

# Research on Xi'an B&B Tourism Development

## Based on the Perspective of Rural Tourism Transformation and Upgrading

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**Abstract**—With the rapid development of the economy and the continuous improvement of people's income, tourism has become an important part of the tertiary industry, and the B&B tourism has become an important choice for people to enjoy leisure and relaxation. In the fast-paced urban life, it is really attractive to find a space that one likes to stay away from the noise and cultivate body and mind, and the B&B tourism is really a good choice. Xi'an, known as "Chang'an", is the capital of 13th Dynasties in the ancient China with a long history and rich cultural heritage. It is such natural and historical conditions that make Xi'an's B&B tourism have developed considerably. Based on the local natural environment and history and culture of Xi'an, this paper analyzes the development conditions, transformation and future trends of Xi'an B&B tourism.

**Keywords**—rural B&B; Xi'an B&B resources; future development

### I. INTRODUCTION

#### A. The Research Background of Xi'an B&B Tourism

From the current actual situation, the B&B is mainly distributed in famous southern scenic spots and tourist destination cities, such as Hangzhou, Lijiang and Yangshuo. Most of the western B&B tourism is in the form of "farmhouse", and its problems are generally "single product, low taste, lack of interaction". However, it is undeniable that the market of China's inn and B&B market is experiencing an explosive growth period in recent years. The demand for B&B tourism is also increasing. From the initial single form to the current diversified model, this is not only the transformation and upgrading of the B&B tourism, but also the manifestations of tourism diversification and specialization.

As the capital city of Shaanxi, Xi'an is not only loved by the local people, but also a tourist destination that many foreign tourists yearn for. In order to cater to the needs of tourists for tourism specialization, it is necessary to combine the tourism of the B&B with the characteristic tourism, and make full use of the unique natural environment and history and culture of Xi'an to continuously improve and upgrade the tourism industry.

#### B. Relevant Concepts of Research Objects, Current Status of Xi'an (Rural) B&B Tourism

1) *Concept*: B&B refers to the use of idle rooms of self-use, combined with local humanities, natural landscapes, ecological and environmental resources, and agriculture, forestry, fishery and animal husbandry production activities to provide passengers with accommodation of rural life with family sideline business as the way of operation,

Rural tourism is a form of village tourism with the village as a space and with no human interference, no ecological destruction, and traveling and living is its feature.

2) *Development status of Xi'an (rural) B&B tourism*: Xi'an has a large number of villages with wide distributions, and its tourism resources reach 200. The resources are well integrated, and the suburbs and counties are prominent in their characteristics, including: landscape gardens, historical sites, folk customs, and new agriculture. Short-distance travel represented by Yuanjia Village, Maweiyi and Bailucang has been loved by tourists. However, due to the short development time, the human resources of rural tourism are marginalized, lack of protection and development, so there is no perfect B&B tourism system.

### II. RELATED CASE STUDY OF TAIWAN B&B TOURISM

#### A. The Origin and Development of Taiwan B&B

The development of Taiwan B&B has a long history. The earliest area for large-scale B&B development was Kenting National Park in about 70th year in the Republic of China. It was originally designed to solve the problem of insufficient accommodation. At the time it was just a simple accommodation type with no guided tours or catering services. On holidays, when the hotel accommodation service is insufficient or lack of service, people with empty houses will hang up the signboard of the B&B, or directly go to the hotel, station and other places to attract tourists.

As the trend of the hotel is getting hotter, the business model, which was originally defined as a family sideline business, has gradually become the family main business model, and even real estate investors and new immigrants are rushing into the industry of the B&B. In the case of a large number of competitors, the influence of quality, service and

efficiency has gradually emerged. As a result, Taiwan B&B has gradually evolved into a refined, luxurious and high-priced industry. According to the statistics of the Tourism Bureau of the Ministry of Communications, the number of legal B&B registered in 2007 has reached 1,939 in Taiwan, of which 1,886 are normal business operators with a total of 7,751 rooms.

#### B. Four Categories of Taiwanese B&B

1) *Farmhouse B&B*: Farmhouse B&B is located in the eastern part of Taiwan. People can stay in the country for a few days and enjoy the life of eating and roaming. No matter where you are going north or south, this trip is not only a journey of the countryside, but also a soul trip.

2) *Beach B&B*: The beachfront B&B is the focal point of Hualien City Beach B&B. Here, in the evening, visitors can stroll along the coast to watch that the beautiful rosy clouds are highly hanging sky, the red sunset is slowly descending; when the night is coming, the authentic local cuisine is dazzling. If the tourists are tired, the comfortable rooms prepared by the beach B&B will be a good place for them to unload all the fatigue.

3) *Hot Spring B&B*: The spa suites at Wulai Longmen Boutique Hot Spring B&B have their own characteristics in each suit. The spacious and enlarged pool has a spa, massage, hot and cold pool equipment, and new DVD devices that allow passengers to carry their own videos.

4) *Sports B&B*: Alibaba Sports & Leisure B&B is located in Hualien City, Hualien County. There are many attractions close to Alibaba Sports and Leisure B&B, such as the Environmental Park, Whale Watching Leisure Pier of Hualien Fishing Port, Martyr's Shrine, Gangtian Palace, etc. It is the best accommodation choice for visiting.

5) *Traditional architecture B&B*: Since 2005, the Golden Gate National Park Management Office has promoted the use of restored traditional buildings as operating B&B, which has been well received by tourists. In order to preserve these old traditional buildings, the department has specially allocated funds to make reparation. After several years of hard work, some traditional buildings can reproduce the past glories.

### III. ANALYSIS OF RESOURCE COMPOSITION AND SPATIAL DEMANDS OF XI'AN'S B&B TOURISM

#### A. Natural Resources

1) *Geo-landscape resources*: The northern foothills of the Qinling Mountains are located in the south-central part of Shaanxi Province, with overlapping peaks and long rivers. The climate here is suitable, and the forests are prosperous. With its good ecological environment and unique geographical features, it has become the first choice for residents' leisure vacation. The north of Qinling is rich in natural and humanistic leisure resources and has various favorable conditions for the development of the leisure industry. Relying on the east-west Qinling Mountains, from the northern slopes of the Qinling Mountains to the lower

plains, all kinds of leisure industries basically have a strip-like layout.

2) *Water resources*: There are large areas of water, tidal flats and reeds in the northeast and west of Xi'an. There are also many hot spring water areas, represented by Lantian East Tangyu. Lantian Hot Spring is located in Lantian County, Xi'an. Its spring water contains various elements such as potassium, magnesium and iron, which is beneficial to people to eliminate fatigue and relieve pain. It is a rare recuperation bathing and relaxation area.

3) *Biological resources*: Xi'an has not suffered from Quaternary continental glaciers, so it still retains some ancient vegetation and animals, such as ginkgo, *Paliurus ramosissimus*, *Tetracentron sinense* Oliv., panda, golden monkey, golden chicken and so on.

4) *Agricultural and forestry resources*: Xi'an is located in the Weihe Plain, mainly for planting large-scale crops, vegetables, woods and orchards.

#### B. Human Resources

Xi'an is the birthplace of Chinese civilization and has a reputation as a "natural history museum". There are countless historical buildings. For example, Great Wild Goose Pagoda and Small Wild Goose Pagoda, Bell and Drum Tower, City Wall of Ming Dynasty, Daming Palace, etc. are all symbols of Chinese civilization.

Xi'an's folk culture has a long history. Qinqiang Opera, Chang'an ancient music, and shadow play are all local folk customs with Shaanxi characteristics.

#### C. Policy Call and Guidance

1) *Responding to the policy of "13th Five-Year Plan for Tourism Development" and insisting on the tourism development strategic thinking of returning to the Silk Road*: In the "Planning", the value and function of rural tourism have been newly defined, and higher expectations have been placed. The development prospects, comprehensive values and functions of rural tourism have been greatly improved. At the same time, the role of Xi'an in the starting point of the Silk Road will be promoted, and the design of the hotel will be perfectly combined with the characteristics of the Silk Road.

2) *The government's strong support for the transformation and upgrading of rural tourism*: In order to increase the income of the rural population and promote the development of new rural areas, the government has increased support for rural construction and mobilized the enthusiasm of farmers through relevant preferential policies to accelerate the pace of rural tourism transformation and upgrading.

#### D. Economic Development

With the development of the economy, the government departments have increased their support for rural tourism. The increase in people's income has promoted the improvement of consumption levels, and has also greatly stimulated the demand for tourism and leisure.

### E. Rich in Human Resources

Xi'an has a large population and a large proportion of the rural population, providing sufficient labor for the construction of the country B&B. At the same time, Xi'an colleges and universities have gathered a large number of knowledge-based talents to promote the innovative ideas of the development of the B&B.

## IV. TRANSFORMATION AND UPGRADING OF RURAL TOURISM FROM FARMHOUSE TO B&B TOURISM

### A. The Difference Between Farmhouse and Rural B&B

Rural tourism began in the farmhouse and evolved into a B&B tour. It can be said that the farmhouse is the first edition of the rural tourism, and the B&B tour is an upgraded version of it. B&B tours are inevitable in the development of rural tourism, and today's B&B tourism is in its infancy. Although the farmhouse has a certain foundation, it has limitations. In the long run, B&B tourism will become an important part of rural tourism.

### B. Problems in Traditional Rural Tourism

The single product, the rough processing, and the extensive operation are main problems in traditional rural tourism. The rural tourism in Xi'an started late, mostly in picking and agricultural tourism forms, lacking innovative tourism products; the time and space for tourists staying are mainly the short-distance one-day tour, greatly affecting the sustainable development of rural tourism; the scale of the scenic spot is small without a complete system of eating, living, traveling, traveling, purchasing, entertainment; conditional facilities are not perfect, failing to meet the multi-level needs of customers.

### C. B&B Tourism Features

- The business philosophy focuses on the pursuit of harmony between man and nature.
- Relying on external natural resources is the basic premise and conditions for the development of boutique B&B. From the definition of the B&B, it can be seen that the first significant feature of the boutique B&B is to use the unused vacant rooms of the original villagers to explore the surrounding natural resources and create a unique artistic conception. The second notable feature is that most boutique B&Bs effectively rely on and utilize the resources of the scenic spot, so that the living space provided by the B&B for the passengers is effectively and reasonably extended.
- The unique service concept and service method make passengers feel at ease. First, the service staff has distinctive clothing; the second is to create an atmosphere of "being yours".

### D. Supporting Experience Projects for the Rural B&B Tourism

In order to attract tourists, the rural B&B should create and provide a variety of specific experience menus, which are designed with specific agricultural or local living techniques

and resources, such as: agricultural experience, forestry experience, animal husbandry experience, fishery experience, processing experience, craft experience.

### E. Classification and Design of Xi'an (Rural) B&B Tourism

1) *Scenic View B&B*: This B&B combines natural landscapes with well-planned artificial landscapes such as courtyard landscapes and flower sea and jungles. Site selection should focus on the beautiful ecological environment and strong clustering. The natural area with complete transportation and related facilities, north of Qinling is the best choice for the development of scenic holiday folklore. The design concept is shown below:

Replacing the traditional fenced walls with trees and flowers helps to make the homes and nature more integrated. There are gardens, fruit and vegetable gardens, ponds, barbecue areas and children's play areas for outdoor recreation. At the same time, it provides people with indoor and outdoor dining banquet halls, tea bars, mahjong halls, game halls, indoor swimming pools and other indoor leisure places. Room facilities refer to star-rated standards and develop theme rooms with Xi'an characteristics, such as: the Western Regions-style special rooms with the theme of Silk Road, natural-oriented plant rooms, and animal-themed panda rooms for different groups of people to select.

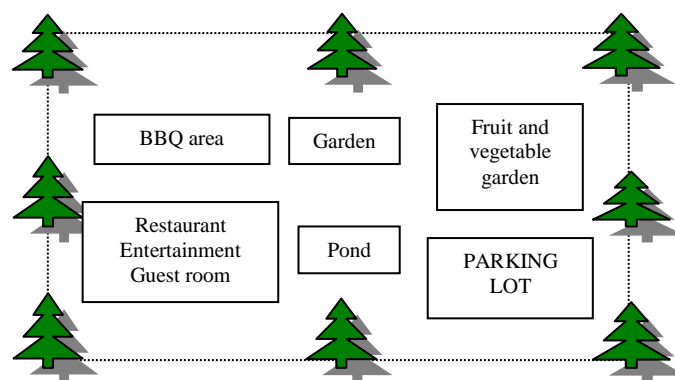


Fig. 1. Scenic view of B&B.

2) *Art experience-typed B&B*: Operators lead visitors to experience various art products (paper-cutting, painting, skylight production, etc.); taste local food snacks (Liangpi, Roajiamo, Guokui, etc.); watch performance art (Qinqiang Opera, shadow puppet, etc.). Visitors can participate in the production and purchase the finished products, which will help them to understand the local folk art and local customs in Xi'an. Here, visitors can not only meet the taste buds, but also the spiritual needs.

3) *Rural experience-type B&B*: In addition to providing rural landscapes and farmer life experiences, traditional agricultural villages also have experience in agricultural production, supporting sightseeing orchards, sightseeing gardens, and sightseeing tea gardens. Stay in the country for a few days, enjoying the life of eating and roaming. Whether you are going north or south, it will be convenient. This

journey is a idyllic journey and this is a journey of the soul, and an unforgettable holiday.

4) *Hot spring B&B*: Hot Spring B&B is represented by the Lantian area. Each suite features a full range of characteristics and functions, including a spa, massage, and hot and cold pool equipment. In the hot springs, people can experience the feeling of returning home, which let people relax in spirit and body, and let nature be the best medical professional.

#### V. TO BETTER DEVELOP XI'AN (RURAL) B&B TOURISM IN THE FUTURE

##### A. Correct Positioning

Operators should grasp the direction of development, choose the type of B&B development according to local conditions, avoid blind follow-up, and determine the style and scale of the B&B according to regional characteristics and economic level.

##### B. Active Response to Relevant Politics

First, the government should work hard on the treatment of land use policies, the implementation of policy support, the education and training of local residents and the people, the transformation of infrastructure, and the rectification of villages along the line; second, it is the effective protection and selection for available resources; third, prior to the project development and construction, preliminary investigations and investigations must be carried out. The relevant functional departments organize personnel to verify the project and provide a good investment environment for the development and construction of "rural B&B".

##### C. Play A Typical Demonstration Role

Teams with advanced experience and ideas should be introduced to play the role of demonstration and leadership to achieve breakthroughs in the ideas and experiences of local investors, thus establishing a representative demonstration site for B&B tourism.

##### D. Fusion of Local Characteristics

It's wise to develop a unique "rural B&B ". As a new type of tourism, B&B requires unique characteristics and to be distinctive. Therefore, it is necessary to start from the following aspects. The first is to show the local folk customs as much as possible; the second is to pay attention to the cultivation and education of the service mode of the B&B; the third is to comprehensively excavate and cultivate the dietary arrangements, and develop local cuisines with local characteristics to improve the added value of tourism industry.

##### E. Focus on the Preferences of Tourists

The purpose of establishing B&B tour is to attract more tourists to come to this sightseeing experience. In the process of construction, it is necessary to understand and research the preferences of tourists, and strive to meet the needs of most tourists.

##### F. Enhance Publicity

Through various forms of publicity such as online media, the popularity of the hotel shall be enhanced and more tourists shall be attracted.

#### VI. CONCLUSION

Cultural leisure tourism is the current trend of tourism. In addition, in the eco-tourism side, the national ecological protection department jointly raised other ministries and commissions to stop a large number of projects, such as real estate, hotels, theme parks, etc., which may destroy the original humanities and nature and are incompatible with local cultural characteristics. Ecological protection raises the expectations of the public. From the perspective of rural tourism, a perfect match between eco-tourism protection and cultural tourism development, B&B tourism will surely shine in the Chinese tourism industry and even the world tourism community in the near future.

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