

# Research on the Analysis of the Demand Structure of Sojourners and the Response of Supply Strategies

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**Abstract:** *With the deepening of the mobility society, sojourning, as a form of dwelling between tourism and migration, presents a challenge to traditional supply models due to the complexity of its demand structure. This study employs the Kano model as a theoretical tool, focuses on the sojourning context of Yunnan, and analyzes the multi-dimensional structure and dynamic evolution mechanism of sojourners' demands. This research defines the dual demand attributes of "dwelling" and "exploration" intertwined in the sojourning context, deconstructs the demands into three categories-basic, performance, and attractive-using the Kano model, and reveals the nonlinear evolution law of demand attributes shifting with the duration of sojourning. On this basis, this study analyzes the heterogeneity of the demand structure in the Yunnan sojourning context: the anchoring effect of regional ecological endowments on basic demands, the hierarchical system of performance demands shaped by multi-ethnic cultural integration, and the scarcity of local lifestyle as the generative foundation for attractive demands. This research constructs a theoretical framework linking demand structure and supply strategies, providing a new analytical perspective for understanding the logic of sojourning behavior and optimizing destination supply systems.*

**Keywords:** *Sojourners; Demand structure; Kano model; Supply strategies; Yunnan*

## Introduction

The rise of the sojourning phenomenon signifies a profound transformation in the paradigm of the individual-place relationship. Compared with the brief stay of traditional sightseeing tourism, sojourners seek to establish a temporary daily life order in a foreign land, and their demand structure exhibits a high degree of complexity: they require a stable basic living system to support the continuity of daily dwelling, while also desiring differentiated cultural experiences to satisfy their intrinsic aspirations for exploration and expansion. The coexistence and dynamic transformation of these two demands over the duration of sojourning make it difficult for traditional supply models to respond effectively. This study introduces the Kano model as a theoretical tool, and by revealing the nonlinear relationship between demand satisfaction and satisfaction, it provides a precise classification framework for analyzing the multi-dimensional attributes of sojourning demands. This study selects Yunnan as the research context because of its vertical diversity of regional ecology, the symbiotic pattern of multi-ethnic cultures, and the non-transferability of the local lifestyle, and these characteristics constitute an ideal sample for analyzing the heterogeneity of sojourning demands. This research aims to establish a theoretical mapping between demand types and supply strategies, thereby providing a new cognitive path for optimizing destination supply.

## 1. Theoretical Construction of Sojourners' Demand Hierarchy and the Adaptation of the Kano Model

### 1.1 Definition of the Duality of Demand Dimensions in the Sojourning Context

The essence of sojourning behavior lies in the extensiveness of its temporal-spatial scale and the transitional nature of identity, which determines that the demand structure of sojourners differs from that of traditional sightseeing tourists. In the temporal dimension, sojourners move away from a short-term, high-density mode of landscape consumption and turn toward a sustained immersion in local life. In the spatial dimension, their activity range expands from enclosed scenic areas to open communities, streets, and daily places. This transformation of the temporal-spatial structure gives rise

to a duality of demands: first, the "dwelling" demand, which refers to the reliance on a stable, safe, and convenient basic living system; second, the "exploratory" demand, which refers to the pursuit of unfamiliar cultures, distinctive landscapes, and unconventional experiences. These two demands are not mutually exclusive but coexist and intertwine, jointly constituting the underlying driving force of sojourners' behavioral decisions.

The duality of demand dimensions further triggers an inherent tension in supply response. The dwelling demand requires the supply system to possess a high degree of predictability and standardization to ensure that sojourners can establish the continuity of daily life in a foreign land; meanwhile, the exploratory demand requires the supply system to possess sufficient diversity and uncertainty to satisfy sojourners' pursuit of difference and novelty. This tension endows the demand structure of sojourners with an obvious boundary-blurring characteristic, making it difficult for the traditional supply model based on functional zoning to respond effectively. Therefore, the analysis of sojourners' demands must transcend the single-dimensional logic of functional satisfaction and instead, from the perspective of the interaction between the two attributes, redefine the connotative boundary and hierarchical relationship of the demands<sup>[1]</sup>.

### ***1.2 Deconstruction of Sojourning Demand Elements Based on the Kano Model***

The Kano model provides a precise classification tool for analyzing sojourners' demands, with its core lying in distinguishing the nonlinear relationship between the degree of demand satisfaction and user satisfaction. Introducing this model into the sojourning context allows for a typological classification of sojourners' diverse demands. Among them, the "basic attribute" corresponds to the fundamental conditions that sojourners take for granted, such as the security and stability of accommodation, the completeness of basic living facilities, and the accessibility of basic transportation. The satisfaction of this type of demand does not directly enhance satisfaction, but its absence will trigger strong negative perceptions. The "performance attribute" corresponds to the demand elements that sojourners explicitly express and that are positively correlated with satisfaction, including the depth of cultural experience, the quality of social interaction, and the aesthetic quality of the environment. The degree of satisfaction of this type of demand directly reflects the quality of the sojourning experience.

Beyond the basic attribute and the performance attribute, the "attractive attribute" constitutes the part with the greatest innovative potential in the sojourning demand structure. This type of demand is usually not anticipated by sojourners, but its satisfaction can bring significant surprise and loyalty. In the sojourning context, the attractive attribute often manifests as extraordinary local experiences, such as impromptu informal festivals, in-depth interactions with local residents, and ingeniously crafted spatial designs. Through the classification framework of the Kano model, sojourning demands can be extracted from a chaotic overall perception into identifiable and analyzable element units. This deconstruction process not only reveals the differentiated mechanisms of different demand elements in the generation of satisfaction but also lays a theoretical foundation for subsequent discussions on how supply can accurately respond to each type of demand.

### ***1.3 Nonlinear Characteristics and Dynamic Evolution Mechanism of the Sojourning Demand Structure***

The inherent complexity of the sojourning demand structure is not only reflected in the diversity of types but also in the fluidity and transformability of the boundaries among these types. As the duration of sojourning extends and the accumulation of experience increases, the demand elements that originally belonged to the "attractive attribute" may gradually transform into the "performance attribute," and eventually settle into the "basic attribute." For example, a cultural immersion experience that was accidentally gained in the early stage of sojourning may become the core criterion for a deep sojourner to judge the quality of a destination; and what was originally regarded as a surprising integration into the local community may, after long-term sojourning, evolve into a basic condition for maintaining the stability of daily life. This linear migration path from attractive to performance to basic reveals the time dependence and cumulative effect of the sojourner's demand structure<sup>[2]</sup>.

Behind the dynamic evolution mechanism of demand attributes lies the continuous elevation of sojourners' perception thresholds and the reconstruction of their reference systems. As sojourning experience accumulates, sojourners' cognition of the destination shifts from unfamiliarity to familiarity, and their evaluation benchmark shifts from external references to internal ones. In this process, the

relationship between individual satisfaction and the degree of demand satisfaction exhibits a significant nonlinear characteristic: the marginal utility invested in a particular demand element decreases as the degree of satisfaction increases, prompting sojourners to continuously shift their focus of attention to higher-level or rarer types of demands. This dynamic evolution mechanism implies that the sojourning demand structure is not a static classification system but an adaptive system that constantly adjusts and renews itself, thereby placing higher demands on the flexibility of supply strategies.

## **2. Analysis of the Heterogeneity of the Demand Structure in the Yunnan Sojourning Context**

### ***2.1 The Anchoring Relationship Between Regional Ecological Endowments and Sojourners' Basic Demands***

The core characteristic of Yunnan's regional ecological endowments lies in the superposition of its vertical zonality and horizontal heterogeneity. The longitudinal ridge-valley pattern of the Hengduan Mountains interacts with the low-latitude plateau climate, forming a complete vertical ecosystem from tropical rainforest to alpine cold desert, as well as diverse microclimate units. The complexity of this ecological structure provides sojourners with differentiated options for habitat selection, enabling them to locate suitable residences within the ecological spectrum composed of parameters such as altitude, temperature, and humidity, according to their individual physiological comfort thresholds and environmental preferences. In this sense, ecological endowments are no longer merely background landscape resources but are directly embedded in the basic conditions for satisfying sojourners' basic demands, thus becoming the core reference system for their dwelling decisions.

The anchoring effect of ecological endowments on basic demands is further reflected in their implicit definition of "livability." Compared with the standardized livable environment constructed by artificial facilities in general sojourning destinations, the satisfaction of basic demands in the Yunnan sojourning context exhibits a distinct characteristic of regional embeddedness. The stable hydrothermal conditions around the plateau lakes, the accessibility of settlements supported by the gentle terrain of the basin areas, and the air quality assurance provided by forest-covered areas collectively constitute a natural and non-replicable dwelling support system. This ecological anchoring mechanism creates a deep binding relationship between sojourners' basic attribute demands and specific geographical units, and the degree of satisfaction of these demands depends largely on the fit between the regional ecological endowments and the individual's biological rhythms, rather than merely on the completeness of artificial infrastructure<sup>[3]</sup>.

### ***2.2 The Hierarchical Construction of Sojourners' Performance Demands through Multi-Ethnic Cultural Integration in Yunnan***

The uniqueness of multi-ethnic cultural integration in Yunnan lies in its distribution pattern and interaction mode of "coexistence without convergence." Different ethnic groups have formed relatively clear cultural boundaries and overlapping interaction spaces during long-term coexistence. This structure not only preserves the independence and authenticity of each cultural unit but also fosters cross-cultural interaction interfaces and fusion zones. For sojourners, this cultural landscape constitutes the material carrier and cultural soil for their performance demands. The core of their expectations is not a superficial contact with a single ethnic culture but the pursuit of accessibility and participability of cultural diversity itself, with the hope of obtaining experiential dimensions spanning multiple cultural types within a limited geographical range.

The structural characteristics of cultural integration further shape the hierarchical differentiation of sojourners' performance demands. The surface-level expectation refers to the ornamental acquisition of cultural symbols, such as architectural forms, costume patterns, and festival rituals—those intuitively perceivable cultural elements; the middle-level expectation involves the interpretive engagement with cultural logic, requiring the supply system to provide pathways and media for cultural decoding; the deep-level expectation touches upon the construction of identity and the formation of a sense of belonging, aspiring to reshape and expand one's self-identity through sustained interaction with diverse cultures. This progression from symbol observation to meaning internalization endows sojourners' performance demands with a distinct structural characteristic. The density and depth of cultural integration directly determine the smoothness of articulation among the levels of performance demands and also serve as a key indicator for measuring the completeness of the sojourning experience.

### ***2.3 The Scarcity of the Local Lifestyle and the Generative Logic of Sojourners' Attractive Demands***

The scarcity of the local lifestyle is rooted in its non-transferability and temporal accumulation. Yunnan's diverse geographical environment and historical evolution have nurtured distinctive local life systems, including the work rhythm synchronized with natural cycles, dietary habits formed on the basis of local products, and social interaction patterns constructed around settlement spaces. The formation cycle of these lifestyles is lengthy and highly dependent on specific geographical and cultural contexts, making them difficult to replicate or transplant through planning or design. For sojourners, this scarcity precisely constitutes the source of value that transcends basic functional satisfaction, making contact with, participation in, and even temporary integration into the local lifestyle itself a scarce experience, thereby triggering the generation of attractive demands<sup>[4]</sup>.

The generative logic of attractive demands lies in the balance between the degree of difference between the local lifestyle and sojourners' existing life experiences and the accessibility of participation. When the degree of difference is too low, it is difficult to generate sufficient attraction; when the degree of difference is too high, it may cause rejection due to cultural barriers. The types of differences presented by the local lifestyle in Yunnan happen to fall within the threshold range that can stimulate exploratory interest without causing cultural shock, thereby providing conditions for their transformation into attractive attributes. More critically, these lifestyles often exist in daily scenes in informal and non-commercialized forms, and sojourners' discovery and experience of them are characterized by contingency and unpredictability. This contingency breaks the predictability of standardized service experiences, making each in-depth contact a potential surprise moment that exceeds expectations, thereby transforming an otherwise neutral life scene into a trigger point for attractive demands with strong appeal.

## **3. Response Logic of Supply Strategies Based on the Demand Structure**

### ***3.1 The Stabilization of the Basic Demand Threshold and the Invisible Supply of Infrastructure***

The threshold attribute of basic demands determines that the primary task of supply response is to stabilize the bottom-line threshold of demand satisfaction. The achievement of this goal does not rely on the high-end upgrading of infrastructure but on the construction of a highly reliable and low-profile support system. Basic networks such as water supply, electricity supply, sewage disposal, and communication need to achieve stable operation at the technical level while remaining hidden behind the daily perception of sojourners at the spatial level, avoiding the visual encroachment of artificial facilities on natural and cultural landscapes, so that sojourners can obtain continuous and stable life support without being aware of the system's existence<sup>[5]</sup>.

The effectiveness of invisible supply depends on the degree of integration between infrastructure and regional characteristics. In traditional Yunnan settlements, the spatial texture and natural terrain constitute a unique spirit of place, and the overly modernized layout of facilities may damage this spirit. Adaptive technical means become the key to balancing functionality and authenticity, and distributed small-scale facilities, pipeline layouts adapted to the settlement morphology, and rainwater management systems that preserve natural drainage and storage capacity collectively constitute the implementation path for invisible supply. This supply method, while meeting the threshold requirements, maintains the continuity of sojourners' perception of local authenticity and avoids the fragmentation of experience caused by the visibility of infrastructure.

### ***3.2 Path Optimization for Satisfying Performance Demands and Reconstruction of the Service Interface***

The positive correlation between performance demands and sojourners' satisfaction determines that the supply response must focus on improving the efficiency of the demand satisfaction paths. In the context of multi-ethnic cultural integration in Yunnan, the performance dimensions such as cultural contact, social interaction, and aesthetic experience often exhibit a nonlinear distribution pattern. The core of path optimization lies in constructing a latent demand navigation system. Through the multiple synergies of spatial signage, information networks, and community word-of-mouth, this system enables sojourners to efficiently locate experience nodes that match their own preferences within the complex cultural landscape, thereby reducing search costs and transaction costs.

The reconstruction of the service interface is a key dimension for achieving precise satisfaction of

performance demands. The traditional one-way service model struggles to respond to the interactive and participatory appeals within performance demands. The core of interface reconstruction lies in transforming sojourners from service recipients into service co-creators. The activation of the role of cultural intermediaries, the introduction of participatory experience modules, and the establishment of customized service channels collectively constitute the specific paths for interface reconstruction. Cultural intermediaries provide differentiated cultural decoding services based on sojourners' interests, participatory experience modules allow sojourners to engage in cultural practices according to their own rhythms, and customized channels make personalized combinations possible. Through interface reconstruction, the satisfaction path of performance demands is transformed from a one-way supply-side output into a two-way interactive negotiation between supply and demand, thereby improving the accuracy and adaptability of demand satisfaction<sup>[6]</sup>.

### ***3.3 The Innovation Mechanism for Stimulating Attractive Demands and Differentiated Positioning***

The attribute of attractive demands that transcends expectations determines that the supply response cannot rely on passive answers but must actively create new value touchpoints. The core of the innovation mechanism lies in the supply side's ability to identify and activate scarce resources. In the Yunnan sojourning context, the stimulation of attractive demands depends on the exploration and transformation of non-mainstream resources such as marginal cultural elements, non-commercialized life scenes, and incidental social events. The supply subjects need to transform these scattered and spontaneous forms of existence into perceptible experience touchpoints while retaining their contingency and informality, thereby avoiding the attenuation of attractiveness caused by excessive organization.

Differentiated positioning is an important supporting condition for stimulating attractive demands. Against the backdrop of homogenization in sojourning supply, the ability to satisfy attractive demands constitutes the core source of destination differentiation. Differentiated positioning requires the supply system to break away from the competition in the mainstream demand market and instead turn to the exploration and deep cultivation of the niche demand market, thereby constructing a non-standardized product matrix and experience sequence. Non-standardization is not a simple negation of standardization but rather the creation of parallel and complementary supply paths outside the standardized system. In the context of Yunnan's diverse geographical conditions, differentiated positioning can be carried out by relying on the unique endowments of different regions, forming a supply pattern of one strategy per location, making the stimulation of attractive demands a designable and guidable innovative direction. Due to its high degree of regional embeddedness, it is difficult to imitate, thus building sustained competitive advantages for sojourning destinations.

## **Conclusion**

This study takes the Kano model as the theoretical thread and constructs a systematic framework for analyzing the demand structure of sojourners and responding with supply strategies. This study reveals the intertwined characteristics of the dual demand attributes of dwelling and exploration in the sojourning context, deconstructs the demands into three differentiated element units-basic, performance, and attractive-with the help of the Kano model, and identifies the dynamic evolution law of demand attributes shifting with the duration of sojourning. Focusing on the Yunnan sojourning context, this study analyzes the sources of heterogeneity in the demand structure: the anchoring effect of regional ecological endowments on basic demands, the hierarchical system of performance demands shaped by multi-ethnic cultural integration, and the scarcity of the local lifestyle as the generative foundation for attractive demands. Based on the above analysis, this study proposes a supply strategy logic of hierarchical response and dynamic adaptation, covering the stabilization of the basic demand threshold and the invisible supply of infrastructure, the path optimization for satisfying performance demands and the reconstruction of the service interface, as well as the innovation mechanism for stimulating attractive demands and the differentiated positioning. This study extends the application of the Kano model from the field of product design to the analysis of sojourning demands and constructs a theoretical framework linking demand structure and supply strategies. Future research may further explore the differences in demand structures among different types of sojourners, the critical conditions for the dynamic transformation of demand attributes, and the evaluation indicator system for the effectiveness of supply strategy responses.

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