

# Opportunities and Constraints of China's Rural Revitalization Strategy on Wild Luxury Hotels ——Taking Vinetree Gaoligong Tent Camp as an example

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**Abstract:** This article mainly analyzes the development opportunities and constraints of rustic luxury hotels in the rural background and uses Vinetree Gaoligong tent camp as an example to make related investigations. Based on the research and summary of the characteristics of the Vinetree Gaoligong Tent Camp and combining the rural revitalization with the clean waters and the green mountains are invaluable assets. The Vinetree Gaoligong Tent Camp is a wild luxury hotel that is very popular in China. We propose some practical suggestions for its current development opportunities and constraints in China. At the same time, we will explore how to optimize tourism and promote protection and public welfare functions in the construction and participation of wild luxury hotels. Meanwhile, rustic luxury hotels need to actively explore synergistic multi-cultural service supply, vigorously promote the concept of social participation, and fundamentally improve the beneficiaries' awareness of the ecosystem.

## 1. Introduction

With the continuous development of China's tourism industry, Chinese people's choice of travel destinations and travel methods have undergone great changes. The rural tourism reception volume will increase steadily. It is shown that the number of leisure agriculture and rural tourism in China from January to August 2020 decreased by 60.9% to 1.207 billion people. The main reason for the decrease in the number of tourists is the COVID-19. The rural leisure tourism market has been restarted in an orderly manner throughout the country since May 2020. At present, rural tourism in many places has basically recovered, but there are still some difficulties in the full recovery. With the gradual restoration of the order of production and life, the suppressed demand of urban and rural residents will continue to be released, and rural villages with beautiful mountains and rivers and beautiful ecology will be more attractive than ever. They no longer yearn for major tourist attractions, but often choose resort areas for eco-experience-style vacations. As a high-end leisure resort, wild luxury hotels haven't been widely recognized in the world yet. However, it is not difficult to find that the wild luxury hotels have the following characteristics: they are located in the original natural environment to serve consumers, they provide personalized and high-level service, and pursue a spirit of returning to innocence. This type of hotel is different from the high-end chain brand hotels in the city. It is usually small in scale, and the products are design-oriented and blend naturally with the surrounding environment. The interior design is extremely luxurious and has its own characteristics reflecting the different cultural attributes. The location of the wild luxury hotels in the countryside have been positively influenced by the rural revitalization environment. Different from traditional tourism, the resort mode has lower requirements for rural location and transportation, and often chooses more remote villages. This kind of village has excellent ecology and a quiet environment. The most important thing is that the original village has a strong authenticity. People can feel the style and customs of the original village. People's yearning for natural scenery also brings opportunities for the development of wild luxury hotels. This natural and well-preserved rustic flavor is precisely an important foundation for the development of the vacation village housing model. The vacancy of some

houses is an important condition for the development of the vacation village housing model. Idle farm houses reduce the degree of work in the early stage of the project, facilitate asset transfer, and facilitate the renovation and upgrading of houses. Therefore, the resort mode generally chooses "hollow villages" or abandoned old villages after the relocation to new villages, which not only avoids the waste of idle resources, but also makes remote uninhabited ancient villages glow with new vitality.

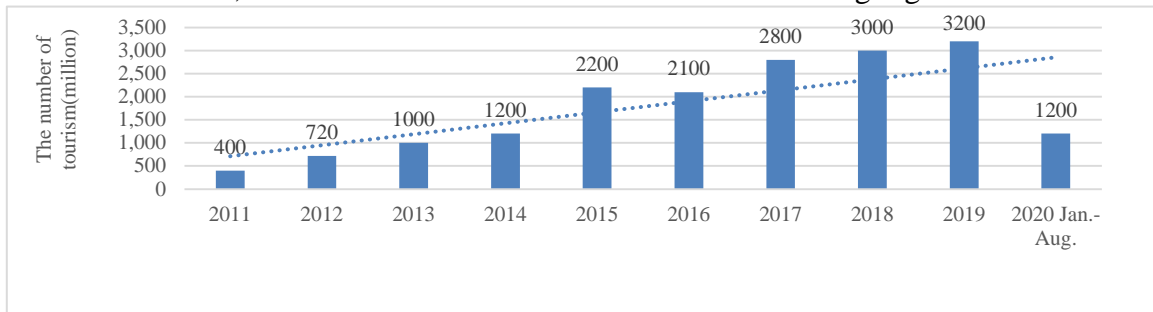


Figure1. The Changes in the number of people receiving recreational agriculture and rural tourism in China from 2011 to 2020

## 2. The Concept of Wild Luxury Hotel

The wild luxury hotel is based on the rural area and the original ecological building as the exterior. Wild luxurious reception hotels are the emerging international high-end leisure and tourism reception method in recent years. This is built in the most primitive and wildest places. Luxury "tents" or "huts" integrated with the environment can satisfy high-end consumers' dual desires for nature and luxury. Wild luxury hotels are the beginning of a new wave of pursuit for comfort and luxury. It combines architecture with nature, and combines the charm of the wilderness with luxury enjoyment. Such a contrasting consumption mode can satisfy contemporary people's pursuit of fashion, excitement, and the need for privacy.

## 3. Rural Revitalization Strategy and Opportunities for the Development of Rural Traditional Culture

The rural revitalization strategy is a major strategic deployment made by President Xi Jinping. As the core, on the basis of a profound understanding of China's national and agricultural conditions, and a profound understanding of the changing characteristics of China's urban-rural relationship and the laws of modernization [1]. The 19th National Congress of the Communist Party of China proposed a strategy for rural revitalization. In the context of the implementation of the rural revitalization strategy, protection of rural traditional culture has developed rapidly and has become the top priority of rural development. In the new era of socialism with Chinese characteristics, the Party Central Committee with Chairman Xi Jinping at its core deeply understands China's national and agricultural conditions, grasps China's urban-rural relations and regional development, constantly summarizes the laws of modernization, and starts from the overall layout of national undertakings. According to data from the Ministry of Agriculture and Rural Affairs of China, at the end of 2019, there were more than 2.9 million recreational agriculture and rural tourism operations, more than 300,000 recreational farms, sightseeing farms and other types of recreational agricultural business entities across the country, and more than 7,300 farmer cooperatives entered the leisure industry. From 2010 to 2019, the total number of registered enterprises related to rural tourism in China has tripled from the original 26,000 to 216,000. In 2015, the registration growth rate of related enterprises reached 38%. In order to achieve the great strategic goals of the "Two Centenary", taking the effective solution to the shortcomings of rural agricultural development as an important guideline, an important strategic direction for the work of "agriculture, rural areas and farmers" has been proposed [2]. Rural revitalization and the development of rural tourism and cultural development coordinated with each other. The strategy of rural revitalization provides an important opportunity for the development of rural tourism culture.

The development of rural traditional culture is an effective way to achieve rural revitalization. Rural areas can fully tap the unique geomorphic features and resource advantages of the region, and form a unique tourism and cultural industry, which plays a key role in promoting rural economic development and promoting rural culture. In addition, at this stage, due to the increasing pressure of life and study in cities, people often choose to use rural tourism to delight their bodies and minds and ease their emotions, which provides a powerful development opportunity for rural tourism [3].

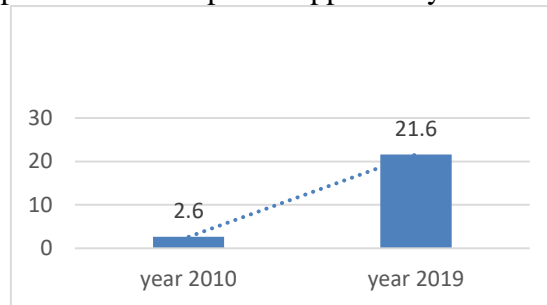


Figure 2. Changes in the number of registered enterprises related to rural tourism %

#### 4. Development Opportunities of Wild Luxury Hotels under China's Rural Revitalization Strategy

##### 4.1 Overview of Vinetree Gaoligong Tent Camp

Vinetree Gaoligong Tent Camp is located near Tengchong, Yunnan. Tengchong is known for its beautiful mountains and rivers, a long history, and a gathering of humanities. It is also known as a famous county in literature and a hometown of etiquette. The harmonious living environment, exquisite natural scenery, and strong ethnic customs present a unique "Dian Mian Culture". Tengchong is also a "health tourism paradise" for tourists to pursue health, enjoy life, and meet and negotiate (2019). Gaoligong Mountain is a well-known deep fault rift zone in the suture zone between the Indian plate and the Eurasian plate, with a length of more than 500 kilometers. Like a giant dragon entwining Southwest China, it spans five latitudes from the Qinghai-Tibet Plateau at the northernmost point to the Indo-China Peninsula at the southernmost point. It is one of the most biologically diverse regions in the world. It is called the "World Species Gene Bank", the "World Museum of Nature", and the "Refuge of Life". Relying on the primitive landforms, natural scenery and unique humanistic customs of Gaoligong Mountain, the camp is integrated into nature in a more ecological way, and launched a high-end tent self-driving camp eco-tourism project. This is a tourism camp project that breaks through traditional consciousness and concepts. The construction of tent camps adopts the construction method of erecting temporary facilities, without new permanent land occupation facilities. After the project service operation period ends, all facilities can be disassembled, and the camp can basically restore the original landform.

In the context of rural revitalization, rural tourism urgently needs to cultivate the main body of market operation and build the main body of government services [4]. Wild luxury hotels are a high-end tourism project. It is an eco-tourism project that integrates the construction of tent camps with mountains, water, forests and grasses in the natural environment in accordance with resource endowments. The development of this project can meet the needs of people yearning for nature, returning to nature, and understanding nature. In addition, the important purpose of Gaoligong Mountain eco-tourism is to educate the people and tourists on the environment, awaken tourists' environmental awareness through ecotourism, and enhance the citizens' confidence in participating in environmental protection, thereby promoting the improvement of the national quality, and consciously assuming the task of protecting natural resources and the environment, protecting the human living environment [5]. The construction of the project focuses on strengthening the concept of ecological protection, properly handling the relationship between the development of ecological resources and the sustainable development of the industry, and solving the contradiction between the development and protection of ecological tourism resources.

## **4.2 Development Opportunities of Vinetree Gaoligong Tent Camp Under the Background of Rural Revitalization**

Most internationally renowned wild luxury hotels are located in Africa, Australia and other places. Since the 1960s, they have attracted batches of tourists who pursue wild luxury experiences and have become a high-end leisure travel method. The world-renowned wild luxury hotels are usually located in vast and tranquil primitive environments. Attached to national nature reserves or well-known attractions, such as the tent camps in Uluru, Australia, and The Highlands Camp in Tanzania. Domestic luxury hotels in China are at an early stage, but they have developed rapidly in recent years. At present, wild luxury hotel in China have the following development opportunities:

**Tourism market demand for returning to the countryside:** Due to the crowded, noisy, deteriorating environment of the city. People are eager to escape from man-made spaces to jungle valleys and the natural countryside and this demand is becoming increasingly apparent. But the tourist destination is inconvenient and far away from the city. The ecological countryside has gradually become a popular place for people to travel. It is this demand that has given birth to the development of rural holiday tourism products.

**Extensive mass tourism is transformed to refined niche tourism:** niche tourism is a boutique tourism model that is different from mass tourism. Its demand is growing day by day, and tourism development methods, operation methods and service methods are all facing transformation and innovation. The high-end holiday village residence model is mainly aimed at the diversification of niche tourism needs, innovating and optimizing the structure of tourism products, transforming tourism to leisure vacation, and providing high-end niche tourists with more quality tourism life [6].

**Benefit maximization:** Idle asset transfer is the first key factor for the successful development of the resort model, and it is also an important way to obtain resources. The transfer of idle assets in rural areas is essentially a reform of the flow of urban and rural elements. It is an exploration to promote the construction of beautiful villages, strengthen the rural collective economy, and increase farmers' income. In some villages, the land, houses and other assets owned by farmers are generally idle or "sleeping". Property rights and income rights are not effectively reflected, which leads to misallocation or idle waste of rural property rights resources. The circulation of rural idle assets can awaken sleeping idle assets, give play to the value of assets, and realize certain benefits. Rental income farmers transfer idle land (homestead), houses and other assets in the form of leases. The management rights of orchards and farms can also be outsourced, and farmers collect rent every year. Dividend income villagers can buy shares through real estate, land, etc., and become shareholders. Not only do they have a fixed rent each year, but they can also get a certain amount of dividends at the end of the year according to the number of shares and the benefits of the project. Share dividends will help community residents continue to participate. The development and construction of the salary income holiday village residence model provides local residents with a large number of employment opportunities and promotes the process of local employment of villagers. With the release of a large number of jobs, such as room service, security patrols, sanitation and cleaning, farming, fruit tree management and protection. It has provided jobs for the original residents in the village and farmers who work outside, and has become a new type of wage-earning farming. The development of cultural tourism and the establishment of brand awareness are the inherent requirements and inevitable trends of rural tourism. In the process of developing rural tourism, making full use of its unique cultural heritage, highlighting cultural characteristics, and establishing a tourism brand can improve the rural landscape it has enhanced the experience of tourists, increased attractiveness, influenced competitiveness, and injected new vitality into the promotion of rural revitalization [7].

## **5. Restrictive Factors for Wild Luxury Hotels in Rural Tourism Under the Background of Rural Revitalization**

The first generation of wild luxury hotels in China to form a relatively high reputation is the naked valley resort located at the foot of the Mogan Mountain in Zhejiang. Which has led to the development

of the overall characteristic hotels in the Mogao Mountain area. In recent years, China has been very keen on wild luxury hotels and their products, but there have not been other well-known brands that can compete with naked valley. Even in the tourism industry, there are very few wild luxury hotels that can succeed. The reason behind it is worth exploring. Yunnan is a major tourism province in China, and the tourism industry is a pillar industry. At present, the tourism market is fiercely competitive, and it has entered the stage of large tourism, large market and large industry where the two major markets at home and abroad merge and complement each other [8]. There are 349 main tourist resource points around Vinetree Gaoligong Tented Camp, including Hot Sea View Area, Laifeng Mountain Scenic Area, National War Cemetery, Volcano Park, Heshun Ancient Town and Yunfeng Mountain Scenic Area, receiving more than 3 million tourists every year [9]. The construction time of Vinetree Gaoligong tent camp is not long and there are some practical constraints in its development. Land use policy restrictions: Wild luxury hotels have extremely stringent requirements for site selection: they are located near the core metropolitan area and not too far away from the high-speed entrances and exits. The most important thing is to have a natural and original natural environment. For example, Vinetree Gaoligong Tent Camp is located in Gaoligong Mountain Nature Reserve, but because of its natural and original natural environment, the traffic is inconvenient and the number of tourists is not many [10]. Such conditions are often sparsely populated villages and even nature reserves, and such areas are usually classified as ecological protection areas, such as basic farmland protection areas, water source protection areas, etc., and the construction of commercial facilities is prohibited [11]. However, the supporting buildings required by the wild luxury hotel must be on commercial land. It is quite difficult to adjust the existing land use planning. The commercial profit model is immature: As wild luxury hotels have not been developing in China for a long time and lack sufficient operating experience. The revitalization of the countryside must start with tourism culture to form a special rural cultural tourism industry, so investors lack confidence in its profitability. Moreover, the current land acquisition path is relatively simple and the cost of land is high, and most investors still lack a relatively mature profit model for wild luxury hotels. The initial construction costs and future operating costs of commercial hotels are considerable. Therefore, investors hope to use commercial or residential products that can be sold to quickly recoup their costs, while hotels supporting large-scale residential products have lost the connotation of "wildness" and are reduced to an ordinary characteristic hotel without high-quality competitiveness.

## 6. Conclusion

Rustic luxury hotels need to actively explore synergistic multi-cultural service supply, vigorously promote the concept of social participation, and fundamentally improve the beneficiaries' awareness of the ecosystem. Resorts in the new era of China must achieve the trinity of experience, sightseeing, and vacation, and fully integrate and utilize the surrounding scenic spots and rural resources with the resort as the core, and transform them into their own tourism products, so as to truly achieve tourism functions. The operation must have content, form and characteristics. At the same time, inherit and carry forward the unique historical culture around the resort area, and protect and use the natural ecological environment of the resort area to make it have the potential for sustainable development and fully promote the development of the related industry chain around the resort area. Enterprises play the role of operators in the market, and the Chinese government provides macro guidance to build and share together with the villagers. Villagers are the most special and key stakeholders in the development of rural tourism. They are not only the producers and service providers of rural tourism products, but also the glue that solves the relationship between culture and market. In rural tourism, it is necessary to take into account the interests of all parties, guide all parties to actively participate in the development of rural tourism, and mobilize the enthusiasm of all parties. The government and enterprises can train villagers with professional skills, improve their quality and work ability, and give priority to the employment of local villagers. The promotion of rural tourism is an important way for villagers to modernize. As an internationally sought-after high-end leisure and holiday product, Wild luxury hotels have shown greater influence and demand in China, and its location requirements can also become a

leading point for the development of rural tourism and rural revitalization. High-end specialty hotels can often drive the improvement of the overall rural service industry, and the original ecology and natural experience emphasized by wild luxury hotels also reflect the protection of the existing ecological environment.

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