

Study on symbiotic development of homestays and local communities in rural tourism destinations -- Taking Wucai Shunlin Resort as an example

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Abstract: The symbiotic development of B&Bs and local communities in rural tourism destinations not only revitalizes rural idle resources, promotes income increase and helps rural revitalization, but also promotes interaction between the two sides, innovates the development content of rural tourism, promotes the high-quality development of rural tourism, and strengthens the symbiotic development of both sides. This paper takes Wucai Shunlin Resort as an example, through field investigation, interview and other methods to deeply study the symbiotic development status of the resort and local community, the research results show that the symbiotic development is manifested in three aspects: economy, society and culture, the integration of local characteristics, symbiotic interaction, symbiotic driving force and cooperation mode still need to be improved, and finally put forward development countermeasures. In order to promote the sustainable development of rural tourism destination.

Key words: Rural homestay; Local community; Wucai Shunlin Resort

1 Foreword

Rural tourism is an effective measure to promote the development of rural economy. As an important component of rural tourism, rural homestays should be integrated with the requirements of rural revitalization strategy, optimize development in an all-round way, and promote the sustainable development of rural tourism. China attaches great importance to the development of rural homestays. In 2019, the development of the homestay industry was written into the 14th Five-Year Plan and the outline of the 2035 vision goal, and the No. 1 Central document in 2022 also pointed out that farmers should be supported to directly or indirectly participate in the operation of homestays. Practice and research show that local community residents' willingness, way, degree of participation and attitude have a direct or indirect impact on the development of rural homestay, and rural homestay provides jobs for residents, reduces the rural population to go out for work, and attracts local people to return to work and start businesses. It can be seen that, on the one hand, community participation in the development of rural homestays can obtain equal advantages and benefits, which helps to form values and emotions; On the other hand, the integration of rural homestays into community development can enhance mutual understanding and empower the development of rural homestays. There is a complex symbiotic relationship between homestay and local communities in rural tourism destinations. It is of great practical significance to clarify the logic of this pair and promote the development of rural revitalization and rural tourism

2. Research and Design

2.1 Research object selection

Wucai Shunlin Resort is located in the Lutang community of Wucai Pastoral scenic spot. It is a farm mainly operating rural homestays. It focuses on the contact and cooperation with local communities, and has certain highlights and representativeness. Therefore, we choose this spot as the research object.

2.2 Research Methods

This study adopts observation and interview methods, conducts two surveys on April 15, 2023, and May 12, 2023, interviews 12 management, residents, tourists and other relevant personnel, and collates more than 20,000 words of audio materials. During the interview, dynamic adjustment was made according to the actual situation of the interviewees to ensure the validity and saturation of the data.

3. Research on the symbiotic development status of Wucai Shunlin Resort and local community

Tourism symbiosis is a kind of relationship model that forms mutual dependence and promotion in tourism development. Starting from three dimensions of economic symbiosis, cultural symbiosis and social symbiosis, this paper analyzes the symbiosis development status of Wucai Shunlin Resort and local community, and explores their interactive relationship. It is shown in Figure 3.1.

3.1 Economic symbiosis

3.1.1 Increase economic income

Wucai Shunlin Resort allocates more than half of the procurement budget to purchase residents' high-quality agricultural and sideline products, expand residents' income channels in the form of capital transfer, promote economic circulation, realize mutual benefit and promote common development.

"We are doing farm music, have their own farming farm in the garden is opposite, usually will purchase nearby residents of chicken, duck, fish and vegetables, our procurement is proportional, generally in the budget income 50-60% of the purchase of dishes, to retain the local characteristics." (Interviewee 01)

3.1.2 Make use of idle resources

Wucai Shunlin Resort B&B is based on the transformation and upgrading of the idle houses of local community residents. Through

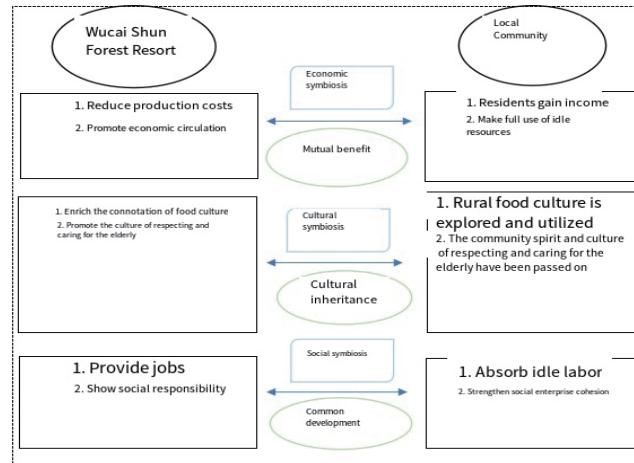


FIG. 3.1 The symbiotic relationship between Wucashunlin Resort and local community

rural B&B, idle resources are revitalized, rural tourism is connected with the community, economic cycle is promoted, residents get considerable rental income, and the quality of life is improved.

"All our guesthouse under the name of Wucashunlin rents the houses of nearby villagers and then renovates them. We will also pay the rent to the villagers and sign the lease contract, and the villagers can also get an income. Now we have cooperation with 8 landlords." (Interviewee 01)

3.2 Cultural Symbiosis

3.2.1 Dig into food culture

Lotus flowers are a feature of Lutang community, which have become a clocking point for Internet celebrities due to their continuous blooming and spectacular beauty. According to this, Wucai Shunlin Resort has created a series of dishes such as lotus banquet. At the same time, it has deeply explored the rural food culture and innovated food. It has introduced special Maolin tofu and snack egg crisp, etc., which are favored by tourists.

"We came here to live and eat all the food in the restaurant, the food here is also very good, the staff here said that the ingredients are purchased with local farmers, are organic vegetables without pesticides, after processing to make special dishes with health as the keynote, the staff said that in the future will also carry out a series of food theme activities such as lotus banquet. Let us have the opportunity to come here to play." (Interviewee 08)

3.2.2 Promoting community spirit and culture

Wucai Shunlin Resort actively respects the elderly, loves the elderly and helps the elderly community spirit culture. Every festival, it will send love blessings and condolences to the elderly in the community, on the one hand to bring spiritual comfort and material help to the empty-nesters, on the other hand to assume the social responsibility of the enterprise, set an example, which not only won the reputation of the resort, obtain the support of the community, but also create a great love of the community atmosphere.

"They shun Lin do a better place is that every August 15 and the Spring Festival will send some sympathy to the surrounding elderly people over 70 years old, rice, noodles, oil, etc., this is better than other homestays, other homestays generally do not engage in these words." (Interviewee 06)

3.3 Social Symbiosis

Wucai Shunlin Resort insists on hiring local community residents as corporate employees, and will also hire temporary workers in busy times, costing about 100 yuan per person, as a way to participate in the community. This provides convenience for residents who want to work locally and take care of the elderly and children, promotes social symbiosis and enhances the cohesion of social enterprises.

"Our staff at Wucashunlin are all nearby residents, including two receptionists, three guest rooms, a customer service, a warehouse keeper, a security guard, a manager, and an electrician. Everyone is from the same village and knows each other, so working here is relatively comfortable." (Interviewee 03)

4. The symbiotic development of Wucai Shunlin Resort and local community and the promotion countermeasures

4.1 Wucashunlin Resort and local community symbiotic development issues

4.1.1 Insufficient integration of local characteristics

The cultural elements, life and production modes, customs and habits of the local community in Wucai Shunlin Resort are not deeply integrated, the product features are not prominent, the sense of tourism experience is weak, and the product is not attractive.

"How can I say, living here is possible, but there are not many things that attract me, nor can it reflect the culture and living habits here, that is, the architecture is more distinctive than ordinary homestays, and the rooms here are more ancient and typical." (Interviewee 09)

4.1.2 Symbiotic interaction is not strong

The survey found that, on the one hand, rural guesthouses have not built a perfect communication mechanism, and the two sides lack

active communication; On the other hand, affected by factors such as culture and skills, many residents have a weak sense of participation, do not link their own development with homestays, and have not yet formed a good interactive and cooperative relationship with homestays.

"I did not participate in the product development of Wucaishunlin, I am just a nearby resident, and can not afford to live in these places, I have nothing to do with Wucaishunlin, the community side and Wucaishunlin cooperation have to ask their employees or managers." (Interviewee 05)

4.1.3 Insufficient symbiotic driving force

The employees of Wucai Shunlin Resort have the inherent deficiency of low cultural quality and professional skills, and a complete training and learning system has not been established. The employees have only gone through vocational training and fire training, so they have limited skills and lack of later tourism knowledge and skills training. They lack innovation ability and need to improve their service awareness, service attitude and service skills.

"Their service is relatively ordinary, not the kind of star-rated hotel service professional, some requirements they can not meet us, is the ordinary accommodation service." (Interviewee 10)

4.1.4 Single mode of cooperation

The cooperation mode between Wucai Shunlin Resort and local community residents is relatively simple, and the cooperation relationship is weak. Residents mainly participate in the cooperation through grass-roots employees, renting houses and selling agricultural and sideline products, and have little involvement in business strategy, operational decision-making, cultural integration, innovation and creativity, and symbiosis has not been formed.

"We also have some cooperation with the villagers, such as our house is rented with the villagers, to pay them that fee, and we ourselves are nearby villagers, usually if we are too busy, we will recruit temporary workers to come to help, everyone is nearby, live close is also more convenient." (Interviewee 04)

4.2 Wucai Shunlin Resort and local community symbiosis promotion strategy

4.2.1 Integration of local culture

Dig deep into the folk culture, farming culture, food culture, architectural culture, natural scenery and other resource highlights of local communities, strengthen their rejuvenation, present the harmonious relationship between people and nature, people and society, and create more consumption points. For example, cherry blossom and lotus are the most famous in the community, highlighting these two elements in the development of homestay products to form a series of themes; Small and medium-sized lotus pond in the courtyard on the landscape, highlighting the theme of flowers on the guest room; In the diet innovation flower banquet food, etc.; In the tourism experience, to create an immersive experience environment.

4.2.2 Strengthen interactive symbiosis

First of all, it is necessary to establish a communication and interaction mechanism, enhance the understanding between enterprises and communities, encourage residents to actively participate in tourism development, transform more resources and power, and help the development of rural tourism economy. Secondly, through publicity and guidance, residents' awareness of participation should be raised to give full play to their respective values, achieve mutual benefit, and enhance their sense of belonging and pride. Finally, a consultation channel is set up, and the suggestions and opinions of relevant personnel are widely consulted to provide intellectual support for the interaction and symbiosis of rural tourism development.

4.2.3 Building a diversified cooperation model

Diversified cooperation mode promotes the positive interaction between rural guesthouses and residents, and promotes the formation of a pattern of shared interests and win-win results. First of all, based on the actual situation, expand cooperation channels and encourage local community residents to participate in cooperation in the form of labor, capital, housing, intelligence, technology and other materials, so as to obtain benign and sustained income increase. Secondly, rural homestay and community residents should establish a cooperation and exchange mechanism, and hold regular summary and exchange meetings to share results and experience, face problems, and jointly find solutions. Finally, the establishment of a wide range of participation mechanism, bold innovation, not only to attract talented residents to participate in the decision-making and operation of the enterprise, but also in the form of Jianghu hero post cooperation, problem result-oriented, reward specific solutions, and hired as consultants.

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