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**MANAGE GUEST CIVILITY IN
SHARING ACCOMMODATIONS:
CROSS-CULTURAL
COMPARATIVE STUDY
IN CHINA AND HUNGARY**

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DECLARATION

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Executive Summary

This is a comparative study between China and Hungary, investigating into the promotion of guest civility with fresh perspectives and classical theories. The findings are instructive for the hosts in both countries to improve guest civility and host-guest-resident relationship by adjusting their own characteristics.

The thesis suggests a model for enhancing guest civility level to host based on two-factor theory, which is tested as partially valid in the circumstances of both China and Hungary. Among the influencers, Host Hospitality is the most significant positive factor in both countries. Meanwhile, the thesis elaborates Hofstede's cultural dimensions theory to explain the different methods to improve civility caused by the differences between China and Hungary, emphasizing the importance of setting business strategies and administrating social orders based on the core values of each culture. After all, this thesis is a practical work crossing both cultures and disciplines, to advise hosts from the perspectives of guests. It elaborates the necessity to treat Guest Civility according to its object, which offers a new way of thinking to encourage guests' civil behaviors in China and Hungary.

Key words: Sharing Accommodation; Guest Civility; Host-Guest-Resident Relationship; Host Hospitality; Two-Factor Theory; Hofstede's Cultural Dimensions Theory.

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1. Introduction

1.1. Research Background

1.1.1. Sharing Accommodation Industry

Sharing economy, although existing since thousands of years ago if seen in the sense of demising the using value of vacant resources, is only coined by Lawrence Lessig in 2008 during its real thriving inherited in online platforms assisted by other information technology from a previous concept of Felson and Spaeth (1978) as collaborative consumption. Therefore, this research sticks to the modern definition of sharing economy which focuses on the “temporary access to idle capacity” (Eckhardt and Bardhi, 2015; Frenken, et al., 2015) among peers. Numerous platforms executing this economic idea such as Uber, Airbnb, Didi, Xianyu, are swirling up this new era by significant profits and market place.

Sharing accommodations, also called short-term accommodation rentals (STR) standardized by HOTREC (2015), represented by platforms such as the dominating Airbnb, and the following Homeaway, Tujia, Wimdu, etc. are one of the most researched areas in the sharing economy. However, only a portion of Airbnb rents belongs to a real peer-to-peer economy (Gyódi, 2019). Due to the disruptive development of sharing accommodations (Bashir and Verma, 2016) and its negative impact on local hotel industry (Zervas et al., 2017; Guttentag and Smith, 2017), many governments have imposed strict regulations to control sharing accommodation sector, especially after short term rental sector’s “unwillingness to adhere to the same city, state and federal laws, as hotels” (HOTREC, 2015).

1.1.2. Sharing Accommodations in Hungary

An appropriate example of gradually enacted policy control is noticeable in Hungary, where a fast growth of unregulated short-term rent in Budapest has been restricted from the government side. During the 4 years of emergence, room number in sharing accommodations dashed from 2,123 to 5,377 with a 153% growth rate (Hungarian Hotel &

Restaurant Association, 2015). HH&RA (2015), believing in unified regulations (Keszthelyi, 2016), also suggested to modify the “239/2009 (X.21.) Korm. Rendelet” government decree to strengthen the conditions under which sharing accommodations operate. The current Airbnb market in Budapest is said to have saturated state, showing less profitability after the doubling of real estate price overtaking the increase of sharing accommodations’ price and occupancy rate with severe seasonality (Károly, 2019). In order to tackle with local residents’ protest against this large business sector’s disturbance on their calm lives, main districts in Budapest imposed three new barriers, namely an Architect report, a House consent, and a Parking space fee, with different difficulty level to fulfill, besides the modified tax duty (Dnest, 2019; Tóth, 2019; About Hungary, 2018).

However, other counties are still adopting this new economic trend with increasing but low number of sharing accommodations outcompeting traditional hotels in both prices and numbers generally (Dudás et al., 2018). According to AirDNA MarketMinder (2019)’s statistics, a total 11,100 available STRs are listed in Budapest while Győr-Moson-Sopron county follows with a mere 287 listings, demonstrating a huge gap. Among the cities with county rights, Pécs has the most accommodations both in terms of Airbnb and hotels (210 STRs by AirDNA in 2019, including 99% Airbnb and 170 Airbnb by Hungarian Central Statistical Office in 2018).

1.1.3. Sharing Accommodations in China

China imposes less restriction and endows more autonomy to the sharing economy sectors in the past years since its birth comparing to European countries. Instead of compromising to the interests of local residents and capital groups like most western countries, Chinese government focuses more on sharing economy to stimulate employment, increase productivity, and promote innovation, forecasting a 30% annual growth in the sector since 2019 after a 2,942 billion yuan (about 412 billion dollars) revenue in 2018 (State Information Centre Sharing Economy Research Center, 2019). Not only the Sharing accommodation platforms well established under profound investments, but also traditional hotels with the concept “hotel + sharing office” (Wang 2017) adapt to the trend of sharing economy, together

with “Internet+” advocated by General Office of the State Council, PRC (2015). Tujia.com, as the leader of China’s 16.5 billion yuan (about 2.3 billion dollars, accounting for 7.7% of the entire accommodation industry) sharing accommodation sector, imitated the vacation home centering strategy of HomeAway rather than Airbnb’s philosophy to “promote people-to-people connection, community and trust around the world” (Airbnb, 2019; HomeAway, 2019; Mou, 2019; National Bureau of Statistics of China, 2019; SIC Sharing Economy Research Center, 2019). Under the “Sharing Accommodation Service Standard” (SIC Sharing Economy Research Center, et al., 2018) issued by the Professional Association of Sharing Accommodation (Wei and Lian, 2018), a mechanism to improve host-guest relationship is being structured with both technological and policy supports provided by various platforms to increase accommodation security and host professionalism, including Xiaozhu’s intelligent locks, Airbnb China’s Airbnb Plus and Host Academy, Zhenguo Homestay’s Zhenguo Housekeeper, etc. (SIC Sharing Economy Research Center, 2019).

1.2. Research Objectives and Meanings

1.2.1. The Importance of Enhancing Guest Civility

China is preparing for completing the comprehensive construction of a “moderately prosperous society proposed in all aspects” (Xiaokang society), and the construction of a wealthy material civilization requires a spiritual civilization that matches it. The system is gradually improving, so the sharing accommodation industry with stable industrial structure should also turn its attention to morality, quality, and etiquette.

The national condition of Hungary and the current situation of its sharing accommodation industry are largely different from those of China. However, the relationship between the hosts, the guests, and the residents, especially the relationship between the guests and the residents, is more acute and needs to be resolved. Great disturbance to the neighborhoods was mainly caused by the noise from party and guests’ unrestricted behaviors (Séllei, 2019; Németh, 2019). However, in Europe where the language is not uniform, especially in Hungary, where the native language is self-contained while English is not popular enough,

barrier-free communication between guests, hosts and residents is not very realistic. The civil behaviors of guests guided by the landlord has once again become the breakthrough point of the tough battle, which is very worthy of study. To be precise, for a country such as Hungary, where the theory and practice of the sharing accommodation industry are not sound, most researches will be worthwhile.

Driven by the service-dominant logic (Vargo, Lusch, 2008), the academic community strives to explore the needs and wants of the final creators of values—customers, and tries to influence their behaviors to achieve business or social goals. Therefore, the promotion of civility in the sharing accommodation industry must also start with their customers—the guests. Basing on the guests' perspective, this thesis attempts to enhance guest civility through the hosts' own adjustments, to take a necessary step for the further improvement of the host-guest relationship.

1.2.2. The Novelty of Comparative Study

Hungary was once a socialist country and has 70 years of diplomatic relations with China. It actively responded to the "Belt and Road" initiative and committed to working with China to shape the international order in the new era. The comparison helps the academic world of both nations to recognize the current situation, learn from others, and better establish an international order in the sharing accommodation industry. In addition, the comparative analysis of the same problem experienced by the same industry in different periods and spaces is conducive to understanding the universal law of the development of sharing accommodation. In particular, differences in the causal relationships of behaviors caused by cultural differences are issues that need to be primely considered in the 21st century where globalization is accelerating. This research can lead the both Hungarian and Chinese academia to a new culture, providing effective combustion aids and adequate theoretical guarantees for mutual understanding, academic exchanges, and the common development of the sharing accommodation industry between the two countries and even worldwide.

1.3. Research Methodology

In summary, this study is based on the set of guest civility as outcome variable, which may exhibit inner relationship, and the key of the research is to select those appropriate host characteristics as the explanatory variables to examine the influence relationship. Once the relationship is established, under reasonable and controllable circumstances, the host can increase the customer's civility by changing their own behavior and obtain the desired benefits. Moreover, this thesis attempts to dig deeper into these relationships, compare the strength of the influence between different cultures, and even find the cultural sources of these differences.

To be precise, this study aims to answer the following questions:

- 1) What characteristics of host can enhance guest civility? (Model building)
- 2) How is the enhancing process realized? (Model interpretation)
- 3) What are the differences of the enhancement in difference cultural backgrounds? (Model comparison)

This study follows the common quantitative research method requirements, designing quantitative questionnaires, and distributing them online in China and Hungary, respectively, to guests who have sharing accommodation experience. Such a design conforming to the guests' perspective, examines the original intention of the hosts' behaviors, and better transforms the rich personal views with subjectivity into scientific measures, which corresponds to objectivity. A sample of 120 respondents were obtained from China and 94 from Hungary, in total of 214. After an appropriate summary of variables in the questionnaire and establishment of model, hypothesis raised up are explained separately through multiple linear regression analysis. After running the same model using Chinese and Hungarian dataset separately, based on the differences in model parameters and correlation coefficients, the appropriateness of the relationship between China and Hungary to the model is summarized, and suggestions for improvement are proposed.

1.4. Research Structure

This research is conducted under the following logic:

Research aim specification -> Academic articles collection -> Model establishment based on the literatures -> Questionnaire design and dissemination -> Data analysis and hypothesis test -> Result analysis, model comparison, and conclusion -> Review and Future research proposal

The writing structure of this thesis is also in line with the advancement of research.

First, the initial part summarizes the current status of the sharing accommodation industry and clarifies the research direction and necessity. Then, based on the research questions, the thesis outlines the research methods.

The second part is a literature review. The literature on civility and cultural differences will be reviewed and summarized.

The model will be given in the third part, and it will explain the variables involved in the model and the hypothetical relationships.

The fourth part further discusses the transformation process from research design, questionnaire to analyzed constructs.

In the fifth part, the results and comparison of regression analysis will appear on paper, presenting the core content of this thesis.

The sixth part is the analysis, rethinking and prospect of the results. The specific application of the model conclusions will be explained. According to the actual situation, the lack of research and the proposal of new research will draw a termination line for this thesis.

2. Literature Review

2.1. Host-Guest-Resident Relationship in Sharing Accommodation

2.1.1. Peer Properties of Host-Guest Relationship

Host-guest relationship in sharing accommodations is different from that in traditional accommodations mainly because the reciprocal interaction in peer-to-peer state is more personal and less instrumental (Moon, et al., 2019). As sharing encourages anti-consumerism (Ozanne and Ballantine, 2010) and exchanges to a less commercialized setting (Li and Su, 2019), the organizational characteristics (Shamir, 1978) and economic interest centric view in service delivery of the traditional accommodations are replaced by perceived authenticity of interpersonal affection and relationship (Liang, et al., 2018), forming a stronger equality between hosts and guests. Other voice figures out that the negative externality of sharing economy prompts ubiquitous pursuit for economic benefits in non-economic social sharing (Luo and Huang, 2018), dragging hosts back from “friends” to the role of “servants” in traditional accommodations, with the agglomeration, commercialization, and characteristic convergence. However, this thesis insists that the changes didn’t distort the fact that sharing accommodation enables social interactions among hosts and guests as individuals with closer negotiating powers and symmetrical features in business setting, although the gradual maturity of this industry increases again the bargaining power of the hosts and their influences on the guests.

2.1.2. Severe Conflicts in Guest-Resident Relationship

Sharing accommodation is more seamlessly connected with the community than traditional hotels. Not only the contact between hosts and the residents, but also that between customers and the community residents will be greatly enriched, leading to the touristification of the community (Ioannides, et al., 2018). Such frequent contact will bring more conflict sources, including noise from customers, unrestrained behaviors, security risks, and residents’

complaints and marches (Stergiou, Farmaki, 2019). In China, Cai et al. (2019) studied the relationship between Hainan 's homestays and residents, and pointed out the negative impact of social distance on the extent to which residents support the sharing homestays, and Cai (2016) also researched on the local residents' rapport to sharing accommodations in Gulangyu, only to find most neutral or not supportive resident views. Today, as the social distance gradually increases due to commercialization, the relationship between residents and sharing accommodation is not trending in an optimistic direction. This once again proves the necessity and urgency of improving the sharing accommodation guest civility.

2.2. Guest Civility

2.2.1. Towards the Construct of Civility

According to role theory (Biddle, 1979), all people are labelled with certain roles in the society, which give raise to a set of expected attitudes and behaviors forming a role identity, while situation of diverging from certain role expectations because of other roles are deemed as role conflicts. These expectations are given by prevailing stereotypes in that society (Anglin, et al., 2018) from which a series of acceptable group conducts are agreed as social norms (Sherif, 1936) to maintain that group (Schnebly, 2008). Social norms can be distinguished into descriptive norms and injunctive norms with difference in observation of surroundings and sanction in noncompliance (Cialdini, Kallgren, and Reno, 2000; 1990). However, people's perceived norms conform only partially the collective norms, which are rarely formally explicated (Lapinski and Rimal, 2005; Cruz, et al., 2000). The perceived social norms from people in relational proximity is also addressed as subjective norms (Fishbein and Ajzen, 2011) which is mainly discussed in Theory of Reasoned Action (Ajzen and Fishbein, 1980) and Theory of Planned Behavior (Ajzen, 1991) as a contributor to actual behavior besides personal intention. People's own personal norms from a pro-environmentalist's view based on Norm Activation Model (Schwartz, 1977) and Value-Belief-Norm model (Stern, 1999) are influenced by social norms as well (Kim and Seock, 2019). Role conflict, absence of injunctive norms, and incongruence of personal norms or

intentions to social norms may result in behaviors beyond the expected set of standards and norms in certain society, such behaviors expressed as deviance (Becker, 1966), with possibility of being either positive (Spreitzer and Sonenshein, 2004) or negative (Goode and Ben-Yehuda, 2009). These terms establish a sound foundation to define civility.

Civility “represents the discourse on informal norms and principles concerning the behavior of strangers in public places” (Williamson, 2002; Goffman, 1963) while its reverse state “incivility” has obvious effects on interpersonal deviance (Wu, et al., 2013). Civility is constructed on the concepts of civil society (Evers, 2009) and largely originates from social interactions (Williamson, 2002), with a virtue of diversity gain and moral equality (Boyd, 2006) but somehow cares for more normativity than morality (Calhoun, 2000). Incivility, although conventionally expressed as synonym of the lay conceptualized impoliteness, differentiates from it (Sifianou, 2019) but is still limited to a scope of minor misconduct instead of critical deviance (LaGrange, et al., 1992) including vandalism and hooliganism.

2.2.2. Workplace Incivility in Hospitality Industry

Workplace incivility early discussed by Andersson and Pearson (1999) served as a more specific area to generate insights into “disregard for others” and “violation of workplace norms for respect” (p.455), namely “low intensity deviant behavior with ambiguous intent to harm” (p.456) within workplaces’ organizational settings. These uncivil behaviors may occur between employee-to-employee interaction and customer-to-customer interaction, causing both internal performance deterioration and external customer turnover, accompanied by spiral effect noticed as retaliation of the parties against each other (Andersson and Pearson, 1999; Bavik and Bavik, 2015; Sliter, et al., 2012; Porath, et al., 2012). Among various types of incivility, researches for customer incivility inside hospitality industry are rather important and abundant (Han, et al., 2016; Liu, et al., 2019; Alola, et al., 2019; Kim and Qu, 2019), whereas the high practical substitutability of sharing accommodations for traditional hotels suggests a changing inclination of academic focus jointly. E.g. study on sustainable consumption (Wang, et al., 2019), customer civility (Ma, et al., 2019) in sharing accommodations in China elaborating Social Exchange Theory (SET)

framework (Blau, 1964), which is generally accepted and optimally developed to study numerous workplace behaviors (Cameron and Webster, 2011; Cropanzano and Mitchell, 2005; Bettencourt, 1997).

2.3. Cultural Value Orientation

2.3.1. National Culture in Hungary and China

Culture is the “software of the mind” learned ubiquitously within certain group or category that converges to human nature and diverges to personality in a hierarchical view (Hofstede, 2005). National culture is specific to certain nation as a societal group, which is the construct of value-based solutions (Hills, 2002) beneficial to the survivability of that group (Jenner et al., 2008). Five dimensions are developed by Hofstede (1980) with one more added in 2005 to measure national cultures, their definitions as follow strictly according to his book (2005):

- Power Distance (PDI): the level of expected power equality from less powerful members in the country;
- Individualism (IDV): the intensity of caring among individuals (Collectivism as the level of integration into cohesive in-groups);
- Masculinity (MAS): the clearness of distinction between the emotional gender roles of men and women (Masculine as clear and Feminine as overlapped);
- Uncertainty Avoidance (UAI): the (in)tolerance of ambiguity in the society;
- Long-term Orientation (LTO): the fostering of virtues oriented toward future rewards;
- Indulgence versus Restraint (IVR): the tendency to allow/restrict gratification of desires for enjoyment.

China and Hungary are two quite detached countries either geographically or culturally. Their territorial sizes, geographical positions, language origins, races, and most other basic characteristics are far different from each other. The only two obvious-enough-to-mention similarities that they share in the history before this century may be their possible connections with Huns that holds only if Xiongnu and Hun (Róna-Tas, 1997), Hun and Hungarians (Neparácski, 2017; Bálint, 2017) are indeed relatives, furthermore their common

governance under communist parties in the second half of 20th century (Da, 2018). However, it seems that their fine literatures, e.g. Empty Fort Strategy in Romance of the Three Kingdoms and Egri Bikavér with Eclipse of the Crescent Moon both depict stories of fewer winning more by deceits and intimidation; patriotic poets Qu Yuan and Sándor Petőfi are both well memorized, etc., share a similar sense of aesthetics and value configuration. Above all, their national cultures are of significant inconsistency with explainable convergences in certain dimensions (e.g. masculinity), providing the academic value to compare. As is shown in Figure 1, individualism, uncertainty avoidance, and power distance are the three dimensions where greatest discrepancy is illustrated.

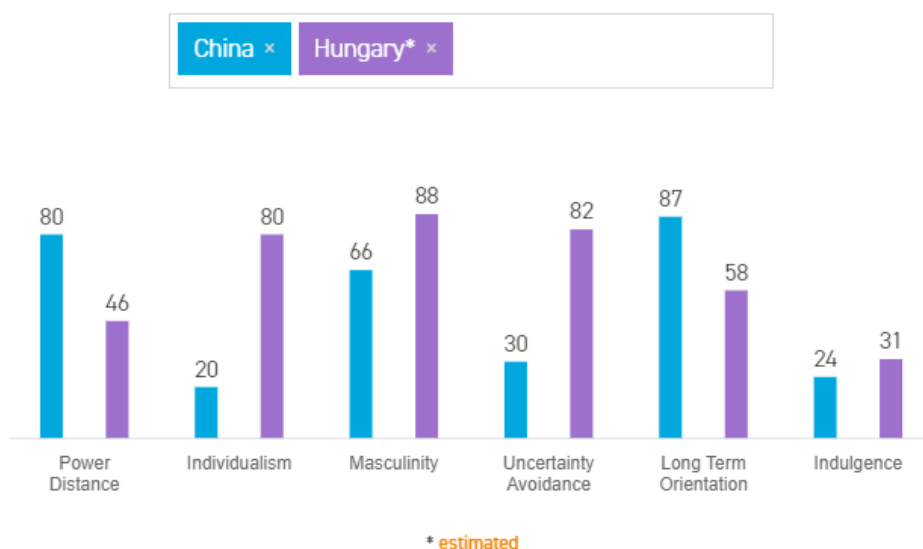


Figure 1 Hofstede's Cultural Dimensions of China and Hungary
(Source: Hofstede Insights, 2019)

Hofstede (2005) put PDI and UAI (see Figure 2) as well as UAI and IDV (see Figure 3) of all examined countries together into graphs, in both of which Hungary and China are clearly locatable at the two diagonal quarters for each combination, more extremely in the latter. Therefore it is valuable to investigate the influence of these cultural dimensions on guest civility discussed so far.

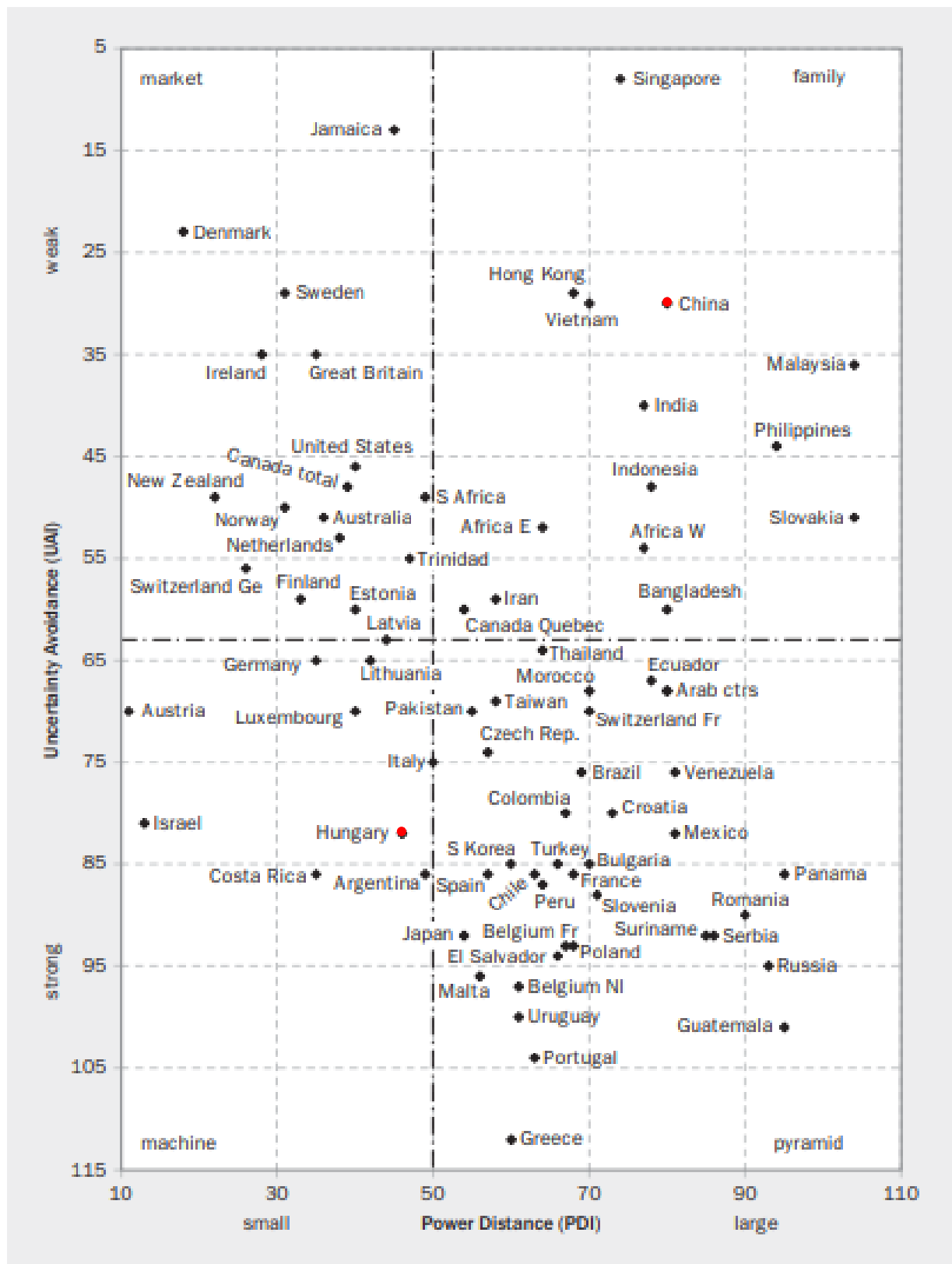


Figure 2 Power Distance versus Uncertainty Avoidance in 76 countries and regions
(Source: Hofstede, 2005)

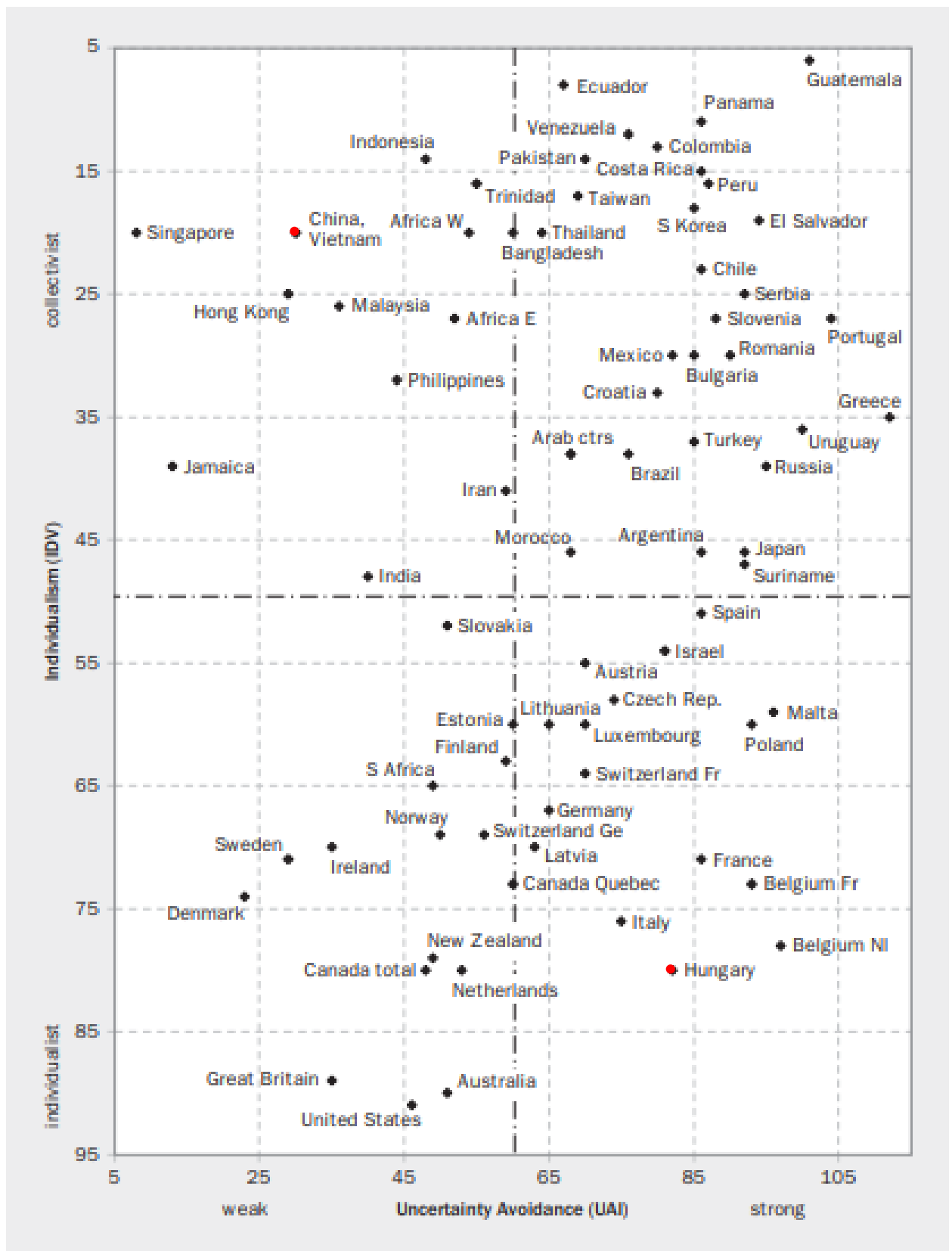


Figure 3 Uncertainty Avoidance versus Individualism in 76 countries and regions
(Source: Hofstede, 2005)

2.3.2. Sharing Accommodation in Cross-cultural Context

Linking cultural dimensions with service industries has been a commonly agreed critical field in researches. Chan et al. (2010) found that the impact of customer participation on the co-creation of value is regulated by factors such as power distance and collectivism in the culture. Butler et al. (2014) summarized the effects of self-awareness on perceptions of leadership effectiveness in the hospitality industry cross-culturally. In the sharing accommodation industry, Gupta et al. (2019) found the positive effects of collectivism and masculinity on participating in the renting, and the negative effects of uncertainty avoidance on it. Cheng and Zhang (2019) explored Chinese customers staying in Airbnb in the West, and think that Chinese “Chinese-style thinking” such as overlapping recognition of friendship and hospitality may culturally hinder the relationship between host and guest. But, generally speaking, the literature on transnational research in China and Hungary is still very limited, and this thesis can play a substantial role in this regard.

Norms and thus civility are culture-based, varying among groups and societies. An incivility at a cultural level (Mills, 2009) set high potential for incivility recognized by other civilian cultures. Guest’s actual and perceived civil and uncivil behaviors should be defined based on the standard of his culture, which is also the approach of this study.

3. Modelling and Hypothesis

3.1. Conceptualization towards the Model

The Two-Factor Theory of Herzberg (1971) has discovered that factors such as the job itself and its contents can improve employees to feel satisfied, named as motivators, while some other factors known as hygiene factors including the working condition and interpersonal relationships can only be modified to decrease the level of dissatisfaction. This result amplified the classical motivation theory, which makes it one of the most remarkable findings in management in the 50s of the 20th century.

Factors	Variables (effectiveness in decreasing order)	Effects
Motivation	Achievement, Recognition, Work itself, Responsibility, Advancement, Growth	Increase job satisfaction
Hygiene	Company policies and administration, Supervision, Relationship with supervisor, Work conditions, Salary, Relationship with peers, Personal life, Relationship with subordinates, Status, Security	Reduce job dissatisfaction

Table 1 Variables in Herzberg's Two-Factor Theory

Later studies have also expanded and retested the theory. Matei and Abrudan (2016) considered cultural factors and applied them to a Romanian situation, and Lundberg et al. (2009) took into account the seasonality of hotel employees. Although the target of this theory is limited to employee satisfaction, its ideas also provide a good model framework for research in other fields. For example, Liang and Lai (2002) have already put the two-factor theory into the customer perspective of online consumption, while Lo et al. (2016) analyzed the motivators and hygiene factors that motivate online impulse shopping. This thesis draws on the ideas of these studies and believes that the process of building civil behavior itself is a process of encouraging tenants to conduct beneficial behaviors for others and to the society at large, and tries to extend the two-factor theory to the sharing

accommodation industry. Therefore, as mentioned above, if the two-factor theory is well-established here, there must be two types of factors, hygiene and motivation, which change the customer's civil behavior from different sides, especially among the factors that the host can control. Specifically, some host behaviors or traits can encourage guests to improve their civil behaviors that meet social norms and role expectations. Other host behaviors or traits can act as hygiene factors and reduce uncivil behaviors to highlight the guest's civility level. Obviously, the comprehensive superposition of the two effects demonstrates the ability of this factor to ultimately promote civility. Therefore, for all independent variables, this study considers its impact on stimulating civil behavior and reducing uncivil behavior, and comprehensively considers the superimposed effect of the two aspects together, trying to divide the influencing factors into motivation factors or hygiene factors. Furthermore, the thesis compares China and Hungary, considering the influence of culture, to test the universality of the model.

3.2. Explanatory Variables and Hypothesis

3.2.1. Host Hospitality

The main discussion in the hospitality industry always revolves around how to make customers feel the host's kindness. There have been many studies on the dimensionality of hospitality in the traditional hotel industry. Ariffin (2013) divides hospitality into three aspects: "personalization", "comfort" and "warm welcome", while Ariffin and Maghzi (2012) earlier explicated "special relationship" and "straight from heart" as two additional dimensions for luxury hotels. The basic logic of the service in the sharing accommodation industry is also consistent with that in the hotel industry, defined as "the reception and entertainment of guests, visitors, and strangers with liberty and good will" in Oxford English Dictionary. Thus, the measurement standards are generally consistent as well. This kind of hospitality, especially personalization, has a significant effect on increasing customer satisfaction. Satisfaction symbolizes a positive staying experience, and the experience promotes civil behavior. Moreover, the dimensions of hospitality meet the two aspects of co-

operation and use value (Assiouras, et al., 2019) to enhance customer civic behavior through value co-creation. So, host hospitality is likely to be a cause of civil behavior.

On the contrary, there are not enough documents for the real or theoretical examples of host hospitality reducing uncivil behaviors. Therefore, this study assumes host hospitality as a motivation factor.

H1a: In Hungary, Host Hospitality increases Guest Civility by motivating civil behaviors to host.

H1b: In China, Host Hospitality increases Guest Civility by motivating civil behaviors to host.

3.2.2. Host Similarity

The similarity attraction effect (Montoya et al., 2008) shows that both perceived and actual similarity are beneficial to the attraction of both parties, but after the relationship is established, only the perceived similarity has a significant effect. In the retail industry, employees often establish rapport with customers by finding a common grounding (Grenler & Gwinner, 2008). Arndt et al. (2016) found that the similarities in makeup of buyers and sellers can also produce similar appeal. Since this effect is robust, it is also likely to exist in other service industries. This kind of attraction and rapport in the business caused by high similarity should have a certain effect for customers to improve their behavior. Macintosh (2009) verified the effectiveness of enhancing rapport by achieving familiarity and civility, but there is no mention of the relationship between feelings such as similarity or familiarity with civil behaviors. According to the literature above, this study believes that the similarity between host and guest as perceived by the guests should cause attraction and rapport, thereby encourages civility and politeness.

H2a: In Hungary, Host Similarity increases Guest Civility by motivating civil behaviors to host.

H2b: In China, Host Hospitality increases Guest Civility by motivating civil behaviors to host.

3.2.3. Host Constraint

Most studies have focused on the governance of sharing platforms and the government, and have used plenty of energy discussing the construction of legal regulations (Chen, 2018; Fan, 2018). After all, it is the host who can directly contact the guest, so the supervision of the host, an influencer often overlooked, is also worth considering here. According to the conclusion of Ma et al. (2019), platform governance is an explanatory variable that increases the civility of customers. If we compare the platform to each listing itself, the supervision of the host should also be beneficial to civility. Hosts can adopt clear regulations and implement reasonable requirements to prevent guests from engaging in certain uncivil behaviors. In order to unify the dimension of "degree", this paper refers to the intensity of this host rule as the host constraint. This is like the company's rules and regulations, which is one of the most significant hygiene factors in the two-factor theory. But if the landlord's degree of restraint is similar to such an obvious hygiene factor, the nature of its motivation factor's effect, if any, may not be large.

H3a: In Hungary, Host Constraint increases Guest Civility by demotivating uncivil behaviors to host.

H3b: In China, Host Constraint increases Guest Civility by demotivating uncivil behaviors to host.

3.2.4. Host Trustworthiness

Trust is an attitude (Rosenberg & Hovland, 1960), thus having the three elements of attitude. In the sharing economy, guest trust also goes through the phases of cognitive, emotional and behavioral (Gao, 2018). The behavioral changes brought by trust are likely to include more civil behaviors, or less uncivil behaviors. Ma, et al. (2019) have demonstrated the interpersonal trust between the host and guest in the measure of guest civility to property, but have not yet pointed out the specific role of trust in civil behaviors to host. According to the fact that host's trustworthiness can be seen as a guarantee for accommodation security and reliable interpersonal relationships, the thesis sets it initially as a hygiene factor.

H4a: In Hungary, Host Trustworthiness increases Guest Civility by demotivating uncivil behaviors to host.

H4b: In China, Host Trustworthiness increases Guest Civility by demotivating uncivil behaviors to host.

3.2.5. Different Guest Civility

As is stated previously, various types of civility are studied by different fields of researches, finding different effects. Thus it's also reasonable for subjective guest civility to contain different sub-divisions. If considering the objects of civil or uncivil behaviors, guest civility can further be divided into guest civility to host, which is the main studying objective of this research, guest civility to property, which was studied by Ma et al. (2019), guest civility to platform, and guest civility to community, which is the main problem raising section as is reported. Therefore, it's also worthwhile to investigate the interrelationship between guest civility to host and that to the community to find some cure for the acute situation. As the research attempts to include civil behaviors and uncivil behaviors together into the overall construct "guest civility", guest uncivil behaviors to host is actually measured since the reduction of it should be more necessary than the enhancement of civil behaviors to community currently. If there should exist a consistency among different types of civility, the guest uncivil behaviors to community should be influenced in the direction of uncivil behaviors to host and the reverse direction with civil behaviors to host.

H5a: In Hungary, Guest Civil Behaviors to Host is negatively coherent to Guest Uncivil Behaviors to Community.

H5b: In China, Guest Civil Behaviors to Host is negatively coherent to Guest Uncivil Behaviors to Community.

H6a: In Hungary, Guest Uncivil Behaviors to Host is positively coherent to Guest Uncivil Behaviors to Community.

H6b: In China, Guest Uncivil Behaviors to Host is positively coherent to Guest Uncivil Behaviors to Community.

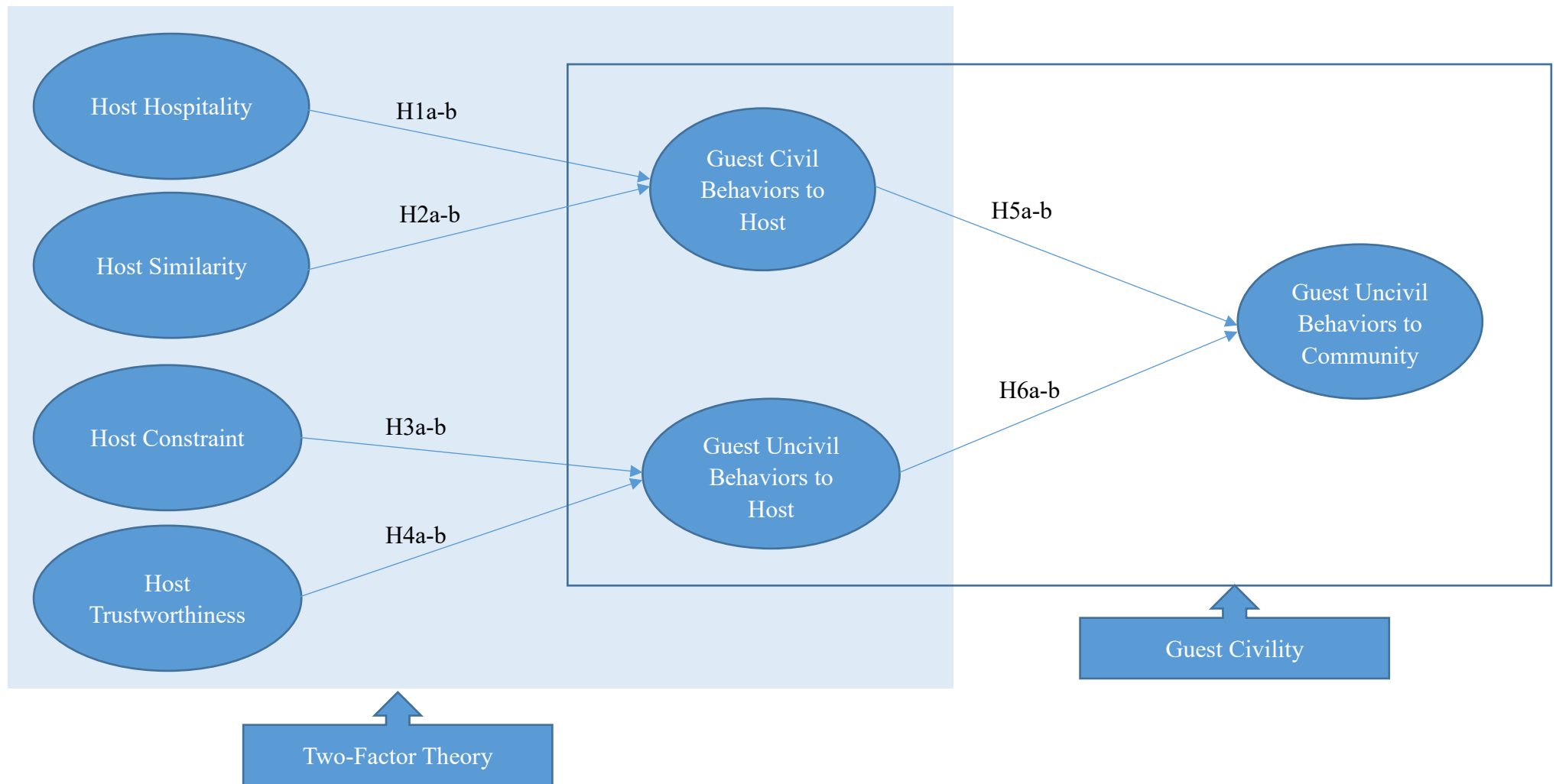


Figure 4 Model of Guest Civility Enhancement

4. Methodology

4.1. Data Collection

Because the content of the research has obvious practical significance and needs factual support, this research is based on the principles of positivism, seeking truth from facts, testing models and assumptions to obtain conclusions that can serve all business, academic, and social purposes.

This study is conducted through the quantitative analysis of a questionnaire survey data, following the methodology of previous scholars, and striving to achieve the same succession. The questionnaire was translated into Chinese, English and Hungarian in triplicate and distributed online. The Chinese questionnaire was edited on the Wenjuanxing platform, the most widely used survey editor in China, and issued via WeChat platform. It is intended for Chinese residents. A total of 302 available questionnaires were obtained in one month. From this, 120 high-quality questionnaires were selected based on the duration of answering the questionnaires for analysis. The English and Hungarian questionnaires were edited on the Google Forms platform and distributed via Facebook and official emails. They are intended for Hungarian residents. A total of 94 available answers were obtained in one month.

The questionnaires in both countries use the snowball sampling method. The questionnaire issuer first selects 10 respondents with sharing accommodation experience by the convenience sampling method to distribute the questionnaire to fill up with. The initial distribution targets include WeChat and Messenger friends of the questionnaire issuer, as well as strangers found by the issuer on social platforms such as QQ, Tantan, Tinder and Facebook. Since this sampling method is non-probabilistic sampling, it leaves a certain systematical error. However, because there are only a limited number of people who have sharing accommodation experience among Hungarian residents, this method has successfully reduced the costs and increased the efficiency of the investigation.

4.2. Questionnaire Design

4.2.1. Questionnaire Overview

In order to make use of the convenience of the online questionnaire, the questions in this questionnaire are all objective. First of all, the questionnaire uses multiple choice question "Have you been in sharing accommodation(s), e.g. Airbnb?" to limit the scope of the respondents and ensure the consistency of the sampling within the target population and the validity of the data. Except for some control variables "sex, age, education, work, income" are multiple-choice questions, most questions in the questionnaire use the Likert scale invented by Likert (1932), which is divided into five measures: "Completely Disagree"-1, "Partially disagree"-2, "Neutral"-3, "Partially agree "-4, "Completely agree"-5. The questions are to ask the respondents to judge statements based on their attitudes symmetrically. This arrangement is in line with the nature of the investigated variables' high subjectivity, allowing a better reflection of the host's hospitality, constraint and trustworthiness from the perspective of the hosts, but also limits the judgement of civility or not to the guests' own value system.

4.2.2. Dependent Variables

In order to tell clear distinction between motivation and hygiene factors, without losing validity in measuring the impact on local residents, the questionnaire divided guest civility into three parts, including two concerning the host and one the community, meanwhile one measuring civil behaviors and two for uncivil behaviors. These gave rise to an overarching construct guest civility including three constructs, each of which measured by three questions as below.

First three questions cut from the angle of customer citizenship behaviors, taking studied elements such as politeness, reciprocity, involvement, and other generally accepted moral behaviors into consideration. The average score of them represents the intensity of guest civil behaviors to host. On contrast, the next three questions' average gauges the level of irrationality, impoliteness, and other behavioral characteristics with deviant nature for the

intensity of guest uncivil behaviors to host.

Although the previous two constructs are dependent variables in testing the two-factor theory, they actually act as independent variables to examine the internal relationship between in/civility to the host and incivility to the community, which the last three questions, in average, measure, reflecting the idea of relating host-guest-resident relationship for integrated management.

Constructs	Questions
Guest Civil Behaviors to Host	1) I helped or will help the host when needed. 2) I gave my host some positive suggestions. 3) I will give positive remarks to my host.
Guest Uncivil Behaviors to Host	1) I was fastidious towards my host. 2) I asked the host for several things difficult to satisfy. 3) I complained about the host irrationally.
Guest Uncivil Behaviors to Community	1) I disturbed the residents' lives in the community. 2) I brought potential safety problems to the community. 3) I had a negative impact on the environment in the community.

Table 2 Scales for Guest Civility

4.2.3. Independent Variables

Questionnaire also developed scales for three exploratory variables, which serve as the motivation and hygiene factors in the two-factor theory.

The construct Host Hospitality is measured with four questions, comprehending the five dimensions of Ariffin and Maghzi (2012)'s hotel hospitality scale. Additional satisfaction and recommendation are the signs for personalization and warmth, and asking whether communication and assistance were like friends and family can evaluate the comfort of the guest and the recognition of the special relationship between the host and the guest, which is also a genuine subjective feeling about the host's "straight from heart". This design uses the existing model of the hotel industry in sharing accommodation context, which enables a

relatively well founded and comprehensive scaling. The average of the four questions shows the Host Hospitality.

Host Similarity construct is also scaled with three questions, testing the level of perceived similarity between guest and host from thoughts, values, and backgrounds, respectively, which depicted a comparatively general view. The average of three questions expresses the Host Similarity.

Constructs	Questions
Host Hospitality	1) My host talked to me as a friend. 2) My host helped me like a family member. 3) My host satisfied my needs in addition to the stay. 4) My host recommended local specialties and events to me.
Host Similarity	1) I have very similar perspectives with the host. 2) I have very similar value proposition with the host. 3) I have similar background with the host.
Host Constraint	1) My host clarified the rights and obligations for each party during the stay. 2) My host declared to fine on certain improper behaviors. 3) My host demonstrated the attention list during the stay.
Host Trustworthiness	1) The host is trustworthy. 2) Trading with the host let me feel safe.

Table 3 Scale for Motivation and Hygiene Factors

The Host Constraint scale consists of three questions which examine the host's supervision over the guest's behavior from three aspects: legal, economic, and conventional. In the absence of a targeted model for host constraint, the construct is still relatively wholly concluded in the way. The average of three questions gives the Host Constraint.

The measurement of the Host Trustworthiness pays more attention to the guest perception than the behavior of the host, including two questions. According to Gao's (2018) sharing economy consumer trust formation mechanism model, guests' trust in hosts starts from

cognitive trust, which is mediated by affective trust to influence behavioral trust. The guest's civil behavior can be regarded as a special form of behavioral trust, so a more rational "trustworthy" cognition and a more emotional "feel safe" affection are needed to support it. The average of two questions indicates the Host Trustworthiness.

4.2.4. Control Variables

Because of the cross-cultural nature of this study, it's nevertheless necessary to consider the national culture dimensions of Hofstede. Although the cultural factors are not built into the main model, they are also put as control variables, while their results are going to be the basis of the upcoming comparative analysis. Three most distinctive dimensions at the national level, namely power distance, collectivism, and uncertainty avoidance, are measured as mentioned previously, each of which by a three-question scale. Since the respondents consist of merely a small sample of the national population, the cultural dimensions calculated from the questions' average only reflect an individual, or, say, perceived level, which may vary significantly from the national. However, as personal value proposition and national culture require differently, it's still meaningful to refer to these constructs, especially when the data for Hungary from Hofstede Insights website is tagged as estimated.

Moreover, since this study is a further development of the customer civility enhancement model of Ma et al. (2019), the other two variables involved in their study besides interpersonal trust, namely property experience and platform governance, are designed as control variables, measured by four-question and five-question scales respectively.

Lastly, demographical variables including sex, age, education background, and average monthly income are also listed as control variables.

Constructs	Questions
Power Distance	1) I helped or will help the host when needed. 2) I gave my host some positive suggestions. 3) I will give positive remarks to my host.

Collectivism	1) I was fastidious towards my host. 2) I asked the host for several things difficult to satisfy. 3) I complained about the host irrationally.
Uncertainty Avoidance	1) I disturbed the residents' lives in the community. 2) I brought potential safety problems to the community. 3) I had a negative impact on the environment in the community.
Property Experience	1) The accommodation is uniquely decorated. 2) Facilities inside the accommodation are complete and functional. 3) I can feel the local culture by staying in that accommodation. 4) The accommodation gives me a feeling of home.
Platform Governance	1) The platform has mature regulatory system to resolve conflicts. 2) The platform has personnel to deal with problems promptly with professionalism. 3) The platform will punish improper behaviors happening on it. 4) The platform has restrictions on the booking behavior of users with low credit. 5) The platform provides convenient information for users with high credits.
Sex	What's your sex?
Age	What's your age?
Education	What's your highest educational level?
Income	What's your average monthly income? (Including all sources)

Table 4 Scales for Cultural Dimensions and Other Control Variables

4.3. Data Analysis

The data collected from the questionnaire were pre-processed, analyzed using descriptive statistics, correlation coefficient statistics and multiple linear regression on Office Excel 2016 according to different countries. For China and Hungary, using civil and uncivil behaviors to host as the outcome variable, four explanatory variables in the hypothesis were investigated. Then by putting the dependent variables into the list of independent variables, while setting a new dependent variable — guest uncivil behaviors to community, the inner relationship between civility to host and that to the community were also tested. The Chinese-Hungarian models are divided into Model 1 and Model 2, respectively, with and without the addition of explanatory variables. For the differences between the models in different countries, this study uses qualitative analysis from the perspectives of Hofstede's cultural dimension to explain.

5. Results

5.1. Sample Characteristics

The descriptive statistics and coefficients of correlation are listed as follows in Table 5, 6, 7.

Country	Construct	Abbreviation	Sample size	Average	SD	Minimum	Maximum
Hungary	Guest Civil Behaviors to Host	GCH	94	3.259	0.823	1	5
	Guest Uncivil Behaviors to Host	GIH	94	1.550	0.807	1	4.333
	Guest Uncivil Behaviors to Community	GIC	94	1.369	0.789	1	5
	Host Hospitality	HH	94	3.25	0.971	1	5
	Host Similarity	HS	94	3.064	0.883	1	5
	Host Constraint	HC	94	3.372	1.075	1	5
	Host Trustworthiness	HT	94	3.798	0.948	1	5
	Power Distance	PDI	94	2.291	1.000	1	5
	Collectivism	COL	94	3.039	0.931	1	5
	Uncertainty Avoidance	UAI	94	3.699	0.765	1	5
	Property Experience	PE	94	3.598	0.890	1	5
	Platform Governance	PG	94	3.560	0.809	1.2	5
	Sex	sex	94	0.606	0.491	0	1
	Age Group	age	94	1.351	0.683	1	5
	Education Background	edu	94	2.755	0.864	1	4
	Average Monthly Income	income	94	2.681	0.907	1	5
China	Guest Civil Behaviors to Host	GCH	120	3.775	0.557	2	5

Guest Uncivil Behaviors to Host	GIH	120	2.053	0.668	1	4
Guest Uncivil Behaviors to Community	GIC	120	2.019	0.854	1	4.667
Host Hospitality	HH	120	3.523	0.585	2.25	5
Host Similarity	HS	120	3.044	0.567	1.667	5
Host Constraint	HC	120	3.794	0.634	1.667	5
Host Trustworthiness	HT	120	3.321	0.764	1	5
Power Distance	PDI	120	2.203	0.896	1	5
Collectivism	COL	120	3.081	0.801	1	5
Uncertainty Avoidance	UAI	120	3.769	0.707	1	5
Property Experience	PE	120	3.652	0.600	2	5
Platform Governance	PG	120	3.662	0.604	2	5
Sex	sex	120	0.583	0.495	0	1
Age Group	age	120	2.358	1.340	1	5
Education	edu	120	2.808	0.770	1	4
Background						
Average Monthly Income	income	120	3.05	1.060	1	4

Table 5 Descriptive Statistics

There are in total 15 variables involved in this study, each of which is independent in definition. Among them, the average age of Hungarian respondents is significantly lower than that of China, which brings a certain degree of sampling error to the research and needs to be improved. Other variables generally reflect a balanced and realistic view. Although in Hungary the power distance and the degree of collectivism are significantly lower, while uncertainty avoidance is significantly higher than in China at the national level, these differences are not obvious at the individual level.

	GCH	GIH	GIC	HH	HS	HC	HT	PDI	COL	UAI	PE	PG	sex	age	edu	income
GCH	1															
GIH	0.208	1														
GIC	-0.084	0.472	1													
HH	0.557	0.170	0.076	1												
HS	0.214	-0.083	-0.070	0.463	1											
HC	0.437	0.016	0.079	0.508	0.233	1										
HT	0.249	-0.188	-0.208	0.381	0.647	0.154	1									
PDI	-0.011	0.151	0.359	0.097	0.206	0.119	-0.085	1								
COL	0.152	0.032	0.148	0.337	0.421	0.127	0.303	0.455	1							
UAI	0.133	-0.294	-0.077	0.223	0.317	0.244	0.362	0.088	0.453	1						
PE	0.432	-0.120	-0.159	0.548	0.700	0.304	0.683	-0.015	0.323	0.327	1					
PG	0.415	-0.089	-0.273	0.353	0.475	0.377	0.441	-0.051	0.297	0.376	0.613	1				
sex	-0.153	-0.380	-0.260	-0.101	-0.123	-0.140	0.000	-0.100	-0.107	-0.062	-0.064	-0.165	1			
age	0.155	0.186	0.123	0.203	0.182	0.108	0.094	0.080	0.142	-0.001	0.212	0.104	-0.161	1		
edu	-0.051	0.046	-0.061	0.000	-0.163	0.126	-0.199	-0.008	-0.202	-0.015	-0.101	-0.141	0.024	0.074	1	
income	-0.003	-0.003	0.066	0.153	-0.019	0.050	-0.138	0.171	0.189	0.113	-0.037	-0.006	0.053	0.061	-0.142	1

Table 6 Coefficients of Correlation (Hungary)

At the level of $\alpha=0.05$, the correlation is significant when $r>0.11$ or $r<-0.11$.

Thus, in Hungary, the level of Guest Civil Behaviors to Host is positively correlated to Host Hospitality, Host similarity, Host Constraint, Host Trustworthiness, Collectivism, Uncertainty Avoidance, Property Experience, Platform Governance, Age Group, and is negatively correlated to Sex (Female=1).

The level of Guest Uncivil Behaviors to Host is positively correlated to Host Hospitality, Power Distance, and Age Group, and is only negatively correlated to Host Trustworthiness, Uncertainty Avoidance, Property Experience, and Sex. Thus, H3a is rejected.

The level of Guest Uncivil Behaviors to Community is positively correlated to Guest Uncivil Behaviors to Host, Power Distance, Collectivism, Age Group, and is only negatively correlated to Property Experience, Platform Governance, and Sex. Thus, H5a is rejected.

	GCH	GIH	GIC	HH	HS	HC	HT	PDI	COL	UAI	PE	PG	sex	age	edu	income
GCH	1															
GIH	-0.254	1														
GIC	-0.048	0.525	1													
HH	0.508	-0.182	-0.103	1												
HS	0.346	-0.026	0.083	0.523	1											
HC	0.302	-0.252	-0.265	0.336	0.260	1										
HT	0.270	-0.001	0.126	0.679	0.475	0.189	1									
PDI	-0.142	0.436	0.367	-0.148	0.046	-0.082	-0.110	1								
COL	0.330	0.041	0.291	0.286	0.354	0.033	0.275	0.240	1							
UAI	0.133	-0.154	-0.042	0.059	-0.005	0.195	0.058	0.057	0.321	1						
PE	0.315	-0.274	-0.289	0.421	0.281	0.398	0.163	-0.196	0.193	0.244	1					
PG	0.187	0.052	0.018	0.116	0.280	0.102	-0.007	-0.085	0.168	0.101	0.322	1				
sex	0.013	-0.221	0.013	-0.039	-0.143	-0.159	-0.010	-0.023	-0.070	0.011	0.038	0.030	1			
age	-0.037	0.226	0.160	-0.051	0.134	0.025	-0.117	0.245	0.085	-0.261	-0.181	-0.067	-0.229	1		
edu	-0.016	-0.007	-0.075	0.056	-0.134	-0.064	0.163	-0.053	0.012	0.072	-0.105	-0.083	0.185	-0.283	1	
income	0.133	0.206	0.234	-0.036	0.076	0.070	0.042	0.228	0.097	-0.026	-0.124	0.029	-0.216	0.585	-0.101	1

Table 7 Coefficients of Correlation (China)

At the level of $\alpha=0.05$, the correlation is significant when $r>0.11$ or $r<-0.11$.

Thus, in China, the level of Guest Civil Behaviors to Host is positively correlated to Host Hospitality, Host similarity, Host Constraint, Host Trustworthiness, Collectivism, Uncertainty Avoidance, Property Experience, Platform Governance, and Average Monthly Income, and is negatively correlated to Power Distance.

The level of Guest Uncivil Behaviors to Host is positively correlated to Power Distance, Age Group, and Average Monthly Income, and is only negatively correlated to Host Hospitality, Host Constraint, Uncertainty Avoidance, Property Experience, and Sex. Thus, H4b is rejected.

The level of Guest Uncivil Behaviors to Community is positively correlated to Guest Uncivil Behaviors to Host, Power Distance, Collectivism, Age Group, and Average Monthly Income, and is only negatively correlated to Host Constraint, and Property Experience. Thus, H5b is rejected.

5.2. Linear Regression Results

The study builds up linear regression models based on least squares method, testing the hypothesis with model 1, 2 in Hungary and China, respectively. The results are shown in Table 8, 9, and 10.

<i>Variables</i>	Hungary1	Hungary2	China1	China2
Host Hospitality		.365***		.477***
Host Similarity		-.261*		.107
Host Constraint		.117		.132
Host Trustworthiness		-.004		-.194*
<i>Control Variables</i>				
Power Distance	-.004	.017	-.125*	-.108*
Collectivism	-.003	-.027	.234***	.188**
Uncertainty Avoidance	-.062	-.048	-.037	-.020
Property Experience	.268***	.210	.201*	-.032
Platform Governance	.245	.204	.026	.004
Sex	-.154	-.112	.059	.122
Age Group	.064	.044	-.056	-.090*
Education Background	.011	-.080	-.017	-.030
Average Monthly Income	.018	-.069	.136*	.156**
_cons	1.601*	1.647**	2.313***	1.382*
N	94	94	120	120
Adj.R ²	0.157	0.345	0.185	0.343
F	2.924**	4.767***	4.010***	5.784***

Table 8 Regression for Guest Civil Behaviors to Host

<i>Variables</i>	Hungary1	Hungary2	China1	China2
Host Hospitality		.286**		-.211
Host Similarity		-.098		-.128
Host Constraint		-.073		-.215*
Host Trustworthiness		-.054		-.263*
<i>Control Variables</i>				
Power Distance	.258***	.076	.310***	.324***
Collectivism	-.003	.082	-.024	-.058
Uncertainty Avoidance	-.091	-.337**	-.129	-.100
Property Experience	-.024*	-.131	-.210*	-.052
Platform Governance	.179	.024	.198**	.244*
Sex	-.272*	-.589***	-.285*	-.349**
Age Group	.023	.121	.011	.057
Education Background	.015	.024	.059	.043

Average Monthly Income	-.006	-.043	.019	.010
_cons	2.419***	2.818***	2.170***	2.589***
N	94	94	120	120
Adj.R ²	0.212	0.256	0.263	0.320
F	3.776***	3.467***	5.722***	5.299***

Table 9 Regression for Guest Uncivil Behaviors to Host

<i>Variables</i>	Hungary1	Hungary2	China1	China2
Guest Civil Behaviors to Host		-.116		.025
Guest Uncivil Behaviors to Host		.418***		.596***
<i>Control Variables</i>				
Power Distance	.217*	.195*	.213*	.031
Collectivism	.065	.011	.343***	.351***
Uncertainty Avoidance	-.025	.126	-.131	-.053
Property Experience	-.015	.049	-.454***	-.334**
Platform Governance	-.320**	-.290*	.100	-.019
Sex	-.423**	-.187	.147	.316*
Age Group	.106	.058	-.081	-.086
Education Background	-.084	-.108	-.133	-.168
Average Monthly Income	.000	-.004	.151	.137
_cons	2.304***	1.352	2.150**	.798
N	94	94	120	120
Adj.R ²	0.214	0.329	0.251	0.398
F	3.807***	5.153***	5.424***	8.148***

Table 10 Regression for Guest Uncivil Behaviors to Community

*p<0.05, **p<0.01, ***p<0.001.

By contrasting all model1 and model2, the adjusted R² is always higher after adding the explanatory variables and the overall Fs are all significant, which proved the meaningfulness of this research.

Host Hospitality in both countries are p<0.001 significant with considerable positive $\beta_a=365$ and $\beta_b=0.477$ in Table 8, which supports both H1a and H1b, which therefore renders Host Hospitality as a robust motivation factor to encourage Guest Civil Behaviors to Host as means to enhance Guest Civility.

However, Host Similarity in Hungary has a p<0.05 significant negative $\beta=-0.261$, which contradicts the hypothesis H2a, while H2b also fails to hold with less level of significance. Host Similarity is not a proper motivation factor.

For the possible H3b in China, a $p < 0.05$ significance was yielded with a negative $\beta = -0.215$, providing a proof of validity. Hence, Host Constraint is a hygiene factor in China only.

The insignificant p-value for H4a declares a non-effectiveness of Host Trustworthiness.

Although H5a-b were previously rejected, H6a-b obviously hold after the models giving $p < 0.001$ significant positive β s as 0.418 and 0.596 for Hungary and China, respectively, drawing a strong interrelationship between Guest Uncivil Behaviors to Host and Guest Uncivil Behaviors to Community, altogether strengthening in a diminishing Guest Civility.

Besides the hypothesis themselves, it's also worthwhile to mention Host Hospitality's additional effect in Hungary, since a $p < 0.01$ significant positive $\beta = 0.286$ indicates an impact on Guest Uncivil Behaviors to Host, which eventually decreases Guest Civility.

6. Analysis

6.1. Model Adjustment

Based on the results given above, a simplified version of this model for China and Hungary should be given separately as follows.

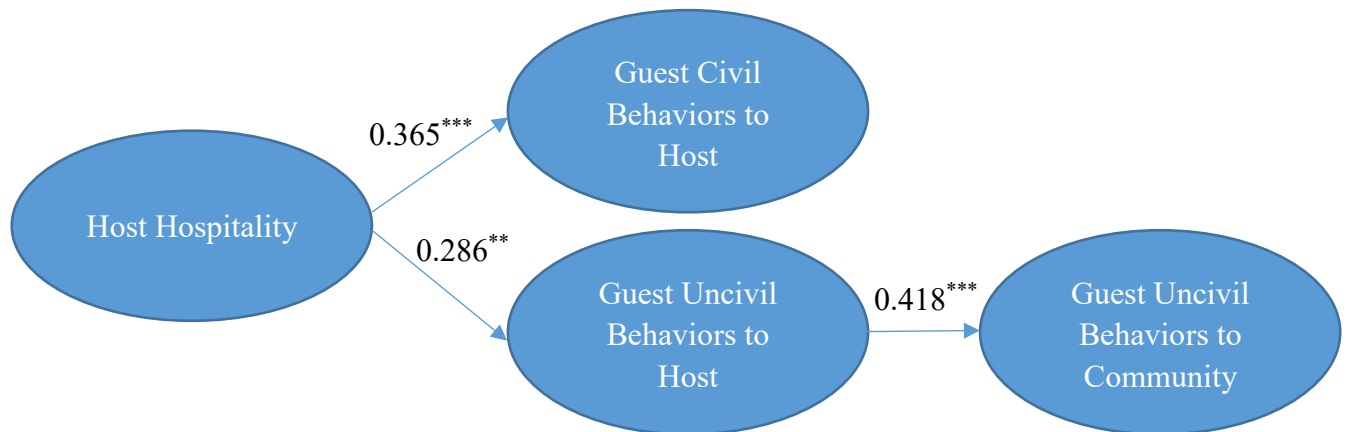


Figure 5 Civility Promotion in Hungary

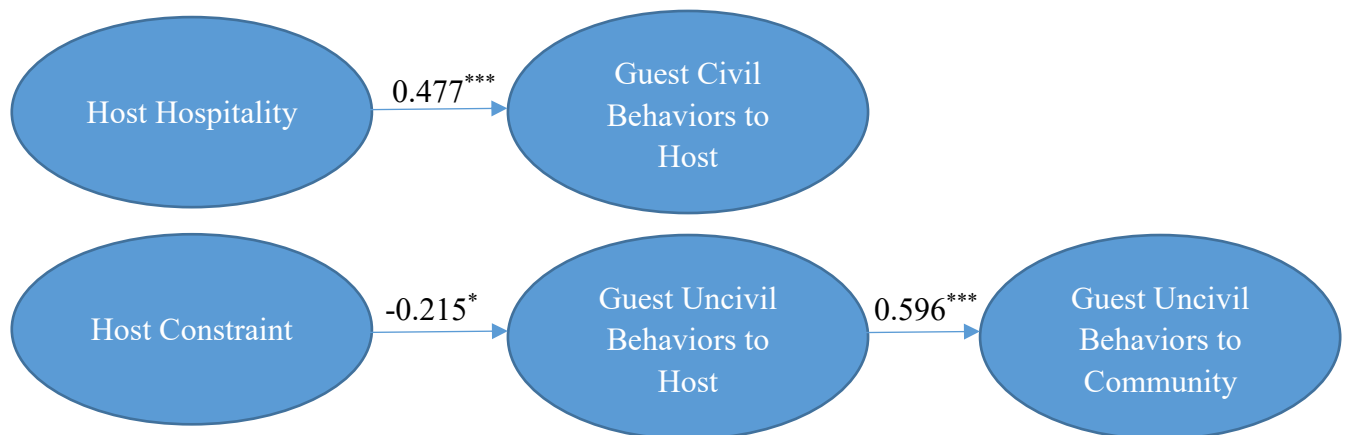


Figure 6 Civility Promotion in China

Therefore, it is clearly detectable that there are two separate paths for enhancing guest civility and reducing guest incivility respectively which supported the assumption of a two-factor theory, although the motivation and hygiene factors found are not in adequate number, which requires more investigation.

6.2. The Effects of Cultural Dimensions

6.2.1. Direct Impact to Guest Civility

These differences are probably caused by the different cultures of the two countries. Hofstede's cultural dimension as a control variable supports this view to some extent. There is a big discrepancy between the perceived cultural dimension of this measurement and the cultural dimension at the national level in the significance of their statistical differences. This validates the characteristics of functional culture and negotiated culture, that is, culture differs from person to person and tends to balance in cultural integration (Ooi, 2019).

In the regression model, in China, Guest Civil Behaviors to Host is obviously affected by the guests' perceived Power Distance and Collectivism orientations, but these two dimensions have no significant effect in Hungary. Also, the influence of Power Distance to Guest Uncivil Behaviors or Host and Collectivism to Guest Uncivil Behaviors to Community are superiorly significant in China, while Hungary only signifies slightly in Power Distance to Guest Uncivil Behaviors Community. Besides, in Hungary the Guest Uncivil Behaviors to Host is also negatively affected by Uncertainty Avoidance, while in China, this dimension was of none significance. Thus, both Power Distance and Collectivism, which in the national level are significantly higher in China, have more influence over Guest Civility in China than in Hungary, while Uncertainty Avoidance, nationally higher in Hungary, affects better in Hungary than in China. This implies that strength of this influencing ability is consistent with the strength of the three dimensions at the national level of the two countries. That is, when a country's cultural manifestation is obvious in a certain aspect, this cultural dimension will infiltrate into a part of its social norms, affecting people's own judgment of their civility level.

In China, the stronger the guest's collectivism, the more civil they will behave to the host, and the higher awareness of power distance, the less the civility and the more the incivility to host. Such a result is reasonable. A strong concept of collectivism increases the guest's consideration of the host's interests seeking solidarity. In the case of this externalities, the best decision-making plan will inevitably change, and this change is beneficial to the host.

A strong concept of power distance will aggravate the “customer theism” of guests which is common in the cognition of both parties in the traditional transaction, thereby reducing their care and respect for the host, and more inclined to self-satisfaction and more possible uncivil behaviors.

Concerning the community, collectivism indicates a reverse function, disturbing the community with incivility. This can be plausibly explained by the scope of their unison. Guests, especially a group of them accommodating together, can easily render their group, or the sharing accommodation as a formal, most times informal organization, which should adopt internal solidarity and less information protection (Menard, et al., 2018). However, their protection against and indifference to the external community may thus increase, causing more incivility under their own awareness. This is similar to the worse acoustic discomfort in Chinese restaurants comparing to those in the western worlds, which infers to a stronger connection within the group dining but less care among groups.

In Hungary, the increase in guest uncivil behaviors to community under larger power distance can be explained in a similar way as what was for guest uncivil behaviors to host in China. On the other hand, nationally uncertainty adverse guests in Hungary are also more cautious to commit socially unfavorable behaviors to host which increases the uncertain danger they may receive as retaliation, which is easier realized by host rather than residents in the community, explaining the results of data analysis.

The direct impacts of these cultural dimensions on guest civility can be graphed as below:

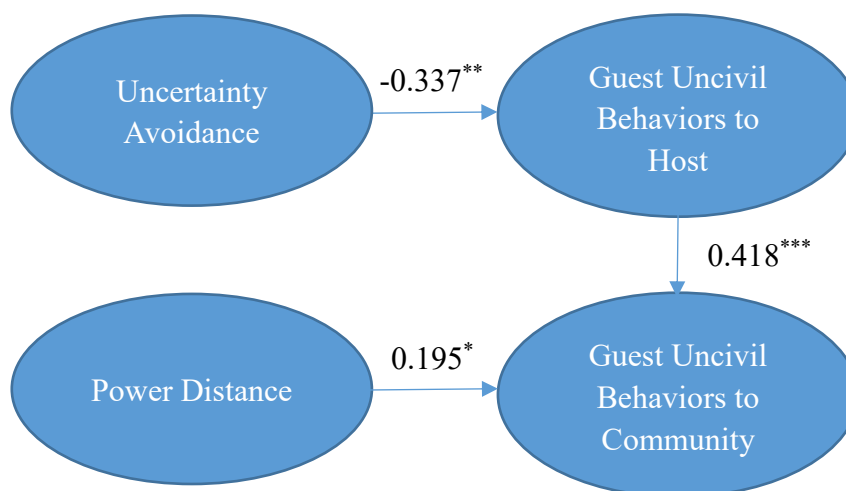


Figure 7 Cultural Impact in Hungary

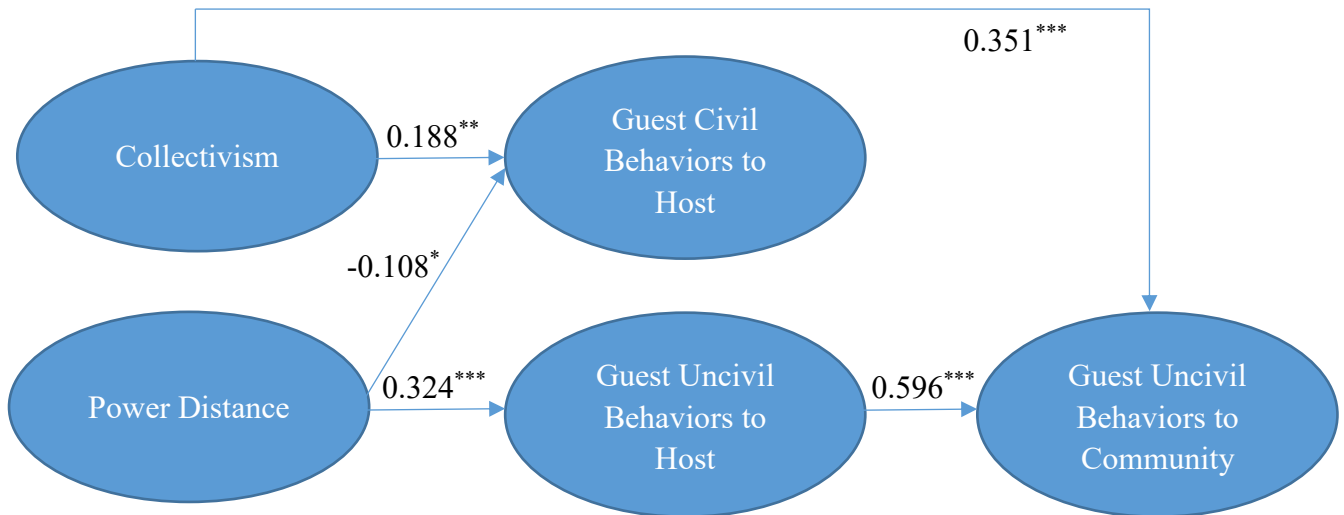


Figure 8 Cultural Impact in China

6.2.2. Cultural Cause of Model Differences

China has experienced a long period of unification and is now a socialist country. The mainstream idea of focusing on collective interests is deeply ingrained. On the contrary, Hungarians originate from a nomadic group, experiencing less unification and more changes in the country's regime after settling. The hearts of the people are more self-oriented, and they usually pay more attention to the realization of self-worth and the satisfaction of personal interests. In such an individualist country, personal incivility is less affected by external factors especially when the recognition of power distance is smaller. People are less likely to reduce uncivil behaviors due to mandatory restrictions by others at different levels. In other words, in the case of host-guest interaction, Hungarian guests do not attach so much importance to hosts and their constraints. Not paying attention to others' eyes makes it more difficult to change the uncivil behavior of Hungarian guests. Meanwhile, although the increased host hospitality has increased the civil behaviors of Hungarian guests, in a comfortable environment, Hungarians may be more likely to reflect hedonism and disregard the feelings of others, thus causing the side effects of increasing uncivil behaviors.

Gender is the most obvious factor affecting the Guest Uncivil Behaviors to Host in both countries among the other control variables, that is, the guest incivility level of men is much higher than that of women, which may be related to the high masculine culture there. The difference between sexes makes uncivil men even more unscrupulous in these countries.

7. Evaluation

7.1. Theoretical Inference

This study jointly examines the current situation of constructing guest civility in the sharing accommodation industry in Hungary and China, and illustrates the practical problems and reasons for the urgent needs of both countries with different national conditions for the construction of spiritual civilization in the sharing economy. After that, the thesis reviewed a large number of literature, tracing the definition of "civility" to its roots, and also summarized the host-guest relationship and Hofstede's cultural dimension theory. The model and variables of the thesis are strictly based on the existing theoretical frameworks, put theories including the customer civility enhancing model in sharing accommodation from Ma et al. (2019), hotel hospitality scale of Ariffin and Maghzi (2012), Herzberg's two-factor theory, Hofstede's cultural dimension theory etc. The models and theories are integrated, and the feasibility of applying the two-factor theory to the promotion of guest civility under different cultural backgrounds is mainly investigated. According to the partial establishment of the theoretical model in the scenario of both countries, the thesis analyzes the impact of the cultural dimensions on the promotion of guest civility, and proves that the application of the theoretical model must be based on the consideration of time and space. While discovering the rules and applying the rules, and not forgetting to dialectically think about the standard of truth, the study has a relatively substantial theoretical value and opens a new way of thinking for the promotion of guest civility in the field of sharing economy.

In addition, the guest civil behaviors to host is a different construct from the guest civil behaviors to property studied by Ma et al. (2019), investigating similar influencing factors. The variables signified for guest civility to property don't explain guest civil behaviors well, which shows that the overall construct Guest Civility cannot be generalized and seen holistically. The methods of promotion differentiate among the objects of guest civility. Similarly, Guest Civility and Guest Incivility should also be discussed separately, giving the two paths in the two-factor theory as enhancing civility and reducing incivility.

7.2. Practical Inference

This study is the latest achievement in the field of civility promotion in the sharing accommodation, which considers the impact of host characteristics on guest civil behaviors from an international perspective. The results show that the building of customers' spiritual civilization in both China and Hungary needs to be considered comprehensively and separately inspecting all of its objectives. The host must strive to give play to the favorable characteristics to guest civility and avoid the damage caused by those unfavorable characteristics. At the same time, the hosts should also strive to adjust the control of the civil behavior of different guests to ensure that the best is obtained on the overall level. Since the host hospitality has the most obvious impact and the widest range of influence, it should be the key feature of the hosts' own focus on improvement. The accommodation industry itself is based on the affinity, empathy, and customization of the reception as sources of quality. The hosts continue to professionalize themselves, strengthening the standard of organization and management without forgetting the root of hospitality, dedicating to their original roles. However, in Hungary, the hosts cannot rely on host hospitality without an evaluation of the actual strengths of its two effects, namely, the increase in both guest civil behaviors to host and its counterpart. If the latter in some cases exceeds the former, it would be helpful if the host remains informative and objective than profoundly cordial. In China where more rule abiding guests exist, hosts should also stick to strict supervision, regulation, and other forms of constraints especially when the guests exhibit unwanted behaviors to hosts. This should be implemented without significant reduction on perceived hospitality, and an optimum should be found for each case, as there must be to some extent a trade-off between the strictness and cordiality.

Concerning the community, a different approach is necessary, but if the uncivil behaviors to host are reduced, those to the community shall hopefully decline correspondingly as well. However, the consistency in the severity of both types of uncivil behaviors may just be a result of the inherited overall etiquette and civility of the guest himself, which is the manifestation of his personal value proposition, which can be affected by designed reinforcement and socialization approaches under different institutional efforts.

7.3. Limitations

A certain cultural orientation determines a certain social thinking mode and code of conduct, so the behaviors advocated are also different, that is, civility is prescribed by the social paradigm. Therefore, for both the subject and the object, their own culture stipulates the Civil Behavior Set, which is denoted as C . However, due to the difference in the culture of the behavior subject and the behavior object, there are differences in the C specified, which are denoted as C_S for subject, and C_O for object, respectively. In addition, its real behavior is not necessarily completely consistent with the Civil Behavior Set, we call it the Actual Behavior Set, denoted as A . Therefore, a subject who feels the Subjective Civility Level can be defined as " $SCL = (A \cap C_S) / A$ ". The Objective Civility Level that a behavioral object should feel is defined as " $OCL = (A \cap C_O) / A$ ". When we consider the interaction between host and guest, we can get the situation shown in Figure 7.

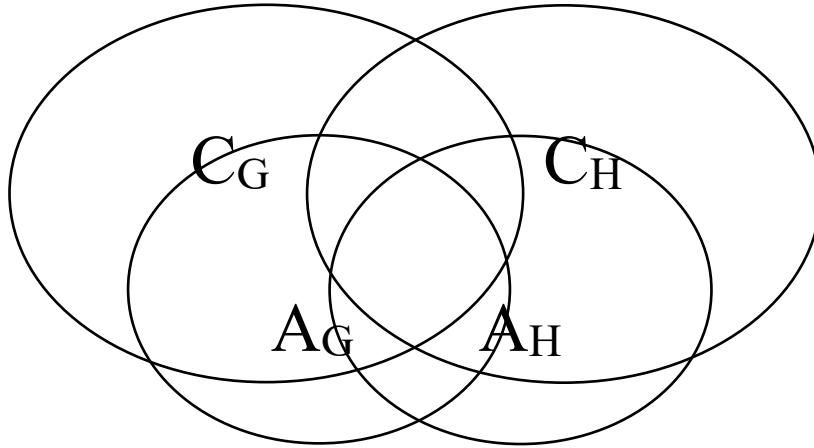


Figure 9 Cross-cultural Civility Sets

In the figure, C_G and C_H respectively represent the civil behavior set of the guest and the host's culture, and A_G and A_H respectively represent the actual behavior set of them.

This study uses the Chinese civil behavior set as the source of questions, since the researcher himself is Chinese, and the collected answers measure the guest's subjective civility level. When the host is also Chinese, $SCL = OCL$ does not affect the objectivity, but in the cross-cultural situation, the results of the two formulas are not equal, and the measurement will be biased. To solve this problem, we must have a deeper understanding of the Hungarian

cultural core and design a scale that conforms to the universal values of China and Hungary. In this way, even interactive situations such as Hungarian guests visiting China can be measured clearly and unmistakably. So, on this basis, if we further find the intersection of the civil behavior sets of countries in the world, we can design a universal measurement method for cross-cultural communication. This is also one of the directions for future exploration guided by this research.

In addition, due to the limitations of time and personal ability, the sample size of this study is relatively small, which brings the hidden danger of deviation in results. This leaves room for the development of the research, and encourages stronger research teams to join the rally of the research on the promotion of cross-cultural civility.

7.4. Future Research Proposal

On the basis of a deeper understanding of different cultures' interpretation of civility, we should look at issues with such attitudes as world citizens, seeking common grounding while reserving differences, and discover cultural differences and their significance for social and economic construction through more practice and exploration.

At the same time, we should try to find more motivation and hygiene factors, to achieve the promotion of civility of guests and various other consumers, and help consumers to consume civilly and rationally. Similarly, more researches should also be conducted on producers and service providers to ensure that both the host and guest are treated with courtesy and develop together.

Finally, guest civility seems to have a close relationship with their satisfaction, and it is worthy of further study to achieve comprehensive civility promotion through the synergistic effect of other methods to improve guest and host satisfaction subsequently.

8. Conclusion

In short, Hungary's social structure and culture are very different from those of China, which is a critical reason for the difference between their understanding of civil behavior and its influencing mechanism. This means that the promotion of guest civility should be based on social culture, and cannot be set in stone. This study reveals to a large extent the different requirements for guest civility enhancement signified by the cultural difference, and at the same time provides a strong theoretical guarantee for the two paths of changing guest civility in the sharing accommodation industry, simulating a two-factor theory.

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Thus the thesis well discussed with caution

Bachelor gown conveys remarkable meed

Owe to each profound scholarship motion

Sheltering immersion in scientific ocean