

# Research on Tourist Satisfaction with Wa Ethnic Homestays in Yunnan Based on IPA Analysis

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**Abstract:** The integrated development of intangible cultural heritage (hereinafter referred to as "ICH") and the homestay industry in the Wa ethnic area of Yunnan is an important topic in the current protection of ethnic culture and the development of tourism economy. In recent years, with the rise of cultural tourism, how to combine these precious cultural heritages with the modern homestay industry has become an issue that the government needs to pay attention to. Based on the perspective of tourist perception and combined with the actual development of homestays in the Wa ethnic area of Yunnan, this paper constructs an evaluation system for tourist satisfaction indicators. Through the IPA model, the collected questionnaires were studied and analyzed, including 3 items in the maintenance area, 3 items in the advantage area, 3 items in the opportunity area, and 3 items in the improvement area. The research shows that the overall tourist satisfaction with Tongren's forest health tourism is relatively good, but there is still much room for improvement in the 6 indicators of the improvement and opportunity areas. This paper proposes strategies to enhance tourist satisfaction based on the actual regional development, aiming to provide reference for improving tourist satisfaction with Wa ethnic homestays in Yunnan.

**Keywords:** Yunnan Wa Ethnic Group; IPA Analysis Method; Tourist Satisfaction.

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## 1. Research Background and Significance

### 1.1. Research Background

The integrated development of intangible cultural heritage (hereinafter referred to as "ICH") and the homestay industry in the Wa ethnic area of Yunnan is an important topic in the current protection of ethnic culture and the development of tourism economy. As an ethnic minority in China's southwestern border areas, the Wa people possess rich and diverse intangible cultural heritage, including unique language, music, dance, traditional crafts, etc. In recent years, with the rise of cultural tourism, how to combine these precious cultural heritages with the modern homestay industry has not only become a hot topic of academic concern but also an important means for local governments to promote local economic and social development. However, this process faces many challenges, such as the balance between cultural inheritance and commercial interests, the integration of tradition and modernity, etc. This study focuses on the integrated development scenario of ICH and homestays in the Wa ethnic area of Yunnan. Through tourist satisfaction analysis, it objectively presents relevant feedback from current development practices, providing references for subsequent research and practical applications in this field.

### 1.2. Research Purpose and Significance

The integrated development of intangible cultural heritage and the homestay industry in the Wa ethnic area of Yunnan is not only a form of inheritance and protection of traditional ethnic culture but also an important way to promote sustainable local economic development. In recent years, with the rise of cultural tourism, how to effectively combine the rich intangible cultural heritage resources of the Wa people with the growing homestay industry has become a hot issue of common concern in both academia and practice. This study aims to accurately grasp tourist feedback and core demands

during the integrated development process of ICH and homestays in the Wa ethnic area through tourist satisfaction analysis, and then propose effective strategies to promote deep integration between the two. Currently, although research on the integrated development of ICH and homestays has begun to take shape, there are still many controversies at the specific application level, such as how to balance the relationship between commercial development and cultural protection, and how to improve tourists' cultural experience. Therefore, this study not only has important theoretical value but also provides useful references for practical operations.

## 2. Literature Review

### 2.1. Influencing Factors and Determinant Mechanisms

Tourist satisfaction with homestays is a complex construct determined by multidimensional factors, with research perspectives expanding from single service attributes to more integrated experience models. Macroscopically, regional culture and tourists' deep-seated motivations form the contextual background of satisfaction. For example, Dar A et al. (2024) reveal the connection between tourists' motivations for choosing homestays in the Kashmir Valley and their final satisfaction [4]. Specifically regarding determinants, Xishihui D et al. (2024) employ multiple techniques to investigate the determinants of homestay satisfaction on platforms like Airbnb [2]. This indicates that future research could further explore the interaction effects between different factors, such as how the emotional design and demographic characteristics confirmed by Tian H & Rugwongwan Y (2024) synergize with individual tourist traits to predict satisfaction more accurately [3]. Additionally, specialized research on emerging consumer groups holds significant practical value, as referenced in Zhang X's (2025) case study on urban young tourists, for guiding homestay product innovation and personalized marketing [1].

## 2.2. The Mediating Relationship of Service Quality, Perceived Value, and Satisfaction

The central mediating role of service quality and perceived value in the satisfaction pathway is confirmed, yet the dynamic processes within warrant deeper investigation. Al-Laymoun M et al. (2020) directly emphasize the importance of service quality for tourist satisfaction at homestays [9]. A more in-depth mechanistic analysis by Lu M & Yi B (2022) shows that customer participation and host-guest interaction influence customer satisfaction through their impact on perceived value [7]. This "interaction-value-satisfaction-loyalty" chain highlights the fundamental difference between homestays and standardized hotels. Future management practices could focus on designing activities or spaces that foster deep interaction and training hosts to enhance their capabilities as "cultural intermediaries" and "experience co-creators," thereby strengthening this value-creation path. This aligns with the research by An, Suh, Eck (2019) validating the structural relationships among service quality, perceived value, satisfaction, and revisit intention [10].

## 2.3. Empirical Research Based on Region and Type and Methodological Development

Numerous empirical studies focusing on specific regions and homestay types have not only enriched the case database but also promoted the refinement and contextualization of research methodologies. In China, Xiaoyan L et al. (2023) explore the quality and customer satisfaction of rural homestays in Hebei [5]. Importance-Performance Analysis (IPA) has been widely applied as an effective diagnostic tool to identify service strengths and weaknesses. For instance, Xiaorui Z et al. (2022) conduct research on tourist satisfaction with rural homestays based on the IPA theory [6], and Xiaoyi W et al. (2022) also employ the IPA method for an empirical study on rural leisure tourism tourist satisfaction [8]. This suggests that researchers and practitioners must combine local contexts to construct specialized evaluation indicator systems when applying universal theoretical frameworks. Methodologically, beyond traditional questionnaires, future research could incorporate more diverse methods. Simlai P's (2014) application of the SARCH model to housing price data provides a reference for methodological innovation [16].

## 2.4. The Integrated Path of Cultural Experience, Physical Environment, and Sustainable Development

The unique competitiveness of homestays increasingly lies in the deep integration of cultural experience, physical environment, and sustainable development concepts. Community participation and cultural experience are deep-seated pathways to enhancing satisfaction. Rasoolimanesh M S et al. (2016) find a high correlation between tourists' perceived value in a community-based homestay and their satisfaction [13]. Regarding the physical environment, Sung Hye-Jin et al. (2014) confirm the significant impact of the guesthouse's physical environment on customer satisfaction and revisit intention [15]. From a sustainable development perspective, N. S & O. N (2014) propose ideas integrating sustainable infrastructure and cultural heritage conservation, focusing on homestay modification, owner motivation, and tourist satisfaction [17]. Furthermore, Ogucha B E et al. (2015) indicate the influence of homestay facilities on tourist satisfaction in the Lake Victoria Kenya tourism circuit,

providing an entry point for considering the sustainability of environment and facilities [14].

## 2.5. Practical Implications from Specialized Studies and Future Outlook

Specialized research on distinctive homestays offers concrete guidance for industry practice. For example, B Kichul et al. (2018) analyze the impact of selection attributes of the Jeonju Hanok Village lodging industry on tourist satisfaction and behavioral intention [11], while Park S I & Park S Y (2018) explore the effect of Jeju Island guesthouse service quality on customer satisfaction and revisit intention [12]. These studies collectively indicate that improving satisfaction requires systematic management. It is necessary to consolidate high-satisfaction advantage items while prioritizing the improvement of key shortcomings. Future research and practice should pay more attention to creatively transforming cultural resources into experiential and consumable homestay products, while establishing a balance between standardization and personalization in operations. The ultimate goal is to achieve a multi-win situation encompassing tourist satisfaction, cultural preservation, and community sustainable development.

## 3. Questionnaire Design and Data Collection

### 3.1. Questionnaire Design

This questionnaire designed the following content: First, personal information, including age, gender, occupation, and channels through which respondents learned about Yunnan Wa ICH homestays; Second, whether they have had experience with Yunnan Wa ICH homestays; if they have had experience with Yunnan Wa ICH homestays, how many times; their level of understanding of Yunnan Wa ICH tourism resources; the Wa ICH cultural atmosphere of the homestay (such as architectural style, decorative elements); the richness of Wa ICH experiential activities (such as Wa dance and music teaching, brocade weaving experience, etc.); the professionalism and interactivity of ICH experiential activities; the cleanliness and hygiene of Yunnan Wa ICH homestay rooms; the practicality of Wa characteristic facilities in the room (such as ethnic costumes, characteristic tea sets); the service attitude of homestay staff; the staff's ability to explain Wa ICH culture; the Wa characteristics of homestay dining (such as chicken rice porridge, Wa paojiu wine); the hygiene and taste of dining; the location of the homestay (close to scenic spots, convenient transportation); the safety and security of the homestay (fire facilities, security environment); the price reasonableness of the homestay; the sound insulation effect of the homestay; the natural and cultural environment surrounding the homestay; the quality and diversity of ICH creative products provided by the homestay. Questionnaire variables and assignments are shown in Table 1.

This paper mainly constructs tourist satisfaction indicators from the following three aspects: first, by referring to the construction methods of indicator systems in recent domestic relevant empirical research; second, by synthesizing the opinions of multiple industry experts and scholars; third, by combining the results of field surveys. The research object of this study is Yunnan Wa tourism, so combining the characteristics of characteristic homestays, the advantages of Wa characteristic customs, and the actual operation of

homestays, a tourist satisfaction evaluation system containing 3 dimensions and 15 specific indicators was constructed.

**Table 1. Questionnaire Design Scale**

Variable Type	Variable Definition
Q1 Age	1=Under 18, 2=18-25, 3=26-40, 4=41-60, 5=Over 60
Q2 Gender	1=Male, 2=Female
Q3 Occupation	1=Student, 2=Employed, 3=Freelancer, 4=Retired, 5=Other
Q4 Channels through which learned about Yunnan Wa ICH	1=TikTok/Kuaishou and other short video platforms, 2=Ctrip/Qunar and other travel apps, 3=We Chat official account/We Chat Moments, 4=Friend recommendation, 5=Government tourism promotion, 6=Other
Q5 Whether have had experience with Yunnan Wa ICH homestays	1=Yes, 2=No
Q6 If have had experience with Yunnan Wa ICH homestays, how many times	1=Once, 2=2-3 times, 3=4 times or more
Q7 Level of understanding of Yunnan Wa ICH tourism resources	1=Very understanding, 2=Relatively understanding, 3=Generally understanding, 4=Not very understanding, 5=Completely not understanding
Q8 Wa ICH cultural atmosphere of the homestay (such as architectural style, decorative elements)	1=Very satisfied, 2=Satisfied, 3=Average, 4=Dissatisfied, 5=Very dissatisfied
Q9 Richness of Wa ICH experiential activities (such as Wa dance and music teaching, brocade weaving experience, etc.)	
Q10 Professionalism and interactivity of ICH experiential activities	
Q11 Cleanliness and hygiene of Yunnan Wa ICH homestay rooms	
Q12 Practicality of Wa characteristic facilities in the room (such as ethnic costumes, characteristic tea sets)	
Q13 Service attitude of homestay staff	
Q14 Staff's ability to explain Wa ICH culture	
Q15 Wa characteristics of homestay dining (such as chicken rice porridge, Wa paojiu wine)	
Q16 Hygiene and taste of dining	
Q17 Location of the homestay (close to scenic spots, convenient transportation)	
Q18 Safety and security of the homestay (fire facilities, security environment)	
Q19 Price reasonableness of the homestay	
Q20 Sound insulation effect of the homestay	
Q21 Natural and cultural environment surrounding the homestay	
Q22 Quality and diversity of ICH creative products provided by the homestay	

**Table 2. Yunnan Wa Homestay Tourist Satisfaction Evaluation Indicator System**

Element Layer	Indicator Layer
ICH Characteristic Cultural Elements	Cultural atmosphere, richness of experiential activities, professionalism and interactivity, practicality of characteristic facilities, staff's ability to explain Wa ICH culture, Wa characteristics of homestay dining (such as chicken rice porridge, Wa paojiu wine), quality and diversity of ICH creative products provided by the homestay
Basic Service Security Elements	Cleanliness and hygiene of Yunnan Wa ICH homestay rooms, service attitude of homestay staff, hygiene and taste of dining, safety and security of the homestay (fire facilities, security environment), sound insulation effect of the homestay
Location and Environmental Elements	Location of the homestay (close to scenic spots, convenient transportation), natural and cultural environment surrounding the homestay
Cost-effectiveness Elements	Price reasonableness of the homestay

### 3.2. Questionnaire Distribution and Collection

The survey target was the general public. The questionnaire collection time was from November to December 2023, lasting about one month. The questionnaire included single-choice and multiple-choice questions. The questionnaire was distributed online, with a total of 255 responses collected, and

the recovery rate was 100%. Invalid questionnaires with random answers were excluded from the recovered questionnaires, resulting in 247 valid questionnaires, with an actual effective recovery rate of 96.86%.

### 3.3. Reliability Analysis

The Cronbach's Alpha reliability coefficient was used for

testing, with  $\alpha=0.915$ , which is higher than the critical value of 0.8, indicating good questionnaire reliability, high data

reliability, and meeting reliability testing standards.

**Table 3.** Sample Cronbach's Alpha

Cronbach's Alpha	Number of Items
.915	36

### 3.4. Sample Characteristics Analysis

Frequency statistics were performed on the basic

information of the questionnaire survey sample using SPSS software, including four items: gender, age, occupation, and place of residence. Specific data are shown in Table 4.

**Table 4.** Sample Characteristics

Indicator	Category	Number of People	Proportion (%)
Gender	Male	131	53.0
	Female	116	47.0
Age	Under 18	11	4.5
	18-25 years old	73	29.6
	26-40 years old	92	37.2
	41-60 years old	63	25.5
	Over 60 years old	8	3.2
Occupation	Student	21	8.5
	Employed	123	49.8
	Freelancer	103	41.7

A total of 434 people were surveyed in this survey. From Table 3, it can be seen:

Gender is divided into male and female, with 131 males and 116 females, accounting for 53% and 47% of the total number respectively. The proportion shows that the male-to-female ratio is relatively balanced.

Age is divided into under 18, 18-25, 26-40, 41-60, and over 60. Among them, there are 11 people under 18, 73 people aged 18-25, 92 people aged 26-40, 63 people aged 41-60, and 8 people over 60, accounting for 4.5%, 29.6%, 37.2%, 25.5%, and 3.2% of the total number respectively. The majority are young and middle-aged adults (18-40 years old account for 71.3%), which is consistent with the age distribution of the main tourism consumer group.

Occupation is divided into students, employed, and freelancers. Among them, 21 are students, 123 are employed, and 103 are freelancers, accounting for 8.5%, 49.8%, and 41.7% of the total number respectively. It covers the main consumer groups, and freelancers and employed people have strong travel capabilities.

## 4. Empirical Analysis of Tourist Satisfaction with Yunnan Wa Homestays

The main analysis method of this study is Importance-Performance Analysis (IPA), which is a comprehensive use of indicator analysis and matrix data visualization. In this analysis, I is used to measure the evaluation of the importance of each indicator, P represents the actual presentation of the scenic object perceived by tourists. By comparing tourists' importance ratings and actual performance rating data for each indicator, IPA can systematically reveal the status characteristics and improvement priority order of each indicator in the tourist satisfaction perception structure. Based on the quadrant distribution of indicator scores in the matrix, the existing gaps and deficiencies are analyzed, providing a scientific basis for proposing optimization strategies.

### 4.1. Comparative Analysis of Importance and Satisfaction

**Table 5.** Comparison of Importance and Satisfaction

Indicator	Importance Mean	Std. Error	Satisfaction Mean	Std. Error
Wa ICH cultural atmosphere of the homestay (e.g., architectural style, decorative elements)	3.60	.093	3.88	.074
Richness of Wa ICH experiential activities (e.g., Wa dance and music teaching, brocade weaving experience, etc.)	3.58	.094	3.88	.077
Professionalism and interactivity of ICH experiential activities	3.41	.099	3.75	.087
Cleanliness and hygiene of rooms	3.55	.098	3.77	.087
Practicality of Wa characteristic facilities in rooms (e.g., ethnic costumes, characteristic tea sets)	3.55	.098	3.89	.078
Service attitude of homestay staff	3.37	.101	3.77	.089
Staff's ability to explain Wa ICH culture	3.77	.084	3.60	.095
Wa characteristics of homestay dining (e.g., chicken rice porridge, Wa paojiu wine)	3.69	.087	3.56	.098
Hygiene and taste of dining	3.50	.099	3.26	.106
Location of the homestay (close to scenic spots, convenient transportation)	3.64	.093	3.40	.103
Safety and security of the homestay (fire facilities, security environment)	3.85	.085	3.55	.099
Price reasonableness of the homestay	3.53	.100	3.30	.107
Sound insulation effect of the homestay	3.63	.096	3.37	.102
Natural and cultural environment surrounding the homestay	3.60	.096	3.74	.088
Quality and diversity of ICH creative products provided by the homestay	3.49	.098	3.80	.089

From the comparative analysis of importance and

satisfaction in Table 5, it can be seen that for most dimensions,

satisfaction is slightly higher than importance. Among them, the practicality of Wa characteristic facilities in rooms, the Wa ICH cultural atmosphere, and the richness of ICH experiential activities have relatively obvious leading advantages in satisfaction (satisfaction means are all 3.88 or above). For five dimensions—hygiene and taste of dining, price reasonableness, location, sound insulation effect, and safety and security—the satisfaction means are lower than the importance means, with the gap for hygiene and taste of dining being particularly significant. In addition, two

dimensions—staff's ability to explain Wa ICH culture and Wa characteristics of homestay dining—also show satisfaction lower than importance. Only a few dimensions, such as the surrounding natural and cultural environment and the quality and diversity of ICH creative products, show good alignment between satisfaction and importance. The standard deviations for each dimension mostly range between 1.165-1.677, the mean standard errors are all below 0.11, indicating moderate data dispersion and relatively reliable statistical results.

**Table 6.** Indicator Significance Table

Pair	Indicator Pair	Cases	Correlation	Significance
Pair 1	Wa ICH cultural atmosphere of the homestay (e.g., architectural style, decorative elements) – Importance & Satisfaction	247	.167	.008
Pair 2	Richness of Wa ICH experiential activities (e.g., Wa dance and music teaching, brocade weaving experience, etc.) & Satisfaction	247	.095	.135
Pair 3	Professionalism and interactivity of ICH experiential activities & Satisfaction	247	.081	.205
Pair 4	Cleanliness and hygiene of rooms & Satisfaction	247	.144	.024
Pair 5	Practicality of Wa characteristic facilities in rooms (e.g., ethnic costumes, characteristic tea sets) & Satisfaction	247	.104	.103
Pair 6	Service attitude of homestay staff & Satisfaction	247	.115	.070
Pair 7	Staff's ability to explain Wa ICH culture & Satisfaction	247	.235	.000
Pair 8	Wa characteristics of homestay dining (e.g., chicken rice porridge, Wa paojiu wine) & Satisfaction	247	.076	.237
Pair 9	Hygiene and taste of dining & Satisfaction	247	.174	.006
Pair 10	Location of the homestay (close to scenic spots, convenient transportation) & Satisfaction	247	.124	.051
Pair 11	Safety and security of the homestay (fire facilities, security environment) & Satisfaction	247	.130	.042
Pair 12	Price reasonableness of the homestay & Satisfaction	247	.090	.159
Pair 13	Sound insulation effect of the homestay & Satisfaction	247	.085	.183
Pair 14	Natural and cultural environment surrounding the homestay & Satisfaction	247	.142	.026
Pair 15	Quality and diversity of ICH creative products provided by the homestay & Satisfaction	247	.114	.073

The data in Table 6 show that the importance and satisfaction of 6 dimensions show a low positive correlation and are statistically significant ( $p < 0.05$ ). Among them, staff's ability to explain Wa ICH culture has the highest correlation ( $r = 0.235$ ,  $p = 0.000$ ). The other significantly correlated dimensions in order are: hygiene and taste of dining ( $r = 0.174$ ,  $p = 0.006$ ), Wa ICH cultural atmosphere of the homestay ( $r = 0.167$ ,  $p = 0.008$ ), cleanliness and hygiene of rooms ( $r = 0.144$ ,  $p = 0.024$ ), natural and cultural environment surrounding the homestay ( $r = 0.142$ ,  $p = 0.026$ ), safety and security of the homestay ( $r = 0.130$ ,  $p = 0.042$ ). For the remaining 9 dimensions (such as richness of Wa ICH experiential activities, professionalism and interactivity, Wa characteristics of homestay dining, etc.), the correlation coefficients range from 0.076 to 0.124, and none reach statistical significance ( $p \geq 0.05$ ). Overall, there is no negative correlation between importance and satisfaction for any dimension, and the association degree of significantly correlated dimensions all falls within the low range.

The results in Table 7 show that there are significant differences between importance and satisfaction for 7 dimensions (two-tailed significance  $p < 0.05$ ). Among them, for 6 dimensions (Wa ICH cultural atmosphere of the homestay, richness of Wa ICH experiential activities, professionalism and interactivity of ICH experiential activities, practicality of Wa characteristic facilities in rooms,

service attitude of homestay staff, quality and diversity of ICH creative products provided by the homestay), the importance-satisfaction difference is negative, and the confidence interval does not include 0, indicating that satisfaction is significantly higher than importance for these dimensions. For the safety and security dimension, the importance-satisfaction difference is positive, and the confidence interval does not include 0, indicating that its importance is significantly higher than satisfaction. For the remaining 8 dimensions (cleanliness and hygiene of rooms, staff's ability to explain Wa ICH culture, Wa characteristics of homestay dining, hygiene and taste of dining, location of the homestay, price reasonableness, sound insulation effect, natural and cultural environment surrounding the homestay), the two-tailed significance  $p \geq 0.05$ , and the 95% confidence interval of the difference all includes 0, meaning there is no statistically significant difference between importance and satisfaction for these dimensions at the statistical level.

## 4.2. IPA Analysis Results of Tourist Satisfaction

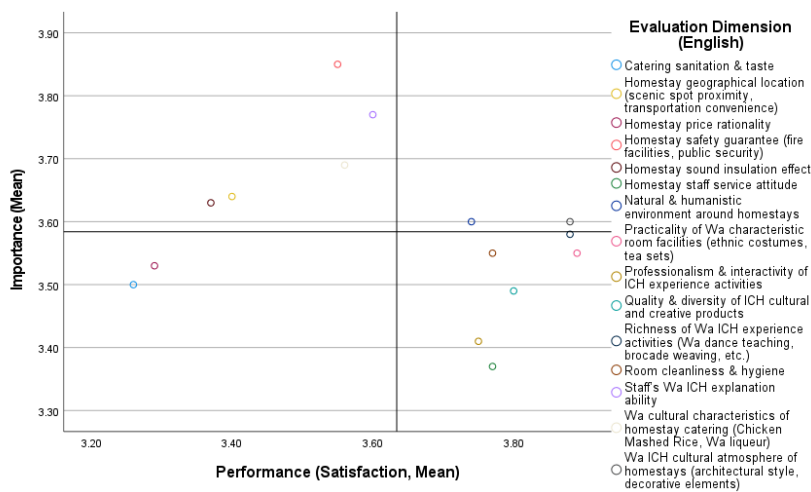
### 4.2.1. Quadrant I (Advantage Area) Analysis

There are 3 indicators in the first quadrant (advantage area): Wa characteristics of homestay dining (e.g., chicken rice porridge, Wa paojiu wine), safety and security of the

homestay (fire facilities, security environment), and staff's ability to explain Wa

**Table 7. Paired Samples Test**

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Wa ethnic intangible cultural heritage atmosphere of homestays (e.g., architectural style, decorative elements)	-0.279	1.715	0.109	-0.494	-0.064	-2.56	246	0.011
Pair 2	Richness of Wa ethnic intangible cultural heritage experience activities (e.g., Wa song and dance teaching, brocade weaving experience, etc.)	-0.3	1.819	0.116	-0.528	-0.072	-2.589	246	0.01
Pair 3	Professionalism and interactivity of intangible cultural heritage experience activities	-0.34	1.981	0.126	-0.588	-0.092	-2.698	246	0.007
Pair 4	Cleanliness and hygiene of rooms	-0.223	1.901	0.121	-0.461	0.016	-1.841	246	0.067
Pair 5	Practicality of Wa ethnic characteristic facilities in rooms (e.g., ethnic costumes, characteristic tea sets)	-0.34	1.865	0.119	-0.574	-0.106	-2.866	246	0.005
Pair 6	Service attitude of homestay staff	-0.397	1.995	0.127	-0.647	-0.147	-3.126	246	0.002
Pair 7	Staff's ability to explain Wa ethnic intangible cultural heritage	0.17	1.745	0.111	-0.049	0.389	1.532	246	0.127
Pair 8	Wa ethnic characteristics of homestay catering (e.g., chicken mashed rice, Wa ethnic soaked wine)	0.13	1.977	0.126	-0.118	0.377	1.03	246	0.304
Pair 9	Hygiene and taste of catering	0.243	2.065	0.131	-0.016	0.502	1.848	246	0.066
Pair 10	Homestay location (proximity to scenic spots, convenient transportation)	0.239	2.045	0.13	-0.017	0.495	1.836	246	0.068
Pair 11	Homestay safety guarantee (fire-fighting facilities, public security environment)	0.296	1.923	0.122	0.055	0.537	2.416	246	0.016
Pair 12	Reasonableness of homestay price	0.231	2.197	0.14	-0.045	0.506	1.65	246	0.1
Pair 13	Homestay sound insulation effect	0.259	2.112	0.134	-0.006	0.524	1.928	246	0.055
Pair 14	Natural and cultural environment around homestay	-0.146	1.894	0.121	-0.383	0.092	-1.209	246	0.228
Pair 15	Quality and diversity of intangible cultural heritage cultural and creative products provided by homestay	-0.308	1.957	0.125	-0.553	-0.062	-2.47	246	0.014



**Figure 1. IPA Analysis Quadrant Diagram**

ICH culture. The importance and satisfaction of the above indicators are both high, indicating that tourists have high recognition of Tongren City's forest health tourism in the above aspects. Among these indicators, staff's ability to

explain ICH culture has the highest correlation between importance and satisfaction, which is the core support for homestay reputation. Other indicators can focus on improving the overall experience quality.

#### 4.2.2. Quadrant II (Maintenance Area) Analysis

There are 6 indicators in the second quadrant (maintenance area): richness of Wa ICH experiential activities (e.g., Wa dance and music teaching, brocade weaving experience, etc.), professionalism and interactivity of ICH experiential activities, practicality of Wa characteristic facilities in rooms (e.g., ethnic costumes, characteristic tea sets), Wa ICH cultural atmosphere of the homestay (e.g., architectural style, decorative elements), service attitude of homestay staff, and quality and diversity of ICH creative products provided by the homestay. These indicators have low importance but high satisfaction, indicating that current resource allocation is reasonable and effective. It is recommended to maintain the current level. Among them, the practicality of Wa characteristic facilities in rooms has the highest satisfaction mean of 3.89 (the highest among all dimensions), becoming a key distinctive highlight that distinguishes it from ordinary homestays.

#### 4.2.3. Quadrant III (Opportunity Area) Analysis

There are 3 indicators in the third quadrant (opportunity area), including price reasonableness of the homestay, sound insulation effect of the homestay, and natural and cultural environment surrounding the homestay. This indicates that tourists hope to improve the construction, management, and optimization level of the above indicators to obtain a better experience. User sensitivity is low, belonging to non-core dimensions that can be moderately optimized.

#### 4.2.4. Quadrant IV (Improvement Area) Analysis

There are 3 indicators in the fourth quadrant (improvement area): hygiene and taste of dining, location of the homestay, and cleanliness and hygiene of rooms. Such indicators show characteristics of high importance and low satisfaction, seriously affecting overall satisfaction. The next step should focus on optimizing and improving indicators in this area to enhance tourist satisfaction.

## 5. Research Conclusions Based on IPA Analysis

This study, based on the tourist perception perspective, employs the IPA analysis method to construct an evaluation system for tourist satisfaction with Wa ethnic homestays in Yunnan, exploring the current status of integrated development of intangible cultural heritage (ICH) homestays.

The research results indicate that overall tourist satisfaction with Wa ethnic homestays in Yunnan is at a relatively good level. Dimensions such as the creation of an ICH cultural atmosphere, the practicality of characteristic facilities, and the richness of experiential activities perform outstandingly, becoming the core competitiveness of the homestays.

The IPA quadrant analysis shows that indicators in the Advantage and Maintenance zones lay the foundation for the homestays' differentiated development, while indicators in the Improvement and Opportunity zones have significant room for enhancement. Indicators in the Improvement zone, such as food hygiene and taste, homestay location, and room cleanliness, are key shortcomings constraining the tourist experience due to their high importance and low satisfaction. Indicators in the Opportunity zone, such as price reasonableness, sound insulation, and surrounding environment, although currently of lower sensitivity, can further enhance the comprehensive appeal of the homestays after optimization.

Based on this, this paper proposes enhancement strategies

for the development of Wa ethnic homestays in Yunnan.

## 6. Optimization Paths for Yunnan Wa Homestays

### 6.1. Anchor the Improvement Area, Prioritize Addressing Key Shortcomings

Establish a standardized hygiene management system, regularly conduct hygiene inspections and publicize results; form research teams to collect user feedback, optimize the cooking techniques of Wa characteristic dishes, introduce dishes with different taste gradients, balancing characteristics and public acceptance.

Compensate for location and basic service deficiencies: open free scheduled shuttle buses to core scenic spots and transportation hubs, cooperate with ride-hailing platforms to provide exclusive services, produce detailed transportation guides; develop standardized room cleaning processes and acceptance standards, clarify key cleaning areas and frequency, introduce third-party hygiene testing, establish a rapid response mechanism for user feedback, and improve the stability of basic services.

### 6.2. Consolidate the Advantage Area, Strengthen Reputation Barriers

Deepen ICH cultural dissemination: conduct specialized training for staff on ICH explanation, invite ICH inheritors to teach, improve explanation depth and interest; produce supporting cultural manuals and short video explanation content, set up interactive display areas in public areas, create "immersive" ICH cultural experience scenarios.

Upgrade characteristic and safety services: maintain Wa characteristic dining, introduce "ICH food packages"; regularly inspect and update fire facilities, improve security prevention and control measures, and build a strong safety defense line.

### 6.3. Amplify the Maintenance Area, Create Differentiated Labels

Iterate ICH experiential activities: add workshops for Wa brocade weaving, bamboo weaving, etc., organize dance and music bonfire parties, ICH-themed salon activities, etc.; provide activity reservation and exclusive guidance services for users who want to deeply understand the culture.

Optimize ICH characteristic hardware and services: add new characteristic facilities such as Wa silver ornaments and traditional instruments; develop ICH-themed service etiquette standards, implement "one-to-one" butler-style service, and actively recommend experiential activities and travel guides.

### 6.4. Optimize the Opportunity Area, Avoid Expansion of Shortcomings

Fine-tune pricing and room sound insulation optimization measures: introduce ICH experience combination packages to enhance users' experience perception; adopt low-cost renovation solutions such as soundproof carpets, plan functional zones and clarify quiet hours to reduce noise interference.

Link with surrounding environmental resources: cooperate with surrounding attractions to launch joint routes and ticket discounts, provide guide maps and characteristic store recommendations within the homestay to facilitate user travel and further improve experiences related to the surrounding

environment.

## 7. Conclusion

This study focuses on the integrated development of intangible cultural heritage (ICH) and the homestay industry in Yunnan's Wa ethnic area. From the perspective of tourist perception, it constructs a satisfaction evaluation system and analyzes 247 valid questionnaires via the IPA method. The results show that tourists' overall satisfaction is relatively good, with the ICH cultural atmosphere and practicality of characteristic facilities as core advantages, while food hygiene and taste, as well as homestay location, are key shortcomings. Price reasonableness and sound insulation effect have optimization potential. Based on this, targeted development strategies are proposed, including prioritizing addressing shortcomings, consolidating advantages, creating differentiated labels, and optimizing opportunity indicators.

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