

Research on the Development Strategy of Rural Homestays: A Case Study of Changchun City

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Abstract: The development of rural tourism is an important part of the rural revitalization strategy in China, which plays a positive role in developing rural economy and helping rural residents to get rid of poverty. With the rapid development of social economy and the continuous improvement of people's living standards, domestic tourists have been more and more from "One-walk-one-pass" tourism, to the "Deep experience" of the direction of tourism change, and the rich regional characteristics and historical and cultural heritage of the home more and more popular among tourists. Rural residential accommodation is a mode of industrial innovation and development in rural areas, and also an important way to promote rural revitalization. The purpose of this paper is to analyze the current situation of the development of the rural residential accommodation industry in Changchun, and to explore the development strategies to improve its quality and market competitiveness by analyzing the problems existing in the development of the rural residential accommodation industry in Changchun, at the same time to create a unique home accommodation services to attract more tourists to Changchun rural tourism, thus promoting the economy of Jilin province.

1. Introduction

The Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in the Key Work of Comprehensively Promoting Rural Revitalization in 2023 pointed out that the most arduous and heavy task in comprehensively building a socialist modernized country still lies in rural areas^[1]. The Central Committee of the Communist Party of China believes that it is necessary to persistently make solving the "three rural issues" a top priority in the work of the whole party, and to mobilize the efforts of the whole party and society to comprehensively promote rural revitalization and accelerate the modernization of agriculture and rural areas^[2].

With the improvement of people's living standards, the development of the tourism industry is also becoming increasingly prosperous. Rural homestays, as an emerging tourism product, are gradually gaining popularity among more and more tourists. Changchun, as the capital city of Jilin Province, has abundant natural resources and cultural heritage, providing unique conditions for the

development of rural homestays^[3]. The strong local culture of Northeast China greatly attracts tourists from other places to come to Changchun and experience the local customs and traditions of Northeast China. However, how to effectively develop rural homestays and improve their visibility and reputation has become an urgent problem to be solved.

2. The connotation and characteristics of rural homestays

In recent years, the development of non-standard accommodation products in China has been very rapid, but the concepts and boundaries between various resorts, themed hotels, guesthouses, and family inns are unclear. From cities to rural areas, from high-end boutique hotels to rural homestays and farms, many of them call themselves homestays. To scientifically analyze the development of rural homestays, it is necessary to clarify the connotation of rural homestays and define them clearly. According to the definition and classification of tourism homestays in the "Basic Requirements and Evaluation of Tourism Homestays" released by the Ministry of Culture and Tourism in July 2019, rural homestays can be defined as small-scale accommodation facilities located in rural areas that utilize idle resources in the countryside, with homestay owners participating in reception, providing tourists with opportunities to experience local nature, culture, and production and lifestyle^[4]. Different from some boutique hotels and large resorts located in rural areas, as well as extensive rural homestays that mainly provide farmhouse meals, rural homestays have the following characteristics:

2.1 Localization

Unlike urban homestays, rural homestays are not only located in rural areas, but their appearance and interior decoration should reflect the local rural style, rather than blindly pursuing luxury or novelty.

2.2 Small size

Rural homestay is a small accommodation facility, with a minimum of 15 rooms per building. The number of beds in a single building should be controlled within 30, and the building area of a single building should not be too large.

2.3 Non standardization

Rural homestays are different from economy hotels and star rated hotels in that they are non standardized accommodation products. Each homestay has its own "host culture" and distinct personality. Even homestays under chain brands should be built according to the natural and cultural environment of their location, and should not have the same architectural appearance or uniform decoration style.

2.4 Standardization

As accommodation products, rural homestays should also have "national standards". Hygiene requirements and accommodations for rural homestays in various regions. Accommodation facilities and other amenities must meet basic standards. The national standard for the quality of rural homestay services, which was developed under the leadership of the Zhejiang Provincial Institute of Standardization in September 2020, has been officially released and implemented^[5]. The standard provides detailed regulations for rural homestays in terms of facilities and equipment,

safety management, environmental hygiene, and service requirements.

2.5 Experiential Experience

Homestay operators or operators mainly participate in reception and strengthen communication between hosts and guests. Rural homestays not only provide accommodation services for tourists, but also allow them to perceive the simplicity of rural homes, feel the unique culture and rich local flavor of the area, understand the local culture, and experience the local folk customs, providing tourists with a better experiential experience.

3. Development Status of Rural Homestays in Changchun City

3.1 Overview of Homestay

Homestay mainly refers to a small accommodation facility formed by people using their idle houses, combined with the local environment, culture, and living habits. There are two types of homestays: urban homestays and rural homestays. This article mainly studies rural homestays^[6].

3.2 Problems in the Development of Rural Homestays in Changchun City

3.2.1 Low product awareness

Changchun rural homestays lack a unified brand and are not fully integrated with regional culture, folk customs, etc., resulting in unclear characteristics. The themes of most rural homestays are not prominent, and there is a serious phenomenon of homogenization. The promotion method is relatively traditional, lacking brand cultivation and marketing, and has not formed a Changchun rural homestay brand.

3.2.2 Insufficient Public Services

The public infrastructure supporting rural areas in Changchun is relatively weak, and many homestays are located in areas with incomplete transportation, water and electricity, communication, medical and other infrastructure and public service supporting facilities^[7]. At the same time, there is a lack of standardized signage on the road. There is also a lack of supporting public service facilities, such as tourist toilets, parking lots, medical rooms, supermarkets, convenience stores, and other public activity spaces, which leads to inconvenience in the lives of tourists on vacation.

3.2.3 Incomplete management mechanism

Due to the vague boundaries of the concept of homestays, many non-standard accommodation facilities lack corresponding titles and are collectively referred to as tourist homestays. In different provinces, these accommodation facilities are supervised by different departments, and the responsibilities of each administrative department are scattered, often lacking regulatory bodies, resulting in a regulatory vacuum.

3.2.4 Potential safety hazards

Due to being located in a rural area with extensive land and sparse stores, comprehensive supervision is clearly insufficient. There are irregularities in garbage disposal, sewage discharge, and inadequate supervision of food safety, hygiene, and epidemic prevention. Some homestay

buildings have low fire resistance levels, insufficient fire protection facilities, lax management of fire, electricity, and gas usage, and inadequate fire extinguishing and emergency evacuation preparations.

3.2.5 Homestay products are relatively single

Most rural homestays are arranged around scenic spots, but there are no direct bus lines or tourist shuttle buses between rural homestay villages and various tourist attractions, which makes it inconvenient for tourists to travel back and forth. The homestay and surrounding attractions also lack fare linkage preferential policies and activity organization. In addition, the homestay industry is not sufficiently integrated with agriculture, cultural tourism, health care and medical care, and the Internet. The current homestay industry in Changchun is relatively single, and the industry chain based on homestays is lacking.

3.2.6 Service level needs to be improved

Homestays operated by social capital or state-owned groups provide thoughtful check-in reception and butler follow-up services. The homestay is equipped with restaurants, children's play spaces, conference spaces, leisure and entertainment spaces, and regularly organizes themed and characteristic activities. However, homestays operated by individual farmers have a single type of service; The homestay owners and employees lack professional skills training and the service quality is not high.

3.2.7 Talent cultivation needs to be strengthened

The tourism homestay industry has developed rapidly in recent years, with a strong demand for professional talents. However, currently few secondary and higher education institutions offer majors related to tourism homestays, and there are also few specialized training institutions that standardize the series of training in the field of tourism homestay services. The existing tourism homestay practitioners mainly come from other industries, and even local villagers who have never had any work experience lack professional competence in the design, construction, operation, management, and service of tourism homestays, and have strong mobility. The lack of professional talents has become one of the biggest bottlenecks in the development of tourism homestays^[8].

4. Development Strategies for Rural Homestays in Changchun City

4.1 Increase publicity efforts

Establish our own We Media accounts on the We Media platforms with large traffic, such as Xiaohongshu, Weibo, Tiktok, and strengthen the promotion of rural homestay. We can organize some special activities, such as rural cultural festivals, homestay experiences, etc., to attract tourists' attention. Attract more tourists to visit rural areas in Changchun, enhance the visibility and reputation of rural homestays in Changchun, and strengthen market competitiveness.

4.2 Upgrading Facilities and Equipment

The infrastructure of homestays is the foundation for providing high-quality services. We should increase investment, update and upgrade facilities and equipment, including water supply, power supply, network, sanitation, etc., to improve the comfort and safety of the accommodation environment. At the same time, high-quality guest rooms and catering services should be provided

to meet the basic needs of tourists.

4.3 Improving Service Quality

Homestay enterprises should strengthen employee training, improve their service awareness and skills, and provide enthusiastic, thoughtful, and professional services to ensure the accommodation experience of tourists. At the same time, it is important to focus on interactive communication with tourists and establish a good reputation.

4.4 Highlighting Characteristic Creation

Homestays should combine the natural and cultural resources of their location to create a unique homestay style and theme, emphasizing the shaping of distinctive brand images, including the homestay name, exterior design, interior decoration, etc., highlighting local cultural and individual characteristics to attract tourists' attention and love.

4.5 Strengthen cooperation with tourism enterprises

Collaboration between online and offline enterprises of homestay products, and cooperation with online travel platforms such as Meituan, Ctrip, Qunar, etc., to increase the target audience of the products. The homestay cooperates with offline travel agencies and travel agents to carry out promotional activities and expand market share. In addition, local enterprises can collaborate to organize employees to travel to rural areas in Changchun and engage in team building activities.

4.6 Cultivation of Innovative Talents

Changchun universities offer majors in rural homestay management and operation, rural tourism homestay management, and other related fields, vigorously cultivating talents in tourism homestay operation and management. Tourism colleges regularly hold national training sessions for tourism homestay management talents, and regularly organize experts to provide on-site guidance on improving the quality of local tourism homestays. They also organize rural tourism homestay butler service skills competitions, tourism homestay live streaming talent selection competitions, tourism homestay souvenir design competitions, and other competitions to promote learning and cultivate new comprehensive talents for tourism homestays.

5. Conclusion

In summary, the development of rural homestays in Changchun needs to start from multiple aspects, including improving facilities and equipment, enhancing service quality, highlighting distinctive features, and strengthening brand building. Only through comprehensive improvement can we create a competitive rural homestay brand and promote the development of rural tourism in Changchun city. At the same time, we should also note that the development of rural homestays cannot be separated from policy support and the attention of all sectors of society. It requires the joint efforts of government departments, industry associations, homestay owners, and tourists to better develop rural tourism in Changchun.

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