

Research on the Construction of Rural Tourism B&B in Guanzhong Area of Shaanxi Province

Yu Quantao

Xi'an University, Xi'an Shaanxi, 710065

Keywords: Guanzhong area of Shaanxi; rural tourism; B&B

Abstract: Guanzhong area of Shaanxi is one of the birthplaces of China's farming culture and also the eastern starting point of the “Belt and Road”, where the long history of farming culture and the long-term accumulation of folk customs are important resources for building rural tourism B&B (Bed and Breakfast). In the era of rural tourism upgrading and developing, creating a tourism B&B with a sense of experience and comfort is the main measure to revitalize the rural economy and develop rural tourism.

1. Introduction

In the process of rapid rural tourism development, the traditional “farmhouse enjoyment” providing primary catering and accommodation services has been difficult to meet the needs of urban tourists. With its pleasant environment, outstanding design, elegant furnishings, complete facilities and many additional services, the B&B has quickly become the new favorite of urban residents in rural tourism. How to build a rural tourism B&B with typical characteristics in the Guanzhong area of Shaanxi of economic development relatively lagging is the tipping point for the development of regional rural tourism and the main research content of this paper.

2. Concept of tourism B&B

The term “B&B” originated in Japan, generally referring to the places where local residents use their own homes to provide catering and accommodation services to tourists based on their unique architectural style, natural landscape and surrounding environment. Due to the early development of tourism in Europe, it has also formed a kind of residential houses, concentrated in rural areas, that provides accommodation and catering services for tourists, similar to the “B&B” format. The concept of “B&B” has been further developed in the tourism industry in Taiwan, and has become the mainstay of tourism that mainly provides accommodation in the vast rural areas of Taiwan. Since the 1990s in the mainland of China, tourism B&B has appeared in important tourist destinations, and there has been a spurt of growth after 2000.

At present, the tourism scholars have not yet formed a unified understanding of the concept of B&B. British scholars tend to define it as a accommodation product of B&B-Style, that is, the HOME STAY-Based experiential travel accommodation product; Japanese scholars emphasize that B&B is the village tourism mode that provides accommodation for urban tourists with farmers' homes; The Switzerland tourism industry directly reckons that B&B is the home hotel run privately,

but it need to be certified by the tourism association. The development of B&B in Taiwan of China is relatively fast. In 2001, the “B&B Management Measures” was promulgated, in which more detailed standards are set for the basic characteristics, scale and management system of the B&B. The B&B in mainland of China has developed rapidly and sprung up in various places, but a unified standard of identification for it has not been formed yet. The local standards promulgated by the local tourism administrative agencies also have great differences in the identification of B&B. We generally think that B&B should have the following Several basic characteristics: (1) compared with traditional hotels, the size is not large and the number of rooms is less than 20 (2) the operator or service provider is the owner of the house or the person who lives here for a long time (3) they are accommodation places that can provide more comprehensive local cultural experience and living experience (4) personalized services should be emphasized.

3. The current situation of rural tourism B&B in Guanzhong area

3.1. Rural tourism B&B in Guanzhong area mostly upgraded from farmhouse enjoyment, lacking core attractions

In the hundreds of miles of Guanzhong Plain of Shaanxi Province, the traditional agricultural production lifestyle has been preserved relatively intactly. However, due to the imbalance of geographical development and the relatively slow development of industrial and commercial in Guanzhong city, rural tourism here started late. After the 1990s, the rural tourism model with the theme of “farmhouse enjoyment” gradually emerged. As time travels, with the continuous improvement of the tourism demand of urban tourists, the traditional “farmhouse enjoyment” method has become more and more difficult to satisfy the motives of tourists. The “farmhouse” operators began to renovate the original accommodation facilities, provide more exquisite house decoration, independent toilets, 24-hour hot water, air conditioner and other auxiliary facilities to enhance the comfort of accommodation and rename the “farmhouse” to “B&B”. However, it should be pointed out that such B&B are mostly simple upgrades of accommodation facilities, and there is no systematic upgrade of the surrounding environment, service content and experience mode. with the increasing selections of urban tourist tourism products at present, accommodation products without core attractions are difficult to attract tourists, and simple leisure methods of eating farm meals, fishing, and playing cards are increasingly difficult to attract people to travel. Therefore, we consider that the B&B around the Guanzhong area has low competitive ability for the lack of core attractions.

3.2. Rural tourism B&B in Guanzhong area unevenly distributed, lacking insight into the market

The distribution of tourist B&B in Guanzhong area is extremely uneven. Through the inquiry of Ctrip reservation system, we found that the tourist B&B are concentrated in important rural tourist destinations, most notably in Yuanjia Village, Liquan County of Xianyang. However, as the central city of Guanzhong area, there is no well-established rural B&B community around Xi'an, which has caused a shortage of tourism market demand. Many tourists of Xian hope to find a B&B to relax around the city on weekends, but its supply is obviously insufficient.

3.3. The lack of environmental landscape that can be relied on by rural tourism B&B in Guanzhong area

The landforms in Guanzhong are mainly plains. Compared with the southern Shaanxi mountains,

it lacks natural landscapes. Apart from artificially constructing living environment, there is no landscape to rely on, which has become an important constraint affecting the development of B&B in Guanzhong. Compared with Lijiang in Yunnan and Moganshan in Zhejiang, the beauty and experience of B&B are difficult to increase for there is no natural landscape.

3.4. The lack of design sense for rural tourism B&B in Guanzhong area

The traditional dwellings in the Guanzhong area belong to the subdivision of the northern dwellings. Most of buildings are hard-top brick-and-wood structures, divided into main houses and wing houses, which are similar to the structure of Beijing quadrangle dwellings. Restricted by the economic downturn, the historical buildings preserved in rural areas are very rare. The rural houses built after the 1980s are generally lacking in architectural aesthetics, and the original buildings that can be relied on to develop B&B are very limited. In addition, the existing B&B operators do not have the concept of tourism design planning, constructing the B&B building according to their own aesthetics and delusions, short of architectural aesthetics and sense of design, which deviated from the needs of tourists in today's rural tourism.

4. The strategy of constructing rural tourism B&B in Guanzhong area

4.1. Taking the farming culture and the Chinese civilization as the soul, and creating rural B&B with typical cultural symbols

The construction of the B&B in Guanzhong area is different from that in the area with obvious natural advantages. It should be constructed with the integration of cultural symbols and the experience of farming culture as the main attraction. Yuanjia Village, Liquan county of Xianyang, with the theme of “Guanzhong Rural Experience”, had a good market effect. On the basis of the early creation of the food street and the Guanzhong folk experience, in the development of the second and third phases of the project, the implementation of the layout of the hotel products was completed and a huge market success was achieved. In addition, we can consider the “Caotang Temple” in Kuyi District of Xian as the core, where Diamond Sutra was translated by Kumarajiva, to create B&B community with the theme of “Buddhism Culture”; It should take "the first blessed land in the world" as the key element in places around Xian to the town of Xianlouguan , designing a cluster of B&B marked by the "Taoist Reclusive Culture"; It should create B&B town with the theme of "Cultivating Confucian Culture" in Sanyuan County, Xianyang City, forming B&B product lineage with cultural differences.

4.2. Strengthening the experience core of B&B, and emphasizing its cultural experience and life interaction

The core competitiveness of B&B comes from the customer perception that is different from that in the traditional hotel. You will have a very good experience, fully perceiving the process of the environment and life experience that you want. Nowadays, many so-called B&B in China make exquisite interior furnishings and garden landscapes as the selling points, but there is no interaction and cultural experience. Even the operation is entrusted to a special hotel management company to operate, losing the soul of B&B products: the cultural connotations of local residents and communities. We think that this type of B&B is actually a boutique hotel and does not have the basic features of B&B, which should be avoided in the process of building a B&B product in the Guanzhong area. The guests staying at the hotel can fully experience the infiltration of the unique culture of the country. Through the specific activities show or participation, the cultural perception

ought to be effectively conveyed to the tourists who will accept it and service connotation of the accommodation products should be increased. All of these are the effective means of building B&B products in the Guanzhong area. We need to create a better tourism communication system through the design of the cultural experience project and the construction of life scenes, so that the guests can feel the different accommodation experiences from that in the hotel, thus creating accommodation products with a longer life cycle.

4.3. Optimizing the surrounding environment to create a personalized accommodation product with good mood and environment atmosphere

As mentioned above, the landscape in the Guanzhong area has not changed much and lacks visual impact. In the process of constructing rural tourism B&B, we need to build a small scale of environment system to create a special B&B atmosphere. Starting from the traditional Chinese aesthetic ideas, the design concept of traditional Chinese residents and private garden is used to create an elegant, comfortable and quiet living environment, increasing the attractiveness of the rural B&B and forming a differentiated competitive advantage over large hotels. In this respect, we should learn from the development experience of B&B in Zhejiang, such as the Moganshan model in Deqing and the Wuzhen model in Tonglu, which focuses on creating a small environment and forms a residential destination with a clear environmental symbol, becoming a tourist hotspot for leisure vacations.

4.4. Making full use of existing rural homes to create B&B building with visual impact and aesthetic experience, and realizing the vision of beautiful countries

In the new era, the central government of China proposed the “Rural Revitalization” plan, and effectively revitalizing rural resources is the most economical way to develop rural tourism. With the continuous enhancement of the protection of cultivated land and forest land in China, the construction of rural tourism B&B can only be completed by transforming and repairing the original mansion in the countryside. This kind of practice is not only conducive to the income increase of rural farmers, but also in line with the policy of China's land use. The author visited the pit yard of Baishe Village, Sanyuan County, Shaanxi Province. Its unique architectural design, sunken courtyard layout and relatively complete rural layout are good resources for the renovation of B&B. It is a pity that the Sanyuan pit yard has not been unfamiliar to people until now, while the tourism development of the pit yard in Shanzhou of Henan Province, which is relatively poor in resource endowment, is in full swing and becomes an important destination for rural tourism in western Henan. We believe that the rational use of resources such as the pit yard in Baishe Village, Sanyuan County is a great way to build special B&B in Guanzhong area.

Due to historical reasons, the historical houses scattered on the Guanzhong Plain are very rare, so a large number of B&B construction requires a drastic transformation of the original rural houses. This transformation has both advantages as well as shortcomings. The advantage lies in the fact that the repair and reconstruction of the building are not restricted too much. Without the pressure of cultural relic protection, it can be constructed according to the existing tourism demand, achieving good design function and visual perception. But the shortcoming is that the newly built buildings have difficulties in cultural expression and historical inheritance, and the elements of artificial creation are too deliberate. In the process of reconstruction and restoration of rural houses, we mainly consider the aesthetic needs and visual feelings of the building. The construction of the B&B building is based on the cultural consistency and the differentiation of the building, forming aesthetical B&B community, which not only meets the needs of tourism, but also objectively complete the construction vision of beautiful countries.

References

- [1] Feng Zhiming. *Economic analysis of the core competitiveness of internet finance*[J]. *Taxation*. 2018 (04)
- [2] Liu Xiaohong. *The core competitiveness and human resource management in the hotel industry* [J]. *Modern Business*. 2007(24)
- [3] Yang Zilong. *Analysis of the core competitiveness of internet finance based on economics*[J]. *Time Finance*. 2018 (05)