

Exploration on the Characteristic Development of Residence in the Context of Integration of Culture and Tourism

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Abstract: From the perspective of integration of culture and tourism, this paper lists and summarizes the differences between residential and traditional hotels, residential and inn, family hotel and farm music, reflecting the main characteristics of residential characteristics in the process of development. On this basis, the paper analyses and summarizes the three main problems and the reasons behind the rapid development of residential accommodation, summarizes the experience from three perspectives, and gives the scientific normative methods for the development of residential characteristics. With a view to promoting the healthy development of cultural tourism and accommodation tourism, maintaining the unique characteristics of tourist accommodation, and promoting the rapid and sustained growth of tourism economy.

1. Research Background

1.1 Literature review

Homestay, born in the 20th century, is a new non-standard accommodation mode. Following the individualized and diversified development needs of tourism, residential accommodation is becoming more and more popular with leisure tourism. It not only brings rich benefits to the owners of residential quarters, but also makes great contributions to the development of regional economy and culture (Yang et al, 2019). Home-stay tourism integrates eco-tourism and cultural tourism (Zhao, 2019). In the process of characteristic development, residential accommodation deeply combines environmental construction, travel experience and characteristic service, which greatly improves the value of tourist experience (Xu, 2017). At the same time, home stay tourism takes both natural and human factors into consideration, which meets the new requirements of promoting the innovation and development of tourism industry (Luo, 2019). In the process of the development of residential accommodation, there are also many problems, such as the lack of cultural connotation and management experience. By discussing the problems faced in the development of residential accommodation and putting forward corresponding solutions, it will play an important role in promoting the development of China's tourism industry (Qiu and Wang, 2019). Unlike traditional tourism products, which are single and experience poor, residential accommodation requires the integration of tourism and cultural industries (Zhao, 2015). At present, affected by many factors, there are still many problems in characteristic residential tourism. It is necessary for government agencies and tourism authorities to formulate supportive management regulations, organize and guide industry norms, and create a good development environment for this new type of tourism product (Tang et al, 2017).

1.2 Research purposes

From the day of the birth of the lodging, relying on the unique advantages of reasonable price, freedom and comfort, which can bring home-like warmth to tourists, the backpackers and family members have captured the fancy of tourists traveling together. In a short time, it has flourished all over the world. But in order to pursue short-term interests, practitioners blindly copy and replicate in batches, resulting in nominal residential only external framework and internal emptiness, lack of

core development power for long-term operation. In addition, most operators are still exploring and operating, lacking scientific theoretical guidance, because of the immaturity of their own capabilities and industry system. Therefore, this paper focuses on the characteristics of residential accommodation, problems arising in the development and feasible solutions. I hope it will be helpful to the scientific development of residential tourism.

2. Main Characteristics of Characteristic Development of Homestay

Homestay is a new type of tourism accommodation in recent years to meet the needs of tourists' personalized tourism accommodation (Li, 2019). It mainly refers to the accommodation provided for tourists in the form of family by using its own residential space and combining the characteristics of local human, natural landscape, ecology and environmental resources (see Figure 1). It is complementary to traditional hotels, but with its unique small and beautiful features, preferential prices and intimate exchanges, it is more and more welcomed by young tourists, especially free travelers.



Figure 1. Homestay

2.1 The Difference between Homestay and Traditional Hotels

The difference between home stay and hotel can reflect the characteristics of home stay to the greatest extent. In addition to meeting the needs of tourists, residential buildings have more considerations in building design and creating an atmosphere. It is necessary to renovate and renovate the rooms, corridors and exterior of houses that have met the basic accommodation conditions. Strengthen local specific cultural attributes and optimize the accommodation experience of tourists. In addition, in the development of subsidiary functions, the introduction of featured catering, experience sharing of tourist routes, diversified entertainment hardware facilities, enrich the additional service content.

2.2 The difference between Homestay, Inn and Family hotel

In ancient China, the term “inn” was used to provide accommodation services for merchants. Nowadays, it appears around the antique project streets of tourist attractions, bringing tourists ancient historical and cultural experience. Family hotels refer to small hotels distributed in residential areas with individual residences as space. They operate in the form of families and provide short-term rental experience similar to home relaxation. In addition, there are all kinds of private small hotels and hostels that account for the largest proportion. They are only able to meet the basic accommodation needs, evolved from the improvement of traditional hotels.

2.3 The difference between Homestay and Farmhouse

In recent years, with the rural reconstruction and industrial supply side reform, the projects of picking, farming and rural life around the city have become new forms of tourism activities. Entertainment activities and catering accommodation are integrated, but the focus is on entertainment, accommodation is only the occasional demand of a small number of tourists. Although it seems to be the most similar to homestay, the future development of homestay is far superior to farmhouse, which will show more innovative vitality.

3. The Problems in the Development of the Characteristics of Homestay

3.1 Disordered management and lack of unified standards

Since most of the initial development of residential accommodation came from the transformation of the form of farmhouse entertainment, the business model copies the backward small-scale business thinking before, and there is no normative legal and administrative provisions to restrict guidance. Many operators only consider from the perspective of income to carry out renovation and hardware configuration, room conditions deviation, lack of fire safety and other supporting facilities. There are also chaotic phenomena such as undocumented operation and cross-industry operation, which urgently need standardized management by relevant management departments. All operators are independent, without peer communication channels, unable to carry out experience exchange, which is not conducive to the improvement of the service level of the whole industry and the unified supervision of higher authorities. It brings risks to the protection of the related rights and interests of tourists'accommodation. When there are complaints and disputes, it is not good to deal with them according to special provisions, which brings a series of hidden dangers such as safety and health.

3.2 Homogenization of the design of homestay and lack of management features

In the rapid development trend of tourism industry, the new service form of residential accommodation is mainly based on the preferences and aesthetic standards of practitioners. This leads to inadequate consideration of long-term planning in the initial stage. After putting into operation, there is no investigation and comparison of the development of the whole industry. After the emergence of a successful template, similar types of residential accommodation flock around in the short term. Most of them are propaganda of the same selling points and service conditions, and there is no novelty. The extensive management of practitioners does not pay attention to details and the creation of the environment atmosphere. They do not find their own advantages in place and lack the learning of knowledge related to innovative management concepts. Moreover, it is impossible to vividly explain the local human history, customs and customs to the visitors from other places. Promote the unique advantages of residential accommodation from the aspect of personality service.

3.3 Quality is difficult to control and service personnel lack of ability

The geographical location and surrounding environment of residential quarters largely determine the convenience and comfort of passengers' transportation, sanitation and safety facilities. Limited conditions restrict the function of service facilities, which directly affects the conversion rate of old customers and new customers' recommendation. Unlike standard hotel, the service requirements of residential accommodation are higher. In addition to the requirements of hotel reception knowledge and skills, it also requires extensive knowledge accumulation and good social skills. The quality of service personnel and their understanding of service tourism industry directly affect the reception quality of residential accommodation.

4. Normative Method of Characteristic Development of Residence in the Background of Integration of Culture and Tourism

4.1 Promoting the Implementation of Management System and Promoting the Standard Development of Residence

First of all, from the perspective of government management, it is necessary to issue regulations on the management of the accommodation industry as soon as possible, standardize the unified standards for relevant operators to join the accommodation industry, and change the emphasis on quantity development into quality and quantity assurance. We will strengthen coordination and planning with relevant administrative departments, formulate plans for the integration of existing resources, solve obstacles in the development of the tourism industry, and provide policy and financial support. To lead the establishment of local accommodation industry associations, coordinate and manage the internal and external policy communication, tourism development, problem solving, process specification, listen to tourists' opinions and other daily management work. Promote the self-determination and unity of the residential industry associations to form a joint force. Publish scientific and reasonable industry standards, formulate reasonable development goals, unify price standards, guide the smooth development of residential reception work, and gradually promote the sound development of the whole industry. Pay attention to market development trends, adjust business strategies in time according to changes, strengthen infrastructure upgrading and transformation, better meet the changing needs of passengers.

4.2 Cultivating Residential Professional Talents and Improving Service Quality

In the new era, the key factor of industry competition is talent competition. Hostel industry needs to pay more attention to the training system of practitioners, from basic business reception, etiquette standards, cultural knowledge, professional quality, to a higher demand for folk characteristics, historical stories, clear explanation of cultural meaning. And e-commerce, marketing, new media operations, and even foreign language communication skills. All aspects can affect the tourists' experience score of residential accommodation. Industry associations need to regularly carry out industry-wide skills competition, arrange outstanding personnel to go out for further study, and organize internal visits and exchanges among practitioners from different regions. Through continuous learning, enhance service awareness and improve the service quality of homestay talents.

4.3 Relying on New Multimedia Technology to Enhance the Impact of Residence

Culture is the soul of tourism. Nowadays, with the rapid development of new media and other scientific and technological means, tourism has unprecedented convenience for the display of culture. Tourism is the carrier of culture. The residential service reflects the trend of integration of culture and tourism. Taking advantage of the characteristics of timely and low cost of network information transmission, residential practitioners can cooperate with the network platform in depth, easily publicize their product selling points, send targeted information directly to potential customers, create their own user fan groups, regularly carry out promotional activities, such as giving back to old customers, and expand their popularity. We will strive to create unique residential IP to achieve long-term and stable profits.

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