

World Heritage Elements and B&B Design

Bin Zhu

B&B Development Research Centre of Leshan Normal University, Sichuan, China

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Abstract: With the rapid development of science and technology, the tourism industry is booming. As the most popular form of accommodation in the current era, homestay is a unique architectural type. It is different from ordinary hotels and inns, and brings unique living experience to tourists. As the cultural carrier of a specific area, the regional heritage element reflects the spirit and cultural heritage of the local traditional culture. The purpose of this article is to better improve the landscape design of the homestay courtyard, and point out the development direction for the future homestay courtyard landscape design. This article mainly starts from the space control measures, analyzes the main design factors of the homestay design, and proposes the development trend of the world heritage cultural elements in the homestay design on this basis, and better promotes the operation and development of the homestay. Experimental research results show that world heritage elements play a vital role in the homestay industry and homestay design. The design of homestay families not only needs to solve the housing problem, but also needs to provide travelers with a comfortable experience.

1. Introduction

The concept of homestay originated in Japan. It mainly refers to the use of free rooms in residential or vacant houses in combination with local natural characteristics. Most of the characteristic tourist accommodation facilities developed by local customs and industrial chains are located in rural areas. They have a lot to do with hotels and inns. Different, the host family does not have luxurious facilities, nor does it have the larger functions like a hotel. The limitations and internal functions are basically the same as the family, but it can make people feel like a family and have a unique local customs. After integrating the elements of natural agriculture and fishery, it can show special advantages and gain a larger market [1-2].

Homestay design is an emerging industry that has only appeared in the past ten years. It has grown rapidly under the background of the country's vigorous implementation of rural tourism strategies in order to promote the improvement of rural ecological environment and economic development [3-4]. Modern homestay design and traditional homestay design are fundamentally different in many aspects, such as functional zoning, space shaping, ecological environment utilization, and human landscape reflections; different service consciousnesses, etc. With the change of people's life concepts, people pay more and more attention to the quality of life and spiritual pursuit, and the requirements for homestays have become higher and stronger [6]. The design of modern homestays is not just as simple as building a house. We are more about designing a system that integrates environmental factors, folk customs, lifestyles, and architectural forms. This also promotes the need for professionalization of homestay design. The direction of specialization [7].

B&Bs have always accompanied the tourism industry. Wherever there are tourists, you can see B&Bs. Driven by economic development, the tourism industry has developed rapidly [8-9]. After seeing tourist attractions all over the world, people's requirements for tourist destinations have become higher and higher. Traditional homestays have gradually been unable to meet their needs due to too single functions, so the homestays have been redesigned to diversify their functions. , And taking this to further attract tourists has become a key subject of current homestays. Incorporating heritage cultural elements into the design of homestays can accomplish this topic well. This article puts forward my own opinions and opinions on this [10].

2. Method

2.1 Space Control Measures

The residence of the so-called host family is not much different from that of an extended family. The purpose is to let residents feel the family atmosphere. This is easy to achieve in Japan, because Japan is sparsely populated, even with foreigners, homestay families will get residents within their affordable price range. If the host family is too large, it will become a large hotel without a family atmosphere. Therefore, if the residence is to be renovated and constructed, the construction unit must first conduct a general survey of the industry market and investigate the acceptance of the residence, especially the number of people willing to live in the residence during the tourist season. After obtaining relevant data, some medium-scale homestay facilities can be established to create a characteristic homestay town. In this way, each homestay family has a different owner, which is convenient for management and will not let you live. Customers feel overcrowded and lose their sense of warmth and convenience. Internal toilets, bathrooms, etc. should also be appropriately increased according to the number of people. If the capacity exceeds 20 people, two toilets and two bathrooms should be provided. This is the main point of space planning for the construction of a host family.

2.2 The Application of World Heritage Cultural Elements in the Design of Homestays

Homestays should reflect the cultural characteristics of different countries. Each region has different cultures. Therefore, host families in each region can have different designs. A beautiful, safe and moisture-proof homestay with high feet can be built in the seaside area. Floor-to-ceiling windows are needed to facilitate residents to enjoy the beautiful sea view. The rural area can be designed as a retro courtyard style, which can reflect both the ancient style and its characteristics before it can be noticed.

When designing regional culture, we must first respect the basic functions of the original building, and while satisfying the basic functions, give it spiritual functions. If there are simple functions without deep meaning and connotation, then this design will be empty Uninteresting. Diversify functions while maintaining the integrity of structure and form, and highlight the expression of regional culture in materials, architecture, space and decoration, so that the homestay space complements the inner spiritual connotation.

3. Experiment

3.1 Survey object

Based on this homestay design, based on the understanding of local culture and customs, a series of surveys were conducted on some homestays with heritage cultural elements, and some travelers were also selected for random surveys. The main ones are eastern Asia and southern Europe and America. Ask questions to investigate the combination of accommodation style and local cultural customs. Among them, young and middle-aged tourists make up the majority, while the elderly make up the minority. Most of them said they liked the combination of the design of local homestays and their local culture, and only a few said they did not like the interior design of local famous hotels.

3.2 Experimental design

In order to study the characteristics of host families, this survey established a questionnaire on the experience of host family owners and travelers. The first is to conduct investigations by understanding the main source of tourists, consumption patterns, homestay marketing patterns, tourist structure, and owners' evaluation of the business environment. The second method is to conduct an in-depth investigation of some commemorative travelers at the homestay through online return visits.

4. Results

4.1 Data Statistics of the Questionnaire

Table 1. Main characteristics and indicators of homestay owners

Features Classification	Features Classification	Sample size ratio	Sample size ratio
Main source of tourists	Main source of tourists	72	76.3%
Eastern Asia	Eastern Asia		
Southern Europe	Southern Europe	22	23.7%
Consumption mode	Consumption mode	35	37.2%
High consumption	High consumption		
Low consumption	Low consumption	59	62.8%
Marketing model	Marketing model	81	50.00%
online	online		
	Offline	13	50.00%

According to the survey results of the main characteristics of homestay owners in Table 1, Internet marketing accounts for 50% of turnover and most homestay operators still use traditional marketing models. Therefore, how to fully integrate existing resources and develop an advanced marketing model that integrates Internet and mobile Internet technologies has become the top priority of host family management. There is a lot of room for the development of Internet + host families. The establishment of a comprehensive network marketing model can not only provide convenience for tourists and promote the development of local humanities, but also provide a series of convenient solutions for accommodation, catering, entertainment, shopping and cultural derivative products, and expand the homestay industry chain.

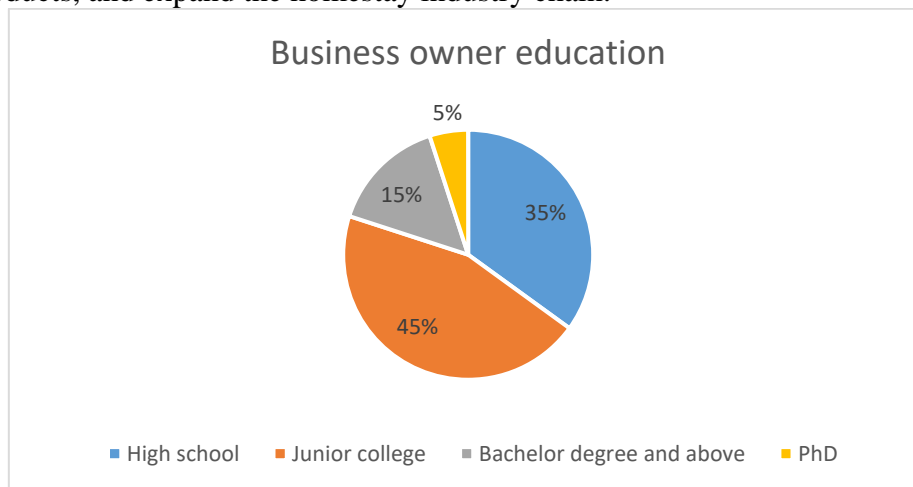


Figure 1. The educational background of the surveyed business owners

It can be seen from Figure 1 that through the statistics of survey data, surveyors (undergraduate, master, university, high school, doctorate) and other people with different educational backgrounds are surveyed, and it is found that 15% of people have a master's degree or above. After investigation, it is found that most of the owners with low academic qualifications choose to do their own homestay industry, step by step from entry to proficiency. However, it can also be seen from Figure 1 that there are also some high school owners among the operators. According to the survey, these employees combine heritage elements with homestay style. Most travelers prefer to choose the homestays they designed. , And the high praise rate. In the surveyed owners, traditional culture and heritage cultural elements are not thoroughly implemented. Among them, Europe and the United States are more satisfied with their own heritage cultural elements. However, in Asia, due to the diverse and long history of history, most owners want to go further and design The integration, but not satisfactory, is often caused by professional design and insufficient understanding of heritage

elements.

4.2 Strengthen the Training of Professional Talents in Homestays

The emergence of a new type of tourism requires the tourism industry to innovate in tourism products and services. High-level and professional tourism talents play an important role in optimizing tourism products and services. In order to promote the standardized development of the homestay industry, the country can also introduce innovative talents proficient in corporate management, e-commerce and environmental landscape design in the homestay industry. In view of the envy of operators who have been engaged in homestay operations, government departments can organize special training courses and tourism service vocational skills competitions to improve the service capabilities of practitioners. The measures to choose the backbone of the industry to learn from each country and region can also enable the backbone of the host family to absorb and learn the advanced experience of the host family in the above-mentioned countries and regions. In Hexi, it is possible to establish a diversified tourism talent training system with higher education institutions (higher vocational colleges), tourism training centers, tourism companies and self-employed people, and through training and exchange of cultural and historical knowledge and other knowledge content, service management, etc. This system improves the private tourism talent system. Some colleges and universities with tourism management majors can also offer professional courses related to homestay projects to provide talent support for them on the basis of promoting the standardized development of the homestay industry.

4.3 Strengthen the Concept of Homestay Design Style

Most of the homestay designs are based on the theme of local customs, and the old buildings themselves are transformed, which makes it indistinguishable from other buildings in the green mountains and green waters, but its internal space is unique and reflects the owner The pursuit of ideal living conditions.

The design of most host families relies on the local geographical environment, style and characteristics, and fully demonstrates the local cultural elements. In a place where people can put down everything in their hands and stop to enjoy, this is not only a repackaging of the appearance of the building, but also the deployment and soft decoration of the interior space of the building, as well as a unique insight into the building. The owner of the hotel. The deepest feeling of this land allows travelers to experience the visual enjoyment brought by the regional characteristics.

4.4 Reasonable Design Based On Tourist Psychological Trends

Under normal circumstances, the main purpose of people traveling is to relax, entertain, release stress, want to change their lifestyles, and more for leisure and entertainment. Therefore, when designing the homestay landscape, we must grasp the market conditions and people's psychological needs. From these aspects, we should rationally design homestay products. It can appropriately combine local natural resources and economic conditions, dig deep into historical and cultural resources, and fully demonstrate the local ethnic culture and the feelings of the local people. Products must meet people's psychological needs and have local characteristics so that customers feel bright and determined. Create a tourist attraction that integrates leisure, features and entertainment. Do a good job of tourist investigation, clarify the positioning of the masses according to the special needs of tourists according to the local environment, and create special scenery for tourists based on their own existing scenery. However, no matter which main landscape design is adopted, low price, individuality and high quality must be guaranteed. This is an important means of customizing the characteristic landscape.

For example, the theme of parent-child homestay in Taiwan is "second-hand fairy tale homestay." In order to allow adults who do not want to grow up and children who are not children to experience different surprises, the host family was created as a chat castle. From building exteriors, public spaces to themed rooms, there are many stories hidden in every corner. People created good conditions for creating dreams, which deeply moved all the guests who stayed.

4.5 Vernacular Architecture with Traditional Continuation

In addition to needing a beautiful environment and rich cultural stories, this bed and breakfast also pays attention to the form of vernacular architecture. The architectural form with regional characteristics has thematic significance. For example, the bare valleys of Mount Mogan. In order to harmonize the building with the forest environment, the main building consists of a circular tree-top villa and a rammed earth circular hut. . The tree-top villa is basically built on the ridge. The foundation is made of rubble stone, and the walls are made of steel and wood. The thatched roof on the roof has a vernacular meaning, and can also warm in winter and cool in summer. From the interior design, we can fully feel that the materials used are very restricted. The interior decoration uses only the most common pine wood, which can be used on site. The decorative elements are entirely from the local villages, using farm tools of different sizes as wall decorations to create unforgettable local customs.

Hotel buildings are not only entities, but also cultural representatives. The design and construction of homestay families must consider local resources, culture and lifestyle.

Portugal's Sobreiras B&B is located on the outskirts of Lisbon, surrounded by vast natural landscapes and Mediterranean hills. The designer designed this simple and elegant building based on the concept of local culture. The location of the B&B is on the top of the mountain with a wide view. The mountain forest determines the form of the building. The entire building is divided into eight independent units, including all hotel facilities. The form of the building and the materials used are inspired by local traditions, with the commonly used white as the main color, complementing the local houses. The main direction of the building is set to the east, which can avoid the strong sunlight on the west side of the Mediterranean Sea. At the same time, balconies and deep cornices are set outside the room to cover the interior. The landscape design of the project is based on the principle of protecting and highlighting the natural attributes of the environment. The road leading to the hotel and guest rooms is paved with stone. B&B architecture is rooted in modernity and tradition. This is the return of regional culture in the field of architectural culture, which has become a local style and type feature.

4.6 Interior Design

B&Bs have different requirements for interior design. The hotel's design is derived from residential buildings, but taller than residential buildings, which adds more experience. Unlike luxury hotels, it should be more pragmatic. In terms of layout, the host family will have various types of rooms, most of which are spatial. The homestay's architectural layout is relatively random, so the rooms are more random. The layout will change, which will increase interest. Most rooms have their own courtyard, so people have more space for activities and relatively freedom, which makes people feel like a farmhouse. In terms of decoration, warm colors, wooden decorations, wooden floors, small objects with a sense of design are mainly used, and small objects will make people and the building have no sense of distance, and make it easier for people to integrate into the created atmosphere and environment. A comfortable environment can make people relax, which embodies the meaning of a host family. Generally speaking, the interior design style is more inclined to the family style, that is, simple, warm and pleasant.

Conclusion

Homestay programs play an important role in the development of tourism. Relying on the management system to promote the standardized development of homestays; while strengthening regional characteristic culture, standardizing the decoration and design of traditional houses, strengthening the construction of talent team, effectively promoting the standardization and professionalization of the development of residential design measures. In general, the regional culture and the homestay design of a region are interrelated. The lack of in-depth exploration of heritage cultural elements will inevitably make the entire homestay design look hollow. Only a homestay with regional appeal can bring people a profound feeling. To this end, the design of future

homestays should appropriately reference the local regional culture and enrich the functionality of the homestay. Do not deliberately make antique styles, but must recreate in inheriting the tradition. The homestay is full of fresh vitality, so that the local culture can be effectively protected and inherited.

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