

# B&B Economy Lights up Rural Revitalization

-- Taking Jiangxi Anyuan as an Example

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**Abstract.** "Anyuan County is not far away, the scenery is in front of you." Relying on the scenic spot of the Sanbai Mountain National Forest Park, Anyuan County is a vigorously developing tourism, furthermore, it reasonably promotes the development of rural B&B economy, which will add bricks to the road of rural revitalization of it. But at present, the rural B&Bs in Anyuan only rely on repairing houses and increase beds, which lack of characteristics. Therefore, through the branded growth of B&B, the development of "B&B+" experiential integrated leisure industry, the integration of rural culture construction and propaganda, agriculture and traditional handicrafts, to make the maximum use of existing ecological tourism resources in Anyuan, creating an innovative development path of B&B with temperature and sentiment.

**Keywords:** Rural Revitalization; B&B Economy; B&B Innovation.

## 1. Introduction

Anyuan County, located in the south of Jiangxi Province, the upper reaches of Ganjiang River in the Yangtze River system and the source of Dongjiang River in the Pearl River system, which is rich in tourism resources: the Sanbai Mountain National Forest Park is the 14th national 5A tourist scenic spot in Jiangxi Province and the second in Ganzhou. At the same time, as the source of drinking water of Dongjiang River for Guangdong and Hong Kong residents, it has a special significance for compatriots in Hong Kong to drink water and think of its source. At present, Anyuan County has formed a "four-star arching moon" cultural tourism and recreation industry cluster with the Sanbai Mountain National Forest Park as the core, Starry Sky, RV Camping Base, Dongshengwei Tourism Zone, Dongjiang Source Hot Spring Resort and Longchi Outdoor Off-road Park as the arch guardian. In the process of rapid development of tourism in Anyuan, a new type of industry, rural B&B, has emerged, which is an advanced stage in the development of rural tourism. The combination of rural tourism and rural B&B has become a breakthrough in the flow of urban and rural elements, It is a powerful grip for rural revitalization.

However, through investigation, the rural B&Bs in Anyuan face the serious problem of homogenization, insufficient innovation and apparently weak competitiveness, which cannot provide a strong boost to the development of tourism. Therefore, it is urgent to solve the problem of homogenization faced by Anyuan rural B&B in the development process, and how can we make the characteristic B&B in Anyuan, so that it can provide quality and efficiency for promoting rural economic development and helping rural revitalization? This paper will explore the innovative development direction of Anyuan rural B&B based on the research and analysis.

## 2. Characteristic Conditions for the Development of Rural B&B in Anyuan

### 2.1 Red Resources

As the seat of the central government of the Chinese Soviet Republic, Ganzhou is rich in red cultural resources. In recent years, through the rational planning of a large number of revolutionary sites with high historical value, several well-known red tourism routes have been formed. So Anyuan, located in the south of Ganzhou, naturally has many valuable red resources left behind. For example, there are more than 10 red sites, such as the place where the Red Army won the first victory in the Long March, the old place of the whole army in Tianxin, and the old site of Zun Sanwei Revolutionary Memorial. The unique conditions of red attractions not only provide a solid foundation for Anyuan

to develop red characteristic countryside lodging, but also give assistance to create a place for tourists to receive education on patriotism and revolutionary traditions.

## **2.2 Ancient Style and Appearance**

Originally built in the fourth year of Shaosheng in the Northern Song Dynasty, the 62-meter tower called Wuwei has the six-sided, nine-story. Temple Pagoda, the simple and atmospheric Hezi Guo's Fenyang Hall, and the ancient Yongzhen Promenade Tile Bridge ..... have witnessed the prosperity of Anyuan's Buddhist culture and condensed the outstanding wisdom as well as superior construction skills of Anyuan's ancestors. The land of Anyuan shows everywhere the ancient culture different from the highrise buildings in modern cities. Besides, the part of the courtyards and buildings can become a carrier for developing rural B&B tourism. It can also be one of the directions for the design of Anyuan B&Bs--ancient style and appearance.

## **2.3 Hakka Culture**

Anyuan Embodies Hakka Culture everywhere: a group of ancient Hakka walled houses such as Dongsheng Wei, Danlin Wei and Hengyu Wei are known as the living fossils of Han Dynasty dock forts. Moreover, the revolutionary site of Zun San Wei is preserved as the only one as battlefield fortifications during the Land Revolution, where the style of Hakka architecture is shown to the fullest. Therefore, relying on the existing Hakka culture in Anyuan, the B&B design can fully take advantage of the elements of it. So the government, taking Dongshengwei as the center, can deeply explore the Hakka cultural elements to achieve the purpose of forming an experiential and immersive rural B&B tourism project.

## **2.4 Green Resources**

In recent years, Anyuan County has attached great importance to the protection and development of green resources and green economy. Thus, forestry economy such as forestry breeding, forest recreation and forest family fun has been developed to realize the dual goals of ecological protection and industrial development. At present, seeking ecological leisure, health care and idyllic vacation has gradually become one of the main purposes of foreign tourists visiting Anyuan. So it is urgent to develop green B&B in Anyuan in such conditions.

# **3. Innovative Measures for Anyuan Rural B&B**

## **3.1 Brand Innovation**

### **3.1.1 Establishment of the "Dongjiang Source" Brand**

Anyuan is known as the "source of the East River". "Of the 99 rivers in Jiangxi, only one leads to Boluo." This refers to the Zhenjiang River. Because of this river, Anyuan County has become one of the important source counties of the Dongjiang River. Therefore, the brand name of rural B&B can be designed as "Dongjiang Source", which not only highlights the geographical advantages of it, but also reflects the management idea of rural B&B returning to the original heart of the countryside and nature.

### **3.1.2 Integration of Business Philosophy**

Relying on the tourism slogan "An Yuan is not far away, the scenery is in front of you", the government can take the word "source" as the starting point. It aims to help visitors get away from the hustle and bustle of the city and get close to the countryside, ecology and nature by creating an immersive experience to find their original heart and explore their cultural origins.

### **3.1.3 Build Brand Image**

In the brand naming, "Dongjiang source" is directly taken from the reputation of "the source of Dongjiang", which connects the brand with Anyuan where it belongs to. So when people see this

brand, they will associate it with Anyuan and the brand management concept "source" can be shown directly.

On the brand logo, the words "Dongjiang Source" are shaped in the style of traditional Chinese calligraphy and painting and written in traditional and elegant cinnabar red. More than that, through the B&B and the Dongjiang River engraved in classic and pure ink black, it not only corresponds to the traditional Hakka culture and the purity of the local customs, but also shows its own characteristics of tracing back to culture and returning to nature. At the same time, the brand logo will also be printed on the appliances and decorations used in the B&B, so that residents will be drawn into the brand atmosphere from the moment they entering.

### **3.2 Experiencing Innovation**

In terms of the current situation in Anyuan B&B, it is necessary to draw on the princece of the local characteristics and integrate the four colors of "red", "ancient", "hakka" and "green" in the construction of B&Bs to create a brand of Anyuan's own characteristics and to form various types of B&Bs to meet the needs of various types of travelers. The area near the old red culture sites, taking the B&B and the red culture for integration, create the "red" type of B&Bs; the area of Jiulong Mountain where held ancient buildings and Gannan Tea Picking Opera as the representative of the tourist attractions, taking the B&B and intangible cultural heritage for integration, create the "ancient" type of B&Bs; the areas where the Hakka people are mainly settled, taking the B&B and Hakka culture for integration, create "Hakka" type of B&Bs; the area of tourist attractions represented as the Sanbai Mountain National Forest Park, taking B&Bs and farming culture for integration, create "green" type of B&Bs.

#### **3.2.1 Red: B&B + Red Culture, Transmit the Spirit of Dongjiangyuan**

Holding with more than 10 red cultural sites in Anyuan such as the former site of the whole army in Tianxin, the former site of the revolutionary memorial in Zunshanwei and so on. The rural B&B can cooperate with local tourist attraction, with red study, red catering and red cultural and creative products, attracting all kinds of study teams and education teams to convey the spirit of the culture.

#### **3.2.2 "Ancient": B&B + Intangible Cultural Heritage, Promote Tourism Development**

Anyuan is rich in ancient architecture, therefore, some of the courtyards and buildings are available as a vehicle for developing rural B&B tourism. The intangible cultural heritage of the county is mostly based on dances and shows, such as the Gannan Tea Picking Opera. The "ancient" type of B&B is characterized by ancient colors and aromas, while cooperating with the inheritors of Anyuan's intangible cultural heritage. The operators provide a platform for them to showcase their skills and conduct regular study activities at the B&B, giving visitors a deeper and more thorough experience of Anyuan culture.

Linking up with Anyuan's culture, The B&B can design a series of cultural experience activities, and shape Anyuan's own cultural and creative stars. It will not only promote and develop intangible culture, but also achieve mutual benefits. For example, activating the industrial chain, and investing enterprises.

#### **3.2.3 "Hakka": B&B + Hakka Culture, Increase Revenue of Catering Industry**

The "Hakka" type of B&B can fully utilize the elements of Hakka culture in the design of the B&B. The operators can cooperate with local special snack restaurants to create a special snack brand which represented the area's characteristics. Anyuan is the only "hometown of Chinese Hakka snacks" in China and Hakka snacks have become a beautiful business card of Anyuan. On the one hand, visitors can experience the production process of Hakka cuisine and feel the depth of Hakka culture; on the other hand, tourism will enhance the popularity of Anyuan snacks and improve the revenue of the local catering industry.

### **3.2.4 "Green": B&B + Farming Culture, Broaden the Marketing of Agricultural Products**

The "green" type of B&B can cooperate with local agricultural products picking gardens to create a brand of agricultural products, allowing travelers to experience the original flavor of Anyuan. In the case of the An Yuan brand named "Gannan navel oranges", for example, the B&B operator cooperates with the local navel orange picking gardens, recommending the orchard picking offline experience service to travelers and experiencing the An Yuan farming culture on a deeper level. By designing an integrated tourism program for tourists, solving the problem of scattered tourism resources in Anyuan; it also broadens the marketing of local agricultural products, improves the brand reputation of agricultural products, and opens up new channels to further solve the problem of stagnant agricultural products.

## **3.3 Management Innovation**

### **3.3.1 Create a Cluster of Rural Lodging Industry**

It is a current trend is to create a cluster of B&B industries in the various B&B development areas in China. Around the brand "Dongjiangyuan", through the government-led, fully collected residents' suggestions, the scattered land, idle houses, idle labor and other elements in the region to centralize the allocation, which can improve resource utilization; achieve complementary business, resource sharing, the formation of a high value-added industrial chain, a town a cluster. Therefore, this action effectively can avoid the current situation of B&B development relying too much on scenic spots in one town, the fragmentation of B&B, and the difficulty of travelers staying and traveling.

### **3.3.2 Build an Intelligent Sharing Platform**

Because of the epidemic, rural B&Bs are relatively less resilient to market fluctuations. The "sharing" model can effectively alleviate the problem of resource allocation in different stages of different B&B clusters, and it is feasible to combine "sharing" with the management of rural B&B industry. So Anyuan can make full use of the integrated nature of the "Dongjiangyuan" B&B brand to create a sharing platform, with parallel internal activation and external expansion.

#### **3.3.2.1 Information Sharing Platform**

Based on the internal information sharing platform of "Dongjiangyuan", it helps residents to make reservations for branded internal B&Bs from one town to another, and provides exclusive travel route customization, preferential offers and point-to-point priority services, which can realize internal circulation of residents and activate the entire B&B industry cluster. The platform solves the problem of inconvenient travelers looking for accommodation due to Anyuan County's inconvenient traffic.

At the same time, through the information sharing platform to establish their own big data cloud, which can timely deal with the feedback of the residents, and be in response to the information obtained to improve the series of services of the B&B.

#### **3.3.2.2 Manpower Sharing Platform**

By identifying the common characteristics of B&B operations through an internal sharing platform, B&Bs in each village and town can cultivate general-purpose employees so that they can quickly adapt to the new environment and get to work quickly when unexpected situations require temporary transfers.

At the same time, establishing external manpower sharing platforms between the B&B industry and other industries can increase the connection and explore the possibility of "B&B+" matching and providing manpower sharing. Through training, employees can be helped to shift to other industries in time when there is a labor surplus, and realize enabling crossborder sharing. Besides, the results and experience of other industries can be incorporated into the operation and management of B&Bs, open up new ideas for B&B operation and help the formation of composite staff.

#### 4. Concluding Remarks

Nowadays, under the serious homogenization of rural B&Bs, Anyuan B&B takes its existing cultural resources as a foothold, adopts the highly differentiated and distinctive "B&B+" model, then explores the relationship between unique elements of the countryside, uses the unique natural environment and customs of the region to create rural B&Bs with local characteristics. Eventually, Forming a unique Anyuan style B&B.

In the design of the B&B brand, simultaneously, focusing on the word-of-mouth and brand effect, the rural B&Bs should tap into regional characteristics and strive to form a B&B brand with local flavor, then create an immersive Anyuan cultural brand atmosphere by linking up with multiple industries to attract tourists to experience local life. In the meantime, promoting rural economic development by developing the tourism.

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