

## **Fusion of Modernity and Regionality in the Current Homestay Design**

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**Abstract:** On the one hand, with the advent of the era of globalization, it has caused a certain impact on regional culture, and the architectural personality shows signs of decline; on the other hand, with the rise of experiential tourism, people are more and more eager to pursue cultural experience in the process of tourism, hoping to feel different regional culture in different regions. Because of its special function, B & B has been popular in recent years and has become one of the focuses of the accommodation industry. Therefore, this paper discusses the integration of modernity and Regionalism in the current B & B design. The research investigates the hotel situation in our city, including the room price, the number of nights and the number of people staying in hotels at all levels, as well as the popularity of B & B through Internet survey. The experimental results show that with the increase of national attention to cultural value and experience economy, the development of B & B has been further promoted. Both hardware facilities and service experience have been greatly improved, and gradually tend to "high-quality" management, From the simple design with accommodation as the main function in the past to the consideration of interior decoration, theme setting, outdoor environment integration and leisure function richness.

### **1. Introduction**

In recent years, under the background of consumption upgrading, the tourism mode has also changed. People's tourism mode has changed from the past horse watching scenic tour to experiencing the regional cultural characteristics and spiritual connotation of leisure vacation tourism. This transformation has promoted the transformation and development of China's tourism industry to a certain extent [1-2]. In this context, homestay has become an inevitable product, which provides tourists with a more direct leisure life and more direct sensory experience. Modern and regional design places make tourists feel the beauty of nature while relaxing physically and mentally. Therefore, a large number of homestays have been preserved, which have been "static protection" and sustainable development [3-4]. Due to the strong intervention of external capital, the rapid development oriented by economic benefits, and the lack of meticulous elaboration of homestay works, the design of homestay shows the same phenomenon. However, modernity and regionalism, as the soul of homestay, have been seriously ignored, losing its core competitiveness in the market. Therefore, how to integrate unique ecological resources and modern resources under the existing conditions, deeply tap the cultural background of tourism, and create a unique modern and regional style of homestay is a subject of great research value [5].

The research on homestay in China is relatively late and focuses on practical application, mainly including the behavior research of residents and tourists in the homestay community, the development and Countermeasures of homestay tourism. The specific cases also take the tourism developed cities as the main implementation objects, which fails to cause a wide range of thinking [6]. The main research contents in China include feasibility study on the development of homestay, analysis on the development status and related problems of homestay, comparison of homestay development between the two places and experience enlightenment, etc., and there are few researches related to homestay courtyard design; compared with mainland China, the research contents in Taiwan are relatively extensive and the problems are more in-depth [7-8]. In recent years, the research on homestay has been increasing, the number of research has gradually increased, and the research scope has also been expanding [9]. However, the research content of the combination of homestay courtyard and landscape regional design fails to keep up with the

development speed of relevant industries, and few scholars conduct continuous research on the same problem, and the research fails to form a system, and the research depth needs to be improved [10].

At present, there are still some defects in the design, such as inaccurate design positioning, lack of homogeneity caused by the lack of regional culture, lack of deep experience concept and so on. Therefore, in view of the influence of modernity and Regionalism on the integration of homestay design, this paper explores the relationship between regional culture and modernization on homestay, and makes in-depth analysis from the aspect of homestay design, so as to obtain the experience beneficial to homestay design through analysis.

## **2. Modernity and Regionalism in the Current Homestay Design**

### **2.1 Modernization**

Modernization is an irresistible direction and an irresistible trend. Opportunities and challenges coexist in any field. Nowadays, the prosperity and development of China's economy and culture, the steady improvement of politics and civilization, are the fruits of active response to globalization. While being influenced by the world, we are also striving to make the world a better place. After the advent of the industrial society, human beings have gradually jumped out of the shackles of the natural environment by using the advantages of science and technology, and the ways of information transmission are also changing with each passing day. All these have had a great impact on the regional tradition and culture, making the differences of civilization and physical boundaries among different regions begin to blur. However, the amazing speed of development is not profitable and harmless, This is also worth thinking about in every field.

### **2.2 Regional Culture**

Culture is a kind of phenomenon, which is the general name of ideology such as people's living habits, values, local conditions and customs, and thinking mode. From the microcosmic point of view, it has obvious characteristics of regularity, symbol and times. While reflecting the political, economic, literary and artistic factors at that time, they also reacted with these factors and formed an interactive relationship. The concept of "region" first came from the geographical category, which refers to a certain range of geographical space. Therefore, the understanding of "region" should first recognize that the region is bounded. Secondly, the formation of region needs to be based on nature and relying on humanity, so the region has its own particularity and function. The culture of the same region has similarities, while different regions have differences, but they are connected with each other.

In summary, "region" is a geographical background formed by culture, and regional culture refers to "culture" above a certain "region". The regional culture includes two aspects: one is the sum of material civilization and spiritual civilization existing in the region, including the culture developed so far and the culture eliminated or submerged in the long history, From the objective form, it refers to the natural geography, economic level, religious civilization, science and technology, moral values, culture and art cultivation, folk customs and other aspects of the region; the second includes the sum of culture obtained from other regional environment or created with the times in the region. Therefore, regional culture is stable, but it will change with the development of the times.

## **3. Experimental Research on Modernity and Regionalism in the Design of Homestay at Present**

### **3.1 Experimental Setup**

The first aspect is the interpretation of the regional expression of homestay design. The definition of key terms combined with the research content to determine the research scope; combined with the research results and cognitive experience, from an objective and comprehensive

perspective, analyzes the characteristics and development trend of the research object. The second aspect, through the analysis of the characteristics of homestay landscape in our city, the content and method of regional design expression of homestay landscape are elaborated. From the factors affecting the design, the key points to be paid attention to in the design, and how the three-dimensional design should be presented are discussed in depth. The third aspect is to sort out and summarize the overall content of the paper, and get practical research results, which contribute to the theoretical and practical two directions.

### 3.2 Experimental Methods

Economy, culture, nature and so on are the important factors that affect the design of homestay. therefore, it is possible to conduct comprehensive and scientific research by using multidisciplinary comprehensive analysis method. In addition to landscape architecture, design and art, it also involves the knowledge of economics, tourism, psychology, history, philosophy and other disciplines. In the research, the discussion and application of the principles of various disciplines will help to increase the scientificity and practical significance of the paper.

### 3.3 Experimental Conditions

Table 1 shows the room rate, number of nights and number of people in hotels at all levels.

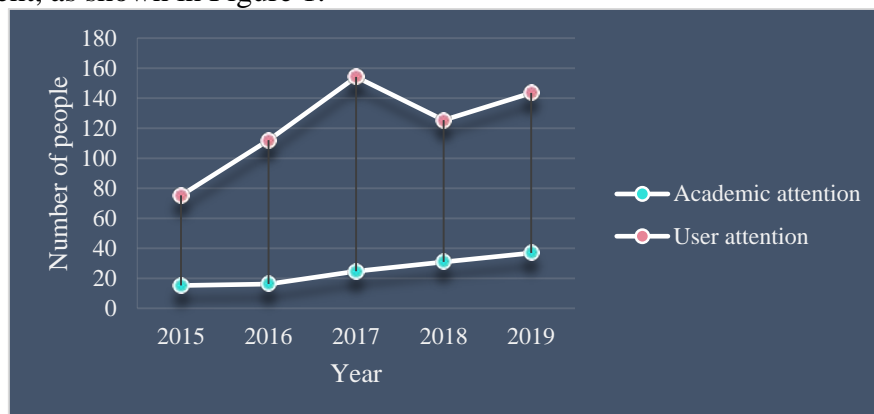
**Table 1.** The Room Price, the Number of Nights and the Number of People Staying In Hotels at All Levels

Hotel grade	Average house price	Night stay	Average housing population
International Resort Hotel	576	4.31	1.7
General Resort Hotel	328	4.68	1.3
Ordinary Hotel	210	5.93	1.6
Homestay	306	9.62	2.89

## 4. Experimental Analysis of Modernity and Regionalism in the Design of Homestay at Present

### 4.1 Attention of Homestay

Although the term "homestay" has appeared in China for a short time, due to the profound research accumulation in tourism and hotel for many years, the research on homestay in China has gained great benefits. According to the network survey, the academic attention of homestay before 2015 was relatively low and the research results were less, which was closely related to the development of homestay. In 2015 and 2019, its academic attention increased rapidly, while the user's attention to homestay was also rising, and its user's attention far exceeded its academic attention. The data show that there is a large demand for practical guidance in the study of homestay in China, but the academic output is relatively small. Therefore, it is very necessary to study homestay at present, as shown in Figure 1.



**Figure 1.** Comparison of academic and user attention

The research on homestay in China can be roughly divided into three stages: in the early stage of the study (1990s), the domestic research on homestay has not yet formed a system, mainly for reference. Most of them are about the management and future development of homestay, and most of them are from Taiwan. In the mid-term (2000-2007), descriptive research and interpretative research are the main research topics in this stage, focusing on the concept of homestay, introduction and growth, development conditions, market positioning, etc. However, the research in this stage is slightly broad and not deep enough, and there is less attention to the subject of homestay architecture and design, which shows that the research of homestay in this period is not comprehensive enough. There are two trends in the later period (2008 to date): on the one hand, the same research topic is carried out in-depth and detailed way, which is more specific, in-depth and diversified than in the earlier stage, which combines economics, sociology, consumer behavior science, psychology, etc., and pays attention to the combination of qualitative research and quantitative research. The second aspect is to make the homestay research more refined, timely and sustainable through the introduction of multiple systems and micro perspectives, and put homestay in a broader perspective to conduct relevance research. For example, the relationship between the tourist space of customers and the living space has triggered the topic of quality and quality of life; homestay architecture is related to culture, It has triggered cultural experience, regional design topics and so on.

Overall, from the research of homestay building space and design, with the continuous improvement of academic attention, it is deepening. At first, the research on homestay design in China was mainly based on the design practice and theoretical research in Europe, America and Japan, referring to a large number of literature translation and foreign excellent cases, so as to improve the research level of domestic homestay design. Although this method can greatly promote the study of homestay in China, it also has some limitations. First of all, there is a certain lag of information from abroad to China; secondly, the limited amount of information makes it difficult to reflect the whole picture of homestay cases; finally, the background and forms of homestay abroad are different from those in China, so it is not feasible to copy the original design concept of foreign countries blindly. In order to solve the limitations of the study of homestay, some researchers have changed the previous passive absorption research method, through the field investigation of foreign homestay, to obtain first-hand information for research. As a result, the research on the design of homestay in China is also constantly enriched, and has achieved some fruitful results. In addition to the theoretical research of homestay, China has also made a lot of exploration in practice. For example, Taiwan has formed different styles of homestay villages or homestay groups, and has its own ideas in homestay design, and there are many homestay cases worthy of reference, such as Qiushan homestay, Shuye homestay, etc. In addition, there are many excellent homestay cases in Dali, Anhui, Xiamen in Fujian and Deqing in Zhejiang Province, such as Fenghuang residence in Mogan mountain, Puti Valley in Hangzhou, Fengyang Shanfang in Dali, Yunnan Province, Shudetang in Anhui Province.

## **4.2 Regional Culture and Living Habits**

### **(1) Regional cultural factors**

Generally speaking, "culture" refers to a kind of social phenomenon, which originates from labor, is the sum of all life styles, and is a kind of ideology that can be inherited and widely accepted by people to communicate with each other. The regional culture originated from life and used in life needs media and carriers to embody. The landscape design of homestay courtyard is one of the ways to externalize it. Culture is regional, and traditional culture influences the formation of regional characteristics. Regional culture is the accumulation and precipitation of local history, which remains in architecture, landscape, countryside, and also permeates people's life. The interaction of regional cultural factors affects people's concept, value orientation and behavior patterns, and thus has an impact on the landscape spatial form. Regional culture provides the basis for the generation of landscape style.

Under the background of globalization, every nation and culture in the era will have groups

deeply influenced by it. In the progress of society, adhering to the tradition is not the original purpose of regional design, but also does not mean blindly copying, but selectively using the classic elements, absorbing the essence of local regional characteristics, and then converting it into landscape art through design language. In this way, the regional landscape design needs to absorb modern diversified content and regional traditional characteristics to extend the vitality of the design, as well as to continue the historical context. As one of the means to reflect the regional culture, there are two common ways of expression: familiarization and defamiliarization. The former respects the form, proportion, interface, nature and regional cultural significance of homestay courtyard, and combines it with the functional requirements of buildings in the design; The latter means that designers have more creative desire.

## (2) Lifestyle factors

In the space scale, interface form and design details, the homestay courtyard faithfully reflects the characteristics of local traditional courtyard, and gives full play to the advantages of regional characteristics in activity function organization, building materials and landscape composition. This kind of courtyard landscape of homestay usually has typical anti urban characteristics. It is either a Resort Resort built in the beautiful countryside or a single family or row house located in a closed residential area isolated from the city.

Living habits reflect regional differences in details, such as layout arrangement, equipment placement, space division, etc. Because there are no essential differences in function and scale, there are almost no substantial obstacles in the traditional courtyard form. Especially in the recent ten years, with the enhancement of cultural consciousness after the economic rise, courtyard model with regional style and modernist characteristics has been widely used.

Living habits are deeply influenced by traditional customs and habits. After several years of development and evolution, geographical location and religious belief will eventually appear in a relatively stable external form and spread. Under the influence of regional, continuous, social and spontaneous living habits, the design of homestay courtyard landscape should reflect humanistic care in detail design and respond to local traditional living habits.

## Conclusions

With the country's strong support for rural tourism, homestay has become a hot topic at present, more and more homestay appear in rural and suburban areas. How to design homestay well, retain its own characteristics, avoid similarities and hotelization, how to make the building have a better experience, how to integrate with the local environment and culture, which needs us to think and summarize. In this paper, the emphasis on creating a sense of experience of homestay as a starting point, the introduction of phenomenology for the guidance of experience, with the help of site spirit and perceptual phenomenology theory to guide the design of homestay. First of all, through the site spirit theory to guide the design of the external environment of homestay, we try our best to create the spirit of the venue, enlarge people's experience of the local homestay, and retain the original characteristics of the place, including ecological environment, cultural history, etc. Based on architectural experience, more emphasis is placed on building and its atmosphere through perceptual experience, including visual experience, auditory experience, tactile experience, etc., and summarizes the measures and design strategies that can trigger people's perceptual experience in homestay design.

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