

Application of regional cultural elements in interior design of homestay

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Abstract: Homestay shows in China started late, but they have developed rapidly. The number of homestay shows has increased rapidly, and the types and brands are also rich and diverse. Compared with general hotels, the most obvious feature of homestay is that it contains rich regional culture from inside to outside. The interior design of homestay is not isolated, but integrated with the local environment and culture, and combined with the local landform. In specific regions of China, nature, humanity, folk customs and culture all have unique expressions. In today's diversified development, these cultural expressions are combined with specific regional environment to form cultural symbols with regional characteristics, which can easily arouse the memory of the past and the pursuit of culture in the hearts of contemporary people. The construction of homestay can promote the development of local tourism culture, promote the recovery and development of the local overall economy, provide more employment opportunities for local people, and attract young people who work abroad to return to their hometown to start businesses or work. In addition, through the positive feedback of foreign tourists, local residents can also have a stronger sense of identity with their own regional culture and enhance their cultural confidence. In the process of interior design of homestay, the collocation of space colors, the selection of materials and the principle of moderation are the expression forms of regional cultural inheritance and innovation. The infiltration of regional cultural elements in the interior design of homestay plays a very important role and significance, and has high value, so it needs to be reasonably applied. Based on this, this paper studies the application of regional cultural elements in the interior design of rural homestay.

1. Introduction

In today's increasingly rich material conditions, tourists' demands for accommodation space besides basic comfort also put forward further requirements on spirituality in order to gain further experience and understanding of the local cultural landscape. Although the development of homestays in China started late, it has developed rapidly [1]. The number of homestays has increased rapidly, and the types and brands of homestays are also diverse. Regional culture is a unique traditional culture formed in a specific region for a long time. The formation and development of regional culture are deeply affected by the geographical location [2]. With the continuous development of homestays, people gradually realize the importance of homestays in regional culture transmission and meeting the spiritual and cultural needs of consumers, and people's requirements for interior design of homestays are also increasing. In the interior design process of homestay, local national symbols with certain characteristics and unique national styles are selected and integrated into the design of homestay, which is the concrete embodiment of the application of regional cultural elements in the design of homestay [3]. Only by inheriting and innovating the excellent regional culture in the interior design of homestay, can the local homestay more highlight the local customs and be favored by more tourists [4]. At the same time, excellent homestay design can effectively drive the development of local tourism, increase residents' income, and show the local distinctive culture to tourists, making homestay a carrier for protecting and inheriting regional culture [5]. Therefore, the infiltration of regional cultural elements in the interior design of homestay has a very important role and significance, has a high value, and needs to be reasonably applied.

2. China's regional culture and the development of homestay

2.1. The emergence and development of homestay

The concept of homestay first appeared in front of people is originated from the "Minshuku" in Japan, which refers to the family style residence where local residents provide accommodation for tourists [6]. Compared with general hotels, the most obvious feature of homestay is that it contains rich regional culture from inside to outside. The interior design of homestay is not isolated, but integrated with the local environment and culture, and combined with the local landform. After a long period of evolution and development, homestay is no longer a place to provide accommodation for tourists. It has begun to develop towards enterprise operation, leisure products and cluster layout. Strictly speaking, homestay needs to give consumers general warmth. Especially now, people pay more attention to cultural needs.

In terms of homestay design, consumers must feel the humanistic feelings contained therein. homestay mainly has the following four aspects of the characteristics: compared with the hotel, the scale of homestay is small, generally no more than 15 rooms; The operators can be house owners or investors. Some operators have high cultural quality and rich life experience [7]. The purpose of opening homestays is to enjoy a leisurely life. The guests feel more at home and can interact with the host or other guests. homestays often offer a variety of services that combine local characteristics, such as farm work experiences and folk dances. It can be seen that there is a direct relationship between cultural deposits and feelings needed by homestays. In the development of homestays, regional culture is a very important part and also the basis of their development.

2.2. Overview of regional cultural elements

In the specific regions of China, nature, humanity, folk customs and culture have unique expressions. In the pluralistic development today, these cultural expressions are combined with the specific regional environment to form cultural symbols with regional characteristics, which can easily arouse the memory of the past and the pursuit of culture in contemporary people. Regional culture is full of people's love for this land [8]. Therefore, the integration of regional culture into the design of homelays can not only evoke people's memories of the past, but also make people find a sense of belonging. Our territory is vast, different areas of the terrain, climate and natural factors are different, people in different regions whether customs or living habits, there are great differences, these are an important part of the regional culture elements, regional cultural elements are reflected is the national culture of different nationalities. The integration of these regional cultures into the interior design of homestay is more conducive to the protection and inheritance of local regional culture, so that foreign tourists can better understand the local culture and customs [9]. In addition, the construction of homestay can promote the development of local tourism culture, promote the recovery and development of the local overall economy, provide more employment opportunities for local people, and attract young people who work abroad to return to their hometown to start businesses or work. In addition, through the positive feedback of foreign tourists, local residents can also have a stronger sense of identity with their own regional culture and enhance their cultural self-confidence, as shown in Figure 1.



Figure 1 Kunshan Jijiadun homestay

3. Regional cultural elements in interior design of homestay

3.1. The color matching of homestay space

In the process of interior design of homestay, the collocation of space colors is also one of the manifestations of regional cultural inheritance and innovation [10]. To a certain extent, color can make people have a variety of emotional changes, and the rendering and application of color is particularly important in the interior design of homestay. The color of the indoor space of the homestay mainly consists of the background color, the main color and the embellishment color, which respectively correspond to the large area color, medium area color and small area color in the homestay space. On the basis of ensuring visual comfort and practicality, highlight the regional characteristics of the homestay space through the unique appeal of color. For example, in the northern region, because of its natural environment color is relatively simple, so in the design of the application of color should ensure more lively and colorful, and in the southern region, the choice of the main color is dark green, gray and white, so that its humanistic feelings have been enhanced. Through the reasonable choice of color, it can give people a good visual experience, so that people can get a better feeling, to ensure that the interior design of homestay can achieve a more ideal effect. And in Zhejiang, where rainfall is abundant, "Mountain and river township residence" homestays also have local cultural characteristics. It gives full play to the regional characteristics of Zhejiang with white walls and black tiles and a large bamboo sea, and has become a symbol of regional culture in Anji where modern ceramic tile houses are everywhere. The appearance of the homestay draws on the characteristics of Anji traditional residential houses, such as "White walls" and "Black tiles", and integrates this traditional image into the new building from the perspective of color and materials.

3.2. Application of Regional Cultural Elements in Design Materials

In the process of interior design of homestay, the choice of materials is very important, which is also an important basis of interior design. The regional performance of homestay interior design depends on the use of materials. The selection of materials is usually adapted to local conditions. Each region has its unique characteristics of raw materials, and even materials will be sourced nearby. Therefore, when selecting materials, we must reasonably apply regional cultural elements. Due to the differences in temperature, humidity, sunshine and other natural conditions in different regions, the building materials produced in different regions also have remarkable regional characteristics. When selecting materials, we should try to use local materials. If other materials are needed, we must ensure that the appearance of these materials is consistent with the local cultural atmosphere. Only on this basis can we ensure that the design can meet the actual needs and adapt to the local cultural characteristics. This kind of regional symbol reflects the local natural characteristics and cultural characteristics. Therefore, designers need to incorporate regional symbols into their internal and external decorations in the actual design process. Regional symbols are an important part of regional culture. The combination of local different regional symbols reflects regional culture. In the actual design process, designers should pay attention to the flexible use of regional symbols, which needs to be applied on the basis of combining the characteristics of humanity, regional culture and natural environment.

3.3. Moderate principle of interior design of homestay

Designers should have a deep understanding of the internal meaning of cultural symbols, select appropriate symbol patterns, and simplify and abstract cultural symbols according to design requirements to avoid blindly copying, resulting in a sudden sense of the overall effect. The design should be organically integrated with the regional culture, so as to properly quote and avoid indiscriminately quoting the regional culture in the design process, which not only does not reflect the local regional culture well, but gives people a false feeling. In terms of the form of homestay, the new and old are compared by materials, technology, color and structure to create a "symbiotic" effect. On the other hand, new functions are added on the basis of the old functions of homestay to improve the comfort of homestay to meet the living needs of contemporary people. This is shown in

Figure 2.

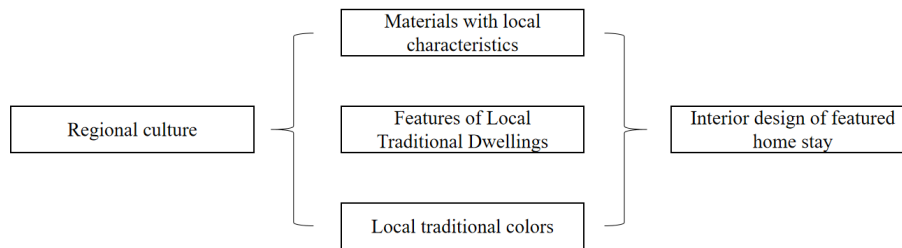


Figure 2 Extraction of regional cultural elements

The design focus of practicality and aesthetics is mainly reflected in the unity of design function and design form, starting from the processing of materials, the extraction of culture and the designer's aesthetic, practical and aesthetic interior design of homestay. At the same time, designers should think about how to put outdoor vegetation, stone scenery and other elements into the interior space through interior space design, and increase the outdoor light exposure time and area through glass structure housing design, so as to achieve the purpose of green interior design by saving resources.

4. Conclusions

Under the background of the gradual enrichment of material life, people's pursuit of spiritual pleasure is the inevitable result of social development. It is an important means for homestay to enhance its value and cultural connotation to explore the design mode of homestay by focusing on regional culture. Regional culture and homestay design are complementary relations, they influence each other, common development. The natural and cultural characteristics of the region will be the highlight of the homestay to attract guests. In the trend of world cultural integration, while absorbing foreign advanced culture, we should also retain the local culture with regional characteristics, and follow the development of the times to seek the convergence of East and West, contemporary and traditional in the design of homestay. The distinctive regional culture has endowed the local homestay design with new vitality. For the interior designers of homestay, they should strengthen their understanding of the regional cultural elements, grasp the significance of the application of regional cultural elements, and reasonably apply the regional cultural elements in all aspects, so that the interior design can achieve more ideal results, homestay is full of fresh vitality, and the regional culture can be effectively protected and inherited.

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