

# Research on the Development Path of Yangjiale Homestay in the Background of Rural Revitalization Strategy

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**Keywords:** Yangjiale homestay, Rural revitalization strategy, Development path

**Abstract:** This paper will analyse the significance of the development of Yangjiale homestay according to the characteristics of the development of the homestay industry under the background of rural revitalization strategy. By combing the current path and mode of Yangjiale homestay, the writer concludes the path to develop it by innovating policy system, architectural design, product system, marketing model, and public participation and build up an integrated development mode by utilizing Yangjiale homestay+tourism, Yangjiale homestay+business, Yangjiale homestay+culture, Yangjiale homestay+social and Yangjiale homestay+ecology so as to solve the uncoordinated problem between the rural tourism development and local agricultural production, folk culture, ecological environment, etc., which can help realize the integration and coordinated development of agriculture, tourism, business and ecology and provide support for rural revitalization strategy.

## 1. Introduction

As an important national strategy, rural revitalization focuses on promoting the development of rural industries, the inheritance of rural traditional culture and the people's poverty alleviation and prosperity, which has given new missions and opportunities for the upgrading of rural tourism in the new era. As one of the forms of rural tourism, in the face of economic interests, the homestay has many problems in recent years of development such as the construction of facilities for rush, irrespective of the market rule, destruction of agricultural production, the alienation phenomenon of folk culture, ecological environment pollution, etc. In contrast, the Yangjiale homestay with high market recognition has emerged, a high-quality goods homestay facility, has given rise to a new model of rural homestay.

## 2. Concept and the Development History of Yangjiale Homestay

### 2.1 Concept of Yangjiale Homestay

Yan Jun Zhang believed that "The essence of Yangjiale homestay is a new type of rural cultural tourism industry, which is directly invested and operated by transnational immigrants in China and has the concept of low-carbon and environmental protection as well as the connotation of both Chinese and foreign cultures to meet the needs of leisure and vacation.<sup>[1]</sup>" Xiaomeng Wang pointed out, "Yangjiale homestay refers to a new type of rural cultural tourism with low-carbon and environmental protection concept, diversified investment subjects and both Chinese and foreign cultural connotation set up by foreigners in China.<sup>[2]</sup>" Minxian Wang believed that "At the beginning of its development, Yangjiale homestay was a cultural leisure resort directly invested and established by foreigners in rural areas whose main tourist market was foreigners living in China<sup>[3]</sup>". In conclusion, this paper holds that Yangjiale homestay, a new form of rural cultural tourism with low carbon environmental protection concept, diversified investment the subjects and Chinese and foreign cultural connotations set up by foreigners in China.

### 2.2 Development History of Yangjiale Homestay in China

Before 2007, tourism projects had not formed the scale advantage, the source market lacked of

pertinence, the development concept lagged behind, and the foreign culture could not achieve a good integration with the eastern culture. This phenomenon continued until Tiancheng Gao set up a series of homestay in Moganshan, marking that Yangjiale homestay officially entered the historical stage. During this period, the homestay were mainly converted from a single farm house, with limited reception capacity. Foreigners in China constituted the main source market and had not yet formed a scale. However, some new tourism concepts advocated in this period, such as low carbon and no scenic spots for sightseeing, had received extensive attention.

After the opening of “naked STABLES”, Tiancheng Gao and his partners established naked stables management group. In September 2009, Deqing post ecotourism development company was set up to start the preparation of naked heart valley senior rural resort, which marked that Yangjiale was going into enterprise operation<sup>[3]</sup>. Since then, Yangjiale has realized the development of scale, investment and management standards.

### 3. Development Model of Yangjiale Homestay

Table 1 the Development Model of Yangjiale Homestay and Its Path

| Development model           | The path of development model   |
|-----------------------------|---|
| Yangjiale homestay+tourism  | <p>(1) Introduce experience activities with local characteristics into the homestay, and provide guests with a platform for in-depth experience of destination lifestyle</p> <p>(2) Organize residents to participate in some eco-friendly experience activities;</p> <p>(3) Cooperate with Drip, Ctrip and other platforms to provide tourists with guided tour services by printing local travel guides, as well as additional services such as booking tickets and renting cars for tourists.</p>  |
| Yangjiale homestay+business | <p>(1) Cooperate with well-known platforms and help platform to sale products as agents;</p> <p>(2) Be the agent to sell the featured agricultural products of the region and tourism commodities with local culture;</p> <p>(3) Organize folk culture and entertainment activities and invite local professional teams to stage performance;</p> <p>(4) Build a “buy and see” consumption system and provide exclusive discounts for residents.</p>  |
| Yangjiale homestay+culture  | <p>(1) Yangjiale homestay + regional culture. Make material cultural landscape as the carrier and absorb the non-material culture into the homestay facility elements ;</p> <p>(2) Yangjiale homestay+national culture. Set up in the residential areas of ethnic minorities, and use objects that can reflect the culture of ethnic minorities as decoration .When ethnic minorities hold festivals, invite residents participate in ;</p> <p>(3) Yangjiale homestay + folk culture. Use folk culture as decoration and drawing on folk culture style;</p> <p>(4) Yangjiale homestay+history culture. Choose an ancient city with historical and cultural deposits and take the major historical events or important historical figures as the theme of homestay;</p> <p>(5) Yangjiale homestay + industry culture. Take some occupations with distinctive characteristics as the theme of the homestay, which has a strong attraction to consumers with special feelings<sup>[5]</sup>;</p> <p>(6) Foreign managers and local residents should increase communication, gradually accept each other's culture and learn from each other.</p> |
| Yangjiale homestay+ecology  | <p>(1) Investigate the ecological and cultural resources , and those should be effectively used to support the architectural design of homestay;</p> <p>(2) According to the local climate and geographical conditions, design the development path and model of Yangjiale homestay to achieve the coordinated development of Yangjiale homestay and local ecology;</p> <p>(3) Consider the local environmental bearing capacity and control the reception scale and quantity of homestay. The government can formulate scientific management policies and systems for homestay, strengthen the training and management of homestay hosts, and enable them to take the responsibility for ecological environment protection.</p>  |
| Yangjiale homestay+social   | <p>(1) Hold themed activities, such as food, photography, flower arrangement, yoga, etc., to provide a platform for interaction and sharing for like-minded residents;</p> <p>(2) Regularly train employees on the theme of local cultural background and lifestyle, so as to ensure that employees are proficient in and can take the initiative to introduce local culture to guests;</p> <p>(3) Set up special places for guests to communicate and share in the homestay, such as lobby bar, reading bar and etc., to create a good communication environment for guests.</p>   |

## **4. Innovative Path of Yangjiale Homestay**

### **4.1 Innovation in Policy System**

The local government, as the macro-controller of the homestay facility management, should always play an important role in overall planning and guidance. They should not only strictly regulate the management of homestay, but also provide channels for consumers to safeguard their rights. The innovation of the policy system can be realized through the following ways: (1) The local tourism commission can establish Yangjiale industry association to help the local Yangjiale homestay to obtain health license, industrial and commercial license and other relevant certificates; (2) The local government can organize and set up a homestay service team of Yangjiale homestay to conduct regular research on homestay and hold seminars and coordinated meetings to discuss problems and solve practical difficulties; (3) Formulate policies to standardize the leasing of local residential houses, reasonably divide the share structure in the operation of homestay, and coordinate the relationship between investors and local residents; (4) To study and promulgate “regulations on visitors” to strictly regulate the behavior, number and scale of visitors; (5) Make good planning, scientifically and reasonably plan the area and scale of local homestay according to local planning; (6) According to the actual situation of the local area, the standards of Yangjiale homestay shall be issued to strictly regulate the infrastructure construction standards, environmental protection standards, safety management standards and service quality standards of local homestay, and strictly regulate the operation and management of local homestay.

### **4.2 Innovation in Architectural Design**

The elegance of environmental design and sustainable development are the two important characteristics of Yangjiale homestay that distinguish it from traditional homestay. (1) In terms of design philosophy, Yangjiale homestay should follow the theme of “drop everything”, advocate abandoning everything and giving oneself to nature, emphasize the return and love of natural landscape, advocate displaying the inherent charm of nature, and provide guests with close contact with nature as the goal; (2) From the perspective of building materials, with low-carbon and environmental protection as the theme, the old local house should be reconstructed to make full use of the old materials; (3) During the design and construction of the homestay, it is necessary to keep the original local characteristics and integrate the local folk customs, working habits and religious beliefs, so that the residents can fully integrate into the local life; (4) In terms of architectural style, western architectural style is the main one and local architectural style is appropriately combined to achieve the integration of Chinese and western architectural style of Yangjiale homestay; (5) Yangjiale homestay is characterized by light external decoration and heavy internal decoration. The architectural design of Yangjiale homestay does not need to waste too much energy on the external decoration. But must ensure its interior upscale comfortable facility equipments, to build the home atmosphere for the guest.

### **4.3 Innovation in Product System**

Yangjiale homestay features no scenic spots for sightseeing, so the product system provided by homestay has become the main driving force to attract tourists. (1) Make Yangjiale homestay a brand activity platform. Relying on the characteristics of low-carbon and environmental protection, Yangjiale homestay can regularly hold activities such as low-carbon life creative contest, bicycle race, photography contest, painting and calligraphy contest, and illustration contest to attract guests to experience the low-carbon and environmental protection concept conveyed by Yangjiale homestay; (2) Fully explore the local ancient customs, pure natural scenery, and unique local folk culture, and skillfully integrate them to create a unique tourism product of Yangjiale homestay; (3) The government plays a role of leading the organization, the organization of the local Yangjiale homestay jointly invested in the construction of the local residents activities center, such as off-road base, conference center, stages and other places.

#### **4.4 Innovation in Marketing Model**

The innovation and improvement of marketing mode is an effective way to realize the ultimate goal of selling products.(1) Subdivide the target market, accurately locate the middle and high-end consumer groups in the area around the homestay, and carry out targeted marketing;(2) Enrich the product projects of Yangjiale, based on the local natural scenery, highlight the characteristics of the integration of Chinese and western culture, improve supporting leisure facilities, enrich the entertainment activities of Yangjiale, and create the accommodation experience completely different from the traditional homestay;(3) Choose social media for online promotion with the help of online marketing methods;(4) To promote the Yangjiale brand by holding various festival activities or other brand promotion meetings;(5) The official theme website of Yangjiale is established to provide tourists with complete tourism information services such as inquiry, reservation and guidance.

#### **4.5 Innovation in Public Participation**

Driving public participation and achieving public employment are the great goals of the rural revitalization strategy. (1) Investors and local residents should form a friendly and cooperative relationship. On the one hand, investors can reach an agreement with local residents on housing right and other issues, and local residents actively cooperate with investors in the operation and management of homestay .On the other hand, investors can compensate local residents by promoting local employment, organizing residents' training, and selling local agricultural products and tourist commodities on a commission basis;(2) Local residents can apply for the Yangjiale homestay staff or joint investment with foreigners directly involved in the Yangjiale homestay, also can join the Yangjiale homestay service team actively for the local development advices of homestay , participate in local folk custom culture performance and planting of agricultural products for homestay providing supplies indirectly involved in the homestay. They should actively cooperate with investors and government and finally achieve the goal of rural revitalization.

### **5. Conclusion**

Fully aware of the Yangjiale homestay characteristics and influence factors in the process of its development mechanism, from the development mode, policy system, architectural design, product system, marketing model, public participation and so on aspects, this article is based on the rural revitalization strategy in view of the development path of Yangjiale homestay , an exploratory study to realize the sustainable development of the Yangjiale homestay has provided the development pattern and innovation path, in order to solve the construction of facilities for rush, irrespective of the market rule, destruction of agricultural production, the alienation phenomenon of folk culture, ecological environment pollution, etc., to realize rural revitalization of grand strategy.

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