Study on the Inheritance and Development of Local Culture in the Homestay
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Abstract. Homestay is a comprehensive tourism product including the experience of local living environment, production, culture and entertainment, food and drinks. Therefore, the local culture is the soul of the development of rural homestays. This paper investigates the connotation of local culture behind homestays, and puts forward the development principles of local cultural imagery, integrity and multivariate integration. In addition, this paper explores the concrete manifestations of the inheritance and development of local culture from the perspectives of new vernacular architecture, rural settlement space and non-material form.

Keywords: Homestay; Local Culture; Sharing and Integration.

1. Introduction

With the development of rural tourism, homestay, as an important tourism service facility, starts to rise in rural areas. Homestays are important carriers of rural tourism, not only provides comfortable accommodation for tourists and meets their needs of experiencing rural life, but also becomes a tourist attraction that can reflect the local culture [1]. However, in the process of the rapid development of homestays, there are some phenomena such as insufficient excavation of local culture, homogenization, and separation of homestays from the real life in rural areas, which result in the fact that homestays fail to fulfill the purpose that tourists want to truly experience the life in the countryside. Homestays originate from the countryside and the local culture is the soul of them [2]. Rural tourism should enable people to "remember the homesickness". Naturally, homestays and related activities themselves have become part of the inheritance and development of local culture. And the expression of local culture in the design of homestays should reflect the local architectural culture, the characteristics of settlement space and the life experience of local residents. While inheriting and developing the local culture, it is also essential to consider how to promote the development of local ecology, production and living standards. Therefore, it becomes very urgent and necessary to study how to inherit and develop the local culture in homestays.

2. Research Status of Homestay

In China, the development of homestays was relatively late, and most of them were in the form of agritainment in the early stage. However, with the improvement of people's living standards and the increase of leisure time, tourists' demand for travel experience also changes. Homestays have also transformed from low-end homogeneous products to high-end and distinctive cluster leisure products (see Table 1). In 2017, the Ministry of Culture and Tourism released the Basic Requirements and Evaluation of Tourism Homestays, indicating that the industry of homestays has entered a new stage. In 2018, the release of Opinions of the Central Committee of the Communist Party of China on Implementing the Rural Revitalization Strategy indicates that under the background of rural revitalization, homestays should be integrated with the rural ecology, agriculture and life for win-win development.

2.1 Agritainment

Agritainment, as the initial stage of homestay, is mostly run by the villagers themselves. Later, villagers spontaneously transformed and expanded the homestays, whose internal functional facilities were often simple and rough, which could not meet the growing comfort requirements of modern...
tourists. Agritainment provides tourists with various projects such as accommodation, food, travel and entertainment, with good participation of villagers, and tourists can experience the life of local farmers. Unfortunately, due to the villagers' lack of basic architectural aesthetics, as well as their yearning for urban civilization and lack of understanding of market demand, their building types tend to be urban buildings, which lack regional characteristics. Therefore, these buildings have lost their native features, which should be their most attractive point.

2.2 Boutique Homestay

Under the strong intervention of external capital, the construction of homestays tends to be high-end, refined and personalized. Boutique homestay attaches great importance to the symbol of localization and has complete modern facilities. While experiencing the local characteristics, tourists can also enjoy the comfort brought by modern facilities and the physical and mental relaxation brought by the excellent homestay management. However, boutique homestays are the product of urbanites consume in the countryside, with low participation of villagers and lack of effective bond with local rural life. Therefore, although the building has become a symbol of localization, tourists are far from experiencing the real rural life [3].

2.3 Sharing and Integrated Forms

Homestay is a comprehensive tourism product including the experience of local living environment, production, culture and entertainment, food and drinks. Therefore, it is not advisable to break away from the real rural life and rural regional characteristics. However, due to the small scale of homestays, it is difficult to provide a complete supporting experience. Therefore, homestays should explore the forms of integrated development that share resources with communities. Homestays should fully respect local culture, integrate the local cultural and natural resources, regain traditional life customs, and take into account the needs of tourists and rural villagers, so as to provide tourists with high-quality local cultural experience and bring employment and development opportunities for villagers. In addition, the community can provide supporting facilities and rural experience for homestays, so as to promote the development of community villagers and achieve the goal of sharing and win-win between the homestay and the rural.

<table>
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<tr>
<th>Forms</th>
<th>Proprietor</th>
<th>Characteristics</th>
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<th>Disadvantages or difficulties</th>
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<tbody>
<tr>
<td>Agritainment</td>
<td>Villagers</td>
<td>It belongs to middle and low-end consumption, providing accommodation, foods and drinks, entertainment, sightseeing and other services.</td>
<td>The participation of villagers is good, and tourists can experience the life of local farmers.</td>
<td>The transformation of the building lacks aesthetic taste and the quality of the homestay is various.</td>
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<tr>
<td>Boutique homestay</td>
<td>Urban elite, foreigners</td>
<td>It is the product of urbanites consume in the countryside in pursuit of individuality and regionalism</td>
<td>It attaches importance to the symbol of rural, with modern management and service.</td>
<td>It is divorced from the real life in the countryside, and the villagers are less involved.</td>
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<tr>
<td>Sharing and Integrated Forms</td>
<td>Multiple subjects guided by the government</td>
<td>It respects local culture, provides tourists with high-quality local cultural experience, and brings employment and development opportunities for villagers.</td>
<td>It takes into account the needs of tourists and villagers, and realizes the resource sharing and integrated development of homestays and communities.</td>
<td>It needs effective organization and coordination as well as overall rural planning.</td>
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3. **The Connotation of Local Culture**

Fei Xiaotong believes that culture is the general term of a nation or group's common life style and concept system [4]. Therefore, local culture should contain the material and spiritual wealth of rural traditional ecology, production and lifestyle. In Chinese culture, the original meaning of "xiang" is hometown and destination. The hometown is the root of people, and homesickness represents a kind of longing for home [5]. In the process of urbanization, with the decline of village space and the loss of memory of hometown, the local culture has been challenged as never before. Local culture is the most important resource to develop rural tourism. What’s more, the most attractive charm of rural tourism is that the culture and living customs of the country are different from those of the city [6]. Therefore, the construction of homestays should be oriented by the local culture and create a homestay with real rural cultural connotation.

By experiencing the natural rural pastoral scenery, the interaction with villagers and the participation of rural farming culture, tourists can get into the local culture, understand the local people and their lifestyle, heritage and art, and experience the simple rural life. Architecture, environment and activities are the true manifestation of local culture. Therefore, the local culture contained in homestays is reflected in the local buildings, the rural settlement space it relies on, and the rural atmosphere and life experience.

4. **Strategies for the Inheritance and Development of Local Culture in Homestays**

The inheritance and development of local culture by homestay is based on the rural ecological environment and production and living culture as the core resources. Combined with the needs of tourists and villagers, the inheritance and development principles of imagery, integrity, sharing and integration are adopted for local culture, so as to promote the homestay tourism to take the road of sharing and integration with rural development.

4.1 Imagery

The inheritance of local culture is not a complete imitation of traditional culture, technology, materials and way of life. Instead, it is realized by interpreting vernacular architecture vocabulary and using modern science and technology to interpret and improve the construction and renewal of homestays. Tourists' perception of local culture is an image of local characteristics. And this kind of image can be embodied in the image of buildings, in the local building materials and structures, in the specific traditional objects, and in the scenes of the traditional settlement space. Therefore, in the design of homestay, the principle of "imagery" is adopted to refine the local characteristics to design a homestay that can meet the needs of modernization and has the characteristics of traditional culture.

4.2 Integrity

The rural image comes not only from the single building, but also from the overall environment of the rural settlement space. Therefore, the inheritance of local culture should not only be reflected in the single building of the homestay, but also consider the integrity of the rural environment it relies on. However, with the rapid development of rural tourism, driven by interests, traditional paddy fields, ponds and other pastoral landscapes are also being constantly destroyed, and the rural image is no longer complete. Therefore, homestays must develop under the premise of protecting the spatial integrity of settlements, and maintain the local landscape pattern and spatial pattern. In this way, on the basis of respecting the original natural environment, the environment can be cleaned and beautified to improve the experience of tourists and the living environment of villagers, so that the village can achieve sustainable development.
4.3 Sharing and Integration

Homestay is a comprehensive tourism product including the experience of local living environment, production, culture and entertainment, food and drinks. Homestays not only embody the local culture in the material level, but also in the non-material level. Rural production activities, villagers' living scenes, local catering culture and folk activities are all important components of local culture. There is no charm in the villages where no villagers live. Therefore, the inheritance and development of local culture in homestays should adopt the idea of sharing and integration. The single-minded homestay construction cannot meet the diversified needs of tourists for local thoughts and feelings. Only with comprehensive and integrated development, can the experience of homestay truly penetrate into rural life, improve the quality of rural life, and rural tourism actually revitalizes rural areas.

5. The Concrete Manifestation of the Inheritance and Development of Local Culture in Homestay

Local culture is the soul of homestay. And the construction of homestay should be oriented by local culture and integrated with the comprehensive development of rural ecology, production and life, so as to achieve a win-win situation between homestay and the rural areas. The inheritance and development of local culture in homestays are embodied in three aspects, namely, vernacular architecture, settlement space and non-material form.

5.1 The Inheritance and Development of Vernacular Architecture -- New Vernacular Architecture

Rural homestays develop on the basis of idle houses in rural settlements. Due to the impact of urbanization and modernization on rural areas, as well as the rural villagers' desire for urban civilization, the construction of rural houses is in line with that of cities, so its architecture gradually loses its local characteristics. There is no doubt that villagers should enjoy modern civilization, but the traditional regionalism of rural architecture cannot be thrown away. Therefore, architects, on the basis of understanding and appreciating the spirit of vernacular architecture, should use modern technology to interpret the traditional vernacular characteristics, and endow vernacular architecture with modern functions so that it can obtain new vitality [7].

5.1.1 The Inheritance and Development of Architectural Image

This paper takes the architectural design of homestay in Wucun as an example. Located in Lishui City, Zhejiang Province, Wucun is a village with rich ecological resources and a long history. The old house preserved is made of rammed earth in wooden structure. In the reconstruction of this group of old houses in Wucun, the research group fully investigated and analyzed the existing residential conditions. This group of buildings is composed of two buildings. The south building is in good condition, while the north building is basically damaged. Different construction strategies are adopted according to different situations. The traditional structure of the well-preserved building is repaired and improved (see Fig.1). The internal functions were updated while retaining the internal patio, and the roof and exterior walls of the building were repaired with the same materials as the original, maintaining the original external style of the building. For the damaged north building, the only option is to rebuild. The new building extracts the image of traditional architecture and echoes the southern building in form, contrasting in material and color. The two buildings are organically combined through a traditional stone base and a natural courtyard (see Fig.2). In this way, new buildings are integrated into traditional buildings, so that the balance between modernity and tradition is achieved, and the extension of regional culture is expanded.
5.1.2 The Inheritance and Development of Integrating Modern Technology

For the Yemaling homestay in Pujiang, Zhejiang province, the architects replaced the original load-bearing system with the steel structure on the main body of the building. In addition, modern technology and service facilities such as heating, air conditioning, and networking have been added indoors to improve the safety and comfort of living. Furthermore, on the stone walls of public spaces, designers use moss to let tourists feel the sense of history of the village. However, the moss was planted using modern technology that has become a powerful tool for enhancing architectural imagery. Here, the combination of modern architectural technology and traditional regional expression of architecture achieves a balance between modernity and tradition.

5.2 The Inheritance and Development of Settlement Space -- Inheritance of Image Space

5.2.1 The Inheritance of Rural Natural Landscape

The simple and beautiful natural environments, such as gurgling streams, revetment ponds, and ecological beauty made up of a combination of landscape and farmlands, as well as the sound of chicken and insect singing and water flowing from the countryside, allow tourists to relax in the homestay and enjoy the pastoral scenery. Here, tourists can enjoy a holiday without being disturbed. Therefore, the homestays should be designed to preserve the original natural environment of the village to the greatest extent, and properly arrange and beautify the environment on the basis of respecting the original ecological system to increase the rural and comfortable living experience.

5.2.2 The Inheritance of Spatial Structure of Settlements

Traditional settlement environment space is an ideal environment formed by the harmonious integration of human and nature after a long period of time [8]. For example, the ancient village of Yemaling in Pujiang, Zhejiang has a history of 600 years. According to the situation of the mountain, the whole village is flexibly arranged to organize free and open environmental space. The design of the homestay of Yemaling in Pujiang starts from the protection of the overall pattern of the settlement, which preserves the road system of the original village. In addition, it also retains the natural pattern and vitality of the architectural group, retains the multi-level environment space that is scattered according to the mountain and retains the humanized spatial scale (see Fig.3). The design of the homestay reconstructs the public space of the village with the language of modern architecture, creating a space for communication. In this way, tourists can fully experience the charm of traditional spatial settlements and the harmonious integration of human and nature.
5.3 The Inheritance and Development of Non-material Forms - Sharing and Integrated Development with the Community

5.3.1 Enhance the Experience of Rural Life for Tourists

The design of homestays should fully consider the experience needs of tourists and set up experience projects on the basis of research to enhance the tourists’ experience for rural life. The rural experience accurately grasps the public's demand for the happiness and sense of participation in the homestay life, and expands the extension of local culture. Through research, it is found that tourists not only want to have the comfortable experience of boutique homestay, but also to be close to the real life of the country like agritainment. Therefore, homestays should make overall planning for experience projects and coordinate development with the help of community forces to meet the needs of tourists visiting rural areas to experience local culture. Tourists hope to experience the accommodation with local cultural characteristics, observe the local farming culture, appreciate the unique cultural and natural landscape, taste the food and drinks with local characteristics, participate in local folk activities, etc., to achieve the inner quiet and leisurely pastoral life.

5.3.2 Inspiring Local Villagers to Identify with Local Culture

The most important thing for the return of local culture is to arouse the villagers' sense of belonging and identity to the original culture and regional culture, and seek development on the premise of inheriting and protecting the traditional culture. It is necessary to inspire the cultural confidence of the villagers, improve the quality of life of the villagers, and enable the villagers to share the fruits brought by the development of tourism economy. The sharing and integrated development of homestays and communities organically combines the homestays with the lives of local villagers. Under the coordination and guidance of the community, villagers may participate in the operation of homestays, or participate in the experience activities of homestays, or simply act as practitioners of local life, so as to make residents more conscious and capable to inherit and develop local culture.

5.3.3 Realizing the Sharing and Integrated Development of Homestays and Villages Guided by the Government

The inheritance and development of local culture by homestays should be combined with the needs of tourists and villagers to promote the sharing and integrated development of homestays and villages. Homestays bring tourist traffic while communities provide supporting facilities. For example, the homestay cluster in Mogan Mountain has made integrated development attempts to realize the sharing and integrated development of tourist resources between homestay in scenic spots and restaurants, achieving the goal of common development with the community [9]. Therefore, the construction of homestays should be carried out under the guidance of the government through overall planning in rural areas, providing perfect supporting services and rich themed activities, and skillfully integrating local natural resources and farming culture into the homestays[10]. Homestays tourism takes homestays as the engine, integrates diversified and comprehensive development modes such as characteristic catering, folk activities, modern sightseeing and experience agriculture, and finally forms an ideal living state of "rural life" to achieve a win-win situation between homestays and the countryside.
6. Conclusion

In essence, homestay leisure and vacation is a rural cultural experience integrating ecology, production and life. The construction of homestays should be guided by local culture, and carry on the inheritance and development of local culture in the form of image, integrity, sharing and integration. The concrete manifestation of the inheritance of local culture is embodied in the interpretation of new vernacular architecture. It is reflected in respecting the natural ecosystem and inheriting the spatial layout of settlements. It is reflected in inspiring villagers' confidence in local culture and increasing their experience of rural life. It is reflected in giving consideration to the needs of tourists and villagers under the guidance of the government, and realizing the sharing and win-win development of homestays and villages.

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References


