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## The Functional Positioning and Personality Expression of Homestay Design Under the Guidance of Market Demand

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**Abstract** With the transformation and upgrading of consumption homestay development hotspots have been derived. However the design of homestay has problems such as disordered market management serious product homogeneity insufficient brand strength and insufficient marketing stamina which affect its functional positioning and personality expression and make homestay design and market demand misaligned. Therefore the design of homestay can be comprehensively improved in terms of adjusting management strategies enhancing internal cultural strategies enhancing brand strategies and marketing strategies etc as the proper meaning of the development of homestay design.

**Keywords** market demand folk custom design function positioning personality expression