

Research on the reuse mode of "homestay type" of idle rural houses under the background of rural revitalization

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Abstract: With the rapid development of the social rhythm, the acceleration of the urbanization process, the loss of the rural labor force, more and more houses in rural areas are lying idle. It is an important way to realize rural revitalization to activate the "home stay" in rural areas. The development of rural tourism provides the possibility for the renovation and construction of homestays, and the renovation of those idle houses into homestay will also provide new impetus for the development of tourism. Its construction will promote the improvement of rural ecology, attract foreign tourists to come to travel, promote the development of local cultural and tourism industry, attract investment from foreign industries, and promote the development of industries. In addition, the development of digital technology and the maturity of e-commerce platforms can help the development and management of rural homestays, and also play an engineering role in the lasting promotion of rural revitalization.

Keywords: idle houses; rural home stay; activation; tourism; rural revitalization

1. Xu theory

1.1. Research background and research significance

We will effectively link rural vitalization with poverty alleviation to promote coordinated urban and rural development. In essence, poverty alleviation and rural revitalization are integrated and integrated. The former is the foundation and foundation of the latter, while the latter is the consolidation and deepening of the former. From the practical process, the historic achievements of poverty alleviation have laid a solid foundation for rural revitalization in poor areas, and the implementation of the rural revitalization strategy can promote the continuous solution of the problem of relative poverty^[1]. Despite the problems of serious homogenization, unclear brand characteristics, weak marketing and publicity, low product innovation and low added value of the industrial chain, the implementation of the rural revitalization strategy provides historical opportunities for the high-quality development of the home stay industry^[2].

Rural idle housing renovation is full of opportunities. In recent years, the state has given more and more policy support and guidance for rural revitalization and the development of home stay industry. For example, the Ministry of Culture and Tourism, the Ministry of Natural Resources and other 10 departments jointly issued the Guidance on Promoting the High-quality Development of Rural B & B, which provided standardized guidance for the construction and development of rural B & B and released significant benefits at the policy level^[3].

Housing utilization rate low, waste of resources. Nowadays, with the rapid development of cities, a large number of rural basic labor force flooded into the city, seeking development opportunities, and the loss of rural population is serious; However, while the population decreases, the number of houses did not decrease, but due to the unique local feelings of Chinese people, the number of self-built houses increased, the phenomenon of "one multiple house" appeared; These two factors work together to create a low utilization rate of rural residential housing, emerged a large number of idle houses, which is a waste of rural resources, this paper focuses on solving this problem.

To respond to the call of the state, carry out housing reuse with the active support of the government, solve the problem of the use of idle houses in a large range, activate the vitality of local rural

development to a large extent, is conducive to the implementation of the rural revitalization strategy, and play a positive role in responding to the call of new rural construction^[4].

However, there are some theoretical gaps in the "idle" houses in rural areas in China, which are mainly reflected in the excessive property tendency of the transfer of the use right of homestead, the restriction of the application scope of the revitalization of farmers, and the broad application of the system of paid use of homestead. These problems reflect the legal and policy deficiencies in the process of revitalizing idle rural homestead and idle housing under the rural revitalization strategy, which need to be solved in theory and practice to promote the effective utilization of idle rural housing resources and the development of rural economy^[5], therefore, the research in this paper also hopes to fill the theoretical gap in this aspect.

In addition, the revitalization of idle farm houses has important practical significance for China, mainly reflected in the following aspects: To solve the problem of waste of land resources, promote the implementation of the rural revitalization strategy, increase the well-being of farmers, explore a new path of "separating the three rights" of homestead, and promote the effective use of land resources. Accordingly, revitalize the idle farm house has the important practical significance.

1.2. Research status at home and abroad

At home and abroad, there are many successful cases of the development of home stay, which provides a useful reference for the "home stay" activation of idle houses in rural areas under the background of rural revitalization.

In China, the first appeared in Taiwan, and gradually mature. In the early 21st century, Taiwan introduced the measures for the management of home stay facility, the home stay facility is in the form of family sideline, the private residential free housing use, and combined with the local natural landscape, humanities, environmental resources, ecological conditions, in the form of family sideline, provide visitors with rural life residence^[6]. At present, Zhejiang Deqing County "Yang jiale" home stay brand is a typical case. By creating a home stay with foreign architectural style, integrating the rural natural landscape, emphasizing ecological environmental protection and cultural inheritance, the brand has successfully attracted a large number of tourists to experience the rural slow life, driving the development of the local economy; For the Nanshuping B & B project in Taiping Town, the village collective introduced a third-party professional operation company to develop and build the whole village, driving the average annual income of the village collective by 300,000 yuan^[7].

In foreign countries, many countries and regions have also realized rural revitalization through the development of home stay industry. For example, Japan is the most mature country in the home stay industry in Asia. Japan emerged in the 1960s and has been developing for more than half a century. Japan's home stay industry has perfect service facilities, high service quality, rich theme culture and exquisite Japanese life, attracting tourists from all over the world. On June 15, 2018, Japan issued the "Japanese Law on accommodation and accommodation business" (referred to as the new law), marking that the operation of home stay in Japan has embarked on the track of legalization^[8]. Britain is the origin of the home stay facility. In the early 1960s, the more sparsely populated farmers in the southwest and Midlands began operating home stays to increase their income. In the late 1970s, the business scope of B & B was expanded to camping sites and vacation bungalows, and an autonomous association was formed together with local farmers to jointly promote the development of B & B. In 1983, the "Farm Holiday Association" was established, which was supported by the group of the agricultural group and the government tourism bureau. Today, about 40 percent of UK travelers choose to stay overnight in B & B.

To sum up, under the background of rural revitalization, the project of "homestay" activation road of idle rural houses has broad development prospects and important practical significance. Against these backdrop, the project is expected to inject new vitality into rural revitalization and promote the full use of idle rural housing and the healthy development of the home stay industry.

2. Research ideas and research methods

2.1. Research ideas

This paper mainly studies how to activate the idle houses in the rapid development of rural society, the loss of rural labor force, and more and more rural houses in the idle state, so as to realize rural

revitalization. First of all, the development of rural tourism provides the possibility for the renovation and construction of homestay, and the transformation of those idle houses into homestay will also provide new impetus for the development of tourism. Its construction will promote the improvement of rural ecology, attract foreign tourists to come to travel, promote the development of local cultural and tourism industry, attract investment from foreign industries, and promote the development of industries. In addition, the development of digital technology and the maturity of e-commerce platforms can help the development and management of rural homestays, and also play an engineering role in the lasting promotion of rural revitalization.

The main technical route of the project team starts from four parts: research background, problem discovery, problem analysis and proposed solutions. First of all, explained the domestic housing idle situation, policy background and the development of home and foreign examples, found that the utilization rate of rural residents is low, serious waste of resources; Then analyzed the key of the problem, to promote the rural housing stock tap potential, create a new economic growth point, help rural revitalization, but also to optimize the rural living environment, protection and inheritance of rural culture; Finally, a solution to the rural idle housing "home stay" transformation, focus on the development of tourism.

2.2. Study Methods

In this study, online questionnaires were distributed, 300 questionnaires to residents in a rural area in Suqian, and 219 questionnaires were collected. According to the survey data, 77.78% of the people think that there are many idle houses in the village, and most of the houses have only one room inhabited; According to the survey found that because young people settle down in the city, middle-aged people go to work in the city, now most of the houses are idle, or act as a grocery room, the housing utilization rate is low; In addition, we have learned that most residents do not know how to transfer their houses, and they are willing to transfer their idle houses, hoping to get an income from them. They also hope that through renovation, the rural population can return, and their parents do not have to go out to work, optimize the rural environment, and jointly achieve rural revitalization.

3. Research on the "home stay type" reuse mode of rural idle houses

3.1. Rural housing status

3.1.1. Current situation

In the actual survey, through the questionnaire survey, we learned that 77.78% of the people think there are a lot of idle houses in their village; In addition, people believe that houses are idle, basically due to the rapid development of the social pace and the loss of rural labor force. For example, young people prefer to settle in cities, middle-aged people to make a living and so on (See Figure 1).

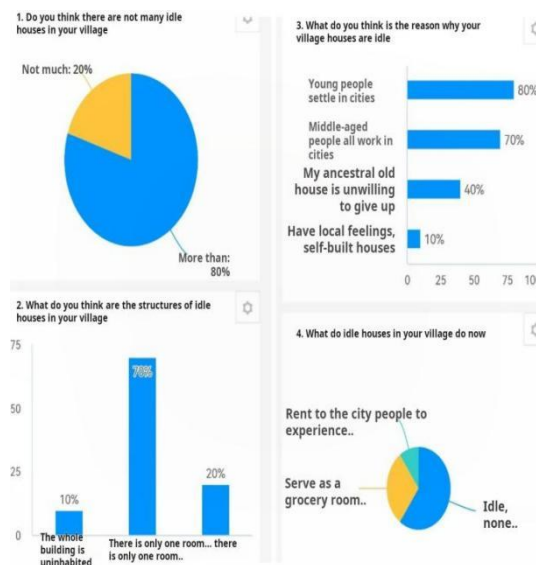


Figure 1 Understanding of residents of the idle houses in the village

In addition, 66.67% of the people reported that these idle houses are generally only one room inhabited, and these houses are idle, the utilization rate of the houses is low, there is the phenomenon of resource waste (see Figure 1); In the context of rural revitalization, in order to promote the development of rural economy, the first thing to solve is how to make good use of idle houses and create economic benefits.

3.1.2. Existing problems

The following problems exist in the current rural housing area:

First, idle resources, a large number of idle rural homestead waste resources, limiting the development of urban and rural areas.

Second, they can not make use of it. In the questionnaire survey, as high as 88.89% of people do not know how to transfer idle houses. Some people will find a way to transfer them, while the vast majority of people will only leave the houses idle, resulting in the phenomenon of low utilization rate of houses (see Figure 2).

The third is the concept of privatization. The villagers are used to treating the homestead as their personal property, which leads to a more chaotic situation of the use of the homestead, and also hinders the government or the village committee from comprehensively planning the idle homestead.

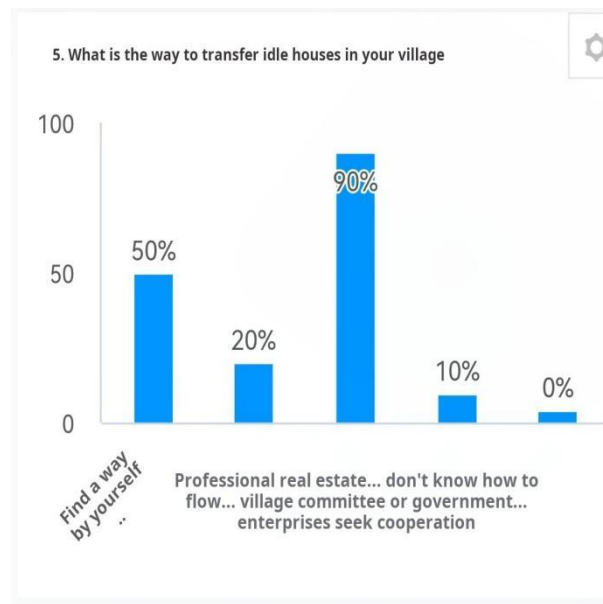


Figure 2 Investigate the circulation of idle houses in the area

3.2. Solution measures

3.2.1. Solutions

The idle houses in rural areas are "homestay" reused, develop the homestay tourism industry with regional characteristics and cultural deposits, and drive the development of rural economy with the tertiary industry.

The SWOT analysis was performed first:

(1) Advantage

① Abundant rural resources: The economic development in rural areas is backward, and a large number of labor force goes out for work, so that the housing demand in rural areas is not large. There is a lot of available space in rural areas, and the rationalization of these space can provide a unique environment and experience for homestay.

② Different life experiences: B & B can provide urban residents with the opportunity to experience the rural life and appreciate the rural scenery, meet their yearning for idyllic scenery and slow life, and enhance their understanding of the world and life.

③ Strengthen cultural inheritance: Through the construction and operation of home stay, tourists

can understand the local customs during the visit, promote the inheritance and development of rural culture, but also increase the income source of local residents.

According to the data in Figure 3, 66.67% of people are very willing to want their idle houses to be reused collectively, and people believe that the transformation of idle houses can not only bring an income to the family, create many jobs, parents can no longer go out for work, but also optimize the living environment, promote the return of population, and promote rural revitalization; Therefore, the reuse support rate of rural idle houses is high and has a broad prospect for development.

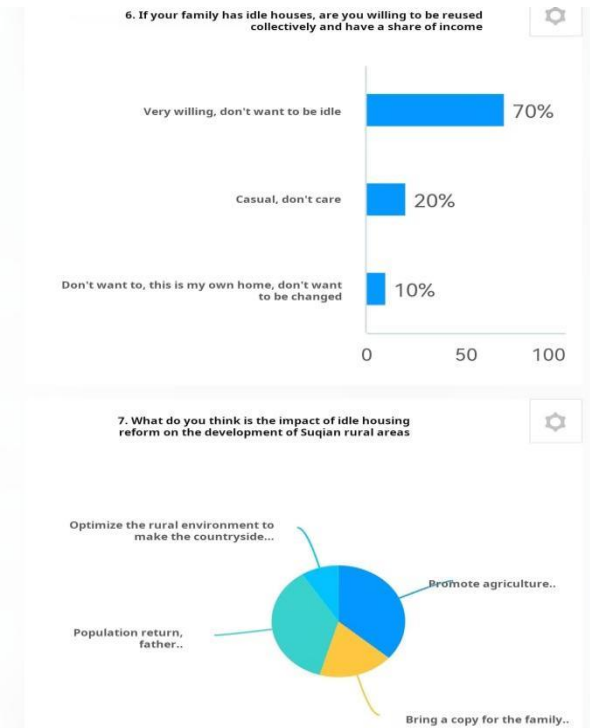


Figure 3 Investigate the willingness of local residents to reuse their idle houses

And the "home stay" reuse of rural idle houses is undoubtedly the best choice for the circulation of idle housing. The village committee, the government and the third party enterprises involved in the circulation and contract the project can better solve the blind area that people do not understand the circulation of housing, so as to realize the efficient and unified reuse of housing.

(2) Disadvantages

① Imperfect infrastructure: The infrastructure in rural areas is relatively backward, and all aspects of clothing, food, housing and transportation can not reach the level of consumers usually living in cities. In addition, in the face of special circumstances, the corresponding emergency measures and medical level may not keep up, which is easy to cause chaos, affect the reputation, and the construction and operation of B & B may be affected to a certain extent.

② Fierce competition: With the development of China, the people are gradually getting rich, and the tourism market is developing rapidly. After the devastating blow during the epidemic, the tourism market was rapidly revived and vigorous, and the demand for travel accommodation continued to increase. Home stay this business philosophy into more and more people's vision. In the process of further rural revitalization, the home stay industry will gradually go to the countryside.

③ Difficulty in operation and management: the education level in rural areas lags behind the cities, and in the early stage of development, the rural population is mostly the old and young, the educational level is not high, and the lack of management personnel, there may be some difficulties in the operation and management of home stay.

As shown in Figure 4, in the survey, most people reported that in addition to the original structure of the idle house, the wishes of the original residents. Therefore, a special investigation team should be set up to understand the ideas of the owner of the household, and communicate the renovation plan and advantages and subsidy plan to the residents to avoid conflicts.

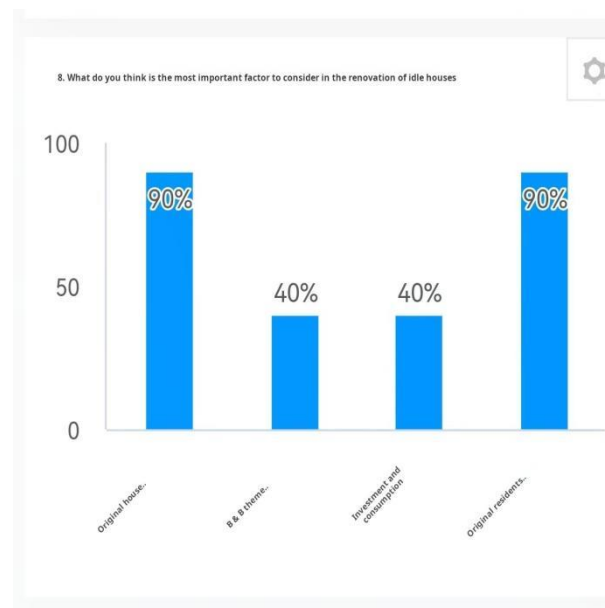


Figure 4 Investigate the consideration of housing reconstruction in the area

(3) Opportunity

① Policy support

The party's 20th report clearly points out that we should comprehensively promote rural revitalization, give priority to agricultural and rural development, integrate urban and rural development, smooth the flow of urban and rural factors, accelerate the building of a strong agricultural country, and steadily promote the revitalization of rural industries, talents, culture, ecology and organizations. In 2023, the No.1 central document clearly requires "the implementation of rural leisure tourism quality projects, and promote the quality and upgrading of rural home stay". As a new mode of urban-rural communication, B & B has shown great development potential in promoting rural revitalization, and the home stay industry has become one of the focal points of promoting the rural revitalization strategy^[9].

② Tourism market demand

On March 25, 1995, The State Council issued the Decision of The State Council on amending the Provisions of The State Council on the working hours of employees, which stipulated that since May 1, 1995, the whole country began to implement the five-day working system, that is, 40 hours of weekly working hours, Saturday and Sunday as weekly rest days^[10]. At this point, the urban workers weekend leisure time increased, more and more people go out of the house to enjoy the outside world, the tourism market has been further opened. Secondly, with the development of the country, the pace of urban life is becoming more and more fast, and people's yearning and pursuit for rural life are becoming more and more intense. Rural "home stay" activation can provide urban people with a leisure place close to nature and relax, to meet their yearning for rural life.

③ Industrial chain expansion: The development of home stay can drive the development of local tourism, agriculture and other industries, forming a benign industrial chain.

From this point of view, the "home stay" transformation of idle rural housing is full of opportunities. As the executor of national policies, the government should actively respond to the call, actively communicate with the village committee and third-party enterprises, work together to jointly solve the problem of idle rural housing, integrate the government and the people, and jointly promote rural revitalization.

(4) Threat

① Environmental protection issues: the construction and operation of home stay may have a certain impact on the local environment, it is necessary to strengthen the awareness of environmental protection, reduce the damage and pollution to the natural environment.

② Disaster risk: some rural areas have uninhabited dilapidated houses for a long time, and there are certain risks in the maintenance and renovation of these houses.

③ Quality problem: In terms of lifestyle, there may be great differences between rural areas and urban areas. For example, in some rural areas, they do not pay too much attention to the sanitary environment, and their standards for clean hygiene may be quite different from those of tourists, which may affect the image and development of the whole industry.

For all kinds of problems that may appear in the transformation process, the government, the village committee and enterprises should work together, and the government is responsible for supervising the transformation process, without affecting the transformation effect, maintaining environmental quality and promoting sustainable development; And the village committee should undertake the popularization of knowledge to the villagers, improve the villagers' health awareness and common sense of life, to avoid cultural differences and cognitive level, and conflicts with tourists, affecting the development of homestay; As the contractor of the project, the third-party enterprise should actively communicate with the government and the village committee, give full play to its professional knowledge, do not damage the environment, and complete the task with both quality and quantity guaranteed.

3.2.2. Significance

We will tap the potential of housing stock in rural residents. Through research, we found that there is great potential and sustainability in rural areas. This project aims to develop the home stay industry with regional characteristics and cultural heritage by excavating and utilizing the idle houses in rural areas, and then promote the development of rural economy and industrial upgrading. The primary, secondary and tertiary industries in rural areas are also driven by the development of the home stay industry, thus realizing the integrated development and driving the green development and sustainable development of the village economy^[11].

Create new areas of economic growth and boost rural revitalization. Home stay industry is an important part of rural tourism, and also an important force to promote rural revitalization. Rural revitalization, first of all, is also about industrial prosperity. The development of home stay tourism, through the linkage of primary, secondary and tertiary industries, can effectively promote industries to enrich the people, improve people's living standards, and accelerate the pace of rural revitalization^[12]. Through the development of home stay industry, the product system of rural tourism can be enriched, the quality and grade of rural tourism can be improved, attract more tourists to experience rural life, and promote the prosperity and development of rural tourism.

In addition, it can also optimize the rural living environment, protect and inherit the rural culture, and promote the rural sustainable development.

4. Summary and outlook

To sum up, the "homestay" activation of rural areas has a broad space for development under the background of rural revitalization, but it also faces some challenges and difficulties. To achieve sustainable development, we need to make full use of advantages, avoid disadvantages, seize opportunities, resolve threats, and make good planning and management. We are committed to create a unique homestay design, adjust measures to local conditions; provide quality service quality, conduct relevant training and assessment to ensure the personal safety, privacy and property safety; enhance the integration with local culture, cooperate with local governments, schools, farmers and hold special activities; develop effective market positioning strategies and brand promotion strategies and expand influence through network media.

Furthermore, in the future, there are some risks in rural "home-stay" reuse, for example, high cost, long return time, investors need to bear high risks; small consumer groups and more competitors. In terms of safety risks, changeable climate and natural disasters greatly test the stability of homestay buildings; rural infrastructure construction is relatively backward, the construction of fire escape, lack of sewage treatment and other problems are easily neglected. In terms of business risk, the peak season of home stay is clear, and the business cycle is greatly affected by holidays. There are a lot of gap period, there will be an oversupply phenomenon. In terms of policy risks, the full circulation of housing property rights market in China has not yet been realized, and the property rights dispute of rural B & B is not easy to solve; the government's support for tourism may change, which will affect the operation and development of B & B. In terms of human risks, the education in rural areas is relatively backward, and some villagers may lack the spirit of contract and legal system, which has a negative impact on the unified operation of B & B.

In the future, it is hoped that when the idle rural houses are "home-stay" reused, the government,

village committees, third-party enterprises and residents can work together to build a new countryside, build a home-stay rural area, develop the tertiary industry, drive the development of rural economy, and help realize rural revitalization.

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