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

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Abstract: *With the development of mobile society, sojourning, a type of residence influenced by tourism and migration, has been facing problems with the traditional supply model due to its complex demand structure. Based on the Kano model, this paper will study the context of sojourn in Yunnan Province and examine all kinds of needs and changes in people's demands as sojourners. This paper finds that there are two demands for "dwelling" and "exploration" in the context of sojourning, divides these demands into three types—basic, performance and attractive—according to the Kano model, and shows that the evolution law of demand attributes is nonlinear with the length of sojourning. Given the conditions in Yunnan, this paper will consider the heterogeneity of the demand structure, give due attention to the anchoring effect of regional ecological endowments on basic demand, examine the hierarchical system of performance demands formed by multi-ethnic cultural integration, and take into account the scarcity of local lifestyle as the basis for generating attractive demands. The theoretical basis of this paper is to connect the structure of demand and supply strategies and provide a new way to study the reasons for sojourn behaviour and improve the supply system of destinations.*

Keywords: *Sojourners, Demand Structure, Kano Model, Supply Strategies, Yunnan*

Introduction

The rise of the sojourning phenomenon shows that the traditional model of people living in communities has changed. Compared with the short stay of traditional sightseeing tourism, sojourners hope to create a temporary daily life order in a foreign country, and their demand structure is relatively complex; they need a stable basic living system to support their continuous daily life and various cultural experiences, and must also meet their innate desire for exploration and expansion. Given that the two demands have been changing and increasing over time, the old supply model can no longer meet the demands. Kano's Model is used as the theoretical basis for this paper, and by showing that the relationship between demand satisfaction and satisfaction is non-linear, we can make an accurate division of the various attributes of sojourning needs. Yunnan Province has many ecological zones and various cultures of different ethnic groups, and since their local lifestyles are not easily transferable to other places, it is a good place to study how the needs for short-term accommodation vary in different areas. The above studies will provide a theoretical map of the kinds of demand and supply strategies to help improve the supply conditions in tourist areas.

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

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

The essence of sojourning behaviour is that the scope of time and place is expanded, and because it is transient in nature, the demand structure of sojourners differs from that of traditional sightseeing tourists. Sojourners are moving away from the old way of life in the city and choosing to live closer to nature and in accordance with nature. The Area for such activities has been reduced to a few places and is now close to people's daily lives. With changes in the structure of space and time, two types of demands have arisen: firstly, the demand for "dwelling" is to obtain a stable, safe and convenient basic living environment; secondly, there is an "exploration" desire for unknown cultures, unique landscapes and other new experiences. The two demands are not in opposition but rather work together to provide the reasons for the behaviour of sojourners.

The two kinds of demand factors are also out of sync with supply. The demand for housing requires that the supply system has a high degree of predictability and uniformity so that sojourners can live comfortably every day in a foreign country; at the same time, the demand for exploration requires that the supply system is diverse and uncertain enough to meet the desire of sojourners for difference and novelty. Tension gives the demand structure of sojourners a particular trait of boundary blurring, and it is not easy for the traditional supply model based on functional zoning to meet this demand effectively. Therefore, in analysing the demands of sojourners, one should not be limited to the logic of functional satisfaction but also redefine the connotative boundary and hierarchical relationship of the demands from the perspective of interaction between the two attributes[1].

1.2 Deconstruction of Sojourning Demand Elements Based on the Kano Model

Kano's model has broken down the needs of sojourners into parts, and it is based on the idea that the relationship between how well a need is met and a person's satisfaction is non-linear. This model of sojourning can help us classify the different needs of sojourners in the context of sojourning. Among them, the "basic attributes" refer to the necessary conditions that sojourners hope will be met in their daily lives, such as the safety and stability of housing, good basic living conditions, convenient access to essential services and transportation, etc. A person in this situation will not feel satisfied; if this is not the case, it will be very displeasing. The "performance attribute" refers to the demand factors that sojourners have specifically mentioned and which are positively correlated with satisfaction, such as the depth of cultural experience, the quality of social interaction and aesthetic environment, etc. The degree of satisfaction that people have with this type of demand indicates the quality of the accommodation.

In addition to the basic attributes and performance attributes, the "attractive attribute" is also one of the more novel aspects in the structure of sojourning demand. Such a demand is not usually expected by the sojourners, so fulfilling it may be met with surprise and gratitude. As a place for people to live temporarily, there are many interesting local activities, such as spontaneous informal festivals, close contact with the local community, and good spatial design. According to the classification framework of the Kano model, requirements for sojourning can be obtained from the general sense of chaos and organised into different types. Deconstruction is used to show all the different ways in which the various parts of the demand are turned into satisfaction, and thus a theoretical basis for further discussion on how supply can meet these different demands is provided.

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

The main issue with the structure of the demand for sojourning is that there are many kinds of demands, and the boundaries among these types are not fixed but rather fluid and adaptable. As people live longer and gain more life experience, the reasons they are drawn to certain places will change from "attractive qualities" to "functional needs", and finally be reduced to "basic necessities". For example, a cultural assimilation experience obtained by chance in the early days of studying abroad may become one of the necessary conditions for a long-term resident to judge the quality of a place; what was once considered good integration with the local community may, after an extended stay, become an essential requirement for daily life. The linear path of migration from attractive to high-performing and then to basic has shown that the needs of sojourners change over time and accumulate[2].

The reason for the change in the demand attribution mechanism is that sojourners have become more sensitive gradually and their reference frames have changed. Over the years, having lived in that place for a long time, what was once unfamiliar has become commonplace, and the standards I have for life have changed from the outside in. At this time, the relationship between individual satisfaction and the degree of demand satisfaction is non-linear; that is to say, the marginal utility gained from an additional unit of satisfaction for a particular demand factor is relatively small when people are already satisfied, and thus they start to seek higher-order or less common types of demands. As shown in the dynamic evolution mechanism above, the structure of the demand for sojourning is not a fixed system but an adaptive one that changes and develops constantly; thus, there is an increasing demand for flexible supply strategies.

2. Analysis of the Heterogeneity of the Demand Structure in the Context of Yunnan Sojourn

2.1 The Anchoring Relationship of Regional Ecological Endowments and the Basic Needs of Sojourners

The first reason for the regional ecological wealth in Yunnan is that there is vertical zonation and horizontal heterogeneity. Due to the longitudinal ridge-and-valley pattern of the Hengduan Mountains and the low-latitude plateau climate, many different ecosystems have formed at various altitudes, such as tropical rainforests, alpine cold deserts, and many others. The ecological structure here is very complex, so the sojourners have many choices for where to live and can find a place that meets their physiological comfort needs and environmental requirements among all the different areas with various altitudes, temperatures, humidities, and so on. Therefore, ecological endowments are no longer only the background landscape resources but are directly related to the basic conditions for meeting the needs of sojourners, and thus serve as an important reference system for their choice of residence.

The anchor of the ecological endowment for basic needs can be considered an implicit definition of "livability"; compared with the standardised livable environment provided by artificial facilities in general sojourn destinations, the satisfaction of basic needs in the context of Yunnan sojourn has the characteristic of regional embeddedness. Stable hydrothermal conditions in the area of the plateau lakes, the accessibility of settlements in the gentle terrain of the basin area, and good air quality provided by forest cover are all regarded as natural and necessary support systems for life. Ecological anchors can meet the basic need for shelter of sojourners in some areas; thus, how well this need is met depends more on whether the ecological resources in a place are in harmony with people's biological rhythms than on the construction of artificial facilities alone[3].

2.2 Hierarchical Structure of Sojourners' Performance Demands in Multi-ethnic Cultural Integration in Yunnan

A specific trait of the integration of multi-ethnic cultures in Yunnan is a pattern and mode of interaction known as "coexistence without convergence"; over a long period, different ethnic groups have built their own cultural areas and overlap in some places. Thus, we can keep the autonomy and distinctiveness of the cultural areas and promote cross-cultural communication and exchange. Cultural Spaces provide basic material support and cultural services for the daily lives of homeless people. Their main reason for wanting to experience different cultures is not to form close relationships with the culture of any single ethnic group, but rather to enjoy the diversity of cultures and be able to experience all kinds of cultures in a short period of time.

The structure of cultural assimilation is also a hierarchy of demands for the performance of sojourners. The first level of expectation is to obtain cultural symbols for decoration; at the second level, it is to learn the logic of culture and how to gain access to it and decode it through all kinds of means provided by the supply system; finally, the deepest level of expectation is to form a sense of self and belonging—that is, to be transformed and extended through interaction with many different cultures. Therefore, the demands on the performance are the results of interpreting the symbols that have been observed. The density and depth of cultural assimilation directly affect the fluidity of expression at all levels of performance demand, and they are also indicators of the extent of the sojourn experience.

2.3 The Scarcity of Local Life and the Generative Logic of Sojourners' Attractive Demands

There is no local life because it is not transferable and lacks time accumulation. Yunnan has many different environments and a long history, so the local life systems here are diverse, with working hours determined by nature, food culture based on local agricultural products, and social organisation centred around residential areas. The formation cycle of these lifestyles is long, and they are closely associated with certain geographical and cultural conditions; thus, it is not easy to reproduce or pass down through planning and design. Precisely because sojourners lack these basic necessities, they are in need of more; they are a small group, and opportunities to meet, join in and live temporarily with the local people are rare occasions that give rise to such demands[4].

The generation logic of attractive demand is the trade-off between how different a local life style is from the existing lives of sojourners and how easy it is to participate in. If the degree of difference is too small, there will be no interest; if it is too large, people will be unwilling to learn because of

cultural differences. The types of differences in the local life of Yunnan are within the range that can be explored without causing cultural shock, so they can be used as a basis for attraction. More importantly, such lifestyles often appear in daily life in an informal and uncommercialised way, so the discoveries and experiences of sojourners with such lifestyles are full of contingency and unpredictability. Contingency is not uniform in terms of service experience, and every deep encounter will be an unexpectedly delightful one that goes beyond our expectations; thus, an ordinary life scene is also a wish-inducing object of desire.

3. Response Logic of Supply Strategies According to Demand Structure

3.1 Stabilisation of the Basic Demand Threshold and the Invisible Supply of Infrastructure

The threshold attribute of basic demands is that the main purpose of supply response is to stabilise the lower bound of demand satisfaction. Therefore, in order to achieve this end, we do not need to build a high-end facility; rather, we can construct a very stable and low-profile support system. Basic networks, such as water supply and electricity, need to have good technological stability, and at the level of space, they should remain unnoticed by the public in their daily lives; that is to say, artificial facilities should not be conspicuous in the natural and cultural scenery, and sojourners should be able to live comfortably and stably without being aware of such systems[5].

The strength of the invisible supply will depend on how well it matches the characteristics of the area. The spatial texture and natural terrain of the traditional Yunnan settlement have formed a sense of place, so a very modern arrangement for the facilities would be out of place. According to the technical means, we can balance function and authenticity; according to the form of settlement, small-scale distributed facilities will be built, and rainwater management systems that conserve the natural drainage and storage capacity will be integrated to create an implementation path for the invisible water supply. Although the above supply forms can meet the basic needs of the sojourners, it is still possible to keep their sense of place and not disturb their experience with conspicuous construction.

3.2 Path Optimisation in Light of Performance Requirements and Reconstruction of the Service Interface

As the demand for high performance increases, we will need to enhance the management of supply to meet this high demand. Given that Yunnan Province has many ethnic groups with rich cultures, the elements of the performance for cultural contact, social interaction and aesthetic experience are often arranged in a non-linear way. The first aim of Path Optimisation is to construct a basic demand-navigation system. With the help of all kinds of spatial signs, information networks and community word-of-mouth, this system will help tourists find interesting experience nodes in the complex cultural landscape more easily and reduce their search and transaction costs.

The Construction of the Service Interface shall be carried out according to the above requirements. The old model of one-way service cannot meet the need for interaction and participation in performance services. The Aim of interface reconstruction is to change people from being service recipients to service co-creators. The activation of the role of cultural mediators, the addition of participatory experience modules and the construction of custom service channels are all forms of interface reconstruction. Cultural intermediaries have offered many levels of cultural interpretation according to the interests of sojourners, participation modules have enabled sojourners to take part in cultural activities at their own pace, and personalised channels can also be established. Another way to achieve a good result is interface reconstruction; that is to say, instead of using only one output from the supply side, both suppliers and consumers can communicate freely to improve the efficiency of supply-demand matching[6].

3.3 The Innovation Mechanism of Driving Attractive Demand Creation and Differentiation

An attractive demand is one that exceeds expectations, so the supply response should not be passive but actively create new sources of value. The basis of the innovation mechanism is that the supply side can find and use scarce resources. In light of the context of Yunnan Sojourning, one of the reasons for attracting people will be the discovery and use of less-frequently utilised resources, such as marginal cultural elements, uncommercialised life scenes and incidental social events. Supply subjects need to make these dispersed and spontaneous forms of existence more accessible to the public, maintain their

contingency and informality, and do not reduce the appeal caused by too much organisation.

A good place is required to make people want something. Given the homogeneity of the supply of tourists, the new focus at the destination level will be to offer a variety of products and services. In order to achieve position differentiation, the supply system should move away from competition in the main demand market and focus on exploring and developing a niche demand market; thus, a non-standardised product matrix and experience sequence can be built. Non-standardisation is not the lack of standardisation; rather, it is the construction of parallel and complementary supply paths outside the standard system. Given the various geographies in Yunnan Province, we can make good use of the special attributes of different areas to build a supply network based on the strategy of "one strategy per location" and create an attractive demand stimulus that is both planned and guided. As a relatively remote place, it is not easy to imitate, so it still has a certain charm for tourists.

Conclusion

Based on the theory of Kano, an organised system will be established to study the needs of sojourners, and supply plans will be put forward in response. This paper finds that the two demand attributes of dwelling and exploration in the context of sojourning are related; with the help of the Kano model, they have been divided into three independent elements—basic, performance, and attractive—and the dynamic evolution law of demand attributes as they change with the length of stay has been determined. Given the special circumstances in Yunnan Province, this paper will investigate why the structure of demand is heterogeneous, explore the anchoring effect of regional ecological endowments on basic needs, study the hierarchical system of performance demands formed through the integration of various ethnic cultures, and analyze the lack of a foundation for attractive demands in daily life. Based on the above analysis, this paper proposes the logic of a hierarchical response and dynamic adaptation supply strategy; that is to say, it will stabilize the basic demand threshold and the invisible supply of infrastructure, optimize the path to meet performance demands, reconstruct the service interface, and build an innovation mechanism to promote attractive demand and differentiated positioning. Expand the application of the Kano Model in this paper from product design to the study of sojourn needs to provide a theoretical basis for connecting demand structure and supply strategy. In the future, we will explore all kinds of demand structures for different types of sojourners and also investigate the necessary conditions for dynamic changes in demand attributes and evaluation indicators of the effectiveness of supply strategy responses.

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