

## Study on the Development and Practice of B&B in Rural Tourism Planning

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**Abstract:** The tourism industry has also undergone tremendous development in the process of continuous development of the social level of students. Relevant statistics show that the number of tourists in China's tourism industry is increasing in recent years. This trend has brought new space to the development of the tourism industry. Business opportunities also bring huge challenges. In this environment, eco-cultural tourism has attracted more and more people's attention. The cultural elements are placed on the basis of eco-tourism, so that tourists can not only enjoy the environment, but also appreciate the cultural spirit and deepen the feelings of tourists. This paper makes a comprehensive analysis of the development path in eco-cultural tourism and discusses related strategies, and puts forward relevant viewpoints for reference.

### 1. Introduction

The so-called B&B tourism is a form of farmer cooperatives developed by local towns and villages relying on the support of the government and developers to form a traditional family-style hotel, mainly relying on the support of the tourism market. The biggest advantage of B&B is that it has a good agglomeration effect. According to the actual situation, it can effectively improve regional economic benefits, increase folk cultural exchanges, improve regional employment rate and other advantages, and effectively improve regional employment problems. It also solves social problems such as empty nesters and left-behind children. By accepting foreign tourists, foreign tourists can understand local cultural customs and folk customs, increase the channels of cultural exchanges, and make positive contributions to the economic development of farmers. In recent years, the vigorous development of China's tourism industry has spawned a variety of forms of tourism. B&B has won the favor of more and more tourists by virtue of its advantages of accommodation, experience and entertainment, as well as the characteristics of folk culture that is close to the characteristics of tourism. Based on this, we should re-examine the status and role of the B&B in rural tourism, adopt an effective strategy to rely on the B&B tourism to promote the development of rural tourism, and further realize the goal of boosting farmers' income.

### 2. The Status and Role of the Homestay in Rural Tourism

Compared with general accommodation hotels, there are significant individual differences in the construction background and business model of the B&B tourism, which has laid a unique regional economic status in the tourism market. First, the B&B has significant characteristics of being close to the people, making full use of local natural and geographical resources, agricultural resources, ecological landscapes, specialty foods, and folk cultural resources. It can also meet the public's economic affordability in terms of price levels and charging standards. To create a living experience for visitors who are close to the real life of the local area. Secondly, the B&B has more targeted and precise features in the market positioning. In addition to relying on the regional geographical environment, it also focuses on strengthening the human environment and aesthetic elements in the internal environment construction and facility allocation, while relying on all-round and multi-level. The service standard makes the living experience close to the star hotel, further making the business content meet the positioning and expectation of the market visitors. Thirdly, the B&B has significant humanistic characteristics. By extending the number of rooms to expand the service area

of the owner, it will put more energy into communication with tourists and provide services for tourists. It is a product of both business, art and humanity, which further optimizes the living experience of tourists and enhances the market competitiveness of the hotel.

First of all, from the perspective of economic function, B&B tourism has created a unique tourism culture form, which realizes the coordinated symbiosis of commercial ideology and regional cultural characteristics, and realizes the large cost resources on the basis of utilizing the natural environment and protecting the natural environment. The savings in scope have created higher economic benefits and stimulated the development of the tourism industry and the market. Secondly, from the perspective of cultural function, B&B tourism conveys rich regional cultural content by means of the hotel media, creating an effective carrier for the inheritance of intangible cultural heritage and folk customs, further promoting the development of rural culture and folk culture. Finally, from the perspective of emotional function, the form of hotel tourism weakens the commercial sense of modern tourism, emphasizes returning to nature and returning to nature, so that visitors can experience the local culture in the viewing and experience, and then cultivate tourists to build emotional awareness of local culture. It has made tourists a mobile carrier that inherits folk culture and culture, which further enriches the emotional belonging of tourists.

### **3. Current Status of China's Homestay Tourism**

At present, in the development process of China's homestay tourism, its grade is low, the scale of operation is too small, and the type of operation is too single. Since the tourism industry is still in the primary stage of development, the level of development is too low, and the scale is relatively small. Smaller, and the management model is not mature, and there is no more professional industry standard. Through data research and literature review, the current business model of China's homestay mainly includes the following nine types: "Company + Farmers" "Farmers + Farmers" "Independent, Decentralized Management" "Village-run Enterprise Development" "Company + Community + Farmers" "Individual farms", "lease, overall leasing", "shareholding system" and "government + company + rural tourism association + travel agency", the business models embodied are: the type of B&B for improving development planning, the surrounding farmhouse and the Sien Hotel in the scenic area. For example: Fayun Anman in Hangzhou, Zhejiang, and Sansheng Township in Chengdu are the representative types of B&B tourism.

In the process of planning tourism in the B&B, there is a lack of understanding and planning of the surrounding environment and geological features. Therefore, there is no rich environmental characteristics in the B&B tourism. This is also a serious shortcoming in the planning process of the B&B. At present, most of the B&B tourism Adopting the model of independent development of farmers, farmers did not conduct detailed investigations and scientific predictions on the tourism market. Therefore, blind development was faced in the face of the demand of the tourism market. Due to imperfect supporting facilities, the construction of the hotel was too repetitive. From the perspective of environmental protection, it will cause serious damage to the surrounding ecological environment. For example: In the process of designing B&B tourism, there is often a lack of consideration for transportation, which is inconvenient for tourists, which limits the development of B&B tourism. Because the operators lack business prospects and management expertise, they are traveling in B&B. In the process of development, it is often the case that the facilities of the hotel are incompatible with the surrounding ecological environment, which affects the natural scenery and thus causes the environmental protection of tourism development. In the process of developing tourism in the B&B, most of the homebuyer operators did not regard the B&B tourism as a development cause, but operated the project in the form of following the trend. Therefore, there was no preliminary market research and planning in the process of development. Some operators use the old house for processing and transformation, and then operate, but contrary to the essence of agricultural folk tourism, they often lack the regional rural life characteristics, which makes folk tourism and other resorts and hotels no different, serious the land lost the meaning and essence of the hotel tourism.

#### 4. Specific Strategies for Promoting Rural Tourism Development

China's homestay tourism started late and lacks mature construction experience. Although the current urbanization construction is still in a state of continuous development, it is undeniable that rural construction still has a certain gap compared with cities. Local residents in different regions are at the level of cultural education. There are significant differences in the legal concept and other aspects. If blind development of B&B is not only likely to cause vicious competition in the market, it is also likely to cause damage to the natural environment. Based on this, it is necessary to improve the system planning and design in the early stage of the development of the property industry. The governments at all levels shall formulate tourism development plans based on the local natural and human ecological environment and the development characteristics of the tourism industry, and further incorporate the relevant content of the tourism in the regional tourism development master plan to determine the location of the property management in the regional strategic layout. At the same time, the government should also actively use the financial support means, tax preferential policies, investment promotion policies, etc. to provide assistance to the B&B industry, solve the problem of local residents' financial difficulties in developing B&B tourism, and further promote the development of the local B&B industry and the scale of rural tourism. expand. Taking Chun'an County as an example, the local county government has formulated the development plan of the property industry based on the tourism circle around the Qiandao Lake, and issued the "Guiding Opinions on Optimizing the Service of the Department to Promote the Development of the B&B Industry", and the person in charge of each township, town and village. The folklore residential training was carried out, and the problems of the B&B in the examination and approval and certification were solved. With the local resource endowment, the high-speed railway traffic circle and the Xin'an cultural resources, 10 homestays were built in two years, and they were launched in five years. More than 100 boutique B&Bs have built a cluster of hotels in the Yangtze River Delta.

The development of the tourism economy of the B&B should be based on the background of rural tourism culture. Under the background of the current booming tourism market, modern people pay more attention to the brand effect and word-of-mouth effect in the choice of tourism. From the previous group tour to family tourism, The transition of individual travel mode focuses on self-planning travel routes and in-depth integration of local cultural life, so as to achieve the goal of relaxing, enriching and enjoying life. Therefore, the development of hotel tourism should adhere to the characteristics and individuality, balance the relationship between business elements and cultural elements, and create unique architectural styles, cultural concepts and service models with unique local natural environment, cultural customs and folk customs. Further, the unique connotation of the hotel can be clearly defined and highlighted, and the scale of the hotel can be expanded to build a boutique hotel brand. For example, in the design of the Inner Mongolia B&B, the shape of the B&B can be set in the form of a yurt, guiding visitors to experience the pure Inner Mongolian grazing and working life, and taste the unique local cuisine such as roasted whole lamb and kumiss, and participate in the Nadama event. Feel the folk customs, so that visitors can fully integrate into the local people's life scenes, and generate new life perceptions in the new life scene. Another example is the design of the Yunnan B&B, which can be set up in the form of a bamboo house, so that visitors can experience the unique lifestyle of ethnic minority people in Yunnan, taste the unique flowers and cakes in Yunnan, and further guide the tourists to feel the minority. The original life meets the tourist needs and enriches the experience.

When creating a homestay tourism project, combined with the actual situation of the project area, the idle houses will be counted, and then scientific planning will be used to effectively change the traditional habits of the hotel's tourism management, eliminate the phenomenon of random price reduction, and strive to improve the service of the hotel. quality. This requires local governments to set up the tourism industry according to their own cultural atmosphere and environmental characteristics, actively develop regional tourism characteristics, and plan tourism development projects in a targeted manner. Local governments need to incorporate the tourism economic development of the B&B into the development of local tourism, and clarify the legitimacy of the B&B management, establish a scientific B&B tourism management layout, promote the

development of the B&B economy in a normal and scientific direction, and ensure the development of the B&B. It is necessary to protect the ecological environment as the premise, effectively integrate humanistic characteristics and natural customs into the property industry, expand the market scale of the hotel management, and create a market industrial chain for the development of the hotel, thus effectively improving the management and management capabilities of the hotel.

## 5. Conclusion

Eco-cultural tourism will be an important development trend of the tourism industry, and the B&B is one of the important links. In order to ensure the harmonious, stable and reasonable development of eco-cultural tourism, it is necessary to further improve the B&B, and balance the residents' benefits and enterprise organization. Management, giving full play to the characteristic culture and deepening service innovation to improve, from scale to industrialization, to obtain a benign industrial chain, to provide power for regional economic development and culture, environmental protection.

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