

Research on the Development of B&B Industry on Jiaochang Wei of Shen Zhen Dapeng New District

PeiJing Fu¹, WentaoYan²

^{1,2} Zhuhai College of Jilin University, Zhuhai, Guangdong

hunter2011@foxmail.com

Keywords: Dapeng New District; B&B on Jiaochang Wei; Development Inspiration.

Abstract. In recent years, bed and breakfast industry(B&B) development has become a hot domestic rural industry transformation, but it is not mature in its development status, multi-constrained and there are many problems. Among them, Shenzhen Dapeng Peninsula Jiaochang Wei B&B is a leader in the development, it has become a balancing multiple interests, seek outstanding representatives of the development model. Through field research, the reasons for the development of a long tail village B&B, the problems encountered and the responses were analyzed in order to break through the B&B in the development dilemma, improve the industrial development chain in terms of the development of the formation of domestic and B&B revelation.

Introduction

Jiaochang Wei, located in Shenzhen Dapeng Peninsula, originally Dapeng Ancient army training grounds, also known as the school field tail. In 2007 before it was just a untapped original ecological village, with a few villagers. But from 2008 onwards, as the Dapeng Peninsula, the only village close to the coastline, because it has a different style and reputation in the B&B Group, a Shenzhen Binhai new tourism projects, but also Dapeng New District Industrial Transformation of key projects.

B&B originated in Japan and Europe, in China and that Taiwan is the first place to start. In 20 of the world 80 years, Kenting, Taiwan was insufficient to meet the accommodation needs, began construction of the first batch of B&B. 2001, Taiwan's "B&B management approach" promulgated, thereby legitimize Taiwan B&B, which has become a watershed in the development of B&B Taiwan entered a rapid development period. Today, B&B Taiwan after thirty years of development has become a model for the world B&B industry.

B&B is the late start in China, to develop more slowly. Lijiang, Gulangyu, Yangshuo, etc. B&B is more mature. B&B in mainland China on the initial stage of development as a whole in recent years, the trend began to take the heat, many B&B have explosive growth. Jiaochang Shenzhen Dapeng Peninsula tail can be regarded as a leader in this trend from 2008 to open the first B&B, the development of today has become a village of more than 300 B&B, is known as Shenzhen Kenting. So this paper select Jiaochang Shenzhen Dapeng Peninsula tail research, in order to sort out a number of development experience.

Jiaochang Wei B&B Development Context

2007-2010, Starting on B&B. Prior to 2007, representing wake of this small village just local fishermen's houses, because they have a natural shoal resources, it attracted a group of maritime enthusiasts often come to this "sailing." The original B&B is from these foreign surfers and windsurfers spontaneous transformation of residential areas for business and the formation of stepping stones. Until 2008, there have been two B&B, a company called "Turnery home", another called "skewer Tunari." The two Bs and the past, the main refined decoration and private kitchens, became the true sense of the field than the tail B&B. By 2009 dozens of B&B have opened, since the beginning of the end Jiaochang Wei road of industrialization.

2011-2012, Development of B&B Outbreak. Dapeng New District in 2011 due to bear part of the game University Games project, the government allocated special funds to improve the

infrastructure. December 30 the same year was proclaimed Dapeng New District, has a land area of 294 square kilometers and 133 kilometers of coastline length Dapeng known as the "Shenzhen-Hong Kong international tourism circle" to promote high-end tourism industry and the cultural and creative industries, all kinds of social resources, private capital have followed policies brandished the baton entered the Dapeng New District. In the dual policy driven by the tail and B&B Jiaochang industry began explosive growth. To 2012, compared with the end of the field has become a B&B with more than one hundred and fifty commercial tourist village.

2013- This Year, the Scientific Development of B&B. After two years into the outbreak type growth, compared with the end of the field began in 2013 because of spontaneous encounter caused underground sewage management, water supply, fire and other drawbacks, it has been included in the government's urban renewal program. In late 2013 the Government, after the end of the research Jiaochang B&B standardized management and development, clearly stated: "Jiaochang Wei phenomenon for the city's urban renewal B&B offers a new model, the current government to do is to run at the same time in the specification and B&B to maintain the beauty of the sea and the beach clean."2014 Start New Government Jiaochang Last resort began to conduct a comprehensive upgrade, it has completed the sewage branch pipe network engineering, electrical facilities renovation project, and according to the "Shenzhen Dapeng Jiaochang Wei old village upgrading project landscape planning "to tease out the internal public space system by the village square, courtyards composed of public space. In the planning and management, the introduction of the concept of middlemen, hosted by the Shenzhen Urban Design Promotion Center, architects, planners into the community, helping operators to carry out home improvements. It also launched the "Shenzhen Dapeng New District B&B management approach (Trial)", and actively explore new management model of community autonomy.

The Reason of Jiaochang Wei B&B Explosive Growth

From 2008 the first B&B to more than 300 today, seven years let Jiaochang end successfully become the first village in Guangdong B&B. This rapid growth allows the peripheral regions and cities have also seen development opportunities, according to incomplete statistics, in 2014 the total amount of nearly 800 Dapeng New District B&B. In other cities in Guangdong, especially the village has more shoreline resources have started construction. B&B has investigated the reasons hot causal factors, but also has inevitable reasons.

In recent years, with the rise in tourism heat, the people in the trip purpose and travel route of choice, showing from traditional sightseeing to leisure travel changes. Marine resource-based coastal vacation travel is also due to the city to experience the feeling good and get people of all ages. Therefore, the Shenzhen area surrounded by shoreline resources have been gradually developed, while development in order to improve competitiveness, the characteristics become the most important issue under consideration.

Compared with other coastal regions, shoreline resources Jiaochang Wei is not prominent, less competitive. But with the rise of B&B, Jiaochang Wei find suitable entry point, by providing a variety of characteristics of B&B, with the surrounding rich entertainment facilities, promote the development of the entire coastal leisure industry. Additionally, reasonable travel distance, good depth and experience gained due to jointly promote the Jiaochang Wei B&B explosive growth.

Because of the villages rebuilding urbanization, it encountered more and more problems. Especially in rural and urban development imbalances brought about huge differences in various aspects of education, health care, wages and employment conditions. Thereby force a large number of rural people from rural areas into cities to seek better living space. A large number of rural population to the cities, on the one hand have brought tremendous pressure, on the one hand and the rural empty nest phenomenon occurs. According to statistics, vacant houses is increasing by 1% per year, which also resulted in the development of model villages can no longer blindly mainly to improve the living environment, to solve the housing vacancy arising before the waste problem is the transformation of the first villages to be considered problem.

The village has tourism resources for the development of B&B is undoubtedly solve a rural housing vacancy is more ecological way. At present, more than 500 buildings in the wake of houses, in addition to part of the renovation of dilapidated buildings has been unable, almost all were used for the transformation. According to statistics Jiaochang Mei Community currently has more than 300 Jiaochang houses were used for B&B business. For local residents concerned, whether it is local residents vacant houses or operating lease to foreign operators, it could be the original home equity activation, which also promoted the development of B&B in disguise industry.

The overall development objective Jiaochang Wei is located Dapeng New District established for "With a beautiful mountain and ocean scenery and ancient cultural town six hundred years to build a world-class coastal eco-tourism zone." This means that the development of the field than the end of the accommodation will get more freedom and protection. After a conflict with the commercial development, the government formed a clear idea. By B&B operators are self-integration, in ecological protection, to maintain harmony, green and sustainable aspect to create a free, healthy industry development model.

Jiaochang Wei B&B Development Process Problems

Most of the development of mainland China's B&B in a relatively early stage, like B&B to Taiwan as healthy industry took the road, bound through a painful process, this process will be exposed to a variety of issues, which are:

Explosive growth will exacerbate the village had very poor infrastructure service capabilities. According to statistics, the average annual Jiaochang Wei to tourists about 15 million people, will have dozens of tons of garbage, and the villages of waste disposal capacity and very limited. Especially when the B&B experience explosive growth, will inevitably cause serious environmental pollution. In the past three years, compared with the end of the beach trash excessive field, poor village environment, the tourism industry here has been to bring a lot of negative impact. Also discharge sewage without treatment, leading to decline in the quality of seawater, would not only destroy the B&B industry upon which the survival of the tourism resources, but also affected the daily lives of local villagers.

B&B business relying on their own housing, is a spontaneity business activities, so it is positioned in the industry, or in the actual operation, will be faced with unclear ownership, the nature of the problem is unknown. In particular, whether the B&B in accordance with what the industry into the management of the issue, it has been the primary stumbling block to the development of the B&B. In some places the B&B as the hotel industry is managed, but they can not fully comply with the requirements of the hotel industry, resulting in B&B operators are all illegal, let alone how to regulate. In the actual course of business, the quality of employees varies B&B, service quality is uneven; house private construction, renovation, building safety, fire safety there are significant risks.

For the mainland B&B no specific laws and regulations, existing management mainly relying on local policies and measures, standardization and institutionalization of management is very weak. In April this year, "Shenzhen Dapeng New District B&B" has just begun to implement, but for the way, B&B operators widespread doubt that Bill is not fine is the tail and other parts of the field than the same B&B are widespread problem. So, the mainland should adopt the existing B&B industry to inspect, learn from Taiwan's experience fully, according to local conditions by enacting appropriate laws and regulations, to qualify for the accommodation, facilities, etc. benchmark strict rules on the content and quality of service, etc. supervision and management, so that the entire industry can develop in a regulated environment.

Inspiration of Jiaochang Wei B&B Reforms

B&B on issues facing the industry, only the establishment of a sound system, improve the business model, and expand development of various aspects of channels to solve the problem and B&B explosive growth after facing. We are constantly doing research related to various aspects of

the current domestic areas, to find a solution. Shenzhen Jiaochang end for a variety of issues, made a positive exploration, from the exploration, we can find some for the future development of the country legend revelation.

B&B is the most important feature combined with the local geography, into individual subjectivity and creativity, his own attitude towards life and leisure visitors to share public space, allowing guests to experience a different lifestyle. So it is necessary to establish a long-term efficiency, green and sustainable transformation mode, create a unique B&B tourism resources, can also solve the problems brought about by the development of the current B&B. Jiaochang Wei made some exploring in this regard, the use of bottom-up approach, introducing the concept of intermediaries, set up a more comprehensive improvement of field End B&B architect consultants. By convening the ability to architect, design activities for the B&B offer free transformation, combined on a voluntary basis, so that designers and architects chief architect of checks, the results of quality control transformation. Also ensure the design quality and B&B transformation while promoting a more wake of B&B brand.

Jiaochang end according to the "Shenzhen Dapeng New District B&B (Trial)" newly enacted to strengthen community autonomy and self-discipline. Let B&B access is determined by the neighborhood and community common shares of the company to cancel administrative licensing and approval process, the development of standards for admittance into the community under the greatest possible privilege. B&B industry Jiaochang end the use of "industry self-regulation" management approach by the B&B industry association for service pricing "guidance and supervision" by the B&B industry associations to guide the behavior of operators of decoration, and the development of B&B quality rating system. At the same time strengthen the industry communication and exchange between the B&B operators, communication and oversight mechanisms are formed between practitioners.

Quality B&B business can not rely on local government policy, planning, also need to improve the quality of employees. But in the B&B operators, there is a majority from the farmer, their visions, innovation and professional level are very limited. The overall quality of the operators represent the external image of the accommodation, it determines whether it can ensure the healthy development of the accommodation. For this, the end of the community Jiaochang AG opened its operator training courses for B&B operators professionalism, etiquette image, customer service, safety and fire protection, health and other aspects of management training. They made big efforts to make sure the training, strengthening standardized management, and constantly improving the level of service operators and overall quality.

B&B industry development can be seen from Jiaochang Wei, B&B industry as a relatively young product, in China there is still a long way to go. Although there are more problems, but the market demand, and actively guide the local governments will inevitably bring their healthy development. We can also learn from the successful experience of other countries and regions, B&B, accelerate industrial deepen, improve the industrial chain, and vigorously to create a B&B product diversification towards depth development.

References

- [1] Zhu-Chen X. Strategies Yongjia County of Zhejiang Rural Tourism Development in B&B. Ji Lin: Jilin University, 2014.
- [2] Zhang, Y. Dapeng New District Butterfly "Mishima a Region" . Shenzhen Economic Daily 2015-05-04.
- [3] Zhang-Lian C, Liu-Qiu W. Dapeng New District B&B Management of Community Autonomy. Shenzhen Special Zone Daily, 2015-03-30.