positive comments. Given the difficulty of understanding the emotional polarity or ambiguity of certain words in different contexts in sentiment dictionaries, this study used a method of manual review to check the results to improve the accuracy and scientificity. As shown in **Table 5**, the results show that there are 2455 positive emotional comments, accounting for the highest proportion at 76.4%, with an average emotional score of 3.51. Next is the neutral 603 evaluation, accounting for 18.8%. There were 155 negative emotional comments, accounting for the lowest proportion at 4.8%, with an average emotional score of -2.16. In short, tourists tend to have a positive overall perception of homestays in Dabie Mountain, but there is still room for improvement and enhancement.

Table 5. Emotional attitudes of tourists

Emotional inclination	Number of items	Percentage (of total)	Mean emotional score
Positive	2455	76.4%	3.51
Neutral	603	18.8%	0
Negative	155	4.8%	-2.16

4.3. Semantic analysis of negative perception

The semantic network is composed of nodes between arcs, where nodes represent specific things and arcs represent the relationship between them. The closer the distance between branches and nodes, the closer their relationships are. This study used Wordcloud to construct the semantic network to analyze 155 negative emotional comments, and the results showed that room is the most important factor that triggers negative perception and evaluation among tourists. With the “room” as the central node and radiating towards the surroundings, the most closely connected ones are first “location”, “boss”, “noise” and “environment”, followed by “accommodation”, “parking” and “facilities” (Figure 2). Providing a more comfortable and quiet accommodation environment, strengthening the construction of hardware facilities, and offering parking and other supporting amenities will still be the focus of the improvement of homestays in Dabie Mountain in the future.

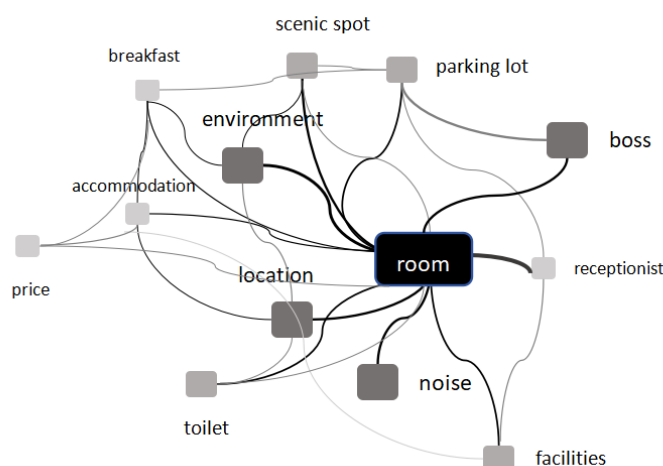


Figure 2. Semantic network diagram of negative comments

5. Suggestions for the operation of homestays in Dabie Mountain

The perceived value of tourists towards homestays reflects their level of emphasis on various service elements and reveals the key to enhancing the attractiveness and competitiveness of homestays. Based on the above results, this study provides a series of strategic suggestions for the improvement and upgrading of homestays in Dabie Mountain, aiming to provide practical reference for homestay operators and relevant regulatory authorities.

5.1. Starting from accommodation and expanding from food

Maslow’s hierarchy of needs theory is divided from low to high into physiological needs, safety needs, social

needs, esteem needs, and self-actualization needs, which are reflected in the needs of homestay tourists. In the ranking of perceived intensity among tourists of homestays in Dabie Mountain, functional value ranks first, followed by emotional value, while transportation cost, price cost, risk cost, and social cost are relatively weak. An in-depth analysis of functional value includes accommodation elements such as “room”, “facilities”, “decoration”, “sound insulation”, “air conditioning”, “yard”, as well as catering elements such as “delicious”, “meals”, “breakfast”, and “taste”, which are closely related to Maslow’s “physiological needs” level. At the level of “physiological needs”, it focuses on meeting the basic conditions for individual survival and development, such as sleep, food, water, air, and so on. High-quality accommodation and delicious dining are the foundation for ensuring that tourists can have a good experience during their travels. Therefore, for homestays in Dabie Mountain, priority should be given to the accommodation needs of tourists, ensuring that clean and comfortable rooms are provided, allowing tourists to have sufficient rest during their tired journey. At the same time, the catering services of homestays should not be ignored, as they should provide healthy, fresh, and delicious ingredients to meet the expectations of tourists for delicious food. On this basis, homestays should also focus on optimizing living facilities and decoration styles to meet the personalized needs of tourists, thereby further enhancing their attractiveness and competitiveness.

5.2. Emotional maintenance and brand building

The theory of emotional marketing holds an important role in marketing, although there is no clear proposer, multiple scholars have conducted in-depth research on it. Jennifer Aaker’s emotional brand theory is one of the best among them. She put forward the brand personality in five dimensions, which include sincerity, excitement, familiarity, composure, and competitiveness, providing strong theoretical support for establishing a deep emotional connection between businesses and consumers^[37]. In collected comments from tourists of homestays in Dabie Mountain, the description concerning the impression of the homestay owner can often be seen, such as “exquisite courtyard, showing the owner’s careful design”, “the owner is very good and worth recommending”, “winding paths lead to seclusion, the owner has put in the effort”, “the young miss is very beautiful”, and so on. In addition, homestay owners that skilled in management not only showcase their brand personality through emotional labor in face-to-face service but also actively share on social media to establish closer connections with tourists. The formation of this emotional connection has a significant impact on improving tourist loyalty and brand awareness. In an increasingly competitive market environment, pure traffic dividends have gradually given way to more personalized and profound intellectual property dividends. Therefore, homestay owners in Dabie Mountain must pay more attention to the enhancement of brand awareness to improve the attractiveness of homestays. In short, homestay owners should improve consumers’ sense of belonging by carefully creating a “distant home” context and personal intellectual property.

5.3. Value for money and value-enhanced

Leon Festinger’s cognitive dissonance theory points out that people tend to choose products that align with their cognition and values when making decisions. His theory is also applicable in the field of homestay consumption, as consumers’ choices are influenced by their affordability and social experience. With the transformation of the domestic homestay industry towards boutique and high-end, consumers’ expectations for homestays are also constantly increasing. In the early stages, consumers may be willing to pay higher fees for elements such as unique scenery, designer works, or popular shop owners. However, with the intensification of market competition and the diversification of consumer choices, homestays need to provide more added value to retain customers. In this situation, how to make consumers perceive “value for money” becomes the key.

To achieve this, homestays in Dabie Mountain can enhance consumer satisfaction by exploring added value within a reasonable market pricing range. For example, under the premise of safety, it should be recommended to provide customized services for niche tourism routes for tourists or design more scenarios with local characteristics to integrate into activities. These measures can not only provide tourists with more personalized services but also enhance the experience, making them feel it is worth the value. At the same time, homestay owners also need to pay attention to cost control and operational efficiency. They should ensure that not only provide high-quality services but also maintain a reasonable price level. Only this can they stand out in fierce market competition through refined management and innovative operating models and achieve a win-win situation between consumers and homestays.

6. Summary and Outlook

This study starts from the perspective of tourists' perception and uses online texts to deeply analyze the tourist comments on homestays in Dabie Mountain. The results indicate that functional value is the most concerned perception dimension for tourists. Based on the findings, this study provides a series of strategic suggestions on how to enhance the attractiveness and competitiveness of homestays in Dabie Mountain. It not only provides practical experiences for homestay owners but also further enriches empirical research cases of relevant theories. However, although current research has revealed that tourists have a positive overall perception of homestays in Dabie Mountain, more detailed exploration is needed to gain a deeper understanding of tourist satisfaction and the specific causal relationships between various influencing factors on satisfaction. This study suggests that future research should focus more on the homestay's owners and other supply ends, deeply explore and strive to solve the practical problems faced by homestays in Dabie Mountain relating to operation and management, provide more targeted and effective suggestions for the rural revitalization of Dabie Mountain, and promote the sustainable development and prosperity of the region.

Disclosure statement

The authors declare no conflict of interest.

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