

Research on the Strategies of Tourism Home Stay Industry Devel

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Abstract: Bed and Breakfast (B&B) is an emerging tourism-related industry in recent years. Different from hotels and restaurants, it is favored by more and more travelers with its enthusiastic hospitality and unique hotel culture. It can be said that the emergence of B&B has opened up a new world of tourism development in the low-end and traditional industries. This study focuses on the development of tourism and the development prospects of B&B, and proposes relevant suggestions to promote the development of B&B tourism.

B&B means that the owner of the household uses the unused room in the home for commercial leasing, and attracts the tourists by virtue of the unique local folk culture and ecological resources. The business unit of B&B is the family, and the means of profit is to provide leisure, entertainment and accommodation for the tourists ^[1]. As a result, those rural areas with beautiful environment, spacious space and rich natural flavor have become the first choice to build residential buildings, which is one of the reasons why people are more and more fond of residential buildings. Nowadays, due to the influx of capital market, there are collective and team operation modes, high-end accommodation and boutique small hotels have emerged, and even the trend of cluster development of accommodation has emerged. In addition, with the rapid development of rural tourism in recent years, homestay has become a booster for the development of rural tourism. It can be said that the emergence of homestay has opened up a new world for the development of low-end traditional tourism industry

1. The Development Status of Home Stay Industry At Home and Abroad B&B

According to the survey data, the foreign home stay has a history of many years. For example, the Agricultural Association of Germany is very strict in the control of the quality of rural tourism. As early as 1971, it has formulated the management mechanism of rural tourism and the main appraisal system of holiday farms and rural holidays. According to the strict rating appraisal system and strict management measures, the development of homestay in Germany attaches great importance to the design, activity planning, brand marketing, etc. As another example, in 1992, Japan's Ministry of agriculture, forestry and Fisheries put forward the tourism promotion policy of "symbiosis of urban and rural fishing villages". And in urban and rural areas, the management system and responsibility of rural residential operation are established. Japan and some European countries have formulated relatively complete plans and standards in the accommodation industry, forming a complete system and a variety of styles of accommodation culture atmosphere, warm and comfortable accommodation and well-designed accommodation.

At the end of 1980s, the population of service industry in Taiwan has exceeded 50%, and the agricultural population has dropped to 10%. The agricultural economy is facing a great crisis. In order to solve this economic contradiction, Taiwan began to promote the development of leisure agricultural economic form in 1990, and homestay also developed in this context, and was unanimously recognized by Taiwan residents.

Compared with foreign countries, the Chinese homestay starts late due to the influence of economic, cultural and political factors. Among them, the development of Taiwan's homestay started relatively early, but also a lot of mature, and became a model for mainland homestay to learn from. It is generally believed that the homestay in mainland China originated from Sichuan

farmhouses in the 1980s In recent years, the number of homestays in mainland China has made great progress, especially the most rapid development of "Nongjiale". Some statistical data can objectively reflect the current situation of the development of homestays in mainland China. There are also many types of domestic accommodation in the mainland, such as "Nongjiale" represented by Chengdu, Sichuan Province, family hotels represented by Gulangyu, Xiamen, and residential inns in southwest minority areas. However, the mainland homestay is still in the primary stage, and has not formed a complete industrial chain industry form. There are many types and quantities of homestay, and the service quality is also uneven. Scattered, disordered and dirty are the significant characteristics of the development of homestay in this stage. Generally speaking, the development history of domestic accommodation cannot be compared with that of foreign countries, but the existence of domestic accommodation is of great significance. Learning the management knowledge of foreign accommodation is an important issue to promote the development of domestic accommodation.

2. Advantages And Disadvantages Of B&B And Hotels

2.1 Advantages of B&B and Hotels

2.1.1 Rapid Economic Development and Rising Homestay Demand of Peo

With the rapid development of social economy, there are more and more domestic tourists, and the tourism industry is developing rapidly. The B&B is the inevitable product of the rapid development of tourism industry, which has a good development prospect, and more and more investors begin to start B&B.

Under the background of rapid economic development, the social structure has changed, and the post-80s and post-90s have become the main force of the society. They have generally accepted the higher education of the country, and their attitude to life is different from that of the elderly. Traveling in their holidays is a necessary way of recreation. In addition, young people are tired of the traditional way of traveling, and they like to contact new things, so clean and comfortable B&B has naturally become the best choice for them. It can also be said that the rapid economic development has stimulated people's demand and promoted the development of B&B to a certain extent ^[5]. Therefore, homestay is the inevitable product of the rapid development of tourism industry, with good prospects for development, more and more investors began to get involved in the industry.

2.1.2 Rely On the Advantages Of Nearby Tourism Resources

B&B Homestays are usually is generally located in or near the tourist attractions. For travelers, staying in B&B can better access to tourism resources, which is also the main reason why tourists choose B&B instead of hotels. For example, Most of B&B in Nanjing city is located in the center of scenic spots such as the old Dongmen and Confucius Temple, Lijiang ancient city, Yunnan Province which is attractive to the tourists who come here. It can also be said that B&B relies on tourism resources and creates economic value with the help of tourism resources.

2.1.3 Unique Cultural Advantages of B&B

Foreign B&B are characterized by complete systems and diverse styles. The most attractive to tourists is the unique cultural advantage of B&B. The hotel focuses on meeting the needs of tourists, while B&B showcases the unique culture and meets the needs of tourists. The B&B near different attractions carries different cultures, for instance, tourists staying in B&B inside Zhou Zhuang can feel the tranquility of life at the water ^[6], Dali residents can not only experience the scenery of canger, but also experience the local culture provided by the accommodation, and improve their experience through different lifestyles. The cultural advantages of B&B are mainly displayed through unique designs and different lifestyles, which is also the competitiveness that ordinary hotels cannot have.

2.1.4 Strong Support from the Government

In China, more attention has been paid to the resultant force generated by the cross industry. As a product of the intersection of material economy and spiritual economy, the tourism industry is the pillar industry of the national economy. It has received extensive attention from the party and the government. B&B is a product of the rapid development of the tourism industry. On the one hand, it meets the development requirements of green GDP; on the other hand, it has the role of promoting the national cultural strength. Both of these application advantages are in line with the future direction of the country's economic development, so the party and the government will invest a lot of resources in promoting the development of B&B, which is also the development advantage that ordinary hotels cannot have ^[7].

2.1.5 Diversified Marketing Methods

The marketing methods and marketing concepts of B&B are different from that of ordinary hotels. B&B attracts the attention of visitors with brand stories, local people's unique lifestyles, and house design, rather than just providing a quiet and comfortable rest environment as a selling point. The marketing method can completely mobilize the curiosity and experience of tourists, so the marketing method of B&B is complicated and varied ^[8]. Similarly, its marketing concept is no longer limited to providing physiological comfort to tourists. It can be extended to the spiritual level, so B&B has a significantly higher impact on publicity compared with ordinary hotels.

2.2 Development Disadvantages of B&B and Hotels

2.2.1 Lack of Standard Rules and Regulations

Domestic B&B started late, lacking standards and rules and regulations. The leaders of the B&B industry in each place have their own policies. There are no unified and standardized development strategies. Although the local government and the national government give enough encouragement, the B&B industry is still like a headless fly. Ordinary hotels are different from B&B. They have a long history of development, the management system has been perfected, and there are systematic rules and regulations to ensure their continued stability and operation ^[9].

2.2.2 High Price of Home Stay B&B

According to domestic research data, the price of B&B varies from several hundred RMB to several thousand RMB, which is relatively higher than that of ordinary hotels. There is a common phenomenon that young people have the desire to consume but they have no ability to consume. Therefore, low price is the point where ordinary hotels are superior to B&B. In particular, some high-end home stay and boutique small hotels occupy the local advantage resources. Due to the high price, ordinary people are not able to stay

2.2.3 Imperfect Basic Equipment

B&B is generally the residence of the owner of the household. Conditions such as roads, water and electricity, and sanitation facilities are often lacking. In addition, the living conditions of B&B are also affected by the geographical environment. For example, in the scenic spots near the mountains, the drinking water supply of the nearby B&B is naturally not as good as that of the ordinary hotels, and there are differences in the difficulty of travel.

3. Strategies for the Development of B&B Tourism

3.1 To Develop Tourism Resources

B&B relies on tourism resources and also generates economic value through tourism resources. Therefore, to promote the development of B&B, the first thing to do is to vigorously develop tourism resources. At present, the tourist attractions in different regions have been determined, but the tourism data in recent years shows that the large-scale tourist sites tend to be saturated every holiday, so it is necessary to develop new tourist sites. If there are some unpopular tourist sites in

the local area, it is necessary to innovate and optimize them to improve the charm of tourist attractions to attract more tourists^[10].

3.2 To Carry out Diversified, Personalized and Characteristic Development

At present, domestic B&B is mainly developed with the characteristics of its beautiful scenery. In the new era, to promote the development of B&B, it is necessary to promote the development of B&B in the direction of diversification, individualization and specialization. Only in this way can it satisfy the diverse needs of tourists and be favored by tourists.

Diversified development is based on the full understanding of the needs of tourists. Of course, it is also necessary to combine local characteristics to provide personalized services. Diversified services can enhance the sense of recognition of tourists, personalized and characteristic development can attract tourists, and promote tourists to stay in B&B.

3.3 To Perfect the System and Improve the Quality of Service

In order to develop B&B, we must establish systematic and standardized rules and regulations. First of all, they must establish a B&B Industry Association to form a standardized management system. The B&B Industry Association acts as the coordinator of the relationship between the government and B&B. Its main task is to collect the needs of tourists and provide up-to-date information and technical support for B&B. Professional training can be carried out at the right time to comprehensively improve the service quality of B&B.

Conclusion

Domestic homestay B&B started late, but it has a good development prospect. It has developed from the initial stage to the initial stage in just a few years. It can be said that B&B has become the mainstay of the tourism industry economy. From the comparative analysis of B&B and ordinary hotels, it can be seen that it is essential to carry out corresponding development strategies to promote the development of B&B tourism, which needs to be paid attention to. During the actual application period, the development of B&B can be dragged through the diversification of B&B and the development of tourism resources, so that B&B can be popularized nationwide and better serve tourists. In practical application, the development of homestay can also be promoted through the diversification of homestay and the development of tourism resources, so that the homestay can be popularized and better serve tourists nationwide.

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