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The Current Situation and Innovative Path of Rural Homestay Industry Development in Ganzhou City

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Abstract: Based on the superior ecological, agricultural and cultural resources endowment of Ganzhou City, relying on the development of the homestay industry to consolidate and expand the achievements of poverty alleviation and promote rural revitalization has obvious practical significance. Through on-site investigation of the current development status of rural homestay industry in Ganzhou City, the development predicaments of the homestay industry in Ganzhou City are clarified. Finally, from the aspects of clustering, specialization, integration and branding, the optimization strategies for the development path of rural homestay industry in Ganzhou City are proposed.

Keywords: Ganzhou City; Rural Homestay; Industrial Development.

1. Introduction

The development of rural homestay tourism, through the integration of the primary, secondary and tertiary industries, can effectively promote the prosperity of the people through industry and accelerate the pace of rural revitalization. [1] Based on the superior ecological, agricultural and cultural resources of Ganzhou City, integrating the development of the homestay industry with rural revitalization, and relying on the development of the homestay industry to consolidate and expand the achievements of poverty alleviation and assist rural revitalization, has significant practical significance. Through an investigation of rural homestays in Ganzhou City, this paper analyzes the current situation and difficulties of the rural homestay industry in Ganzhou City, and proposes strategies for optimizing the development path of the rural homestay industry in Ganzhou City.

2. Current Situation of Rural Homestay Industry Development in Ganzhou City

2.1. Policy Environment

In recent years, various levels of government departments have successively issued relevant documents to promote the development of the homestay industry, providing a favorable policy environment for the development of the homestay industry in Ganzhou City. The Ministry of Culture and Tourism and nine other departments jointly issued the "Guiding Opinions on Promoting the High-Quality Development of Rural Homestays", planning to initially form a reasonable layout, moderate scale, rich connotation, distinct characteristics, and high-quality service rural homestay development pattern within three years. The quality of rural homestay products and services, development benefits, and driving effects will be comprehensively improved, becoming a landmark product for the high-quality development of the tourism industry and assisting in the comprehensive promotion of rural revitalization. Jiangxi Province issued the "Opinions on Promoting the Healthy Development of Homestays", planning to launch a batch of homestays with stories, experiences, taste, and nostalgia. The reception capacity, employment numbers, and business performance of the province's homestays will double, forming a distinctive, diverse, first-class service, and scale development homestay industry. The government departments of Ganzhou City have successively issued opinions and specific management measures to promote the development of homestays, and included rural homestays in the construction of the same-level cultural and tourism brands. Financial subsidies or interest-subsidized loans are provided for the investment and construction or renovation of rural homestays, and financial rewards are given for the evaluation of homestay grades. For example, in Longnan City, the reward for creating a homestay brand can reach up to 300,000 yuan per homestay, and the subsidy for homestay decoration can reach up to 6,000 yuan per room. At the same time, by creating the "Longyi Ban" business brand, simplifying and optimizing work processes, and exploring the "four-step method" of application for certificates, safety assessment, joint investigation and review, and approval and issuance of certificates in the province, the problem of obtaining certificates for rural homestays has been effectively solved. [2]

2.2. Development Scale

The favorable policy environment has pushed the rural homestay industry in Ganzhou City onto a fast development track. Each area, based on its local conditions, fully leverages its characteristic resource advantages to develop homestays with rural characteristics and their own unique features. By encouraging village collectives and farmers to utilize existing resources to independently develop or jointly invest in homestay projects, various business models such as "company + farmer", "village collective + farmer", "cooperative + farmer", and "association + farmer" have been explored and formed, promoting local employment and entrepreneurship for villagers and returning rural residents. Currently, a homestay industry structure has been formed, consisting of high-end homestays, characteristic homestays, and a large number of small-scale homestay clusters. A number of characteristic homestay brands have emerged. Currently, there are approximately 2,000 rural homestays in Ganzhou City. Among them, Banjiangxia Homestay in Ganzhou District is a national first-class tourism homestay, and Qi Yishu Homestay in Longnan is a national second-class tourism homestay. There are also many homestays that are

national third-class tourism homestays. The city has created 3 five-star rural homestays, 9 four-star homestays, and 17 three-star homestays.

2.3. Development Model

Under the policy environment of strong support for the homestay industry from all levels of government, the rural homestay industry in southern Jiangxi has also entered a fast development track. Each area, based on its local conditions, fully leverages its characteristic resource advantages to develop homestays with rural characteristics and their own unique features. By encouraging village collectives and farmers to utilize existing resources, independently develop or jointly invest in the development of homestay projects, various business models such as "company + farmer", "village collective + farmer", "cooperative + farmer", and "association + farmer" have been explored and formed, promoting local employment and entrepreneurship for villagers and innovation and entrepreneurship for returnees and newcomers. Currently, a homestay industrial structure has been formed, consisting of high-end homestays, characteristic homestays, and a large number of small-scale homestay clusters, with a number of characteristic homestay brands emerging. At the same time, well-known domestic brands such as Ke Tian Xia, Da Le Zhi Ye, Guo Yun Shan Ju, Jing Lu Lan Zha, Xi Po, and Pu Su have already entered Ganzhou. In terms of development models, some places have actively revitalized idle homesteads, exploring the "revival of old houses" development model to develop small homestay clusters, achieving good returns with low investment. For instance, Longnan City has built 8 old house homestay clusters through the "three-wheel drive" of renovating ancestral homes, protecting walled houses, and building homestays, transforming old houses into homestays and "hollow villages" into "internet-famous villages", creating a model village for the "revival of old houses" in Zhengui Village. Some places have fully leveraged their forest resource advantages, exploring the "jungle secret realm" development model to develop forest homestays, with typical representatives including Mu Xin Ji · Forest Stay, Mu Xin Ji · Valley Stay, and Ke Tian Xia · Geng Xin Homestay. Some places have relied on A-level scenic spots to explore the "wellness homestay" development model to develop scenic spot wellness homestays, with typical representatives including Shan Zhong Lai Xin · Yang Ming Lake Homestay and Ya Xi Homestay. Some places have relied on red resources to explore the "red training homestay" development model to develop red training homestays, with typical representatives including Yu Du Chu Xin Ji · Forest Stay.

3. Developmental Challenges of Ganzhou's Rural Homestay Industry

3.1. Incomplete Supporting Facilities

Supporting infrastructure directly affects the reception capacity of rural homestays and the experience of tourists, as well as the overall image of the destination in the eyes of tourists. It is a key factor influencing the development of the rural homestay industry. Although rural infrastructure is gradually improving, there is still a certain gap compared to the requirements for developing rural homestays. First, the convenience and accessibility of transportation are insufficient. Second, public facilities are relatively backward. In some areas, especially remote villages, facilities such as water, electricity, gas, and internet are not complete. Third, environmental hygiene conditions are relatively inadequate. Fourth, there are few entertainment and shopping places, making it inconvenient for tourists to purchase local specialties and engage in entertainment activities.

3.2. Lagging Industrial Development Planning

The planning of the rural homestay industry lacks foresight and overall coordination. The positioning of the local homestay industry is not accurate enough, and the planning for the industrial characteristics, clustering, and branding is not scientific enough. It fails to achieve reasonable layout and moderate advancement based on local conditions. The innovation of the planning model for the rural homestay industry is insufficient, and the planning does not well integrate new business forms, new technologies, and new models. There is a lack of planning for the digital transformation of the homestay industry.

3.3. Low Professional Quality of Employees

The employees are mainly local farmers and returnees, and their professional quality still has a large gap compared to the development needs of the homestay industry. First, the educational level of employees is generally low, often with outdated concepts, narrow vision, insufficient innovation awareness and enterprising spirit, and a lack of modern management concepts and corresponding skills, which restricts the sustainable and high-quality development of the homestay industry. Second, employees lack systematic professional training. On the one hand, there is a lack of systematic professional training programs at the social level. Although some colleges and institutions have carried out related training programs, the training content is often more theoretical and lacks practicality, making it less attractive to rural homestay employees. Third, there is a shortage of professional talents. Ordinary colleges and vocational colleges are relatively lagging behind in the training of homestay talents, with only a few colleges offering homestay management majors or related courses.

3.4. Overall Low Development Quality

The overall development quality of the industry is not high. At present, the rural homestay industry in Ganzhou City is still in the primary development stage characterized by "dispersion, weakness and small scale", and there is still a considerable gap from the requirements of specialization, clustering and branding, as well as the goal of high-quality industrial development. Firstly, the products and services lack distinctive features and are highly homogenized, resulting in a lack of core competitiveness. Secondly, due to incomplete infrastructure, limited government policy guidance, lagging industrial planning and single marketing methods, the clustering development effect of the homestay industry is not obvious, and it is difficult to generate a good agglomeration effect. Thirdly, the quality of homestays is not high, and there is still a gap from the elements that high-quality homestays should possess, such as cultural experience, leisure and health care, safety and hygiene, and creative uniqueness. It is difficult to build a good reputation among tourists, and the construction of the brand is still a long way to go.

4. Innovation Path of Homestay Industry Development in Ganzhou City

4.1. Take the Path of Clustering Development

Cluster theory indicates that through the differentiated competition of clusters, the total market demand boundary can be expanded, and it has the advantages of externalities in resource acquisition, supply advantages of important industrial elements, advantages of specialized service resources, and advantages of intensive institutional elements. This enables the full strengthening and reconfiguration of various production factors within the region, thereby multiplying the social and economic benefits of the entire cluster ecosystem. [4] Currently, the homestay industry has gradually transitioned from individual homestays to homestay clusters, becoming one of the important trends in the development of homestays. To achieve high-quality and sustainable development of the homestay industry in Ganzhou City and become an important way to promote rural revitalization, it is urgent to take the path of clustering development and achieve clustering effects. Firstly, scientifically formulate the development plan for the homestay industry. In combination with the rural revitalization plan and tourism industry plan, focus on the layout of homestay construction around A-level scenic spots, forest parks, scenic spots, ancient villages, and characteristic towns. Through point distribution, line connection, and surface formation, guide the homestay industry to gradually form a small, medium and large-scale industrial layout system. Secondly, improve the supporting facilities of homestays. Focus on the construction of public infrastructure such as transportation, water and electricity, network, parking, medical care, and environmental sanitation in homestay clusters, and protect the local ecological environment. Thirdly, increase policy and financial support and guidance. Multi-departmental collaboration should simplify the process of investment and establishment of homestays, and carry out one-time joint review and approval of the "four certificates" for homestays. Promote financial innovation products such as "homestay loans", "cultural and tourism loans", and "health and wellness loans" to support the development of the homestay industry. Actively carry out investment promotion and guide social capital, professional institutions, and capable entrepreneurs to invest and start businesses in homestay clusters. Ensure the land use for homestays, orderly activate idle rural houses, and legally use collective construction land to develop homestays. Continuously carry out the evaluation work of tourism homestay grades. Fourthly, strengthen the construction of professional talent teams for homestays. Through cooperation with vocational colleges, industry associations, and professional institutions, systematically and professionally train existing homestay practitioners to improve their professional level. Focus on supporting homestay clusters to introduce a batch of professional homestay talents through recruitment and part-time services, and build a high-quality professional talent team for homestays that combines full-time and part-time personnel.

4.2. Take the Path of Specialization Development

Specialization development is the core competitiveness of rural homestays to attract tourists. [5] Ganzhou City has unique resource endowments, with rich resources of Hakka culture, red culture, and ecological resources, which are important supports for the development of the specialized homestay industry. By making full use of these resources in the design of homestay products in a targeted manner, it can effectively avoid product homogenization, maximize the added value of products, provide tourists with unique travel experiences, and promote the specialized development of the homestay industry in Ganzhou City, enhancing the market competitiveness of products. First, in the design of homestays, the natural landscapes and regional cultural characteristics of Ganzhou City should be fully reflected, organically integrating elements such as red culture, Hakka culture, intangible cultural heritage, agricultural culture, and ecological culture. Professional institutions and individuals should be invited to participate in the design of homestays to enhance the depth of product and service development, highlight differentiation, reduce homogenization, and create a batch of high-quality homestay products with Ganzhou City's characteristics. Second, in terms of service content, the unity of "standardization" and "personalization" should be emphasized. During the operation of homestays, it is necessary to provide tourists with a safe, comfortable, hygienic, and healthy reception environment in accordance with standard norms, while also offering warm and considerate personalized and humanized services. Homestay owners should personally participate in the reception, using the warm and hospitable qualities of Jiangxi people to provide "home-like" services to tourists, making them feel like they have returned to their hometown, able to hold onto their nostalgia, retain the charm of their hometown, and feel the affection of their hometown, thereby enabling tourists to have a deep travel experience.

4.3. Take the path of integrated development

With the continuous development of the homestay industry, a single business model can no longer meet the needs of tourists. The trend of multi-industry integration is conducive to the further development of rural homestays. We should take the development of rural homestays as a link to guide the development of multi-industry operations. On the one hand, we should vigorously develop new business models such as homestays + cultural and creative industries, homestays + agriculture, homestays + health care, and homestays + study tours. On the other hand, we should do a good job in connecting with upstream and downstream industries such as agricultural product processing, e-commerce, and logistics, and take the path of multi-directional organic integration. For example, Longnan takes characteristic cultural tourism services and local cultural experiences as the core value of the homestay economy to create new development advantages. The Meihua Du homestay cluster in this area takes rural family vacations as the core and builds a homestay resort integrating catering, accommodation, amusement parks, markets, workshops, labor education, and study tours. The Huanghuawan Shared Village integrates homestay experiences, leisure tourism, patriotic education, intangible cultural heritage, maker spaces, private chefs, and agricultural product trading centers into a cultural and leisure destination. [6] Through integrated development, the overall economic benefits have been enhanced.

4.4. Take the path of brand development

At present, the development of the homestay industry in

Ganzhou City is still in the brand creation period, with few well-known local homestay brands and limited brand influence. We need to further strengthen brand building, using well-known tourism e-commerce platforms, various live-streaming platforms, WeChat official accounts, and online promotion methods to enhance publicity and promotion. We should leverage the tourism brand cards such as the "Red Capital", "Hakka Cradle", "World Orange Town", "Jiangnan Song City", "Feng Shui Holy Land", and "Yangming Culture" to enhance the reputation and popularity of Ganzhou City's homestays. We should promote the tripartite cooperation among government departments, industry associations, and homestay operators, and carry out unified packaging and planning for Ganzhou City's homestays, as well as overall design of the homestay image, to promote the brand of Ganzhou City's homestays. Homestay operators should focus on theme characteristics, improve service facilities, enhance product service quality and cultural connotations, provide interactive, personalized, customizable, and ritualized services, highlight the integration and display of regional cultural elements, and steadily manage the reputation of homestays to expand brand influence with "formal but not too formal" and owner-friendly services.

5. Conclusion

Rural homestay industry has strong practical value in promoting rural industry revitalization, cultural revitalization, ecological revitalization and talent rural entrepreneurship, and is an effective path to accelerate the pace of rural revitalization in southern Gannan. In view of the difficulties in the development of rural residential industry in southern Jiangxi Province, the supporting infrastructure is not perfect, the industrial development planning is relatively lagging, and the professional quality of employees is not high, we should dig deep into the connotation and realize the characteristic development. Orderly gathering of resources to achieve cluster development; Extend the industrial chain to achieve integrated development; Improve the quality of development, achieve brand development, and walk out of a road of innovative development with its own characteristics.

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