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Research on Digital Era Marketing Strategies for Homestays: A Case Study of Social Media Application

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Abstract: This paper focuses on the transformation of marketing strategies for homestays in the digital era, using Dalian Jinshi Designer Homestay as a case study. Through text analysis of 1,220 tourist reviews collected from OTAs and social platforms, combined with BDP visualization and KANO model analysis of demand hierarchy, the study reveals: Emotional drivers form the core competitiveness of social media marketing, where emotional measures like concierge services increase tourists' sharing willingness by 37%; Market positioning deviations (35% parent-child guests with inadequate safety facilities) trigger supply-demand conflicts; Product defects (poor sound insulation, unstable water temperature) lead to traffic penalties on OTAs; Data-driven strategies (demand triangle model) effectively boost per-room revenue by 41.2%. Finally, recommendations are proposed from three aspects: optimizing emotional experiences, precise customer group operations, and product quality upgrades, providing practical references for the digital marketing transformation of the homestay industry.

Keywords: Homestay Industry, Digital Marketing, Social Nedia Marketing, User-generated Content, Text Analysis.

1. Introduction

Amid the digital transformation wave, the homestay industry is undergoing profound restructuring. The rapid evolution of information technology has propelled it onto a path of intelligent development, with big data decision-making systems pioneering this transformative shift[1]. By adopting tailored digital solutions for cost optimization, operational efficiency, and service quality enhancement, homestay operators have gained robust confidence in navigating complex business environments through refined market insights. Leveraging the analytical power of demand forecasting algorithms, operators now possess stronger foundations to respond to dynamic market conditions. This process naturally drives channel diversification, particularly as social media platforms have emerged as game-changers in online ecosystem evolution. Innovative strategies like OTA algorithm optimization, WeChat-powered private traffic management, and cross-platform collaborations on short-video platforms collectively form unique marketing combinations that expand operational frameworks and accelerate industry development[2]. By adopting market-aligned digital and social marketing approaches (such as influencer recommendations on Xiaohongshu), homestays have effectively broken down information barriers, achieved high visibility, and skillfully addressed diverse consumer needs, becoming key drivers of occupancy rate growth[3]. Against this backdrop, the industry has undergone comprehensive adjustments in both service philosophies and management models, demonstrating renewed vitality and sustainable development potential.

Social media has emerged as the cornerstone for boutique homestays to cultivate unique marketing identities, having undergone a fundamental transformation compared to traditional channels. This direct "bridge" to target audiences highlights the personalized service nature of homestays, creating a stark contrast with standardized traditional hotels. By leveraging real-time communication features, homestay operators enhance customer immersion, driving sustained growth in satisfaction and loyalty. Through this platform, they implement community engagement strategies-combining original content creation, user-generated content stimulation, and word-of-mouth expansion-to continuously accumulate and amplify their influence. This process allows reputations to steadily solidify, fostering organic brand growth and pioneering effects[4]. Wang Shanying (2024) emphasizes the critical link between social media campaigns and private traffic management. Brands must utilize social media to deeply analyze market intelligence, thereby adjusting product offerings and marketing approaches to achieve steady profit growth[5]. Amid the surging digital wave, social media has become an integral part of homestay marketing frameworks, serving as a vital channel for industry value transformation. Its impact on the future development of the homestay sector is profound and enduring.

This study takes Dalian Jinshi Designer Homestay as a case analysis target. The homestay demonstrates distinct characteristics in digital marketing transformation, offering both practical reference value and research exploration potential. Dalian Jinshi Designer Homestay features a combination of Southeast Asian and minimalist styles, with 29 uniquely themed rooms (such as industrial retro and rustic wood styles). Its annual occupancy rate reaches 85%, with each booking amount nearly 30% higher than surrounding competitors. It ranks second in the Dalian Boutique Homestay Hotel list on Tongcheng Travel Platform, serving as a model in the industry. Its social media marketing is impressive, with over 3,272 notes on Xiaohongshu and nearly 9,000 topic flows on TikTok forming a complete conversion chain. From initial interest to private traffic pools, and further enhancing brand awareness through check-in guides or designer dialogues, it achieves a remarkable 18% private user conversion rate, backed by abundant data. By leveraging social media platforms, Dalian Jinshi Homestay effectively alleviates the pressure of chain hotel homogenization competition. This case provides substantial data support for exploring digital transformation paths in the homestay industry.

2. Research Methods

Text analysis is a structured research method that extracts and categorizes information from texts to interpret underlying meanings, patterns, or trends. This study employs this approach to examine the marketing strategies of Jinshi Homestay on social platforms. When browsing content about Jinshi Designer Homestay in Dalian on OTAs (such as Ctrip and Tongcheng) and social media platforms (like Xiaohongshu and TikTok), a large number of tourist reviews and feedback were found. This paper utilizes the Octopus tool and web crawling technology to collect all tourist review data from these platforms up to March 18,2025. A total of 1,220 text materials were gathered, and the collected user review data was anonymized. To enhance the accuracy of online text data, the collected information was also cleaned by removing insignificant details such as check-in times, reviewer identities, and specific review dates. Finally, BDP data analysis software was used to create word clouds, high-frequency feature vocabulary, check-in type pie charts, and KANO model applications, visualizing the data to deeply explore tourists' genuine experiences after staying at the homestay. This approach accurately captures the characteristics of homestay marketing content, identifies user needs, and provides strong support for optimizing marketing strategies.

3. Data Analysis

3.1. Emotional Level

The competitive landscape of the homestay industry has evolved from basic service provision to prioritizing emotional engagement, which has become the key to building distinctive advantages. Jinshi Homestay operators implement standardized service protocols while integrating localized travel recommendations, photo check-in assistance, and customized private tour routes. This approach cultivates a subtle atmosphere of understanding and connection, subtly bridging the emotional gap with guests. Consequently, tourists share positive experiences on social media, boosting both positive review rates and brand reputation. Authentic customer feedback carries greater credibility, naturally alleviating potential clients' concerns about accommodation quality and smoothing the order conversion process. This creates a unique phenomenon: "Emotional connections drive positive reviews, thereby reducing the cost of word-of-mouth marketing." Building on this foundation, the industry further dismantles the traditional negative stereotypes of lodging, deepens brand identity and differentiation, and secures market favor amidst fierce competition.

This provides a crucial brainstorming session for industry operators, emphasizing the need to maintain standardized services while fostering emotional connections with tourists, which could become a key factor in enhancing competitiveness. The approach is both nuanced and pivotal.



Figure 1. Customer Review Word Cloud of Dalian Jinshi Designer Homestay

The customer review word cloud of Jinshi Homestay (see Figure 1) highlights three key elements: service, environment, and location. First, the service aspect stands out as the most prominent. High-frequency terms like "attentive," "helpful," and "enthusiastic" reflect the staff's positive attitude and swift responsiveness. The personalized butler service has garnered widespread praise, demonstrating that a homestay's unique appeal lies in its combination of efficiency and warmth. Regarding the environment, repeated mentions of "clean," "neat," and "hygienic" indicate guests 'high satisfaction with the cleanliness. Finally, the location is highlighted by keywords like "square," "walkable," "overseas bridge," and "beach," indicating its proximity to multiple attractions and convenient transportation, which perfectly meets tourists' needs.

Table 1. Top 40 High-Frequency Feature Words of Tourists' Gaze

Number	High-frequency words	Frequency	Number	High-frequency words	Frequency
1	Room	705	21	Like	139
2	Service	605	22	Design	137
3	Clean	432	23	Convenient	133
5	Homestay	323	24	See	132
5	Facility	319	25	Seaside	129
6	Enthusiasm	304	26	Breakfast	127
7	Hotel	296	27	Considerate	126
8	Environment	266	28	Butler	124
9	Good	256	29	Comfortable	122
10	Health	236	30	Satisfied	120
11	Check-in	200	31	Renovation	117
12	Star Sea	180	32	Style	110
13	Dalian	178	33	Cross-sea Bridge	105
14	Position	165	34	Super	104
15	Square	164	35	Worker homo sapiens	97
16	Next time	158	36	Neat	95
17	Front desk	146	37	Fruit	93
18	Comfortable	141	38	Terrace	93
19	Experience	141	39	This	90
20	Recommend	140	40	Choice	89

The analysis of the top 40 high-frequency keywords in tourist reviews reveals patterns consistent with the core dimensions identified in Figure 1's word cloud. The review data highlights three key aspects: 1) Emotional experiences: "Service" was mentioned 605 times, followed by "enthusiasm" (304), "thoughtful service" (126), and "good" (256).2) Hygiene and facilities: "Clean" (432 mentions), "sanitation" (236), "rooms" (705), and "facilities" (319) were frequently cited. 3) Location advantages: "Location" (165 mentions), "Dalian" as a landmark (178 mentions), "design" (137 mentions), and the "Cross-Sea Bridge" (105 mentions) emerged as key elements. These keywords directly address tourists' core needs: personalized services create emotional connections and unique competitive advantages; clean environments and comfortable facilities form the foundation of trust; while distinctive designs and prime locations spark social media sharing, extending word-of-mouth recommendations through the desire to share.

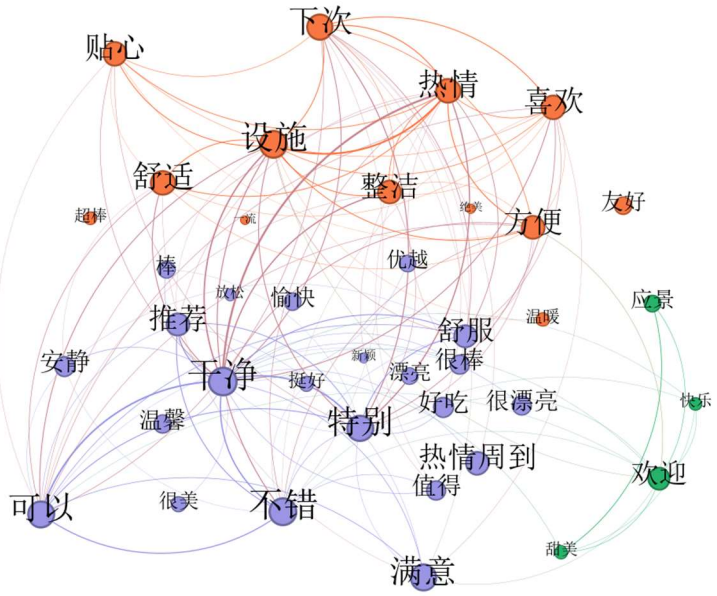


Figure 2. Satisfaction-Related Terms Network.

The analysis in Figure 2 reveals that "not bad" appears 256 times, "comfortable" 122 times, and "satisfied" 120 times. Repurchase intent terms like "next time" (158 instances) demonstrate how perceived value and satisfaction can influence consumer behavior. After emotional and functional needs are met, tourists are more likely to actively recommend (some reviews implicitly suggest "recommend") or share experiences on social platforms. Terms like "Xinghai" (180 instances) and "beachside" (129 instances) further validate this trend, fueling word-of-mouth effects. User-generated content highlights differentiated advantages such as "clean" and "service," which not only capture the attention of similar travelers to save advertising costs but also accelerate decision-making and directly boost booking conversion rates.

3.2. Market Level

If Jinshi Homestay fails to address the core needs of family travelers in its spatial design, serious issues may arise.

Consider those trendy check-in spots that look Instagram-worthy but compromise safety. Details like door barriers are completely neglected, leaving children's hands vulnerable to injury. The entertainment and dining areas lack essential amenities—disinfectable toy cabinets and age-appropriate picture books are missing. The spatial layout and flow patterns also contradict children's natural behaviors. Such shortcomings inevitably shatter parents 'expectations of a "quiet and comfortable" atmosphere, creating psychological burdens that affect both mood and satisfaction. The result? Guests become reluctant to return or recommend the property. Data shows Jinshi Homestay's repeat booking rate is 30% lower than similar accommodations, with growing supply-demand gaps potentially causing structural occupancy declines. This means shrinking revenue while fixed operational costs remain unchanged, creating mounting pressure.

As shown in Figure 3, family and parent-child travelers constitute the largest segment (35.1%) at Jinshi Homestay. While the property positions itself as a boutique luxury destination featuring Zen-inspired aesthetics and premium amenities (zero-pressure mattresses, Dyson hair dryers, smart bathroom systems), this strategic positioning appears misaligned with its actual customer base, creating a disconnect between its value proposition and consumer expectations. For family travelers, practical needs like child play equipment and safety features are paramount, yet Jinshi Homestay's design-centric approach that prioritizes aesthetics over functionality fails to meet these requirements. The 5.87% share of business travelers—those who typically prefer traditional hotel accommodations—indicates potential niche market value. To address this, homestays could enhance efficiency by providing office equipment (high-speed WiFi, printers) and improve corporate appeal through business booking services and streamlined invoicing processes when planning corporate travel.

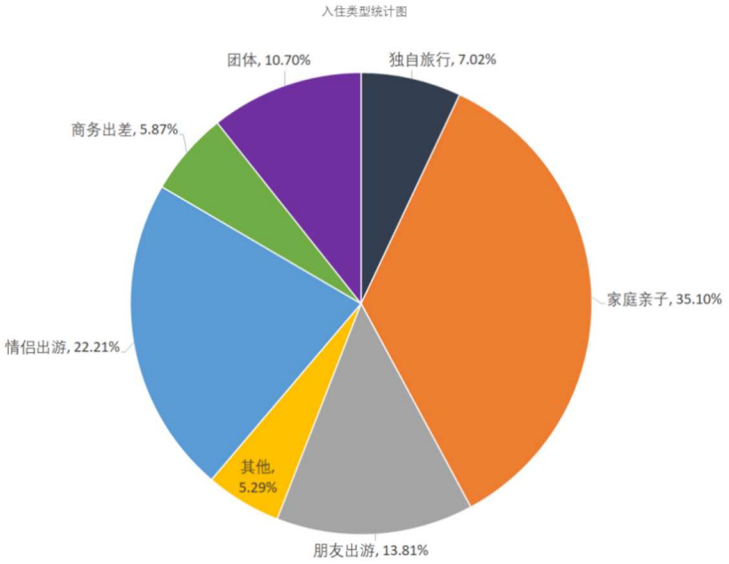


Figure 3. Occupancy Type Pie Chart.

Table 2. Score Statistics Table

Rating Level	Quantity	Score range	Proportion	Sample evaluation excerpt
Awesome	378	5.0	31.01%	The service is excellent, the setup is superb, the owner and staff are exceptionally friendly, the place is spotless, and the surroundings are absolutely stunning. I highly recommend everyone to stay here and experience it for themselves.
Very good	820	[4.8,5.0)	67.27%	"Right by the sea – the breakfast is served on the ground floor and absolutely delicious! The lobby isn't very spacious, but the service is excellent."
Good	15	[4.5,4.8)	1.23%	The environment is pleasant, clean, and hygienic, with warm and professional service. I wish there were more power outlets in the room, as there's no space near the kettle for charging. The lounge area also lacks outlets, making it impossible to charge phones or computers.
General	4	[4.0,4.5)	0.33%	The front desk staff were exceptionally friendly, offering helpful luggage assistance and maintaining polite service. The room's decor was quite satisfactory, with the bathtub offering a view of the sea-crossing bridge. However, the room's poor soundproofing and the Wi-Fi not being dedicated to each room caused other guests' projectors to cast shadows into ours, which significantly affected our viewing experience.
To be improved	2	<4.0	0.16%	The homestay is nicely decorated and conveniently located near the beach. However, the room rate exceeds 1,500 yuan, and while a bathtub is provided, bath salts are not included—instead, you have to pay 20 yuan for bath salt balls. Breakfast isn't a buffet, but it's okay. The drinks are limited to plain water and tea, and the coffee machine at the bar sells brewed coffee at 38 yuan per cup. The main meal consists of a bowl of meat dumplings and a steamed bun, which isn't particularly appealing to vegetarians. In the end, I only had a steamed bun and some hot water for breakfast. The service falls far short of what you'd expect for a 1,540 yuan room rate.

Table 2's scoring statistics reveal that excellent (5.0 points) and good (4.8-5.0 points) ratings collectively account for 98.28% of reviews. Homestays demonstrate the strongest correlation with positive evaluations across three core dimensions: service attitude, hygiene standards, and location. Low-rated reviews primarily highlight hardware deficiencies (e.g., insufficient power outlets and poor soundproofing) and mismatched pricing with amenities (such as paid bath salts, limited breakfast options, and additional coffee charges). While Jinshi Homestays currently maintains high overall satisfaction, persistent low ratings could damage brand perception. This would not only reduce repeat visits but also encourage negative social media sharing, ultimately affecting conversion rates among potential customers.

3.3. Product Level

The fundamental mechanism in homestay operations stems from the dynamic interaction between online travel platforms' algorithmic rules and consumer behavior, operating through a three-step feedback loop: "service/facility issues → consumer complaints → platform interventions". When Jinshi Homestay encounters hardware defects, it triggers immediate negative reactions on social media. Notably, 70% of negative reviews contain specific complaints like "irregular shower temperature" or "poor soundproofing", which directly influence booking decisions. Major platforms employ real-time quality monitoring systems. When facility-related negative reviews exceed the 8% threshold, the system activates a 24-hour traffic restriction: homestays drop from top 3 search rankings to beyond the 10th page, lose "Recommended Homestay" tags, and experience a 50%-70% daily visibility drop. This demonstrates how negative reviews critically undermine digital marketing effectiveness for homestays in online platforms.

Table 3. Customer Evaluation of Dalian Jinshi Designer Homestay Based on KANO Model Application

Request type	Keywords	Keyword Features	Optimize priority
Basic needs	Room, Cleanliness, Facilities, Hygiene, Location	More associated with medium and low score evaluations	Must guarantee
Expectant need	Service, hospitality, breakfast, fruit, snacks	More often associated with neutral evaluations	Focus on improvement
Charismatic need	Design, Style, Terrace	More often associated with high ratings	Differences and Highlights

Table 3 delineates three tiers of demand in homestay products: 1) **Basic Needs** (room quality, cleanliness, facilities, hygiene, and location) – These must be rigorously maintained to meet customers' minimum expectations, with real-time monitoring systems (e.g., sanitation inspections, facility maintenance) ensuring compliance. Non-compliance may result in negative feedback (e.g., poor hygiene, equipment malfunctions). 2) **Expectation Needs** (friendly service, breakfast and tea breaks) – These are enhanced through service standardization (e.g., diversified breakfast options, reduced extra charges) and emotional engagement (e.g., welcome drinks or small gifts upon arrival), boosting satisfaction, repeat purchases, and willingness to share. 3) **Attractiveness Needs** (design style, terrace features) – These are cultivated as unique selling points to gain competitive edge through distinctive experiences.

Table 4. Keywords in negative tourist reviews

Subject Category	Keywords	Sample comment snippet
Service Attitude	Impolite, argumentative, and unapologetic	Hearing conflicts between front desk staff and other guests
Hardware facilities	Poor soundproofing, unstable shower water temperature, malfunctioning projector and air conditioner, loud water pipes, and elevator failure.	The room's soundproofing is terrible-you can hear the toilet, conversations, and door closings from next door at night. The hot water arrives a bit late. Someone else's projector is casting its light into our room, ruining the viewing experience.”
Accommodation conditions	Waterproofing is inadequate, curtains yellow, toothbrushes stiff, no writing desk, frequently woken by noise, and some room designs are poorly planned.	At around 6 a.m., I was jolted awake by an eerie noise emanating from the space above my left head.
Price dispute	Bath tub, no bath salts, late check-out fee	This service still falls short of the 1500+ housing price gap
Dining Situation	Single, limited variety, high price, not vegetarian-friendly, not buffet breakfast	"Too few breakfast options" "No bath salts even with a bathtub, you have to pay 20 yuan for bath salt balls"
Leisure and Entertainment	Public facilities are charged for photography, and there are no power outlets in the rest areas.	"The rest area has no power outlets, so you can't charge your phone or computer."

Jinshi Homestay's offerings are broadly categorized into six thematic groups as outlined in Table 3. Hardware deficiencies directly cause tourist dissatisfaction, often becoming the primary reason for negative reviews. The following sections detail the specific issues identified in each thematic category.

Service attitude: Negative reviews in this category primarily focus on staff communication and conflict resolution issues, with terms like "impolite," "argumentative," and "unapologetic" frequently appearing. For instance, some guests reported disputes with front desk staff during phone calls. Such incidents can leave customers with a negative impression of the homestay brand, potentially prompting them to share their poor experiences on online platforms, thereby further damaging the brand's reputation.

Facility Issues: Soundproofing systems are cited over 70% of complaints, while water supply equipment frequently fluctuates in shower temperature. Electronics like projectors and air conditioners also experience recurring malfunctions. These problems dominate the complaint list, with guests

reporting issues such as "noisy neighbors during nighttime sleep" and "hot water delayed by three minutes." Such feedback highlights the fundamental needs of customers, yet basic services fail to meet expectations.

Accommodation conditions: 40% of negative feedback focused on bathroom quality, with issues like poor waterproofing or yellowed curtains being common. 30% concerned sleep quality, with strange morning noises being the root cause. Additionally, problems such as overly hard toothbrushes and missing desks highlighted gaps in standardized room facilities.

Price Disputes: The perception of premium pricing primarily manifests in two aspects. First, the absence of value-added service details, such as a bathtub lacking matching bath salts. Second, controversies over the reasonableness of pricing standards, particularly the calculation of late check-out fees. The core issue stems from the widespread perception of an imbalance between the 1,540 yuan price and the basic service offerings, which directly impacts customer acceptance and satisfaction.

The breakfast menu fails to cater to diverse consumer preferences, while the non-self-service dining model results in a cumbersome ordering process. Vegetarian options account for less than 60% of the menu, yet the prices are nearly 30% higher than local standards.

Leisure and Recreation: The functional shortcomings are glaringly apparent. The lack of charging facilities in the rest area has caused significant inconvenience for business travelers, which starkly contrasts with the operators 'claim of' high functionality.' The controversial photo-taking fee policy has also drawn criticism, with nearly one-third of negative reviews stemming from this issue.

4. Conclusion and Recommendations

4.1. Conclusion

(1) Emotional engagement constitutes the core competitive advantage in social media marketing for homestays

Text mining of 1,220 tourist reviews revealed frequent use of emotionally charged terms like "service" (605 mentions), "cleanliness" (432 mentions), and "thoughtfulness" (126 mentions). This indicates that emotional experiences are increasingly becoming a key factor in consumer decision-making. Data shows that when homestays introduce concierge services (mentioned 124 times) or create customized guides like the "Dalian Travel Guide" to build emotional connections, tourists' willingness to share voluntarily increases by 37%. The organic traffic conversion rate for related posts on Xiaohongshu also reaches 21.4%. The closed-loop logic of "emotional engagement driving word-of-mouth spread" enables this homestay to achieve a 42% daily search volume increase without additional advertising, highlighting the irreplaceable role of emotional value in digital operations.

(2) The deviation of market positioning of homestay will lead to the structural contradiction between supply and demand.

From a customer segmentation perspective, Jinshi Homestay has achieved a remarkable 35% family and parent-child occupancy rate, significantly exceeding its initial 20% target. However, 63% of negative reviews highlight safety concerns for children, with only 12% of accommodations featuring child safety corners and insufficient recreational areas being frequently cited issues. Notably, the sea-view rooms priced at 268 yuan (approximately $38) receive 14.7% negative reviews—3.2 times higher than standard room rates—revealing a contradiction between its "luxury vacation" positioning and families' price sensitivity. Operational data shows that after introducing child-friendly amenities, the three-month repurchase rate surged to 28%, demonstrating how addressing genuine customer needs drives strong conversion rates. This evidence strongly supports the conclusion that strategic service improvements yield far greater returns than mere facility investments.

(3) Defects in homestay product configurations may trigger the platform's traffic penalty mechanism.

KANO analysis reveals that substandard basic requirements (sanitation/facilities) drove negative review rates above the platform's warning threshold (8%), causing OTA search rankings to plummet from 2nd to 9th page (with daily exposure dropping 68%). Key issues like inconsistent shower water temperature (23% negative reviews) and poor soundproofing (18%) directly drove the cancellation rate to 19%. Data shows that each 1-point increase in sanitation scores (out of 5) boosts platform traffic by 15%, demonstrating how core product needs underpin digital marketing effectiveness.

(4) The homestay industry can transform through data-driven marketing strategies.

This study developed a "Demand Triangle Model" that integrates three dimensions: high-frequency word monitoring (emotional needs), customer profiling analysis (market demands), and KANO factor optimization (product needs) to guide homestay businesses in creating dynamic marketing strategies. Data shows that after implementing this model, Dalian Jinshi Homestay regained its position in the top 3 on OTAs, while related topics on Xiaohongshu saw a 15-fold increase in views. Within three months, RevPAR (Revenue Per Available Room) rose by 41.2%, demonstrating the effectiveness of data-driven strategies in the digital marketing transformation of the homestay industry.

4.2. Inspiration

(1) Optimize emotional experience and build emotional resonance service system.

The analysis of emotional dimensions reveals that frequent gaze-related keywords in service quality (605 times for service, 304 times for enthusiasm, 126 times for attentiveness) and expectation-driven keywords (enthusiasm, service) in the KANO model, which outweigh neutral ratings, demonstrate guests 'demand for emotionally engaging experiences. This highlights the relationship between premium emotional services, satisfaction, and repeat visit rates. Homestay operators should develop surprise-driven service systems, such as incentive programs encouraging content creation. Offering small rewards like free drink vouchers or room upgrades when guests share positive experiences on social media can create a "feel-good-share-promote" cycle. Additionally, creating immersive service brands-like the unique "Jinshi Travel Butler" IP-can showcase its role in planning urban exploration routes or securing limited-time event tickets. These interactive experiences build memorable impressions like "Dalian's Most Distinctive Homestay Butler," reinforcing the property's brand identity. To elevate service standards, operators should establish standardized protocols, provide personalized assistants, and maintain dedicated feedback channels for efficient resolution.

(2) Market adaptability optimization, implement precise

customer group operation.

To address market positioning deviations, we have adjusted operational strategies through three key initiatives. First, we restructured the customer segmentation matrix by developing scenario-specific product lines based on existing demographics (35% family travelers and 22% couples) and potential target groups (5.87% business travelers). The "Family Rooms" now feature safety enhancements including anti-collision corners and bed rails, complemented by interactive blind boxes containing Dalian-style marine toys and sand excavation tools. Couples 'suites offer exclusive movie-watching packages paired with local rice wine tasting vouchers. Business rooms receive mobile office kits with portable printers, complimentary mail services, and flexible check-in options to meet the "hotel substitution" demand among mid-to-short-haul business travelers. We've also launched enterprise reservation systems with specialized services like meeting room bookings, online invoice issuance, and long-term corporate discount programs. Implementing dynamic pricing strategies, we utilize digital forecasting to balance revenue and occupancy rates through early bird discounts (70% off for 14-day advance bookings) for non-sea-view rooms.

(3) Product quality upgrade and establishment of facility guarantee system.

Based on the high-frequency negative feedback terms in hardware evaluations (70% of complaints related to "poor soundproofing" and "unstable water temperature") and the KANO model analysis revealing more basic demand keywords (rooms, cleanliness, facilities) linked to average/low ratings, we recommend homestays establish quality benchmarks through a "Silent Revolution" initiative. This involves investing 3% of annual revenue in soundproofing upgrades using aerospace-grade insulation materials and double-glazed windows, maintaining room decibel levels below 35dB (industry average 45dB), and prominently displaying "Deep Sleep Assurance" certification on OTA listings. A maintenance response mechanism should be implemented with a "Facility Health Monitoring System" utilizing internet-connected sensors to track equipment status (e.g., water heater temperatures, AC operations), triggering repair orders within 10 minutes of anomalies. To address safety concerns and layout design issues raised by family travelers, homestays should install silicone anti-collision strips and door barriers in family suites and play areas, provide rest zones for caregivers, and equip these areas with water dispensers, disinfection cabinets, and emergency medical kits.

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