

Investigation report on the present situation and countermeasures of home stay facilities in Meiling, Jiangxi province

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Abstract: in China, the home stay facility within the scenic area on the development of rural economy play a very important role, with the home stay facility development boom, the home stay facility also attract the attention of the scholars, we adopt the method of field survey, with red cliff Danjing Shenlongtan scenic area scenic mountain valleys and Meiling town four regions as the research object, analyzing Meiling scenic area of the home stay facility present situation, explore its advantages and disadvantages, so as to provide reference for the construction of a home stay facility results showed: 1) Meiling scenic spot generally low occupancy rate of home stay facility; 2) homestay interior style is seriously homogeneous and lacks local characteristics; 3) extensive management mode; 4) single way of publicity.

Key words: Homestay, homestay status quo, countermeasures

1. background and purpose of the development of home stay facilities

1.1 development background of homestay

1.1.1 development status of homestay

The reservation of online inns and homestays in China is in an explosive growth period, while homestay inns in mainland China are mainly concentrated in Beijing, Zhejiang and other relatively developed regions in the east, Guangdong, Fujian and other southeastern regions, and Sichuan, Yunnan and other regions with distinctive cultures in the southwest. The distribution of inns and homestays is mainly concentrated in the areas with developed tourism. Through investigation and statistical analysis, it is found that at present, the total number of inns and homestays on the mainland of China is as high as 42,658, including 11 provinces and cities, and the number of homestay inns has reached more than 1,000. Yunnan, Zhejiang, Shandong, Fujian, Hebei, Guangdong, Beijing, Sichuan, Guangxi and Hunan are the top 10 provinces in the number of guesthouses. The top ten cities in terms of the number of guesthouses are: Beijing, Lijiang, Jiaxing, Qinhuangdao, Chengdu, Xiamen, Dali, Zhoushan, Hangzhou and Rizhao. In the second quarter of 2014, the online inn and homestay booking market reached 130 million yuan, up 58.5% month-on-month and 333.3% year-on-year. however, the development of Jiangxi province is relatively backward, which is quite different from home stay facilities in developed countries and regions such as Japan, Taiwan and Moganshan. Jiangxi province is unique and rich in scenic resources, and the development of home stay facilities

is relatively backward. Therefore, it can be seen that the development prospects of home stay facilities in Jiangxi province are broad, which is of great significance for promoting the development of rural economy.

Nanchang, as the capital city of Jiangxi province, has a unique geographical location and a long history and culture. In the long course of historical development, the dwellings of the Jiangxi school gradually settled down and passed on. In addition, Jiangxi tea culture is rich in scenic resources, and Meiling is rich in vegetation and plant resources. Meiling now launch the travel in one day, the radiation radius of the basic contain of Nanchang city and surrounding towns, according to the 2017, 2018 of Jiangxi travel network data contrast of Jiangxi province tourist holiday accounted for 75.6%, Fujian association of foreign languages and tourists, 24.4% of Jiangxi, Fujian association of foreign languages and visitors of low, but with Meiling types of tourist attractions, Lushan mountain, and so on all have higher visibility in Jiangxi province. In October 2013, the opinions of the “about promoting the construction of tourism strong province” explicitly proposes that the construction of Nanchang as the province at the core of the distribution center and tourism city, Nanchang, attaches great importance to the development of tourism in , and Meiling as Nanchang garden, at the present stage of the competition ability is inferior to the surrounding city scenic area, the vast number of customers come from the local people, Nanchang Meiling dorigo also more as a way of Nanchang citizens weekend leisure, with the strong development of Nanchang tourism, to attract tourists, and outside the province Meiling will serve as the Nanchang major tourist destination, tourists will also gradually expanded.

With the development of homestay becoming more and more popular in recent years, Meiling, as one of the important scenic spots in Nanchang city, has assumed the function of sightseeing accommodation, so the rise of homestay has become inevitable. Meiling scenic area of the home stay facility mainly modern houses, traditional houses, new Chinese style residence, with our modern architecture style of red cliff Danjing scenic spot of new Chinese style, home of Longtan scenic spot mountain valleys and god as well as the traditional architectural style Meiling town as the research object, aims to study the status quo of home stay facility of Meiling scenic spot, in order to provide Suggestions for the development of home stay facility and construction.

1.2 investigation purpose

In recent years, home stay facilities have exploded in popularity, and Nanchang is also following the trend of The Times, learning and making progress in the process of continuous development, but there are still some problems. 1) many locals know little about Meiling homestay; 2)

the homestay in Meiling has a single architectural style, and most of them do not have the characteristics of Jiangxi traditional folk houses, which cannot highlight the characteristics of Jiangxi school folk houses. 3) the absence of relevant management institutions or organizations leads to the absence of relevant management constraints in homestays. 4) lack of integration of local characteristic culture. In order to solve the above problems, we obtained the development status of Meiling homestay through field investigation, explained the reasons from four aspects including traffic condition, structure facilities, operation mode and publicity method, and proposed corresponding countermeasures, thus providing references for the future construction of Meiling homestay.

2. Basic information of the respondents

2.1 the home stay facility

Homestay refers to the use of local idle resources (such as unused family rooms), and the host of a homestay participates in the reception, providing tourists with small accommodation facilities to experience the local nature, culture and production and lifestyle. Homestay can be divided into urban homestay and rural homestay according to different regions. Homestay differs from hotels or restaurants in that there is no need for luxurious facilities, but it allows people to experience local customs and cultural characteristics, experience the hospitality and service of the host, and experience different leisure life.

2.2 Meiling national forest park

Meiling national forest park is located in the western suburb of Nanchang city, on the southwest bank of Poyang lake, facing Lushan mountain to the north. The mountains in Meiling are rugged and lush, beautiful at four hours, and the climate is pleasant. Therefore, it is called "small Lushan mountain".

Through trip, where net, Abby meet, ants short rent, hazelnut home stay facility such as a home stay facility popular platform of information collection analysis Meiling several home stay facility distribution area, mainly concentrated in four regions Meiling town, Shenlongtan, mountain valleys, Hongya Danjing, because it is located in the position and landscape resources of home stay facility for different style difference is obvious. Hongya danjing scenic area is close to the administrative center of the bay, nearby residential buildings stand in great Numbers, and homestays are mostly private residences in the community. Meiling town, as an administrative center, has its own geographical advantages, and its internal villages have a long history. The village built against the mountains in the south of the central avenue has been transformed and built by large enterprises, and the whole area has been built as an experience area for homestay in the form of scenic spots relying on its original features. Shenlongtan is belong to appreciate the natural scenery of home stay facility new camp, mountain valleys USES the village beautiful environment without destroying the village, but into the village of rural home stay facility, site selection in the villages, selecting superior geographical position between the rebuilding of the houses to the surrounding environment of beautification, creating the natural scenery and folk customs of the landscape and modern accommodation experience of home stay facility.

2.3 advantage

2.3.1 tourism resources

Meiling national forest park is rich in natural resources. Its natural landscape attracts a large number of tourists to visit, tourism resources can not only promote the development of the scenic spot. With the good economic development and the gradual improvement of People's Daily living standards, people's pursuit of tourism at a higher spiritual level is no longer a "fast-food" way of tourism. Nowadays, more attention is paid to local cultural characteristics and experience participation in the process of tourism, and tourism homestay is the product of meeting the needs of the public.

2.3.2 history and culture

Meiling is one of the sacred places of Buddhism and Taoism. The book called Meiling the "twelfth cave". It can be seen that it has a profound history and culture, including the zhai yan temple, Ziyang palace on the top of the mountain, and deng yu, the founding father of the eastern han dynasty, visited here, and nearby there are deng xian cave and Zhenjun tomb. Hongya danjing has the longest history in the landscape of meiling town. In the ninth year of kaihuang (589) of the sui dynasty, yuzhang county was renamed Hongzhou because of Hongya. And not far from Hongya Danjing is Jiangxi's largest surface tomb – the tomb of the emperor's aunt. The tomb of Yinguang, a famous master of the pure land sect of Buddhism in the late qing dynasty, is also here.

2.3.3 climatic conditions

Meiling has a good natural ecological environment, high forest coverage rate, and rich content of negative oxygen ions, making it a veritable "urban green lung" and "forest oxygen bar" in Nanchang. Meiling town has a humid subtropical monsoon climate with abundant sunshine and abundant rainfall. The annual average temperature is 5.0 °C ~ 7.0 °C lower than that of downtown Nanchang. It's a great place to spend the summer.

2.3.4 boom in home stay facilities

In recent years, with the increasing consumption level, the public demand for tourism accommodation has become more experiential. As a form of accommodation with a new boom, tourist homestay has become an inevitable product of the innovative development of tourism, which has spread to all parts of the country. The booming development of homestay proves its huge market potential. According to the data, the number of homestays increased sharply between 2010 and 2015, especially in areas rich in tourism resources. With the rapid development of sharing economy, the development of homestay under Internet economy is also an inevitable result. According to the survey analysis, about 41% of tourists' understanding of accommodation information comes from various travel websites, and about 29% are recommended by travel agencies. In the end, about 62% choose the accommodation place by booking online.

3. Relevant laws, regulations and policies

From "tourism law", some mature areas of a home stay facility also gradually formulated the related laws and regulations, in 2014 in Zhejiang province issued "about further optimization services guidance to promote the development of rural home stay facility industry standard", the same year, Deqing county, Zhejiang province has issued

a local “people is the dormitory administrator manage method” and “rural home stay facility service quality hierarchy and assess local standard” , the definition of a home stay facility to China at the same time also the lack of a unified standard, until 2017 to implement the relevant specification.

3.1 laws and regulations

The following regulations were approved and published by the national tourism administration in 2017 and will take effect on October 1, 2017.

Code for handling complaints by tour operators (LB/T 063–2017);

Basic requirements and evaluation of culture-themed tourism hotels (LB/T 064–2017);

Basic requirements and evaluation of tourist homestay (LB/T 065–2017)

Boutique travel hotel (LB/T 066–2017).

3.2 relevant policies

On December 31, 2014, the general office of the communist party of China central committee and the general office of the state council issued the opinions on the pilot reform of rural land expropriation, the marketization of collective commercial construction land and the system of homestead.

Released on November 19, 2015, the state department web site of The General Office of the State Council to accelerate the development of consumer services for upgrading the consumption structure of guidance “countries do hair [2015] no. 85, the first mention of” promote the development of home inn, short rent apartments, niche formats such as rent the apartment “, this kind of form qualitative from active service industry, will give policy support in many aspects.

On January 27, 2016, the central committee of the CCP, the state

council on the implementation of the development of new ideas to speed up agricultural modernization to realize the goal of the all-round well-off society several opinions found [2016] no. 1, which points out that to develop the leisure agriculture and rural tourism, there are planning to develop rural hotel, leisure farm, characteristics of home stay facility, outdoor sports, such as rural leisure holiday products.

On October 10, 2016, notice of agricultural development bank of China of ministry of housing and urban-rural development on promoting policy-based financial support for the construction of small towns (jian cun [2016] no. 220) elaborated the financing support methods of agricultural development bank of China for characteristic small towns.

In February 2017, the Chinese Academy of Social Sciences published “travel green paper: 2016 ~ 2017 years of China’ s tourism development analysis and prediction, which suggested that everywhere need to explore suitable for the reasonable and lawful, efficient measures for the administration of the home stay facility industry establish industry operating permit system, sums up the suitable for examination and approval of the home stay facility with regulators, which guarantees the standardization of the home stay facility and legitimacy.

4. Research contents

4.1 development status of homestay

With the rapid development of tourism and tourism, the development of home stay facilities has set off a boom, but Meiling is not weak either. Home stay facilities have been built in succession since 2015, and 2017 and 2018 are the peak years. Although b&bs are being built more and more, the occupancy rate is not very ideal. Table 1 is a statistical comparison of the number of home stay facilities, average occupancy rate and average housing price in four regions: Hongyadanjing scenic spot, Lingxigu scenic spot, Shenlongtan scenic spot and Meiling town.

Table 1 statistical table of the development status of home stay facilities in Meiling

area	Number of home stay facility (a)				Average occupancy %	Average house prices
	2015years	2016years	2017years	2018years		
Hongya danjing scenic spot	0	1	3	4	10	447
Mountain valleys	0	0	8	0	20	1000
Shenlongtan	2	2	4	1	2	557
MeiLing town	1	0	1	3	9	1247

According to the data in table 1, it can be seen that Meiling homestay started in 2015, up to now, the number is small, the average occupancy rate is low, and the average price cannot affect the occupancy rate.

4.2 problems existing in the development of homestay

4.2.1 poor road traffic safety performance

Meiling is located in the west of Ganjiang river and the northwest of the central city of Nanchang. It is the only mountain around Nanchang city and only 15 kilometers away from the center of Nanchang city. Meiling scenic spot has convenient transportation. Meiling is surrounded by expressways, provincial roads and passageways, which are connected

to traffic nodes in Meiling. Despite this, Meiling is located in a mountainous area and rainy all the year round, which causes the slope to fall rocks onto the road, thus affecting tourists’ safety.

4.2.2 serious homogeneity of interior style and lack of local characteristics

According to statistics, there are 115 home stay facilities in 4 survey sites, of which 72 are at most in Shenlongtan, followed by 27 in Meiling town, and only 8 in Lingxigu and Hongya danjing district. Whether traditional or modern architecture, its internal style is basically not much different from the hotel, lack of local cultural characteristics, has not formed artistic experience, rural leisure and other styles, cannot give the

guests want to experience. According to statistics, 68% of the homestays we investigated did not reflect local cultural characteristics. According to the survey, it was found that the mountain homestays in Lingxi valley had local cultural characteristics, but due to the late development, they were only operated by a single company, resulting in the same style. Hongyadanjing scenic spot, Shenlongtan and Meiling town all lack local cultural features, which are similar to the general hotel and boutique hotel styles, which cannot meet the tourists' vision of experiencing rural customs. It also leads to the characteristics of fast forward and fast out of tourists' consumption mode, short stay time and low return rate.

4.2.3 the management of homestay is not in place and relevant laws are lacking

The biggest characteristic of the development of homestay is its spontaneity. In addition, the communication between related management departments is not smooth. The tourism administration department can only supervise and manage star-rated hotels and designated tourism units. According to statistics, more than 90% of the accommodation units engaged in tourism reception activities are not within the supervision scope of the tourism administration department.

4.2.4 extensive operation and management mode of homestay

Because the threshold to enter the homestay is relatively low, and the relevant laws are not perfect, the operation mode of many homestay is not standardized. Many managers of home stay facilities do not have a deep understanding of the development of the industry, and blindly follow the trend, resulting in the lack of reasonable planning for the construction of some home stay facilities, and the management plan for home stay facilities is not reasonable enough. The table 2 shows that Meiling scenic area of the home stay facility self-employment total accounted for more than the company's business, and self-employed workers, as the head of the household, and his family, this leads to the individual business reception service level is low, because there is no corresponding service training for staff activities, in addition, after visiting survey, the future have intention to participate in the home stay facility operators, very lack of understanding of the home stay facility management patterns.

Table 2 statistical table of operation mode of Meiling home stay facility

area	Mode of operation	
	self-employed %	Company's business %
Hongya danjing scenic spot	17	3
Mountain valleys	0	28
Shenlongtan	17	14
Meiling town	17	4
A total of	51	49

4.2.5 homestay publicity is single

Meiling homestay publicity methods are generally single, most of

the homestay publicity methods are mainly two. First, recommendation of travel APP platforms, such as ctrip and qunar ; The second is based on the mutual recommendation of repeat customers and friends and local random search. According to the survey data, at present, only the park tea village of Meiling town has adopted the propaganda method of WeChat public account. It can be seen that most of the store publicity awareness is relatively weak, there is no good use of network publicity means.

4.3 Suggestions for the development of home stay facilities

4.3.1 reasonable planning and standardized management

As the saying goes, "there are national laws and regulations." to do a good job in home stay facilities, corresponding management policies should be formed first. The government needs to provide the following support: 1. Guide and train the development direction and management of the local home stay industry. 2. Improve the environment of home stay facilities, improve greening and beautification, and strengthen health management. 3. Encourage local residents to use their spare houses, courtyards and sites to develop homestay facilities, and give appropriate relief policies, which not only improve the economic income of residents, but also protect the local environment, and bring unique experience to the residents.

4.3.2 strengthen the training of relevant talents

There is a sentence in Jinggangshan's album "it is more difficult to stay in business than to start a business". It can be seen that the establishment of homestays is easy and the management is difficult. In order to run a home stay facility well, it is necessary to have relevant professional talents. Therefore, we can build a training platform and establish a training system to cultivate the management philosophy of dormitory administrators and improve the service level of service providers through targeted vocational education. In addition, we can also introduce a group of high-level talents who have experience in operation and management and are familiar with homestay.

4.3.2 build local characteristics and strengthen publicity

"Only when there is demand can there be market". Local characteristics are the foundation of homestay. Operators should integrate local natural, cultural, life and other resources to build homestay with characteristics and diversify the types of homestay, so as to meet the diversified needs of people. After the completion of the construction of home stay facilities, publicity means are the top priority. In the wave of the Internet, a variety of marketing Numbers emerge as The Times require. Of course, we can also build high-quality exclusive websites, cooperate with online tourism operations, and expand marketing channels. In addition, can also be in the media programs, television advertising, advertising posters, so as to promote the brand of home stay.

4.3.4 improve infrastructure

Homestays are usually built around scenic spots, but local infrastructure is generally weak, which brings a lot of inconvenience to tourists' lives. Infrastructure construction is the foundation of homestay, because only when the basic needs of life are met, can people enjoy the scenery and experience the characteristics.

5. conclusion

With the development of society and the improvement of people's

“网络化”思维拓宽廉政文化传播路径探析

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摘要: 为了深入贯彻落实党中央十九大精神, 构建不敢腐、不能腐、不想腐的有效机制, 企业在自身发展与建设的过程中, 应注重廉政文化的建设, 并采用信息化手段拓宽廉政文化的传播路径。廉政文化工作与企业文化具有紧密联系, 对于企业的长效发展具有积极作用。在我国经济社会不断发展的今天, 加强廉政文化的建设与传播工作已经成为构建惩治和预防腐败体系的重要组成部分, 与此同时, 伴随着信息化发展的浪潮, 网络在人们的生活和生产中越来越普及, 为我们提供了现代化的信息交流平台。“网络化”思维对拓展轨道交通廉政文化传播更具冲击力和渗透力, 为宣传工作开辟了更广阔的天地。本文通过介绍“网络化”思维在廉政文化传播中的优势, 从传播载体、传播内容以及传播方式三个角度进行阐述, 针对“网络化”思维拓宽廉政文化传播路径展开了以下研究。

关键词: 网络化; 廉政文化; 传播

中共宁波市轨道交通集团有限公司运营分公司第三次代表大会, 大会的主题为: 高举习近平新时代中国特色社会主义思想伟大旗帜, 承载梦想、聚力远航, 奋力谱写网络化时代新篇章, 为

打造综合型运营一流企业而不懈奋斗。党的十八大以来, 党中央管党治党和全面从严治党成效显著, 党的十九大报告作出“夺取反腐败斗争压倒性胜利”的战略部署。新时代下, 城市轨道交通运营企业应坚持党的领导体制机制, 深刻认识运营网络化、网络化运营的特点, 建立与之相匹配的廉政文化宣传战略、目标和举措, 逐步形成廉政氛围浓厚的企业新风尚。

一、“网络化”思维拓宽廉政文化传播路径的优势

(一) 有助于拓宽廉政文化的传播载体

轨道交通运营企业在廉政文化建设与传播的过程中, 将“网络化”思维运用其中, 能够开辟新的工作领域, 在电子信息的传播下, 为廉政文化的宣传工作插上科技的翅膀, 从而拓宽廉政文化的传播载体, 为具有轨道交通行业特色的廉政文化开辟一个新的天地。廉政文化在“网络化”思维的宣传下, 能够提供廉政宣传工作的深度和广度。

(二) 有助于丰富廉政文化的传播内容

“网络化”思维能够为轨道交通运营企业的廉政文化宣传提供更多的内容, 通过利用网络资源, 电子报刊、移动电视、车站广播等媒体的宣传优势, 将世界各地关于廉政方面的信息和成果

living standards, people's demands for leisure and entertainment are increasingly diversified. In this context, homestay emerges as The Times require. However, as a new thing, homestay is in the period of run-in in terms of development, operation and management as well as the degree of integration in the surrounding living environment, so there are still many problems to be solved. In order to achieve sustainable and healthy development of the home stay industry in Meiling scenic spot, relevant departments must standardize the industry standards and strictly check the pass. Homeowners should also combine local environment and cultural characteristics to make home stay facilities that can reflect local characteristics, and actively promote and strive to build their own home stay brands.

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