

Analysis of the Strategy of Homestay Business Management in Rural Tourism Development

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Abstract: With the development of China's economy and the improvement of people's living standards, tourism has gradually become an important part of the national economy. As an emerging form of tourism, rural tourism attracts more and more people to visit and relax with its unique natural environment, cultural landscapes, and simple way of life. In the process of rural tourism development, homestays are one of the core resources of rural tourism. This article investigates and analyzes the current situation and management of rural tourism and homestays, explores the problems and causes of rural homestay management, and proposes some effective solutions through literature research at home and abroad.

Keywords: Rural Tourism; Homestay Operation; Strategy Analysis

1. Introduction

In recent years, rural tourism has gained significant attention due to the growth of the tourism industry and the increasing pace of urbanization. This emerging form of tourism offers a unique charm and appeal, attracting a growing number of tourists seeking authentic cultural experiences. However, the management of homestay accommodations in rural tourism faces numerous challenges and obstacles. Effectively addressing these issues and promoting the development of rural tourism have become crucial areas of research. This study aims to explore the issues and countermeasures of homestay management in rural tourism development, in order to provide useful references for the development of rural tourism. Firstly, we will start from the definition of rural tourism and explain its development trend. Secondly, we will analyze in depth the main problems and influencing factors of homestay management. Finally, based on the above content, we will propose effective solutions and evaluate and compare them to better guide the future development direction of rural tourism.

2. Analysis of the Current Situation of Homestay Business Management in Rural Tourism Development

In the current social context, rural tourism development has gained significant traction, driven by urbanization and improved living standards. Homestay management is a crucial component of this development, offering unique accommodations that provide authentic cultural experiences. Despite the gradual maturation of China's rural tourism market, challenges persist in homestay management. One major challenge is the varying quality of homestay constructions. While some homestays boast complete facilities, picturesque environments, and high-quality service, others lack essential infrastructure and hygiene conditions, resulting in subpar tourist experiences. Strengthening supervision and enforcing compliance with relevant standards and regulations are imperative for ensuring the safety and comfort of tourists. Affordability is another critical concern in homestay management. Limited land resources in rural areas drive up construction and operating costs, leading to higher prices for homestay accommodations compared to hotels or inns. This affordability gap restricts access for some consumers, thereby impeding the sustainability and development potential of the homestay market. Implementing measures to reduce rent and maintenance costs can make rural tourism more accessible to a broader range of individuals. Further improvements are needed in homestay marketing strategies. Although the internet has become an essential channel for the modern tourism industry, many small homestays face challenges in effectively promoting their brands and products. Government support in the form of policies and funding assistance can help homestays enhance their publicity and marketing efforts. Additionally, establishing integrated online and offline platforms can provide convenient sales channels for

homestays, further augmenting their visibility and reach. Addressing these challenges in homestay business management is crucial for the continued growth and success of rural tourism. Ensuring consistent quality standards, enhancing affordability, and improving marketing approaches will contribute to a thriving homestay sector. With proactive government support and strategic measures, homestays can reach their full potential, offering unforgettable experiences to visitors while fostering the socio-economic development of rural areas.

3. Analysis of the problems of homestay business management in rural tourism development

3.1 Backward Management Concept of Homestay

In the development of rural tourism, homestays have received widespread attention as an important form of accommodation. However, with the increase in the number of homestays and the intensification of market competition, issues with homestay management have become increasingly prominent. One of the main issues is that the management philosophy of some homestay operators is backward. Firstly, some homestay operators lack professional knowledge and skills in homestay management, resulting in a low level of management. While homestays offer a distinct alternative to traditional accommodations, providing a more personalized, culturally immersive, and community-oriented experience, some operators fail to recognize their significance as tourism products. Therefore, their management philosophy remains in the traditional hotel-style thinking mode and cannot adapt to the needs and development trends of modern tourism industry. Secondly, the management concept of some homestay operators is overly simplistic, focusing only on the pursuit of short-term profit maximization. This type of management philosophy is not conducive to the long-term development of homestays and may even bring bad experience to tourists. For example, some homestays may adopt low-price promotions to attract guests in order to increase occupancy rates, but such practices can lead to a decrease in the quality of customers and even safety issues. Finally, some homestay operators lack innovation and marketing abilities and cannot make good use of the internet and other new media for promotion. These platforms can provide more exposure opportunities for homestays, help homestays better interact and communicate with consumers, enhance brand awareness and reputation. However, due to a lack of relevant experience and technical support, many homestay operators have not fully utilized these channels to expand their business scope and influence.

3.2 Lack of Talent in Homestay Business Management

In the development process of rural tourism, homestays have been widely used as an important form of accommodation. However, with the increase in the number of homestays and changes in tourist demands, there are also many problems facing homestay management, including a shortage of skilled personnel. Firstly, homestay management personnel need to have certain professional knowledge and skills, including hotel management and marketing. However, a professional education system for homestay management has not yet been established in China, making it difficult to find personnel with relevant backgrounds to engage in homestay management. Furthermore, due to the lower level of economic development in rural areas, the demand for homestay management personnel is relatively small, resulting in serious talent drain. Secondly, homestay management personnel also require strong communication skills and teamwork spirit. Because homestay management involves multiple aspects such as reception services, hygiene, cleanliness, safety, etc., an efficient team is needed for coordination and cooperation. However, the current cultural atmosphere in rural areas is relatively conservative, and individuals often focus more on personal honor and social status, which weakens the sense of teamwork and makes it difficult to achieve effective collaborative work ^[1]. Finally, homestay management personnel need to have high responsibility and professional ethics. Since homestays are places that directly face consumers, poor management or bad behavior can bring negative impacts to consumers and even cause serious social events.

4. Strategies to Enhance the Management of Rural Tourism Homestay

4.1 Strengthen the Legal Education and Vocational Training

With the increase of the number of homestays and the continuous improvement of tourists' demand for homestays, homestay management also faces a series of problems. One of them is the lack of relevant legal knowledge and professional skills. Therefore, strengthening legal education and vocational training is of great significance for homestay management. Firstly, strengthening legal education can help homestay owners understand relevant laws and regulations and better regulate their own behavior. At the same time, homestay owners also need to know how to deal with disputes with customers, which can be solved by studying relevant laws and

regulations. Secondly, strengthening vocational training can improve the ability level of homestay operators, and thus provide better services for homestays. At present, the domestic homestay industry lacks a professional talent team, and many homestay operators have no relevant background. By conducting specialized training courses, these people can obtain necessary professional knowledge and skills, thus improving their work efficiency and quality. In addition, some practical training classes can be offered to allow students to participate in actual operations, deepen their understanding and recognition of homestay operations.

4.2 Establish a Sound Management System for Homestay Operations

Constructing an effective homestay management system has become a key issue that needs to be urgently solved. Firstly, it is necessary to clarify the goals and principles of homestay management. Homestays are an important part of rural tourism, and their operation needs to follow certain goals and principles to ensure their sustainability and quality. For example, homestays should pay attention to environmental protection, energy conservation, and low-carbon requirements. At the same time, homestays should also comply with relevant laws, regulations, and industry standards to ensure their legal and compliant operation. Secondly, it is necessary to strengthen training and education for homestay operators. Currently, many homestay operators are not familiar with relevant laws, policies, and industry standards, which not only affects their business practices but also affects the image and reputation of the entire industry. Therefore, the government and society should increase the training efforts for homestay operators, improve their quality and ability level, and better guarantee the safety and quality of homestays. Finally, it is necessary to strengthen the supervision and evaluation of homestay management. Homestay management is a complex process, involving multiple aspects and links. Only through comprehensive supervision and evaluation can problems be discovered and resolved in a timely manner, and better services and support can be provided for homestays [2].

4.3 Improve the Service Quality and Management Ability of Homestay Operators

With the increase of homestay numbers and changes in tourist demand, homestay operators are facing many challenges. One of them is how to improve the service quality and management ability of homestay operators. Firstly, it is necessary to strengthen training and education for homestay operators. Providing professional training courses and practical experience can help homestay operators better understand market demands and social trends, thus improving their service levels and management abilities. In addition, homestay operators can be encouraged to participate in relevant industry exchange activities, learn from and share with other peers, and continuously improve their business skills and knowledge reserves. Secondly, a sound regulatory mechanism needs to be established to ensure the quality and safety of homestays. The government can supervise the behavior of homestay operators and punish them for violations by enacting relevant laws, regulations, and industry standards. At the same time, third-party organizations or professionals can also be introduced to conduct evaluations and reviews to ensure that the services provided by homestays meet social expectations and consumer needs. Finally, attention should be paid to building relationships with surrounding communities and residents. Rural areas often have some special cultural and customs that may affect the operation and development of homestays. Therefore, it is necessary to actively integrate into the local community's life, respect the wishes and interests of local people, enhance the connection and interaction between homestays and the local society, and promote harmonious coexistence.

5. Conclusion

In this study, we conducted an in-depth research on the management of Homestay operation in rural tourism development. By analyzing the relevant literature, we conclude that rural homestays have a promising development as an emerging business model. However, due to its special market environment and social background, homestay operation also faces many challenges and problems. Therefore, in order to better promote the sustainability and quality improvement of rural tourism development, a series of effective strategic measures are needed to promote the continuous optimization and development of homestay operation and management.

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