

Research on the development status and countermeasures of rural home-stays in Jilin Province under the background of rural revitalization

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Abstract: Rural home-stay is one of the important means to promote the development of rural tourism and plays a very important role in rural revitalization. Jilin Province rural tourism resources are very rich, rural tourism development is in full swing. The characteristics of regional rural tourism are obvious, and the rural home-stay arising from rural tourism and rural revitalization have gradually formed certain regional local characteristics, but there are also some problems, which restrict the healthy and rapid development of rural home-stay in Jilin Province to a certain extent. By investigating the current situation of rural home-stay development in Jilin Province, this paper points out the problems existing in the operation and development of rural home-stay in Jilin Province, and puts forward the countermeasures of the development of rural home-stay in the aspects of market positioning, talent training, resource integration and innovative development from the perspectives of rural culture revitalization, talent revitalization, industry revitalization and organizational revitalization.

1. Introduction

In recent years, with the proposal of the national strategy of rural revitalization and the completion of the goal of building a moderately prosperous society in all respects, how to consolidate the achievements of poverty alleviation and avoid the return of villagers to poverty has become a key topic of common concern of the whole society. Among them, vigorously developing rural tourism and actively promoting the development of rural home-stay are important measures to promote rural revitalization and build a beautiful socialist countryside.

2. Overview of rural revitalization and rural home-stay

2.1 Background of rural revitalization

The report of the 19th National Congress of the Communist Party of China clearly points out that the problems of agriculture, rural areas and farmers are fundamental to the national economy and people's livelihood, and solving the problems of agriculture, rural areas and farmers is the focus of the whole society. In recent years, the state has vigorously promoted the rural revitalization strategy, which is regarded as an important starting point of the work of agriculture, rural areas and farmers. Its general goal is the modernization of agriculture and rural areas. The general requirements are industrial prosperity, ecological livability, rural culture and civilization, effective governance and prosperous life. Specifically, specific work can be carried out from five aspects: talent revitalization, cultural revitalization, industrial revitalization, ecological revitalization and organizational revitalization^[1].

2.2 Characteristics of rural home-stay

According to the definition of rural home-stay published by the Ministry of Culture and Tourism, the following typical characteristics of rural home-stay are summarized:

2.2.1 Non-standard, small-scale

Generally speaking, the scale is small, usually only a dozen rooms, and some even only 1-2 rooms. And the layout, equipment, layout, service and other rooms are different from the standardized accommodation facilities that have been operated for many years in the general market. They have their own unique style, and can not be required by the general sense of health, fire and other standards, so they are also called non-standard accommodation.

2.2.2 Pay attention to the integration with local culture and resources

One of the important differences between rural home-stay and general hotel industry and ordinary accommodation facilities is to integrate local style characteristics, such as local characteristics, ethnic characteristics, intangible cultural heritage characteristics, architectural characteristics, etc. It is not only a place to accept tourists overnight, but also a place to sublimate and purify the soul of tourists.

2.2.3 Pay attention to emotional interaction

The owners of rural home-stay should personally participate in customer reception and operation management, and try their best to realize the three joint participation of "eating, living and working" between tourists and the owners of rural home-stay. They pay attention to let tourists get a sense of participation and experience in the home-stay, pay attention to the emotional interaction and spiritual communication between the owners of rural home-stay and tourists, so that tourists can experience "poetry and distance" and "nostalgia" different from the usual place of life^[2].

3. The role of rural home-stay in rural revitalization

3.1 Help to consolidate the achievements of poverty alleviation

After winning the battle of poverty alleviation as scheduled, it is crucial to consolidate and expand the achievements of poverty alleviation and avoid the return of farmers to poverty. In the context of rural revitalization, actively developing rural tourism and vigorously promoting the development of rural home-stay can vigorously increase farmers' income, transfer rural surplus labor, and provide and create more employment opportunities. It can ensure that more villagers stay in the countryside and retain nostalgia, thus increasing the vitality and vitality of the vast rural areas, and constantly improving the overall economic income of the countryside, which is conducive to consolidating the achievements of poverty alleviation.

3.2 It is conducive to the all-round development of the countryside

To develop rural home-stay, it can not be simply built, but must be well built in the construction of all-round supporting facilities and security facilities in the countryside. For example, roads, lighting, drinking water, toilets, road lighting, sewage discharge, sanitation management, network construction, rural environment such as greening and hardening, otherwise it can not let visitors have a good sense of experience and sense of gain. This forces and promotes the village collective and the corresponding management institutions to take various ways to raise funds, attract investment, and raise funds, so as to improve and transform the rural environment as a whole, thus promoting the all-round development of the countryside.

3.3 It is conducive to the spread of local culture

Rural areas have many resources, such as beautiful natural scenery, simple ecological life, and characteristic buildings with strong rural flavor. These resources can be effectively integrated into the development of rural home-stay, realizing the integration of catering, accommodation, tourism, experience, and health care in rural home-stay, and creating a distinctive and tasteful rural home-stay industry^[3].

4. Problems existing in rural home-stay in Jilin Province

In recent years, under the joint efforts of unified government planning, rational allocation of market resources and innovative development, rural home-stay in Jilin Province has made rapid progress, but there are still some problems.

4.1 Disorderly competition and homogeneous operation

In the absence of overall planning and unified guidance, regional rural home-stay tend to be similar in product design, style positioning and other aspects due to their own resource characteristics, national characteristics and regional characteristics, resulting in a serious situation of homogeneous operation. Under this situation, in order to compete for tourists, home-stay owners often fall into the situation of disorderly competition and malicious competition.

4.2 Lack of rural flavor and loss of authenticity

Some home-stay in Jilin Province are not operated by local villagers, but commercial capital buys or rents the original villagers' real estate, including houses and courtyards, and carries out commercial transformation of the original houses and courtyards. After commercial transformation, instead of operating in accordance with the original villagers' production and lifestyle, they integrate elements such as "fashion", "Internet celebrity" and "hot" into them, such as "Internet celebrity experience store" moving from the city to the countryside, losing the rural flavor and rural authenticity that the "aboriginal people" should have.

4.3 Lack of talent and insufficient supply

At present, the operators, managers and service providers of rural guesthouses in Jilin Province are mainly local villagers. Lack of quality awareness, standard awareness and service awareness leads to poor service quality, poor hygiene and backward publicity means in the operation process of guesthouses. According to the results of a sampling survey of 86 rural guesthouses in Jilin Province, nearly 70% of the guesthouses have not employed professional talents with professional teaching backgrounds such as guesthouse, tourism, hotel, planning and design. Even if the guesthouse enterprises want to hire, they will not have enough attraction for relevant professionals due to geographical location, related treatment and career development prospects.

5. Development strategies for rural home-stays in Jilin Province under the background of rural revitalization

5.1 Rural culture revitalization - creating characteristic rural home-stays and pursuing differentiated development

5.1.1 Integrating resource characteristics to create characteristic rural home-stays

The first industry of Jilin Province is full of all kinds of categories including agriculture, forestry, animal husbandry and sideline fishery and so on. So we can focus on creating the "five villages" rural tourism brand of "planting village, fishing village, herding village, forest village and fruit village". According to the rural characteristics of different cities, states and counties, the rural tourism industry cluster of "herding village + fishing village in the west, rural + fishing village in the middle, forest village + fruit village in the east" has been formed. Among them, "western village + fishing village" refers to the Baicheng, Songyuan area, using Chagan Lake, Moon Lake, and other waters and wetlands around the fishing village, and the Horqin grassland in the eastern part of the main grazing village, focusing on the construction of horse archery "pasture" and fishing "fishing". "Central rural + fishing village" refers to the Changchun, Jilin, Siping black land around the main farming village and Songhua River, Songhua Lake and other waters around the fishing village, focusing on the construction of sowing and harvesting "farming" and "fishing". "Eastern forest village + fruit village" refers to the Baishan, Yanbian and other areas, in the Changbai Mountain forest around the main forestry village and fruit planting fruit village, focusing on the construction of fruit tasting "fruit" and forest conservation "forest".

5.1.2 Integrating the national characteristics to create a rural home-stay with national characteristics

Jilin Province is the Mongolian, meet, Korean and other ethnic minority gathering area, the minority has a long history, splendid culture and unique ethnic traditions. As the birthplace of the Manchu and the main settlement area of the Manchu, Siping City should give full play to the advantages of the Manchu cultural characteristics, to create a village with Manchu characteristics. For example, Yitong Manchu Autonomous County with Manchu folk customs, ethnic and religious tourism, health and health tourism, rural leisure tourism as the characteristics, focusing on the cultivation of local ethnic cultural tourism industry. As the main settlement area of the Mongolian, Songyuan City should integrate the Mongolian culture and characteristics with the local villages, to create a village with Mongolian characteristics. For example, Songyuan Xisoentu Village around the "national, ecological, tourism" three CARDS, relying on the beautiful village construction and the creation of thousands of villages, the Mongolian characteristics into the rural construction and rural tourism development planning, was named a provincial beautiful village model village^[4].

5.1.3 Utilize the local intangible cultural heritage characteristics of Jilin Province to organically integrate the provincial intangible cultural heritage and rural tourism development

Tourists come to the countryside not only to enjoy the beautiful scenery and taste the delicious food, but also to experience the rural culture. A lot of the intangible cultural heritages of farming with regional characteristics in Jilin Province can become the characteristic tourism products of rural tourism, such as Northeast Yangko, Korean song and dance, Mongolian horse-headed zither performance, Northeast Errenzhuang, Northeast rural fair, Manchu paper-cutting, fish skin painting, Dongfeng farmers' painting, and willow weaving and so on. The integration of intangible cultural heritage into home-stay not only improves the tourists' experience and satisfaction of rural home-stay, but also develops and designs related rural tourism products and improves the comprehensive income of rural tourism^[5].

5.2 Revitalizing rural industries--retaining the original residents and maintaining the authenticity of home-stay

Paying attention to emotional interaction and realizing the "three-together experience" of "eating, living and working together" with the host is an important connotation and characteristic of home-stay. In the process of building and operating home-stay, whether it is independently operated by villagers or invested and operated by foreign investors, the original residents in the home-stay must be retained. The design, construction and facilities of home-stay are only the body of home-stay, while the residents in the home-stay are the soul of a home-stay. After coming to the home-stay, tourists should have in-depth soul-style communication and immersive experience with the host or the original residents, so as to fundamentally experience the local regional characteristics and traditional culture. After staying in the home-stay, the original residents should maintain the purest way of production and life. In addition to ensuring the basic needs of health and service, excessive commercial packaging and transformation should not be carried out. The residents of rural home-stay in Jilin Province can design and carry out various production and life activities such as agriculture and folk customs in combination with the characteristics of the province.

5.3 Rural talent revitalization--give full play to the advantages of multiple subjects and improve the overall level of rural home-stay talents

Municipal and county-level government departments can guide college graduates, demobilized soldiers and returnees to start businesses and find jobs in their hometowns through project awards and subsidies, tax reduction and exemption, fund subsidies, and appropriately relaxing the professional title evaluation conditions of professional and technical personnel working at the grassroots level in rural areas, so as to improve the enthusiasm and initiative of professionals to

participate in rural home-stay, rural tourism and rural community services. Township government departments can make full use of the idle houses, factories, houses and other resources in the region, and closely cooperate with relevant colleges and universities to set up training institutions such as rural technical schools, rural radio and television universities, rural youth universities, etc., and regularly conduct centralized and systematic training on professional knowledge, skills, quality and other aspects of the existing rural home-stay employees, providing opportunities for the progress of rural home-stay employees.

6. Conclusion

To sum up, rural homestays in Jilin Province should analyze their own existing problems and dig into their own resource characteristics deeply including ethnic characteristics, cultural characteristics and intangible heritage characteristics. Meantime, they should develop products and activities with participation and dissemination to improve the development level of rural homestays in Jilin Province.

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