# Community Authenticity Experience of Shared Accommodation Consumers

 $Haiming\ CHEN^{^{1}}\ ,\ Mengting\ DENG^{^{1}}\ ,\ Yiyu\ CHEN^{^{2}}\ ,\ Xuejuan\ KONG^{^{1}}\ ,\ Shaoling\ GUO^{^{1}}\ ,\ Jiaxin\ SHEN^{^{1}}\ ,\ Zihao\ LIN^{^{1}}$ 

Tourism and Historical Culture College of Zhaoqing University, Zhaoqing 526000, China; 2. Music College of Zhaoqing University, Zhaoqing 526000, China

Abstract By constructing a research framework of theoretical concepts such as leisure involvement, authenticity experience, place attachment, and willingness to revisit, the aim is to explore the authenticity experience and its influencing mechanisms in shared accommodation consumption. Research data are collected by using questionnaire survey method, and statistical analysis of data is conducted using SPSS 21.0. Research has found that leisure involvement has a significant positive impact on authenticity experience, place attachment, and willingness to revisit; authenticity experience has a significant positive impact on place attachment and willingness to revisit; place attachment has a significant positive impact on willingness to revisit. Therefore, shared accommodation owners need to strengthen the editing and publishing of leisure strategies on we media to enhance customers' sense of leisure involvement; pay attention to enhancing the local authentic cultural experience of tenants, in order to increase their sense of attachment to the place and thereby enhance their willingness to stay.

**Key words** Leisure involvement; Authenticity experience; Place attachment; Revisit intention **DOI** 10.19547/j. issn2152 – 3940.2023.06.006

With the development and innovation of the sharing economy in various traditional economic fields, the sharing economy model has also been applied to the accommodation industry, forming a new form of accommodation industry, namely shared accommodation. This business model achieves efficient matching between idle housing resources of landlords and short-term personalized accommodation needs of tenants through internet platforms, and reduces resource mismatch caused by information asymmetry between supply and demand sides. At present, it has become a new form of accommodation in China's modern accommodation industry and is increasingly favored by customers, with a higher market share.

The booming development of the shared accommodation industry has injected new vitality into China's modern accommodation industry, promoted the restructuring of the modern accommodation industry, and impelled the transformation and upgrading of traditional accommodation services to personalized non-standard accommodation formats. Previous research on shared accommodation has mainly focused on the relationship between authenticity, perceived value and loyalty, satisfaction. There is a relative lack of research on authenticity, leisure involvement, and place attachment. In this paper, taking shared accommodation communities as the research object, and constructing a relationship model between leisure involvement, authenticity experience, place attachment, and willingness to revisit, the relationship between them is explored, and research on the psychology and emotional experience

of shared accommodation consumption is enriched.

## 1 Literature review

1.1 Shared accommodation Shared accommodation is a new business model of the sharing economy in the modern accommodation service market. It refers to the process in which individuals or organizations use online short-term rental internet platforms to integrate accommodation resources, improve information matching efficiency and idle housing utilization, and achieve multi-party sharing of benefits<sup>[1]</sup>. Shared accommodation is mainly based on a three-way interaction model of "platform – service provider – customer". Service providers use idle housing resources on third-party online platforms to exchange for economic benefits, while customers pay to choose accommodation spaces that match their individual needs from the platform<sup>[2]</sup>.

Shared accommodation has different characteristics from traditional accommodation. One is that the spatial geography and product services of shared accommodation is diversified. The second is that the shared accommodation platform is represented by the online travel agency platform. Served as a third-party intermediary connecting the host and guests, it achieves direct process matching between idle housing and tenants<sup>[3]</sup>.

**1.2 Leisure involvement** The theory of involvement was first proposed by American scholars Sherif and Cantril in the field of social psychology in 1947<sup>[4]</sup>. In the 1980s, involvement theory began to be applied in the fields of leisure and tourism, becoming an important tool for understanding leisure behavior. Foreign scholar Havitz<sup>[5]</sup> believed that leisure involvement is a psychological state in which an individual's motivation and interest in leisure activities, leisure destinations, or related facilities are awakened

Received: October 6, 2023 Accepted: November 28, 2023 Supported by 2022 Students Entrepreneurship Training Program Project of Zhaoqing University (X202210580160X).

\* Corresponding author.

at a certain time point, manifested as the level of pleasure and self-expression obtained in leisure activities. Leisure involvement is divided into three dimensions: pleasure, symbolism, and importance. Domestic scholars Wang Kun *et al.* [6] explored the relationship between tourist involvement and place attachment based on the concept of involvement, and found that tourist involvement has a significant impact on place attachment.

- **1.3 Authenticity experience** The term authenticity comes from two words in Greek and Latin, one is "authoritative" and the other is "originating" [7]. Authenticity can generally be divided into three dimensions: objectivist authenticity, postmodern authenticity, and constructivist authenticity [8].
- **Place attachment** Place attachment is a concept in the study of sense of place, which refers to the emotional connection between an individual and a specific place, namely the individual's psychological preference for staying in that specific place, as well as the psychological feeling of comfort, relaxation, and peace<sup>[9]</sup>. Place attachment can be briefly summarized as an individual's identification and sense of belonging to both habitual and non habitual environments [10]. Williams et al. [11] found that when individuals engage in activities in specific places, they naturally develop a dependence and attachment to the spatial environment in which they exist, with a focus on the special emotional relationships between people and places. In the context of tourism communities, "attachment" emphasizes the relationship between the community and local residents. Specifically, it is a special emotional relationship based on physical environment and social connections, with emotion and meaning as key elements, closely related to the emotion and values of society [12].
- **1.5 Revisit intention** Foreign scholar Baker<sup>[13]</sup> found that the willingness to revisit is a possibility for tourists to return to the destination and participate in activities again. Through a survey of the recreational population in Zhongshan Cemetery, Zhang Fangfang<sup>[14]</sup> found that place attachment has a significant impact on the important decisions of recreational visitors.

# 2 Research hypothesis

The study by Lu *et al.* [15] showed that high levels of involvement are related to the image of tourism destination. Individuals in a state of leisure involvement have a high degree of focus and engagement, making it easy to experience authentic feelings and experiences, thereby deepening their love for shared accommodation products. At the same time, authenticity experience can further enhance an individual's leisure involvement state. Therefore, the following assumptions are proposed:

H1: leisure involvement has positive impact on authenticity experience.

Wang Kun *et al.* [6] have pointed out that involvement can affect the tourists' degree of place attachment to a tourist destination. Specifically, importance involvement has a significant positive impact on place attachment, and symbolic involvement and

joyful involvement are also similar. The higher the level of leisure involvement, the higher the tenants' degree of attachment to shared accommodation, and vice versa. Therefore, the hypothesis is proposed:

H2: leisure involvement has positive impact on place attachment.

The research results of Li Hengyun *et al.* [16] indicate that importance involvement and pleasure involvement have a positive impact on tourists' behavioral intention. In the study of ecological leisure farms, Zhang Jingchu *et al.* found that tourists continuously engage in leisure activities for a long time, thereby gaining leisure benefits and improving revisit and recommendation rates [17]. The higher the level of involvement of consumers, the higher their loyalty and revisit willingness to shared accommodation products. Therefore, the hypothesis is proposed:

H3: leisure involvement has positive impact on the willingness to revisit.

Kolar *et al.* conducted research from the perspective of authenticity experience and pointed out that when tourists develop authenticity perception in tourism destinations, they often associate their emotions with the destination. This emotional and cognitive connection to the destination is called place attachment. Empirical research by Yu Yifeng shows that cultural authenticity perception has a related impact on place attachment [18]. The higher the level of authenticity experience, the higher the attachment of the tenants to the place. Therefore, the hypothesis is proposed:

H4: authenticity positively affects place attachment.

Xu Wei et al. [19] concluded that the authenticity experience of tourists affects their loyalty. Tan Yanhan [20] found that authenticity experience has a positive impact on tourist loyalty. The higher the degree of authenticity experience, the higher the willingness of tenants to move back into shared accommodation, and vice versa. Therefore, it can be assumed that:

H5: authenticity experience has a positive impact on the willingness to revisit.

George confirmed that tourist's level of attachment to a place directly affects their willingness to revisit. Jiang Chune *et al.* concluded that the higher the tenants' degree of attachment to shared accommodation, the higher their willingness to move in again, and vice versa<sup>[21]</sup>. Therefore, it can be assumed that:

H6: place attachment positively affects the willingness to revisit.

## 3 Research methods and data collection

**3.1 Questionnaire design** The questionnaire design is based on relevant conceptual scales. The measurement variables include leisure involvement, authenticity experience, place attachment, and revisit intention, totaling four variables and 33 items. In this paper, Likert's 7-level measurement method is used.

The variable of leisure involvement and its three dimensions mainly refer to the scale of Li Qun *et al.* [22], which includes three dimensions; importance, pleasure, and symbolism. The variable

of authenticity experience refers to the scale of Pan Tao<sup>[23]</sup>, which includes two dimensions; object authenticity experience and existence authenticity experience. The variable of place attachment mainly refers to the research scale of Liu Rui<sup>[24]</sup>, which includes dimensions of place dependence and place identity. The variable of revisit intention refers to the scales of Xu Wei<sup>[19]</sup> and Liu Rui<sup>[24]</sup>, including two aspects: "repeat consumption" and "recommendation intention".

**3.2 Distribution and collection of questionnaires** The basic information of the respondents in the questionnaire includes gender, age, education level, occupation, average monthly income level, marital status, and residence time. The method of this survey is to distribute the questionnaire online. The questionnaire is created through QuestionStar software, and distributed and collected on platforms such as WeChat and the Little Red Book. Finally, the data are exported using QuestionStar. The investigation period was from October 20 to December 30, 2022.

A total of 395 questionnaires were collected in this survey. During the data collection process, questionnaires with too short answer, consistent option, and illogical answer were excluded. After excluding the unqualified questionnaires, a total of 300 questionnaires were collected, with an effective response rate of 75.9%. The questionnaire data was analyzed and processed using SPSS 21.0, and descriptive statistical analysis and regression analysis were conducted based on the data processing results.

## 4 Questionnaire data analysis

4.1 Descriptive analysis According to the questionnaire sample statistics, there are 138 males, accounting for 45.8%, and 163 females, accounting for 54.2%. There are 17 respondents aged 20 and below, accounting for 5.6%, 173 respondents aged 21 – 29, accounting for 57.7%, 81 respondents aged 30 – 39, accounting for 27.0%, 29 respondents aged 40 – 49, accounting for 9.7%, and no respondents aged 50 or above. In terms of education level, there are 2 respondents from junior high school or below, accounting for 0.7%, 35 respondents from high school or vocational school, accounting for 11.7%, 79 respondents from college or vocational school, accounting for 26.3%, 158 respondents from undergraduate school, accounting for 52.7%, and 26 respondents from master's degree or above, accounting for 8.7%. In

terms of professions, there are 16 civil servants, accounting for 5.3%, 32 employees in public institutions, accounting for 10.7%, 72 employees in enterprises, accounting for 24%, 38 freelancers, accounting for 12.7%, 28 individual businesses, accounting for 9.3%, 5 agricultural and fishery workers, accounting for 1.7%, 93 students, accounting for 31%, and 16 other professions, accounting for 5.3%. In terms of income, there are 93 people below 3 000 yuan, accounting for 31.0%, 66 people between 3 001 and 5 000 yuan, accounting for 22.0%, 110 people between 5 001 and 8 000 yuan, accounting for 36,7%, and 31 people above 8 000 yuan, accounting for 10.3%. In terms of check-in time, 39 people chose one day, accounting for 13.0%; 84 people chose two days, accounting for 28,0%: 69 people chose three days, accounting for 23.0%; 56 people chose four days, accounting for 18.7%, and 52 people chose five days or more, accounting for 17.3%. From the perspective of marital status, 204 people are unmarried, accounting for 68.0%, and 96 people are married, accounting for 32.0%.

#### 4.2 Regressive analysis

4.2.1 Multiple regression analysis of leisure involvement and authenticity experience. Seen from Table 1, the adjusted R square in regression model 1 is 0.496, indicating that the fitting goodness of the model is relatively ideal. From Table 1, it can be seen that the regression coefficients of importance involvement, pleasure involvement, and symbolism involvement on the object authenticity experience are 0.140, 0.326, and 0.334 (Sig = 0.000), respectively, and all three show significant positive effects on the object authenticity experience. In addition, the VIF values of the variance inflation coefficients for the three overall measurement dimensions are all less than 10, indicating that there is no significant multicollinearity among pleasure involvement, importance involvement, and symbolism involvement, and it is significant at the level of P < 0.05. Table 2 shows that the adjusted R square of regression model 2 is 0.443, reaching a significance level. The overall regression effect of the model is significant, and there is no significant multicollinearity. The three dimensions of leisure involvement are all at the level of P < 0.05, indicating that the three dimensions of pleasure, importance, and symbolism in leisure involvement have a significant impact on the existence authenticity experience. Therefore, hypothesis H1 holds.

Table 1 Summary of regression model between leisure involvement and object authenticity experience

Model	R	R square	R square	after adjustment	Errors in standard estimation	F	Signi	Significance	
1	0.708 <sup>a</sup>	0.501		0.496	0.667 68	98.913	0.	$0.000^{\rm b}$	
Model		Unstandardized coefficient		Standardized coe	efficient	S:: (:	Collinearity statistics		
		В	Standard error	Beta	ι	Significance	Tolerance	VIF	
1	(Constant)	1.138	0.258	-	4.407	0.000	-	-	
	Importance	0.140	0.057	0.143	2.475	0.014	0.508	1.970	
	Pleasure	0.326	0.065	0.313	5.047	0.000	0.439	2.280	
	Symbolism	0.334	0.058	0.341	5.782	0.000	0.484	2.066	

Note: Dependent variable: object authenticity experience.

Table 2 Summary of regression model between leisure involvement and existence authenticity experience

Model	R	R square	R square	R square after adjustment Errors in		ı F	Significance	
2	0.670 <sup>a</sup>	0.448		0.443	0.759 32	80. 185	$0.000^{\rm b}$	
M 11		Unstandardized coefficient		Standardized coe	fficient	C' 'f'	Collinearity statistics	
Model		В	Standard error	Beta	t	Significance	Tolerance	VIF
2	(Constant)	0.857	0. 294	-	2.919	0.004	-	-
	Pleasure	0.269	0.074	0.238	3.653	0.000	0.439	2.280
	Importance	0.208	0.065	0.195	3.224	0.001	0.508	1.970
	Symbolism	0.345	0.066	0.326	5.258	0.000	0.484	2.066

Note: Dependent variable: existence authenticity experience.

**4.2.2** Multiple regression analysis of leisure involvement and place attachment. Seen from Table 3, the adjusted R square in regression model 3 is 0.486, which can explain 48.6% of the variance, and has passed the significance test. The overall regression effect of the model is significant, and there is no obvious multicollinearity between measurement dimensions. According to the data in Table 3, the regression coefficients of the three dimensions of leisure involvement to place dependence are 0.319, 0.178, and 0.352 (Sig. =0.000), indicating that pleasure involvement, importance involvement, and symbolism involvement all have a significant positive impact on place dependence, and it is significant at the level of P < 0.05.

Seen from Table 4, the adjusted R square in regression model 4 is 0.396, which can explain 39.6% of the variance, and has passed the significance test. The overall regression effect of the model is significant, and there is no obvious multicollinearity between measurement dimensions. According to Table 4, the regression coefficients of the three dimensions of leisure involvement to place dependence are 0.288, 0.148, and 0.245 (Sig. =0.000), indicating that pleasure involvement, importance involvement, and symbolism involvement all have a significant positive impact on place dependence, and it is significant at the level of P < 0.05. Therefore, hypothesis H2 holds.

 Table 3
 Summary of regression model between leisure involvement and place dependence

Model	R	R square	R square	after adjustment		n standard estimation	F	Significance		
3	0.701 <sup>a</sup>	0.491	(	0.486		0.719 89	95.340	0.0	$0.000^{\rm b}$	
M 11		Unstandardized coefficient		Standardized coe	ed coefficient		Significance	Collinearity statistics		
Model		В	Standard error	Beta		τ	Significance	Tolerance	VIF	
3	(Constant)	0.747	0.278	_		2.684	0.008	-	-	
	Pleasure	0.319	0.070	0.286		4.572	0.000	0.439	2.280	
	Importance	0.178	0.061	0.169		2.914	0.004	0.508	1.970	
	Symbolism	0.352	0.062	0.337		5.659	0.000	0.484	2.066	

Note: Dependent variable: place dependence.

Table 4 Summary of regression model between leisure involvement and place identity

Model	odel K		e K square	R square after adjustment Errors in standard		ır	Significance	
4	0.634ª	0.402		0.396	0.689 84	66. 226	$0.000^{\mathrm{b}}$	
Model		Unstanda	Unstandardized coefficient Standardized coefficient		icient	Significance	Collinearity statistics	
		В	Standard error	Beta	t t	Significance	Tolerance	VIF
4	(Constant)	1.858	0.267	_	6.966	0.000	-	-
	Pleasure	0.288	0.067	0.292	4.304	0.000	0.439	2.280
	Importance	0.148	0.059	0.159	2.519	0.012	0.508	1.970
	Symbolism	0.245	0.060	0.266	4.114	0.000	0.484	2.066

Note: Dependent variable: place identity.

**4.2.3** Multiple regression analysis of leisure involvement and revisit intention. The variables of leisure involvement, including pleasure involvement, importance involvement, and symbolism involvement, are used as independent variables, and the willingness to revisit is used as the dependent variable for validation analysis. Seen from Table 5, the regression model 5 has good goodness of fitting, and the overall regression effect is significant. There is no significant multicollinearity between the measurement dimensions, and it is significant at the level of P < 0.05. Therefore, H3 passes the test.

**4.2.4** Multiple regression analysis of authenticity experience and place attachment. Taking the object authenticity experience and the existence authenticity experience as independent variables, and place dependence as the dependent variable, the regression results are shown in Table 6. In regression model 6, the adjusted R square is 0.565. The fitting goodness of hu model is relatively ideal and reaches the level of significance, indicating that the regression effect of the model is significant. From Table 6, it can be seen that the regression coefficients of object authenticity experience and existence authenticity experience to place dependence are

0. 361 and 0. 486 (Sig = 0.000), respectively, and it is significant at the level of P < 0.05. That is to say, hypotheses H6, H6a, and H6b pass.

Taking the object authenticity experience and the existence authenticity experience as independent variables, and place identity as the dependent variable, the regression results are shown in Table 7. In regression model 7, the adjusted R square is 0.496.

The fitting goodness of the model is relatively ideal and reaches the level of significance, indicating that the overall regression effect of the model is significant. According to Table 7, it can be seen that the regression coefficients of object authenticity experience and existence authenticity experience to place identity are both significant at the level of P < 0.05, indicating that hypothesis H4 is valid.

Table 5 Summary of regression model between leisure involvement and revisit intention

Model	R	R square	R square	re after adjustment Error		n standard estimation	F	Significance	
5	0.629ª	0.629 <sup>a</sup> 0.395		0.389	0.789 02			64.460 0.000	
Model		Unstandardized coefficient		Standardized co	Standardized coefficient		Significance	Collinearity statistics	
		В	Standard error	Beta		ι	Significance	Tolerance	VIF
5	(Constant)	1.447	0.305	_		4.741	0.000	_	-
	Pleasure	0.203	0.076	0.181		2.650	0.008	0.439	2.280
	Importance	0.192	0.067	0.182		2.869	0.004	0.508	1.970
	Symbolism	0.365	0.068	0.348		5.356	0.000	0.484	2.066

Note: Dependent variable: revisit intention.

Table 6 Summary of regression model between authenticity experience and place dependence

Model	R R	square	R square after adjus	stment Errors in standa	nent Errors in standard estimation		Significance	
6	0.753 <sup>a</sup> 0	. 568	0.565	0.662	73	194.874	$0.000^{\rm b}$	
Model		Unstanda	rdized coefficient	Standardized coefficient		cc.	Collinearity statistics	
		В	Standard error	Beta	t	Significance	Tolerance	VIF
6	( Constant )	0.790	0. 239	-	3.303	0.001	-	-
	Object authenticity experience	0.361	0.053	0.338	6.862	0.000	0.599	1.668
	Existence authenticity experience	e 0.486	0.049	0.492	9.988	0.000	0.599	1.668

Note: Dependent variable: place dependence.

Table 7 Summary of regression model between authenticity experience and place identity

Model	R Rs	quare	R square after adju	stment Errors in standa	rd estimation	F Significanc		eance
7	0.704 <sup>a</sup> 0.	495	0.492	0.632	56	145.664	$0.000^{\mathrm{b}}$	
Model		Unstanda	ardized coefficient	Standardized coefficient		Significance	Collinearity statistics	
		В	Standard error	Beta	τ	Significance	Tolerance	VIF
7	(Constant)	1.726	0.228	-	7.561	0.000	-	-
	Object authenticity experience	0.384	0.050	0.407	7.646	0.000	0.599	1.668
	Existence authenticity experience	e 0.324	0.046	0.371	6.974	0.000	0.599	1.668

**4.2.5** Multiple regression analysis of authenticity experience and willingness to revisit. Taking the divided two dimensions of authenticity experience as independent variables and revisiting intention as the dependent variable, the results are shown in Table 8. At this time, the adjusted R square in regression model 8 is 0.429, and the fitting goodness of the model is relatively ideal.

The data passes the significance test, and there is no multicollinearity problem between measurement dimensions. According to the regression results, it can be seen that both the objective authenticity experience and the existence authenticity experience have passed the significance test, so hypothesis H5 is valid.

Table 8 Summary of regression model between authenticity experience and revisit intention

Model	R R	square	R square after adju	stment Errors in standa	Errors in standard estimation		Significance	
8	0.658 <sup>a</sup> 0	. 432	0.429	0.763	0.763 07		$0.000^{\rm b}$	
Model		Unstandardized coefficient		Standardized coefficient	lized coefficient		Collinearity statistics	
Model		В	Standard error	Beta	τ	Significance	Tolerance	VIF
8	( Constant )	1.507	0.275	-	5.474	0.000	-	-
	Object authenticity experience	0.387	0.061	0.360	6.377	0.000	0.599	1.668
	Existence authenticity experience	e 0.365	0.056	0.368	6.510	0.000	0.599	1.668

Note: Dependent variable: revisit intention.

**4.2.6** Multiple regression analysis of place attachment and willingness to revisit. Seen from Table 9, the adjusted R square in the regression model 9 is 0.464, which can explain the variation of 46.4%. The fitting goodness of the model is relatively ideal and reaches the level of significance, indicating that the overall regression

sion effect of the model is significant. From Table 9, it can be seen that the regression coefficients of place dependence and place identity to revisit intention are 0.424 and 0.360, respectively, and both are significant at the level of P < 0.05. That is to say, hypothesis H6 passes.

Table 9 Summary of regression model between place attachment and willingness to revisit

Model	R	R square	R square after	R square after adjustment E		Errors in standard estimation		Sign	Significance	
9	0.684°	0.467	0.4	464	0.739 2	8	130. 224	$0.000^{\rm b}$		
Model		Unstandar	dized coefficient	Standardized co	efficient		Significance	Collinearity statistics		
Model		В	Standard error	Beta		ι	Significance	Tolerance	VIF	
9	(Constant)	1.298	0.276	-	4.	. 696	0.000	_	-	
	Place dependence	0.424	0.060	0.422	7.	. 009	0.000	0.496	2.016	
Model		Unstandar	Unstandardized coefficient		d coefficient		G: :C:	Collinearity statistics		
Model		В	Standard error	Beta		t	Significance	Tolerance	VIF	
9	Place identity	0.360	0.068	0.316	5.	. 261	0.000	0.496	2.016	

Note: Dependent variable: revisit intention.

## 5 Conclusions and inspiration

Conclusions The object authenticity and the existence authenticity in the authenticity experience of tenants in shared accommodation will have a significant positive impact on customers' place attachment and revisit intention to varying degrees. The authenticity of shared accommodation includes two aspects: the objective authenticity experience and the existence authenticity experience based on accommodation products and services. In the regression analysis between authenticity experience and revisit intention, the influence coefficient of object authenticity experience is more significant, indicating that the environment surrounded by accommodation products, infrastructure, and product functions affect customers' willingness to stay again. In the regression analysis of authenticity experience and place attachment, the influence coefficient of existence authenticity is higher and more significant. This indicates that customers are not limited to one-way cognitive exploration of accommodation products, surrounding environment, and cultural connotations, but rather pursue subjective authenticity in interpersonal communication and self relaxation.

The leisure involvement has a significant positive impact on authenticity experience, and symbolic effects have a more significant effect on authentic experience, indicating that accommodation tends to be functional accommodation products that suit one's own style preferences and emotional communication with shared accommodation owners. In addition, the three dimensions of leisure involvement have a positive impact on place dependence and place identity. Specifically, pleasure has the most significant effect on place identity, while symbolism has the most significant impact on place dependence. The level of place dependence will depend more on the basic and related supporting services of accommodation products. When these facilities can meet the needs of tenants, they will feel satisfied, thereby increasing the level of place dependence. In the regression analysis of the willingness to revisit,

leisure involvement has a significant positive impact on the willingness to revisit, and the symbolic effect on the willingness to revisit is more significant, indicating that the style of shared accommodation products and the emotional experience generated by the interaction process with tenants can better influence their willingness to revisit.

#### 5.2 Management inspiration

- 5.2.1 Enhancing the authenticity experience of tenants. Based on the perspective of tenant experience, it could enhance the localized authenticity experience of shared accommodation. The shared accommodation products and multifunctional facilities with local cultural characteristics could be created for tenants, and communication venues between hosts and tenants could be created, such as tea rooms, small courtyards, etc. Shared accommodation hosts can introduce local culture and customs to tenants, provide them with local cuisine, lead them to experience local traditional festivals, and share local history and culture with tenants, enabling them to better understand the local customs and enhance their sense of identity with the area. It could promote the authentic experience of local cultural customs among tenants, thereby promoting their willingness to revisit.
- **5. 2. 2** Optimizing shared accommodation products. To avoid homogenization of shared accommodation products among peers, efforts should be made to create unique and distinctive themed rooms, provide high-quality accommodation environments and functional facilities that meet the needs of tenants, such as comfortable bedding and drying functions, in order to enhance the accommodation pleasure of tenants and increase their place dependence.
- **5.2.3** Providing personalized services. Shared accommodation owners can provide personalized services based on the personalized needs of tenants, such as breakfast, shuttle services, and local travel classic recommendation. This can make customers feel the care and enthusiasm of the landlord, thereby enhancing the tenant's ac-

commodation experience, increasing their attachment to the place, and making the tenants have the desire to move in again.

#### References

- [1] WANG YH, TANG SN, WU SL. Shared accommodation user experience quality measurement; Empirical test based on 520 valid samples [J]. China Soft Science, 2022 (S1): 227 - 240.
- [2] LI R, LI YQ, RUAN WQ, et al. The causative mechanism of shared accommodation customers' emotional experience from the perspective of binary emotions [J]. Tourism Tribune, 2023, 38(8): 94 – 109.
- [3] HU S, YANG XZ, WANG Q. Research review on sharing accommodation at home and abroad [J]. Tourism Science, 2020, 34(2):41-57.
- [4] WU ZC, WANG BW, LIU JM. Relationship between recreational greenway involvement and residents' loyalty and environmental responsibility behavior; A case study of Zengcheng Greenway, Guangzhou [J]. Tropical Geography, 2023, 43(5): 959 – 970.
- [5] HAVITZ M, DIMANCHE F. Leisure involvement revisited: Driveproperties and paradoxes[J]. Journal of Leisure Research, 1999, 31(2): 122-149.
- [6] WANG K, HUANG ZF, FANG YL, et al. Impacts of tourists' involvement on place attachment in cultural tourist attractions [J]. Human Geography, 2013, 28(3): 135-141.
- [7] RUAN YS. On the protection of urban heritage [M]. Shanghai: Shanghai Science and Technology Press, 2005.
- [8] WANG N. Rethinking authenticity in tourism experience [J]. Annals of Tourism Research, 1999, 26(2): 349 – 370.
- [9] ZHU H, LIU B. Concepts analysis and research implications: Sense of place, place attachment and place identity [J]. Journal of South China Normal University (Natural Science Edition), 2011, 12(1): 1-8.
- [10] WANG SY, BAI K. The place attachment and subjective well-being of tourism labor migrants in Xi'an Hui Community [J]. Tourism Tribune, 2017, 32(10): 11-27.
- [11] WILLIAMS DR, PATTERSON ME, ROGGENBUCK JW, et al. Beyond the commodity metaphor: Examining emotional and symbolic attachment to place [J]. Leisure Sciences, 1992, 14(1): 29 46.
- [12] LEE TH. Influence analysis of community resident support for sustainable tourism development[J]. Tourism Management, 2013, 34(C): 37 46.

- [13] BAKER D, CROMPTON J, BAKER D, et al. Quality, satisfaction and behavioural intentions [J]. Annals of Tourism Research, 2000, 27(3): 425-439.
- [14] ZHANG FF. Local attachment and loyalty of recreationists [D]. Nanjing; Nanjing University, 2014.
- [15] LU L, CHI CG, LIU Y. Authenticity, involvement, and image: Evaluating tourist experiences at historic districts [J]. Tourism Management, 2015, 50: 85-96.
- [16] LI HY, LONG JZ, CHENG SS. A study on the impact of tourist involvement on post-tour behavioral intentions based on the museums' situation: Mediating effect of tourist experience quality[J]. Journal of Beijing International Studies University, 2012, 34(3): 53-63.
- [17] ZHANG YJ, HU CL. On the relationship between leisure involvement, leisure benefits and behavioral intention: A case study of Ningbo Ecological Leisure Farm[J]. Journal of Hubei Polytechnic University (Humanities and Social Sciences), 2015, 32(6): 14 - 21.
- [18] YU YF, XU MY, ZHAO X. Impact of residents' authenticity perception on place attachment in ethnic destination; The case of Enshi Prefecture of Hubei Province[J]. Areal Research and Development, 2017, 36(2); 74-77, 88.
- [19] XU W, WANG XX. A study on authentic perception of tourists and its impact on their satisfaction and behavioral intentions: A case of ancient village tour[J]. Economic Management Journal, 2011, 33(4): 111 – 117.
- [20] TAN YH. Relationship among tourism motivation, authentic perception, and loyalty of tourists in ethnic village [D]. Changsha: Hunan Normal University, 2015.
- [21] JIANG CE, HUANG CL. The study of relationship between place attachment and behavior intention of MT. Jiuhua [J]. Yunnan Geographic Environment Research, 2011, 23(1): 71 75.
- [22] LI Q. Evaluation of the impacts of rural tourists' leisure involvement on place attachment [J]. Journal of Anhui Agricultural University (soc. sci.), 2018, 27(1): 11-16.
- [23] PAN T. Study on the impact of shared accommodation authenticity experience on customer satisfaction[D]. Guangzhou; South China University of Technology, 2021.
- [24] LIU R. Study on the relationship between perceived value and behavioral intention of homestay tourists from the perspective of local attachment [D]. Jinan; Shandong Normal University, 2019.

(From page 32)

#### References

- [1] HE JY, ZHANG MJ, WANG P, et al. Climate characteristics of the extreme drought events in southwest China during recent 50 years [J]. Acta Geographica Sinica, 2011, 66(9): 1179-1190.
- [2] QIAN ZA, SONG MH, WU TW, et al. Review of advances in world arid climate research (I): Development and contribution of some main dryland countries and the UN [J]. Plateau Meteorology, 2017 (6): 1433-1456.
- [3] YIN H, LI YH. Summary of advance on drought study in southwest China [J]. Journal of Arid Meteorology, 2013, 31(1): 182-193.
- [4] WANG WG, ZHENG GG. Report on responding to climate change

- (2013): Focusing on low-carbon urbanization [ M ]. Beijing: Social Sciences Academic Press, 2013; 360 362.
- [5] LUO J, YAO L, WEI YH. Fuzzy comprehensive evaluation model of mineral resources development efficiency: Case from vanadium-titanium magnetite mine in Panxi district [J]. Journal of Guilin University of Technology, 2014, 34(4): 635-640.
- [6] YAO GZ, YUAN M. International experience and reference in the construction of drought early warning system [J]. China Emergency Management, 2010(3): 43 – 48.
- [7] YANG Q, LI MX, ZHENG ZY, et al. Regional adaptability of 7 meteorological drought indices in China [J]. Scientia Sinica (Terrae), 2017, 47(3): 337-353.