

Research on the Rural Homestay in Xiangyang City

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Abstract—With the development of the economy and the improvement of living standards, tourists have diversified pursuit of travel services and products. For example, there are theme hotels, vacationing hotels, Traders Hotel, and homestay for tourists' staying. The homestay has its own unique characteristics and development. We mainly analysis and look into the future of the development of homestay in villages in Xiangyang City through the analysis of the status of the development of the hotel in China and the development of Hubei. We should learn from the surrounding provinces and cities, improve the full meaning, seize the opportunities for the development of the new era, and then the people can achieve higher economic benefits and lead the development of tourism.

Keywords—homestay, Current situation, industry, prospect

With the rapid development of domestic economy and tourism, people have more diversified travel methods, which are no longer just following the travel team. A growing number of mass tourism and the way of independent travel have appeared, meaning that people have more demands for the clean environment, comfortable experience and economic price. Homestay hotel arises at the historic moment, and more and more tourists and investors are concerned about the home stay facilities. According to the latest *Report of Homestay Short-term Rent Development in 2017* within the industry, it is popularized in the capital market and becoming widely accepted by the public. Chinese homestay industry tends to keep increasing in 2017 and it has become the choice that people prefer in the travel.

I. ORIGIN OF HOMESTAY

There are different versions about the origin of “homestay”, but these two kinds of explanation are more convincing: one

kind is that the word is from the Minshuku of Japan, which is derived and developed by some people who love climbing mountains, skiing and swimming renting the local houses; and the other is that homestays are emerged in Europe and the US, represented by British B&B and American Home stay. As far as China is concerned, the first one is relatively reasonable. Although it cannot be accurately verified from all over the world, the shadow of Japanese homestay can be clearly seen from the development of China's Taiwan region. In China, Taiwan was the earliest area to develop homestay. In the early 1980s, Kenting national park in Taiwan derived a kind of simple accommodation form to solve the problem of insufficient accommodation; those people who have free rooms held the signs of homestay or attract tourists by directly going to the door of restaurants and stations, as a result, homestay is formed.

II. INDUSTRY OVERVIEW OF HOMESTAY

Homestay is driven by the rise of the sharing economy, which refers to the use of spare rooms by individual owners, tenants or commercial institutions to provide accommodation for tourists. By definition, homestay and personal rent business have overlapping part, but from the positioning of the two, the former is more facing with the demands of tourists. So, the creation of local characteristics and comfortable atmosphere should be stressed, and it is the upgrade version of short rent. Tourists can experience local life, communicate with local residents and feel humanistic feelings in the homestay. Homestay can be divided into various categories according to its own type and function, such as the happy farmhouse and rural villa. The most principal difference with hotel is the homestay has the local characteristic experience from “master culture”, and the accommodation space is highly personalized, small and beautiful[1].

TABLE I. DIFFERENCES BETWEEN HOMESTAYS AND HOTELS

	Business modes	Used space	Construction volume	Hardware facility	Service staff	Supporting service	Industry standard
Homestay	avocation	free space in residential buildings for personal use or rental	small	rather good conditions and lower degree of standardization	master or the local people	little	no
Personal short-rent	avocation	Free space in residential buildings for personal use or rental	small	ordinary conditions and non-standard with a distinct degree	owner	little	no
Hotels	profession	specific business space	certain volume	pretty good highly standard	professional staff	hairdressing, fitness and laundry are all set	mature

III. THE DEVELOPMENT STATUS OF HOMESTAY IN CHINA

1. As for the development opportunity, the booking market of online homestay in China is in its explosive growth, and in the deep research and investment prospect forecast report of Chinese homestay industry from 2016 to 2020, the counsellors of CIC point out that, affected by various factors, domestic homestay short rent has met the new period of development. There exists the increasing in the number and quality of homestay and tourists' willingness to live. Such cycle has made the rapid development of homestay industry. Between 2010 and 2015, the number of homestays in different regions increased explosively. Especially, in the area rich in tourism resources, the number of home stay facility has geometric growth. And according to the data of homestay industry association in the West Lake, the number of the homestay in the scenic area has reached 165, over three times than 41 at the end of June, 2010. Similarly, the number of homestays in Xiamen increased from 13 in 2006 to more than 1,800 in 2015. The abundance of offline homestay resources has provided tourists with a variety of choices. Nowadays, with the rapid development of information technology, a large number of homestay resources have been collected on the booking platform integrating offline resources. According to the data of Wooden Bird short-term rent platform, the number of apartments on the platform increased by about 100,000 from 2015 to 2016, reaching a total of more than 300,000 and successfully covering 396 cities across the country.

2. In terms of geographical areas, the homestay industry in the Yangtze river delta and the eastern coastal areas is the most

advanced, which is related to the maturity of these leisure and vacation tours and the rather large number of water towns and ancient towns. According to the relevant data, half of the 10 largest cities in China that pay most attention to homestay come from Jiangsu, Zhejiang and Shanghai. And the homestays near the island, countryside and ancient town are the most popular. Data showed that those cities with more homestay distribution are large tourist cites (Beijing, Xiamen, Chengdu, Hangzhou, etc.), the ancient city of old town (Lijiang, Dali, Jiaxing, etc.), near the famous tourist scenic spots (Qinhuangdao and Huangshan) and the rural areas with developed tourism (Shangrao, Huzhou, etc.).

3. As for prices, China's homestay still belongs to the rather economic hotel products, and 65% of the price is below 200 yuan, having great difference with that in those countries or areas with developed accommodation, such as Japan and Taiwan. *The Analysis Data of Consumption Groups in the First Quarter of 2016* publish by the Wooden Bird Short Rent showed that up to 48% of these users are born from 1990 with less than 2500 yuan monthly income, at the same time, 42% of the income is from 9000 to 16000, and the remained 10% are the group with medium income. Wooden bird rent short release of "data" in the first quarter of 2016 consumer groups analysis shows that in the home stay facility users in the use of its platform reserved, as much as 48% of people under 2500 yuan monthly income of 90, at the same time, 42% of income in 9000 ~ 9000 yuan, the remaining 10% for the middle income group. The users of homestay are mainly concentrated on the groups with high income and low income, and the market consumer groups appear dumbbell-like distribution[2].

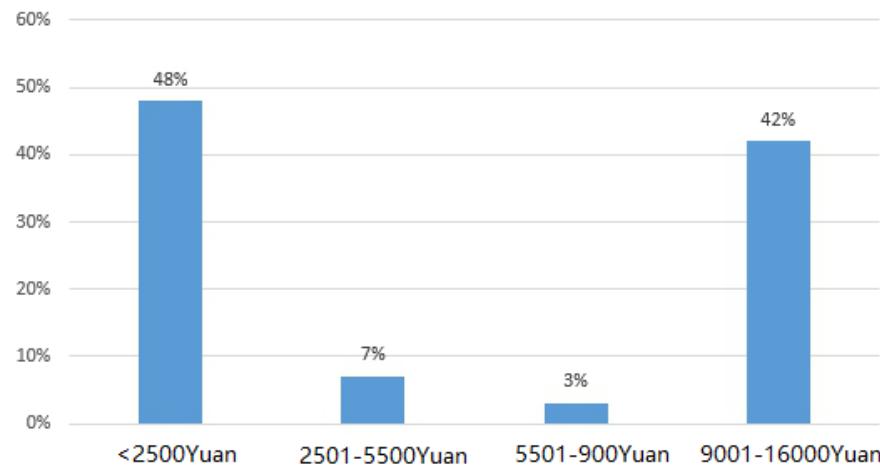


Fig. 1. Income characteristics of users booking hotel homestay

4. From the point of booking users' age characteristics; there are 50.7% of the users between 26-35 years old and 38% of the users between 18-25 years old. So the young has

occupies the major part, and most of them are born from 1980 to 2000. The younger generation has become the main force of tourism accommodation market[3].

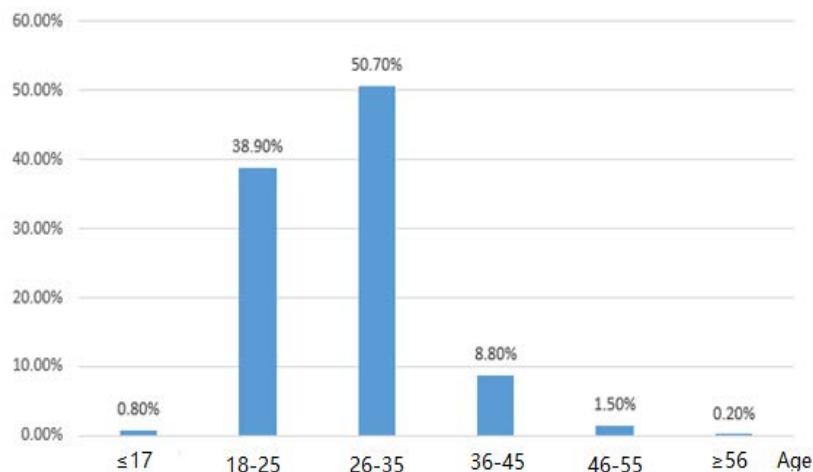


Fig. 2. Age characteristics of users booking hotel homestay

IV. DEVELOPMENT CONDITION OF HOMESTAYS IN HUBEI

In recent years, in order to fully excavate the rural ecological cultural tourism resources of Jingchu country and meet the high level rural health and holiday demand of tourists, Hubei has vigorously promoted the development of modern residential industry, emerging a number of homestay quality goods with strong local charm, natural architectural style, different design features, matching comfort and safety and industrial synergy. It is not only popular in the market and improves the quality of rural leisure, but also promotes the development of rural tourism which helps targeted poverty alleviation and rural revitalization.

1 Carry out the evaluation of tourism and homestay. In October 2017, the Hubei Provincial Tourism Commission decided to organize the service, evaluation and management of the whole province, as well as launch a number of demonstration homestay quality goods, in order to further play the important role of homestay in promoting targeted poverty alleviation and promotion of tourism transformation and upgrading. Hubei has also become the first province to launch a tourism assessment in accordance with the newly issued assessment criteria for national tourism and home stay. There are two levels in Hubei tourist homestay, the golden residence level and the silver residence level. In addition to the Basic requirements and evaluation (national standard LB/T 065-2017) issued by the State Tourism Administration, Hubei tourism homestay should also have the following standards in combination with the actual situation of the province: 1.the number of room: The evaluation requirement of the golden residence level is 50 guest room, and the evaluation requirement of the silver residence grade is 30 guest room. 2. The area occupied: the requirement of gold residence level is 500 hectares, and the requirement of silver residence level is 300 hectares. 3. The number of employees: the golden resident rating requirement needs 30, and the silver residence rating requirement needs 15.

2 Characteristic tourist homestays are springing up everywhere, such as Chutianxiang Gu Ruisheng fragrant theme

homestay in Huangshi Daye, China's most beautiful landscape Avenue 318 National Road "one life" Xianghua homestay in Yichang Changyang, Baikengshan homestay in Enshi Lichuan, Yaoshen ecotourism homestay in Xiangyang Baokang Yao River Village, Shennongjia Hongping town Tan Jia courtyard, Yichang Yiling district three gorges rich mountain homestay, Shiyan wudang mountain Taihe Ziyin homestay, and Huanggang Macheng Han villagers homestay. Homestay has unique value and important role in many fields, such as whole domain tourism, precision poverty alleviation, rural revitalization, cultural inheritance and so on. It can be said that the homestay economy has become a "new highland" of Jingchu's employment and entrepreneurship and precise poverty alleviation, which has become a new battleground for "citizens go to the countryside, talents return home, and enterprises develop their hometown".

3 Expand the extension of "Tourism +". Hubei province will carry out comprehensive exploration and research on the development of tourism homestay, and it formulate more detailed and specific criteria for evaluation and management of "Hubei tourist and homestay" combined with the reality of Hubei, to guide the development of the construction of tourism homestay to the standardization direction. At the same time, it will also provide policy support for tourism and homestay projects.

V. THE PROSPECT OF RURAL RESIDENTIAL DEVELOPMENT IN XIANGYANG CITY

A. *The possibility of rural residential development in Xiangyang*

1. The characteristics of Xiangyang tourism development: 1. Xiangyang has a history of more than 2,800 years, with rich cultural tourism resources. Excellent geographical conditions create a broad domestic customer market, and unique Three Kingdoms open the international tourist market. Deep historical and cultural background for the development of modern tourism provides a unique and objective basic conditions for the development of modern tourism, so

Xiangyang tourism holds high the banner of "one city, two cultures", playing the "emperor village culture" brand and taking the "leisure and holiday experience" road. 2. In recent years, Xiangyang has developed and built several large tourist attractions relying on the local tourism resources or human resources, and the government has also promulgated relevant policies to stimulate the development of tourism. 3. The tourism resources in Northwest Hubei are limited while the eco-tourism is developed. At present, the tourism market is dominated by self-driving tour and eco-tourism.

2 The shortage of tourism development in Xiangyang: 1. Over the past years, Xiangyang has been a regional tourist destination and transit, failed to become a tourist destination. Cultural tourism products are also lack of core competitiveness, which is difficult to retain tourists. 2. Xiangyang lacks the core attraction of the scenic area, with too poor power, there has been a phenomenon ". There is something to say but nothing to see, something to hear but nothing to play ". Tourist attractions lack of multi-level and multi aspects of consumption, which can not meet the needs of tourists to eat, live, travel, travel, shopping, entertainment and other levels of demand. 3. Compared with other cities in China, the development of some distinctive homestay facilities based on local tourism resources or human resources depends on self-driving and eco-tourism.

B. Learn from the neighboring provinces and cities about the development experience of homestay.

Xia County, Nanyang City, Henan province of Xiangyang which is next to Xiangyang, invested 8.5 billion totally, implemented more than 130 key urban construction projects, including road upgrading, block renovation, garden construction, public toilets upgrading and greening and lighting. Taking the "integration of agriculture and tourism" as the starting point, and the provincial project of "millions villages " as an opportunity to enrich the people, 6 tourist villages, more than 40 tourism specialized villages and nearly 700 villagers have been developed, realizing the wonderful evolution from poor mountain areas to beautiful scenic spots. While continuing to strengthen skills training for employees, the star rating and tax incentives for home stay are introduced. Each year they hold special catering competition, service skills competition, regular hosting of reception etiquette, food hygiene and other special training. At present, 23 homes have been rated as "China Village Tourism golden farm stay". Nowadays, entering the Village of Xia County is like a fresh and beautiful picture: The village under the green trees is quiet and leisurely, and the houses built on the mountain are scattered. The clean and tidy road is winding, and the clear spring is inlaid. Visiting Xia has been included in the itinerary of more and more tourists.

C. Build a satisfied homestay.

We implement the strategy of rural tourism development led by the government, the tourism development company, and the participation of the farmers, develop the residence in the rural or tourist attractions in Xiangyang, and operate some special projects relying on the local tourism resources or human resources, to cooperate and complemented with other tourism products. At the same time, in view of the tourism and homestay projects, the government has promulgated the policy, continued to improve the tourism elements, to carry out standardized management services, enhance the comprehensive service function of tourism, bathe the spring breeze of the poverty alleviation of tourism, take the express train of rural tourism, and turn the good mountain water into the "real gold silver" in the pocket.

VI. CONCLUSION

Major changes have taken place in the pattern of tourism market along with China's rapid economic development, and China's tourism is facing an unprecedented period. Our country's home stay facility has broad space for development, having preliminarily obtained positive reaction of society and market and gained good economic benefit. With the history of more than 2800 years, Xiangyang has very abundant historical culture. But the development of some characteristic homestay relying on local tourism resource or human resource still has great difference with other cities in China. We should learn the experience of homestay development from the provinces and cities around us and seize opportunities to put more efforts to implement the development strategy of countryside tourism that is led by the government and tourism development company and farmers can participate in.

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