

Article

Research on the distinctive design and sustainable development of rural homestays in Hainan

Caijun Wang^{1,*}

¹ Hainan Vocational University of Science and Technology, Haikou, China

* Correspondence: Caijun Wang, Hainan Vocational University of Science and Technology, Haikou, China

Abstract: In recent years, driven by the development of the Hainan Free Trade Port and the national rural revitalization strategy, the number of rural homestays in Hainan Province has grown rapidly. However, alongside this growth, issues such as severe product homogenization and increasing environmental pressures have become increasingly evident, posing significant challenges to the long-term viability of the sector. This study focuses on rural homestays in Hainan to explore how distinctive design approaches can foster sustainable industry development. Through a comprehensive analysis of existing homestay models and regional characteristics, the research suggests that spatial design should fully leverage Hainan's unique natural conditions and local cultures, particularly those of the Li and Miao ethnic groups, integrating regional elements seamlessly into modern living environments. Furthermore, daily operations should actively involve local villagers in management and benefit-sharing mechanisms, implement low-carbon and eco-friendly measures, and promote the integration of agriculture, culture, and tourism. This paper aims to provide concrete recommendations for overcoming homogenization challenges and achieving long-term sustainable operation of rural homestays in Hainan, thereby advancing the overall development of the local rural tourism sector and contributing to broader rural revitalization goals.

Keywords: rural homestays; distinctive design; sustainable development; regional culture; Hainan

1. Introduction

The emergence and growth of rural homestays in Hainan reflect a broader societal shift among urban residents seeking meaningful engagement with natural landscapes and immersive experiences of traditional rural livelihoods. This trend has been significantly reinforced by the coordinated advancement of the Hainan Free Trade Port initiative and the nationwide rural revitalization strategy, both of which prioritize balanced regional development and inclusive economic participation [1]. Within this framework, rural tourism has evolved into a strategic pillar of Hainan's broader tourism economy, contributing not only to visitor satisfaction but also to local employment generation, infrastructure upgrading, and inter-regional cultural exchange. As the central operational unit of rural tourism, homestays have progressively expanded their functional scope beyond basic lodging provision. They now serve as dynamic interfaces for cultural transmission—facilitating the presentation and continuity of intangible heritage such as Li brocade weaving, Miao embroidery, oral traditions, and seasonal agricultural rituals—while simultaneously acting as catalysts for localized value creation through agro-tourism linkages, handicraft cooperatives, and community-based guided experiences. Nevertheless, certain developmental patterns present structural concerns: a notable proportion of newly established homestays replicate generic architectural motifs or imported aesthetic templates without adapting them to Hainan's distinctive tropical climate, volcanic terrain, coastal ecology, or multi-ethnic sociocultural context. This stylistic convergence undermines regional distinctiveness and weakens long-term market differentiation. Furthermore, operational models that exclude local residents from equitable revenue distribution—such as lease-only arrangements with absentee

Received: 26 December 2025

Revised: 14 February 2026

Accepted: 24 February 2026

Published: 28 February 2026



Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

investors—or that neglect ecological carrying capacity through excessive water consumption, unregulated waste discharge, or inappropriate land modification, compromise both social equity and environmental integrity. Addressing these interlocking challenges necessitates an integrated design and management paradigm—one that deliberately harmonizes spatial innovation, cultural authenticity, and ecological stewardship. This article undertakes a systematic analysis of the current landscape of rural homestays in Hainan, critically evaluating prevailing design philosophies, governance structures, and cross-sectoral integration mechanisms to identify pathways toward regionally grounded, socially inclusive, and ecologically resilient development.

2. The Development Context and Practical Challenges of Rural Homestays in Hainan

2.1. Dual Drivers of Policy and Market

In recent years, coordinated policy initiatives at the provincial and national levels have prioritized rural revitalization and high-quality development of tourism sectors, establishing a supportive institutional environment for rural homestay enterprises in Hainan [2]. These measures include streamlined administrative approval procedures, targeted fiscal incentives for small-scale operators, and dedicated funding for upgrading rural public services. As a result, investment thresholds have decreased significantly, enabling broader participation by local entrepreneurs and cooperative economic organizations, while also catalyzing sustained enhancements to transportation networks, water supply reliability, electricity grid stability, and broadband connectivity across rural townships. Concurrently, evolving consumer behavior reflects a pronounced shift toward experiential, slow-paced, and culturally embedded travel—moving beyond conventional sightseeing to emphasize authenticity, environmental harmony, and personal well-being. This transformation is particularly evident among domestic urban travelers seeking restorative leisure opportunities close to nature. Hainan's distinctive ecological endowments—including consistently high air quality indices, year-round mild tropical climate, biodiverse coastal and mountainous landscapes, and rich intangible cultural heritage rooted in the traditions of the Li and Miao ethnic communities—position the province as a uniquely advantageous location for wellness-oriented and culturally immersive rural accommodations. The convergence of these structural enablers and demand-side transformations has accelerated both quantitative expansion and qualitative diversification of rural homestays, fostering new employment channels, strengthening collective village economies, and contributing meaningfully to household income growth and sustainable rural livelihood development.

2.2. Homogeneous Competition and Lack of Cultural Expression

While the number of homestays has grown significantly across rural regions, their quality, authenticity, and cultural depth have not advanced proportionally. Many operators enter the market without conducting comprehensive feasibility studies or engaging local communities in co-design processes, leading to widespread replication of superficial business models rather than thoughtful adaptation to regional contexts. This results in homestays exhibiting striking uniformity in interior design schemes, spatial configurations, service protocols, and even digital marketing narratives. Some establishments uncritically transplant standardized urban budget hotel aesthetics, while others adopt generic international stylistic tropes—such as minimalist Scandinavian motifs or stylized Japanese ryokan elements—without meaningful integration with Hainan's distinctive tropical ecology, indigenous architectural traditions, or intangible cultural heritage. Such homogenization fundamentally undermines the experiential value proposition of rural homestays: namely, offering immersive, place-based encounters that foster intercultural understanding and appreciation of local lifeways. Consequently, market differentiation increasingly hinges on cost-based positioning rather than cultural or ecological distinctiveness. Furthermore, renovation interventions in historically significant village structures often neglect conservation principles, resulting in visual and material dissonance between newly constructed additions and the surrounding

vernacular built environment or natural landscape. These short-term commercial strategies—prioritizing rapid return on investment over long-term cultural stewardship and environmental harmony—diminish the holistic appeal of rural tourism ecosystems and may strain collaborative relationships between external entrepreneurs and host communities, thereby impeding inclusive, resilient, and culturally grounded industry development [2].

3. The Core Concept of Distinctive Design for Rural Homestays in Hainan

3.1. In-Depth Exploration and Living Preservation of Regional Culture

The essence of distinctive design for rural homestays in Hainan resides not in literal reproduction or superficial application of traditional motifs, but in a rigorous, empathetic engagement with local cultural logic—followed by thoughtful, context-sensitive reinterpretation. Hainan’s cultural landscape is exceptionally diverse and layered: the Li ethnic group’s boat-shaped houses reflect centuries of adaptive architectural intelligence suited to humid tropical climates and flood-prone terrain, while the Miao ethnic group’s stilted dwellings demonstrate sophisticated responses to topography, ventilation needs, and communal living patterns. Beyond built form, intangible heritage—including Li brocade weaving techniques characterized by symbolic geometric patterning, traditional pottery firing methods using local clay and open-fire kilns, and oral knowledge systems embedded in agricultural calendars and marine navigation practices—offers rich conceptual and aesthetic resources [1]. These elements must be translated into spatial experience through deliberate, integrated design strategies: for example, Li totemic motifs may inform modular wall paneling systems or wayfinding signage, reinterpreted through minimalist line work and locally sourced materials; passive cooling principles from vernacular architecture—such as elevated floor plans, cross-ventilation corridors, and thatched roof insulation layers—can be adapted using contemporary construction standards to improve energy efficiency without compromising authenticity. Crucially, such design processes require sustained collaboration with community elders, artisans, and youth to ensure cultural accuracy, intergenerational continuity, and equitable benefit-sharing. This approach transforms homestays into dynamic cultural interfaces—spaces where guests engage meaningfully with place-based knowledge, hosts reinforce pride in their heritage, and sustainable tourism becomes a vehicle for both economic resilience and intangible cultural safeguarding.

3.2. Respect for Natural Ecology and Low-Carbon Construction

Hainan’s rural settlements are predominantly situated within ecologically intricate transitional zones—spanning mountainous terrain, coastal fringes, and inland wetlands—where tropical rainforests, volcanic geological formations, coral-derived sandy beaches, and mangrove-adjacent estuaries collectively constitute a highly dynamic yet vulnerable ecological mosaic. Consequently, architectural interventions for rural homestay development must rigorously uphold the foundational principle of ecological stewardship, emphasizing harmonious coexistence rather than spatial dominance. Site selection should prioritize undisturbed land parcels with minimal slope modification, avoiding disruption to natural drainage patterns, soil horizons, and native vegetation communities such as endemic palm groves or littoral shrub belts. Planning strategies must integrate topographic contour mapping and hydrological modeling to guide layout decisions, ensuring that built form follows landform rather than reshaping it [3]. Structural solutions—including stilted foundations, stepped massing aligned with natural elevation gradients, and modular prefabricated components—facilitate reduced ground contact and enhanced adaptability to microclimatic variability. Material selection prioritizes regionally sourced, rapidly renewable, or geologically indigenous resources: sustainably harvested bamboo and timber, hand-split volcanic tuff blocks, woven rattan cladding, and calcareous shell aggregates—all contributing to lower embodied energy and thermal performance aligned with local climatic conditions. Energy efficiency is advanced through passive design: optimized solar orientation maximizes winter sun

penetration while minimizing summer heat gain; high-performance glazing with adjustable shading devices regulates daylight distribution; and strategic fenestration placement promotes cross-ventilation, significantly reducing dependence on mechanical cooling. Water sustainability is addressed via decentralized infrastructure—roof-integrated rainwater harvesting systems feeding into subsurface infiltration galleries, constructed wetlands utilizing native aquatic flora for tertiary wastewater polishing, and greywater reuse for landscape irrigation—thereby safeguarding aquifer recharge rates and coastal water quality.

4. Specific Practical Strategies for the Characteristic Design of Rural Homestays in Hainan

4.1. Localized Reinterpretation of Architectural Character and Spatial Layout

Architectural expression serves as the primary sensory interface between a rural homestay and its visitors, playing a decisive role in shaping initial impressions and establishing contextual resonance. To achieve authentic integration within Hainan's village landscapes, design must deliberately depart from standardized urban typologies characterized by rigid geometries, monolithic façades, and climate-agnostic forms. Instead, architectural language should be grounded in vernacular responses to the island's tropical maritime environment—prioritizing thermal comfort, natural ventilation, and material sustainability. Key formal strategies include steeply pitched roofs to facilitate rapid rainwater runoff during monsoon seasons, deep overhanging eaves that provide shade while permitting controlled daylight penetration, and continuous open-air corridors that mediate between interior and exterior realms. Material selection reinforces locality: foundations constructed from basaltic volcanic stone quarried within the province not only reduce transportation emissions but also visually anchor the structure to Hainan's geological identity; roofing systems employ either hand-thatched palm fronds—a traditional craft preserved in Li and Miao communities—or locally fired green-glazed tiles, both of which offer superior thermal mass and humidity regulation. Spatial organization further departs from conventional hospitality models by rejecting centralized, corridor-bound room arrangements. Drawing inspiration from historic Hainan courtyard compounds, layouts emphasize permeability through layered transitional zones—semi-enclosed verandas, shaded courtyards with native vegetation, and breezeway connectors—that dissolve rigid spatial hierarchies. This configuration enhances passive cooling, fosters spontaneous social encounters, supports informal gathering practices such as tea ceremonies or storytelling, and cultivates a lived experience deeply attuned to seasonal rhythms, ecological context, and cultural continuity.

4.2. Creating an Immersive Experience through Interior Decoration and the Landscape Environment

Interior decoration constitutes the most immediate and sustained sensory interface between visitors and the homestay environment, necessitating a holistic, multisensory design strategy that integrates visual harmony, tactile richness, and subtle olfactory cues to foster psychological comfort and cultural resonance. Soft furnishings serve as primary carriers of regional identity and artisanal authenticity; therefore, deliberate integration of locally sourced, handcrafted elements is essential. Li brocade—renowned for its intricate geometric patterns and symbolic motifs rooted in centuries-old textile traditions—can be thoughtfully adapted into functional yet expressive items such as throw pillows, bed canopies, or wall hangings [1]. Complementing these textiles, furniture constructed from sustainably harvested rattan, bamboo, or reclaimed driftwood reinforces ecological consciousness while offering warm, organic textures. Lighting fixtures fashioned from coconut shells or carved hardwood not only reduce reliance on synthetic materials but also introduce dynamic interplay of light and shadow, enhancing spatial depth and intimacy. Flooring treatments may include handwoven mats made from dried pandanus leaves or coir fibers, whose natural variations in tone and density contribute to a grounded, earthy aesthetic. Furthermore, ambient scent profiles—derived from native botanicals

such as ylang-ylang, frangipani, or lemongrass—can be introduced through passive diffusion systems to subtly reinforce place-based memory without overwhelming the senses. Color palettes should be rigorously derived from Hainan’s distinctive biogeographical palette: the deep, luminous green of montane rainforest understories; the shifting cerulean gradients of coastal waters under varying light conditions; and the warm, mineral-rich ochres and burnt siennas of lateritic soils—all applied with careful attention to chromatic balance, tonal gradation, and spatial perception to cultivate an atmosphere that is simultaneously tranquil, energizing, and deeply rooted in locale.

Outdoor landscaping must move decisively beyond conventional ornamental paradigms toward ecologically informed, culturally embedded spatial practices that reflect Hainan’s unique subtropical biodiversity and agrarian heritage. The use of non-native turfgrass or rigidly formalized horticultural arrangements—common in standardized urban developments—should be systematically avoided, as they undermine ecological integrity and obscure regional distinctiveness. Instead, planting schemes should prioritize indigenous and adaptive species—including the iconic coconut palm (*Cocos nucifera*), the slender areca palm (*Areca catechu*), the vivid bougainvillea (*Bougainvillea* spp.), and the broad-leaved banana (*Musa* spp.)—arranged in stratified, layered compositions that mimic natural forest edge dynamics and support local pollinators and avian life. Structural elements such as permeable gravel pathways, rammed-earth retaining walls, and reclaimed timber pergolas further anchor the landscape in material authenticity and low-impact construction principles. Functional zones should be designed to encourage embodied engagement: agricultural experience plots allow guests to participate in seasonal planting, harvesting, or composting activities; fire-pit areas facilitate communal storytelling and nocturnal socialization under natural lighting conditions; and elevated star-gazing terraces—oriented away from artificial light pollution and furnished with ergonomic reclining platforms—invite contemplative observation of celestial phenomena. Such integrative design fosters not only aesthetic coherence but also meaningful, sensorially rich interactions that embody the slow-paced, nature-immersed ethos of rural Hainan life.

5. Multidimensional Approaches to the Sustainable Development of Rural Homestays in Hainan

5.1. Community Participation and Benefit Sharing

Rural homestays are intrinsically grounded in local natural endowments, cultural heritage, and social fabric, positioning villagers as both primary custodians of place-based knowledge and active co-architects of sustainable tourism development. Their deep-rooted familiarity with ecological conditions, vernacular architecture, intangible cultural practices, and community governance structures renders them uniquely qualified to contribute meaningfully to homestay planning, design, and long-term stewardship. When external investment dominates without inclusive institutional frameworks, the risk arises that homestay initiatives may become spatially and functionally detached from local life—potentially weakening intergenerational transmission of traditions and diminishing communal ownership over developmental outcomes [4–6]. To mitigate such risks, robust participatory mechanisms must be systematically embedded across all project stages: during feasibility assessment, villagers should be engaged through structured consultations and co-design workshops; during physical development, their customary spatial usage patterns, domestic routines, and tenure arrangements must be acknowledged and accommodated; and during operational implementation, collaborative models—such as collective land use agreements, cooperative management entities, or skill-based equity partnerships—should be prioritized. Daily operations further reinforce inclusion by sourcing agricultural produce directly from nearby farms, hiring residents for hospitality roles—including guest services, interpretive guiding, and artisanal demonstration—and delivering capacity-building programs in digital literacy, service standards, and heritage interpretation. Profit reinvestment strategies may include

targeted support for village-level infrastructure upgrades, intergenerational cultural transmission activities, and environmental monitoring initiatives. Over time, this integrated approach cultivates mutual trust, enhances collective agency, and aligns economic opportunity with ecological integrity and cultural continuity—thereby anchoring rural homestays firmly within broader goals of balanced regional development and harmonious community advancement.

5.2. Synergy between Green Operations and Digital Management

Sustainable development constitutes a continuous, systemic commitment that extends well beyond the initial design and construction stages, embedding itself comprehensively into the daily operational management of rural homestays. In green operations, systematic implementation of low-carbon practices is essential: this includes the complete elimination of single-use toiletries, substitution with refillable or solid alternatives; adoption of certified biodegradable or reusable packaging across all service touchpoints; enforcement of standardized waste sorting protocols aligned with local municipal recycling infrastructure; and institutionalization of on-site food waste composting systems that convert organic residuals into nutrient-rich soil amendments for landscaping or community gardens. Within the dining sector, adherence to the "farm-to-table" principle entails establishing long-term procurement partnerships with nearby certified organic farms and cooperatives, thereby significantly reducing food transportation distances, associated emissions, and supply chain volatility [7–9]. Complementing these material interventions, strategically placed educational signage—designed with multilingual clarity and visual accessibility—and structured nature-based experiential programs—including guided biodiversity walks, seasonal harvesting workshops, and zero-waste cooking demonstrations—serve to cultivate guest awareness and foster sustained eco-conscious consumption behaviors. Digital management solutions further augment sustainability outcomes by integrating advanced information technologies: intelligent guest control systems dynamically adjust lighting, HVAC, and water heating based on real-time occupancy and behavioral patterns, thereby minimizing energy and water waste. Big data analytics platforms process anonymized booking histories, consumption metrics, and longitudinal guest feedback to generate granular user profiles, enabling evidence-informed refinement of service offerings, pricing models, and targeted marketing initiatives. Meanwhile, IoT-enabled environmental monitoring networks continuously track key ecological indicators—including dissolved oxygen levels in adjacent water bodies, particulate matter concentrations, ambient noise decibel thresholds, and soil moisture—triggering automated alerts when predefined ecological carrying capacity thresholds are approached, thus ensuring that operational expansion remains rigorously bounded within scientifically validated environmental limits. This synergistic convergence of green operational discipline and digital intelligence establishes a resilient, adaptive, and empirically grounded technical framework for the long-term viability and ecological integrity of rural homestay enterprises.

6. Branding of Rural Homestays in Hainan and Their Deep Integration with the Local Industry

6.1. Identify the Brand Positioning to Create Distinctive Differentiation

With the rapid expansion of the rural accommodation sector across China, particularly in ecologically and culturally rich regions such as Hainan, competitive differentiation has become increasingly difficult to achieve through infrastructure upgrades alone. Empirical observation indicates that homestays relying exclusively on physical amenities—such as upgraded furnishings, architectural aesthetics, or basic service enhancements—often experience diminishing returns on investment and struggle to cultivate guest loyalty over time. Consequently, strategic brand development has evolved into a critical determinant of long-term operational sustainability and revenue diversification [5, 10]. For rural homestays in Hainan, effective branding necessitates a rigorous, place-based diagnostic process that identifies and leverages endogenous

assets—including biogeographical features, historical settlement patterns, indigenous knowledge systems, and living cultural practices. Positioning must therefore be contextually grounded: villages situated within primary tropical rainforest zones may foreground ecological stewardship, immersive forest therapy, and experiential environmental education; communities preserving intangible cultural heritage elements associated with the Li and Miao ethnic groups can anchor their identity in authentic craft transmission, oral tradition revitalization, and participatory ritual engagement; while coastal or riparian settlements possess natural advantages for developing water-centric narratives centered on sustainable aquaculture, traditional fishing techniques, and low-impact aquatic recreation. Visual identity systems should integrate locally sourced motifs—such as Li textile patterns, Hainanese botanical forms, or vernacular architectural syntax—reinterpreted through contemporary design principles to ensure both cultural fidelity and market resonance. Digital outreach strategies must prioritize narrative authenticity over promotional density, utilizing platforms popular among domestic youth demographics to document seasonal rhythms, intergenerational knowledge exchange, and community-led conservation initiatives—thereby transforming transient stays into meaningful cultural encounters and fostering organic, trust-based reputation formation.

6.2. Extension and Synergy of the Agriculture-Culture-Tourism Industry Chain

Rural homestays represent a pivotal node in the integrated development of agriculture, culture, and tourism, extending far beyond their traditional function as overnight accommodations. Rather than relying exclusively on room rental income, they serve as dynamic platforms for cross-sectoral convergence, enabling synergistic value creation across multiple domains. The "homestay+" model facilitates this integration by embedding experiential, participatory, and educational dimensions into the visitor journey. Under the "homestay + agriculture" framework, adjacent farmlands, orchards, and aquaculture plots are systematically reconfigured into interactive agri-tourism spaces—such as seasonal fruit-picking gardens, hands-on planting workshops, and harvest festivals—thereby enhancing product traceability, strengthening consumer-producer relationships, and elevating agricultural commodities into premium experiential offerings. In the "homestay + cultural creativity" dimension, local intangible cultural heritage bearers—including artisans specializing in Li brocade weaving, coconut wood carving, and marine shell craftsmanship—are invited to co-locate studios or demonstration zones within homestay premises, facilitating live demonstrations, skill transmission, and co-designed souvenir development that bridges tradition with contemporary aesthetics and market demand. Complementing these, the "homestay + wellness and sports" initiative capitalizes on regional ecological endowments—such as tropical biodiversity, clean air, and gentle topography—to curate structured programs including sunrise yoga sessions, guided forest bathing walks, community-based cycling routes, and mindfulness retreats. Collectively, these modalities transform homestays into multifunctional service ecosystems that stimulate demand for local cuisine, artisanal goods, performance arts, and community-led tours—thus fostering inter-industry resource pooling, collaborative marketing, shared infrastructure utilization, and sustained rural economic resilience and structural upgrading [5].

7. Conclusion

The distinctive design and sustainable development of rural homestays in Hainan represent a multifaceted integration of spatial aesthetics, intangible cultural heritage preservation, ecological responsibility, and localized economic resilience. Rather than functioning solely as accommodation infrastructure, these homestays serve as dynamic nodes where environmental stewardship, community agency, and place-based identity converge. In response to challenges posed by market saturation and finite ecological capacity, strategic development pathways must shift away from models prioritizing scale or replication, toward approaches grounded in contextual specificity—drawing rigorously on the island's tropical bioclimatic conditions, vernacular architectural logic,

and layered sociocultural traditions—including Li and Miao heritage, maritime livelihood practices, and colonial-era material adaptations. Design interventions should therefore prioritize passive cooling strategies, locally sourced bio-based materials, rainwater harvesting systems, and landscape-sensitive siting—all calibrated to minimize energy demand and preserve hydrological integrity. Concurrently, development frameworks must institutionalize equitable participation: co-design processes involving village collectives, transparent revenue-sharing protocols, capacity-building initiatives for local operators, and digital platforms enabling real-time monitoring of resource use and guest impact. Strategic alignment with agricultural value chains—such as farm-to-table experiences, agro-ecological education trails, and craft-based cultural programming—further strengthens systemic sustainability. Branding efforts should foreground authenticity without commodifying tradition, emphasizing narrative coherence over visual cliché. Ultimately, the convergence of intentional form—rooted in ecological literacy and cultural continuity—and purposeful function—oriented toward regenerative economics and intergenerational equity—positions Hainan's rural homestays not merely as tourism assets, but as operational exemplars of integrated rural revitalization. Within the broader framework of regional development, this model offers transferable insights for balancing growth imperatives with environmental thresholds and social inclusion, contributing meaningfully to the advancement of resilient, culturally grounded, and ecologically attuned rural tourism ecosystems.

Funding: 2024 Hainan Provincial Philosophy and Social Science Research Base Approved Project "Research on Design and Development Strategies of Characteristic Homestays for Rural Tourism in Hainan" (HNSK(JD)24-24)

References

1. S. Qian, X. Luo, and X. Liu, "How to build a rural community to develop high-quality rural tourism: A case study of innovative development strategies for idle rural homesteads in China," *Land*, vol. 13, no. 12, p. 2051, 2024.
2. Y. Liu, Y. Zhu, J. Shui, and A. J. Tallón-Ballesteros, "The factors influencing the success of homestay development in Hunan Province: Based on the rooted theory," in *Digitalization and Management Innovation III: Proceedings of DMI 2024*, Beijing, China, Oct. 25–27, 2024, pp. 475–484.
3. C. Hu, "The green lifestyle of rural lodging. Yangshan B&B creative accommodation experience and environmental design," 2016.
4. L. I. U. Junling, "The Attractiveness Aspects That Influence Consumer Loyalty To Home Stay---A Study In China," *Procedia of Multidisciplinary Research*, vol. 1, no. 8, p. 8, 2023.
5. Y. Zeng, X. Zhang, X. Liu, and Z. Li, "Detecting driving factors from spatial spectrums perspective: A multilevel analysis of homestay industry in heterogeneous heritage destinations," *Journal of China Tourism Research*, vol. 21, no. 3, pp. 761–787, 2025.
6. S. Yang, L. Wang, and Y. Bi, "A study on the price spatial differentiation and influencing factors of rural homestay in Suzhou based on the hedonic price model," *Buildings*, vol. 15, no. 10, p. 1610, 2025.
7. Z. Xu, "Evaluation of Satisfaction with Rural Homestays among Urban Young Tourists: A Case Study of Beijing," *Journal of Resources and Ecology*, vol. 16, no. 3, pp. 907–918, 2025.
8. Y. Zhu, Y. Luo, Y. Lu, and M. Yao, "Exploration of Spatial Differentiation Characteristics and Influencing Factors of Homestays in Hunan Province 1," in *Modern Management based on Big Data VI*, pp. 132–145, 2025.
9. Y. Li, "Study on the Impact of Environment Design of Experiential Theme Homestay on the Psychology of the Subject," in *8th International Conference on Arts, Design and Contemporary Education (ICADCE 2022)*, pp. 245–249, Nov. 2022.
10. Z. Gao and L. Wang, "Research on the Development Path of Yangjiale Homestay in the Background of Rural Revitalization Strategy," in *Proceedings of the 2nd International Workshop on Advances in Social Sciences*, London, UK, pp. 28–30, Nov. 2019.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of Publisher and/or the editor(s). Publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.