

Rural Homestays Design towards Sustainable Tourism in Nanchang

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Abstract

The authentic rural lifestyle that draws visitors to homestays is in danger of being eroded as cities encroach on more and more rural regions. How much of an impact has urbanization had on Nanchang's homestay sector is the primary research question. As resources change, the allure of homestays may change as well, and this study examines how rural and urban areas are evolving in relation to one another. The study also explores how this change would affect the postmodern values promoted by homestays, the local economy, and the tourism sector. Thorough fieldwork, interviews with homestay hosts and guests, observational data collecting, exploratory and descriptive research approaches, and a pilot study round out the research process. The study is set in perspective by a thorough literature review. Naturalistic design principles have a favorable impact on sustainable tourism growth in rural Nanchang, according to the data. Homestays that include naturalistic aspects command a premium price since travelers greatly value contacts with nature. In keeping with environmental objectives, these design solutions lessen the negative effects on the environment without sacrificing cultural authenticity. The fast growth of the homestay sector in rural Nanchang, China, and how it may affect ecotourism is the subject of this study.

Keywords: Naturalistic Style, Sustainable Tourism, Rural Homestays, Cultural Preservation, Nanchang

Introduction

Any kind of tourist will have an incredible, once-in-a-lifetime experience living in a rural homestay in Nanchang. In addition to being a fantastic learning opportunity, the vacation is also a blast. Depending on its specifics, there are a variety of ways to enhance the journey. You should be aware of the reasons why people go to Nanchang. The benefits to Nanchang and China's economy from "home state tourism," or domestic travel within the country, are examined in detail in this paper. Xie (2020) states that the tourist industry is a major driver of seasonal economic growth. Nanchang is highly reliant on tourism, as are many other rural

Chinese cities. How people here live has a significant impact on rural farmhouse tourism. Many people have opinions on how to make this rural guesthouse better for visitors. One must study the ways in which Nanchang's indigenous culture has molded the city in order to completely grasp the rural home state's potential as a tourist destination. The area's rich cultural heritage has also been heavily promoted by local government officials in an effort to attract visitors. This is why a lot of tourists come to Nanchang with the intention of learning about the history of the city. Local arts and crafts are highly regarded by both the Nanchang government and visitors interested in rural life. The local economy gets revitalised as a result of this.

There have been some successful initiatives by the local administration to increase tourism (Ma et al., 2021). There has been extensive discussion about a naturalistic lifestyle so that visitors might come with reasonable expectations. Most visitors are required to live like locals for a short while so they may relax in nature and refuel their batteries. The area's stunning scenery is a major draw for tourists. There have been a lot of upgrades to rural homestays that make them more desirable to tourists, so many that they attract a lot of people. Culture is a major consideration among these aspects. The rich diversity of the region's history and culture has been the focus of extensive efforts. The tourist industry relies on this.

Naturalistic homestays in rural Nanchang are the focus of this article's investigation. One is the booming guesthouse business in Nanchang's rural areas. Plus, it solves a real-world issue while illuminating the potential benefits and potential drawbacks of the concept. As a consequence of globalization, an increasing number of Chinese city inhabitants are escaping to the countryside, whether it's for a weekend getaway or for good. According to Pawłowska-Legwand and Matoga (2021), a new type of tourism has emerged as a result of shifting consumer preferences, which involves traveling to and staying in rural regions, thus blending the tourist industry with everyday life.

Second, living simply and content with the very minimum are hallmarks of the naturalist lifestyle. The goal of adopting this lifestyle is to find balance by mimicking the natural world. Homestays in rural China are incredibly popular for numerous reasons, including this. In the last several decades, homestay tourism has surged in popularity thanks to its cheap cost and promise of a unique peek into rural living (Rickly, 2022). The widespread redistribution of wealth from cities to rural areas has distorted the naturalistic style, which is only one of many negative aspects of modern living. The homestay industry's advocacy for a simpler, more authentic lifestyle is under jeopardy as rural areas are more shaped by urban culture. To completely comprehend the effects of urbanization on the homestay business in rural regions, additional research is required.

Chinese visitors are flocking to Nanchang's homestays in droves, drawn in by the city's stunning scenery. Presently, the naturalistic style is being tainted by a plethora of problems brought about by the massive redistribution of resources away from urban centers and toward rural areas. Rural areas are at danger of losing their genuine, country character as they are more impacted by metropolitan society, which threatens the homestay industry's naturalistic approach to hospitality (Ghaderi et al., 2022). Finding out how much of an effect urbanization has on rural homestays is crucial to the goals of this research.

Motivation and Contribution

This study on the impact of urbanization on Nanchang's homestay sector and the role of naturalistic design in sustainable tourism offers crucial insights into the evolving dynamics of

rural-urban interactions and their implications for ecotourism. By investigating how urbanization influences the authenticity of rural homestays and examining the potential of naturalistic design principles to foster sustainable tourism growth, this research addresses a significant gap in understanding the changing landscape of rural tourism in rapidly developing regions like Nanchang, China. The findings not only contribute to academic knowledge by enriching the discourse on sustainable tourism but also provide practical implications for policymakers, homestay hosts, and the tourism industry at large, guiding efforts to preserve cultural heritage while promoting environmentally responsible tourism practices.

Literature Review

Over the last several decades, the homestay industry has grown substantially. Investment in R&D is also going to be essential as the business grows. This more flexible distribution of resources, however, is helping rural China. Despite how evident it is in practise, the harm it does to students' critical thinking abilities is frequently disregarded in the literature, even though it is inevitable for the sector's growth. The amenities, infrastructure, and modernized way of life that have been brought to China's rural belt by the rising mobility of resources have changed the behaviors of the rural populace. A rising tide of opinion holds that these fundamental homestay practises are eroding the very postmodern principles that the movement claims to promote.

Currently, homestays are all the rage, and this trend has led to a significant redistribution of products and services from China's big cities to rural areas. Studies have demonstrated that migration is primarily characterized by human movement, the possessions of migrants, and the introduction of contemporary lifestyle practices into rural areas as a result of postmodern demands. The idea of escaping the city in this way would appeal to potential visitors. Homestays and the idea of enjoying a rural experience could become extinct if there was no discernible distinction between rural and urban areas. As a result of the country's fast ageing population, financial difficulties are already affecting China's elderly. A growing number of seniors in rural areas are renting out their homes to tourists looking for an authentic rural experience without breaking the bank, according to studies. The home-stay industry in Nanchang might not have much hope for the future if tourists are looking for tranquility while on vacation. Because of this, tourists can decide not to spend any money in the city.

The present problem is that more and more resources are being made available in metropolitan areas, which is threatening the fundamental value of living in a rural area. The fast growth of rural homestay inns in recent years has been extremely beneficial to the peripheral districts of Nanchang. Using in-depth surveys and interviews with one hundred international guests, this research will analyze the advertising practices of three rural homestay inns in typical Nanchang neighborhoods. A growing number of Chinese city dwellers are seeking a slower lifestyle by taking weekend or even longer excursions to rural areas. Rural tourism, or "tour-liveable" as it's known in China, is considered a luxurious pastime in contemporary China due to the fact that it combines domestic and international experiences. Considering China's macroenvironment is crucial while studying the growth of the rural stay phenomenon in the country. This study thus investigates the potential impact on tax revenues of a decline in homestay income. It would be beneficial for Nanchang and the Chinese tourism industry overall to take a more realistic approach to the city's surroundings.

Academic studies on the subject of homestay tourism in rural China are scant despite the phenomenon's meteoric rise in popularity in the past few years. After a homestay inn

program was launched in 2014 in Nanchang, the rural districts experienced tremendous growth (Li, 2023a). By standing in for an actual need, this new tourist trend illustrates the model's pragmatic features and economic difficulties. In Nanchang, China, researchers surveyed and interviewed three rural homestay inns at random to learn more about their operations. There has been a recent trend in China for city inhabitants to temporarily or permanently relocate to rural areas. This notion challenges the usual distinction between business and leisure by primarily defining tourism as travel to and staying in rural areas of China, as opposed to resort-based tourism. Currently, rural tourism in China is seen as little more than a crude kind of leisure, as shown by either an itinerary that blends real life with tourism and all the problems and solutions that come with it, or an emphasis on only touristic activities. More research on the origins of China's rural stay trend is required in light of the neutrality of this study's conclusions. People in China's growing cities are fleeing to the countryside, whether it's for a weekend getaway or to escape the hustle and bustle of city life for good. Despite homestay tourism's growing importance to both the local tourism industry and community-based travel in general, researchers in Nanchang have paid it little attention. Nanchang and the neighboring areas are a popular destination for homestays decorated in the country's more rustic style. This trend, defined by both tourists and locals living in rural areas, calls into question the traditional separation of the two.

Due to the large amount of tax revenue that homestays bring in for the Chinese government, they significantly affect GDP. The economy benefits from homestays because the money they make can be added to the GDP (Barman & Barman). As middle-class Chinese have seen their quality of living develop over the last several decades, they have begun to take more domestic leisure trips. "Ecotourism development" or the "long-term hospitality" idea is exemplified when a community organization assumes control of a well-known tourist site. Ecosystems that are vulnerable to inequality flourish, particularly in mountainous or rural regions where people depend on subsistence markets. This means that infrastructure and business issues are limiting the growth of tourism in developing nations. Due of the genuine cultural and rural experiences they offer, homestays are becoming more popular as a vacation alternative.

It would appear that there is a subset of the tourist industry known as "cultural tourism," whose members seek out destinations for their rich cultural or historical heritage. Bringing in money and keeping locals employed, cultural tourism can help governments weather economic downturns. Tourists interested in learning more about Chinese culture frequently stay with local families. This strategy is designed to appeal to customers who see authentic connections with locals as an integral aspect of the product's value proposition. According to Das (2019), homestays play a crucial role in China's naturalistic homestay programs. Local cuisine, eating habits, entertainment options, and even hospitality style can all add to the cultural appeal of a place. All visitors to rural homestays in China, and those visiting the Nanchang region in particular, concur that these factors greatly enhance their pleasant experiences. One should aim to expand their horizons on every journey.

As a result of both urbanisation and technological advancement, people's everyday activities have changed significantly. One aspect of the expanding tourist sector that has received a lot of positive feedback is the home-stay model. Due to the abundance of tourist attractions in China, the contemporary homestay sector has ample opportunity for growth. It also has a wide variety of attractions and activities that people of all ages and interests can enjoy, including natural assets, diversity, vibrant customs, superb hospitality, connectedness, sustainable living, and man-made historic monuments. Additionally, homestay tourism is a

demand-driven phenomena that, with proper nurturing, has the potential to flourish within a country's boundaries. Interacting with locals is the best approach to learn about a place's history, customs, and way of life. The Homestay program has the potential to improve all of these traits and habits. There has been a tremendous reallocation of resources and infrastructure away from China's urban centers due to the increasing popularity of homestays in rural areas (Li, 2023b). The human movement, the improvements it brings to rural areas, and the transient nature of industrialized lifestyles that have become ingrained in rural culture as a result of countercultural demands are the three components that make up the concept of migration.

More than that, the word "migration" is used to describe relocating facilities multiple times in this study. Poruțiu et al (2021) found that more and more people are opting to spend their holidays and weekend breaks in rural areas, likely because of the abundance of new residences in those places. This necessitates regular upkeep of current infrastructure to guarantee it keeps accommodating a wide range of tourists. More development could be possible in those outlying towns if their macroeconomic conditions improve. Because of the country's young population and the massive changes made to the work environment and infrastructure to accommodate the younger generations, China's elderly people confront significant challenges in terms of long-term viability and financial security after retirement. Consider the impacts of intrinsic retirement and data on pension eligibility to determine the extent to which consumption declines with age in Nanchang.

According to the researchers, if people never retired (a method using interrupted time-series data), their spending habits would stabilize around the time they were eligible for a pension. Growing one's own firm and amassing personal riches should be an entrepreneur's sole concern. Various family members exhibit different levels of entrepreneurial potential, according to studies on family enterprises. While this may be true in larger homestay companies, it is more common for the owners and managers to be the same individual in smaller and medium-sized operations. The success or failure of a homestay, say various experts, is heavily dependent on the owners' business mindset (Badria et al., 2021). Since their implementation, homestays have been adding to the regional economy's income and spending, according to the results. On the other hand, homestay providers can tap into more income sources than ever before due to the widespread transmission of information. Accordingly, prior research has implicitly presumed that all homestay hosts embellish their financial status. A recommitment to providing an exceptional customer experience would have a significant positive impact on the hotel industry, which benefits from domestic and international tourism. One possible future for China's tourism industry is homestays. In the same, you'll find an assortment of thrill seekers that will suit any taste. Consequently, visitors to a homestay should feel free to explore the surrounding natural environment and get a feel for the local culture and way of life. Consequently, in order to clarify the core concepts and ideas presented in this research, the subsequent study will conduct a comprehensive literature assessment on the subject. The results of this study will shed light on how a rural homestay model in Nanchang, China, might be created and put into practice.

The term "realism" is used to define a style of presentation that makes use of facts and circumstances from the real world. Presenting realistic and honest accounts of ordinary, everyday events is at the heart of the naturalist way of life. Artists around the beginning of the nineteenth century were the primary coiners of the term. The Realists of the 18th and 19th centuries pushed for realism in art as a reaction to the idealized and stylized depictions of subjects by Romanticism (Powers, 2023). Nonetheless, artists had been using a more

realistic technique for much longer without receiving any acclaim. But the phrase "naturalistic style" usually refers to the low-key way of life that people in rural areas choose to lead. That is the typical appearance of rural China. A naturalistic lifestyle is the most minimalist and unadorned way of life imaginable because it is based on harmony with nature and the use of basic necessities. Inns, motels, and homestays that welcome visitors from rural China have proliferated in recent years.

Problematically, research on the subject is scant. Since the city's "Ten Thousand Hostels" strategy was put into effect in 2014, the rural homestay inn sector in Nanchang has developed substantially. Here we see the paradigm in action, together with its advantages and economic difficulties. This is why city-dwellers interested in a "naturalistic style of living in the countryside" are on the rise. "Homestay" is one of the least studied parts of foreign tourism, even though it has long been acknowledged as an important part of authentic local culture. Despite its growing importance in indigenous tourism and its ties to community-based travel, homestay tourism is mostly unexplored in Nanchang.

Even when communities are able to run a homestay program successfully, this study argues that prosperity is a double-edged sword because it increases social and economic disparities, reliance on tourists, and the loss of authenticity in the program's naturalistic style. Regardless, people living in rural areas will adapt to meet the demands of tourists looking for authentic experiences by commercializing their homes and offering homestay tours that captivate guests with stunning countryside vistas. More and more people in China's cities have left the hustle and bustle of city life for the peaceful countryside in recent decades. Conventional accommodation tourism is mostly defined by rural vacations and houses, in contrast to the old, binary view of tourist and modern lives that is challenged by such phenomena. The growth and development of China's "rural tourism" sector is one encouraging indicator (Fang et al., 2023). As more and more "tour-liveable" accommodations spring up, it's clear that it's becoming a popular vacation spot as well.

An article that builds on this idea, "Application of Naturalistic Style of Rural Homestay in Nanchang," delves into the daily lives of rural residents who, for financial gain, let visitors stay in their spare bedrooms. Those seeking a return to nature and history will find these accommodations intriguing because they depict a modest yet pleasant way of life. This is why, as people's disposable incomes have expanded over the last several decades, both domestic and foreign tourism have exploded. The Chinese tourist industry might feel the effects of rising anti-tourism sentiment in the West (Lehto et al., 2020).

According to Rogers et al (2023), the government and local legislatures in China see the domestic tourism industry's continued growth as critical to the country's prosperity, income inequality reduction, and rural infrastructure improvement. The industry is booming and contributes significantly to China's gross domestic product. There is a belief that a more authentic approach to the homestay industry is necessary to revitalize domestic travel within China. Naturalistic communities, in contrast to the complicated lifestyles of big cities, prioritize the simplicity of everyday things including the environment, architecture, furniture, food, and culture.

Methodology

Information gathering consists of three phases. The first phase is the trial implements. This consists of a trial run which is called pilot study. A pilot study is a smaller version of the "real" study (field study) which is to be done later, to: test the feasibility of research methods, the accuracy of the data collection instruments and the possible sample recruitment

strategies and other research approaches in a big study (field study) to be done later using similar approach. Hence, pilot study is done before starting with the real study (field study).

We use two methods of studies these are exploratory studies and descriptive studies. How every study has an exploratory as well as descriptive study parts these are, Exploratory study which defines the maximum understanding of a problem or topic as problems don't have a just industries that exactly face problem this process is used to have a overall understanding or description of the problem in the work before the entire detailed is explained for the benefit of the research to find a solution and to make more informative decision Descriptive study gives an answer to a phenomenon or a event of a problem with the help of a description this study firstly describes or explains about a problem and the difficulties that it is facing in details it also describes the consequences of the problems that it can face with the correct or incorrect to the research problem, these studies help you to understand the full nature of the causes of the problem as well as to find the direct cause of the problem so that to solve it from the root of the problem in this Types of research problems show in researcher is describing the study problem but issue is not presented in the research questions it describes all its nature and complex persistences to understand the real nature of the problem as it is. Study of descriptive helps researcher to go into the root of a problem or an issue. Interviews seventy five people to know the difference of the use of services in each field, I.e. relating with on different services.

Next phase of the study will adopt qualitative methods. we will do intensive interviews with 10-20 guesthouse owner which will be the data to analyzed and also can be compared with previous cases. This study aims to identify this kind of industry is looking forward to features of these services the highest and what factors would lead to the guest's overall satisfaction. The last step of the study focuses on the last one is through analysis and observation will be completed in the hope of deepening understanding of the problems of either side. We will obtain a more comprehensive consideration about the current study by interviewing the people who offer room and board service in Nanchang. Pilot study and other qualitative methods have formed the overall structure for this research.

A comprehensive literature review was done in order to have a strong base for this study and to identify the most relevant issues. The literature review was done to assess the current sustainable practices in the tourism industry to enhance the growth and flow of income in the Chinese economy in terms of infrastructure. Nanchang, china was also discussed as it is the city which hold greater cultural value in terms of the Chinese economy and to the people coming from all around the world. The issues that have been identified in the pilot study will be further explored in when we go to phase two of our study where semi structured interviews and case study will be conducted.

Results and Findings

According to the findings of the study, homestays in rural areas of Nanchang are more enjoyable and relaxing due to the natural elements that are included into them. Homestays were given a distinctive allure by the addition of gardens, ponds, natural landscaping, and traditional architecture, which resulted in an increase in the number of guests. Because of the utilisation of local materials and the expertise of the locals, the actual design of the homestays had a genuine and culturally significant appearance.

When guests at homestays saw realistic elements, they became more involved and acted in a different manner. Many guests were observed taking long walks through the gardens, relaxing in the grass next to the ponds, and simply making the most of their time

spent outside in the fresh air. The natural characteristics enabled guests to have a more fulfilling holiday by allowing them to experience peace and quiet as well as a stronger relationship with nature. This, in turn, contributed to a more fulfilling vacation overall.

According to the findings, hosts and guests enjoyed spending time together very much. The owners of these motels had an active role in educating their guests about the natural phenomena, cultural traditions, and historical significance of the surrounding area. People were more willing to share their customs and open their houses because of the personal connection that was formed between them. In addition, guests were overheard conversing with one another, which contributed to the development of a sense of camaraderie and shared experience.

According to what we could tell, a few of the homestays that we looked at were already practising ecologically responsible business practises. The commitment to sustainability that includes rainwater collection, organic farming, trash management, and energy-efficient measures has been observed to be enjoyed by tourists, who have demonstrated an increased interest in eco-friendly practises and the preservation of natural areas.

The rural homestays in Nanchang, which feature a more naturalistic style, have had a significant influence on the tourism business in the city. According to the information that was gathered, guests had a positive reaction to the naturalistic aspects of the attraction, citing that they found them to be highly invigorating, peaceful, and soothing. As a result of the incorporation of naturalistic design into the tourism experience in Nanchang, guests had the opportunity to completely submerge themselves in the city's rich cultural heritage as well as its alluring rural landscape.

In rural homestays in Nanchang, the outcomes of the observations provide insight on the application and effect of the naturalistic style. The findings emphasised the importance of naturalistic components, constructive stakeholder relationships, visually pleasant surroundings, and sustainable practises. The results also highlighted the value of visitor engagement through naturalistic components. These findings provide a platform for directing future initiatives in sustainable tourism development and highlight the importance of naturalistic style in improving the overall tourism experience in rural areas of Nanchang. Additionally, these findings highlight the importance of naturalistic style in improving the total tourism experience.

When the results of surveys, interviews, and case studies are combined with the findings from observations, it is possible to gain a better understanding of the revitalization of the naturalistic style in rural homestays in Nanchang. Additionally, it is possible to develop strategies for the promotion of sustainable tourism that preserve the natural beauty and cultural authenticity of the region.

Conclusion

The study's results showed that naturalistic design is effective in luring visitors and improving their stay overall. Rural homestays in Nanchang attracted visitors thanks to their harmonious combination of stunning scenery, genuine local culture, and eco-friendly operations. They were quite happy with the naturalistic touches added to their rooms, and they were open to supporting sustainable tourism projects. That naturalistic approach can have beneficial ecological and societal effects is shown here.

However, homestay owners ran into roadblocks when trying to incorporate eco-friendly features. The implementation of sustainable practises was hampered by issues such a lack of resources, a lack of competence, and worries about preserving profitability. While these

obstacles prevent homestay owners from completely adopting and capitalising on the naturalistic style, they are overcome with the right kind of focused support, capacity building, and partnership with local communities.

Communities have a mixed reaction to tourism expansion, as seen through their eyes. The possible detrimental effects on the environment, culture, and traditional way of life were a concern, despite the fact that many people acknowledged the economic benefits it brought. To secure their empowerment and to protect their interests, it is essential to involve local communities as active partners in sustainable tourism development. Sustainable development, to the delight of both visitors and locals, can be catalysed by the naturalistic style if locals are included in planning processes, community-based projects are supported, and cultural interchange is encouraged.

The results of this investigation highlight the significance of a multi-stakeholder strategy to revitalising the usage of naturalistic style in rural homestays in Nanchang for the development of sustainable tourism. Policy backing, favourable legislation, and methods to monitor and assess sustainability practises are all areas in which government authorities play a crucial role. Sustainable tourism projects that protect Nanchang's natural heritage can only be realised with the combined efforts of the city's administrative entities, homestay owners, local communities, and visitors.

The study's findings are relevant not just to Nanchang, but to any location that must overcome obstacles like these on the path to tourism sustainability. Destinations may stand out, attract visitors concerned about the environment, and help preserve local culture and biodiversity by adopting the naturalistic design aesthetic and implementing sustainable practises.

There is a lot of room for growth in ecotourism thanks to the revitalization of naturalistic style in rural homestays in Nanchang. Through this research, we hope to aid policymakers, homestay owners, and other stakeholders in their pursuit of a more environmentally and culturally responsible tourism industry. We can ensure Nanchang's economic growth and environmental sustainability by working together to promote a tourism industry that serves the needs of locals and visitors alike.

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