

The Functional Evolution of Rural Homestays of the Hometown Entrepreneurship Type: From Accommodation Space to Tourism Experience Space—Take Guizhou Province in China as an Example

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Abstract: The article adopts the "grounded theory" of qualitative research method, and selects rural homestay operators in Zunyi and Danzhai, Guizhou as the interviewees to investigate their business management philosophy and management behavior as the core elements. Based on the data obtained, three data processing steps, open coding, axial coding, and selective coding, were used to refine key propositions, so as to construct a functional evolution model of rural homestays of the hometown entrepreneurship type. The conclusions show that the main functions of the hometown entrepreneurial rural homestays have a tendency to evolve from tourist accommodation space to tourism experience space, and most operators have perceived this change and made business response behaviors that can adapt to its evolution. In order to adapt to the upgrading of tourists' consumption in rural homestays, the functions of hometown entrepreneurial rural homestays should be continuously expanded through management. Therefore, the article proposes corresponding management countermeasures and suggestions from both the government and operators for the evolution of the functions of hometown entrepreneurial rural homestays.

Keywords: Returning home; Rural homestay; Functional evolution; Tourism experience space; Qualitative research

1. Introduction

Poverty-stricken areas in the west are not only the main battlefield for poverty eradication but also the comprehensive promotion of rural revitalization, as well as the popular area for returning home to start a business. In recent years, with the increasing attention of the state to the "three rural issues" and the in-depth promotion of the national strategy of rural revitalization, rural tourism has not only become the main mode of new rural construction but also the preferred industry for returning migrant workers to start their own businesses. According to the survey, due to the advantages of using their own idle resources, the entry threshold of rural tourism entrepreneurship in rural homestay is relatively low, and it has become one of the main types of entrepreneurship for migrant workers returning to their hometown in poor western areas. Under the impetus of national policies, the atmosphere of migrant workers returning to their hometowns to start their own businesses in poor western areas is increasing, but due to their own inexperience, the entrepreneurial ability of rural migrant workers has certain limitations, which leads to the relatively single function of their rural homestays, and the phenomenon of homogeneous operation becomes increasingly serious. However, with the increasing diversification of tourists' consumption needs, the phenomenon of consumer upgrading has become inevitable, and the single-function rural homestay gradually lacks its attraction, and the guest market of the rural homestay for returning entrepreneurs is seriously affected, resulting in the interruption of the business project, leading to the failure of the business of returning migrant workers, and seriously affecting the follow-up development of the rural homestay business project. Based on the above development status of the hometown entrepreneurial rural homestay, its transformation and upgrading are imminent. The first issue that needs to be addressed in the transformation and upgrading of rural homestays is the problem of shrinking source markets due to the upgrading of tourists' consumption. Therefore, the key to the transformation and upgrading of rural homestays is to expand and empower the functions of homestays, and to enhance their attractiveness to tourists with multiple and more experiential functions. This paper

investigates the functional evolution of rural homestays in Guizhou Province based on a survey of returned entrepreneurial rural homestays, and aims to construct a theoretical framework for the functional evolution of returned entrepreneurial rural homestays from the perspective of practice elevated to theory, providing theoretical and practical references for the transformation and upgrading of returned entrepreneurial rural homestays, and suggesting corresponding countermeasures to promote the expansion and empowerment of their functions, so as to enhance the sustainability of rural homestay entrepreneurial projects.

2. Literature Review

Research on rural homestay at home and abroad mainly focuses on three aspects: research on the concept and characteristics of rural homestay, research on the development of rural homestay, and research on rural homestay and tourism experience. The earliest homestay originated in Europe, and different countries have different definitions of homestay, which has led some scholars to study the concept of homestay. Lanier P^[1] believes that homestays are converted from some farmhouses, which are well furnished and exquisitely decorated, and provide breakfast and accommodation service to meet the customer experience. Ou Shengrong et al.^[2] point out that in the UK, homestay is called "B&B", i.e. "bed and breakfast", which is interpreted as an accommodation facility that only provides breakfast and accommodation. Miciak.A.R et al.^[3] considered homestay as an alternative to traditional hotels and motels as a residence with unique appeal. Taiwan is an early developer of homestays in China, and the homestay industry is relatively mature. The "Homestay Management Measures" issued in Taiwan defines a homestay as a place to stay that uses vacant rooms in self-use residences, combines local humanities, natural landscapes and ecological resources, as well as agricultural, forestry, fishery and animal husbandry production activities, and is operated as a family sideline to provide accommodation for tourists to live in the countryside. Homestay industry in China's started late, early mainly in the form of "farmhouse", and there was no clear regulation of homestay. But in recent years, as the rapid development of the homestay industry, in order to regulate the domestic homestay industry management, the National Tourism Administration in 2017 issued the "Basic Requirements and Evaluation of Tourism Homestay". The standard states that homestays are small-scale accommodation facilities that make use of local idle resources, with the homestay owner participating in the reception, to provide tourists with the opportunity to experience local nature, culture, production and lifestyle. Homestays are classified as non-standard accommodation facilities in China and have relevant characteristics that are different from those of standard accommodation facilities. Zheng Shihua^[4] points out that a homestay is an accommodation facility operated as a side business using part of a person's home, which allows visitors to interact with each other and enjoy the local flavor provided by the operator. Chen Chiji et al.^[5] argue that although homestays do not require luxurious facilities and exquisite service, they place great emphasis on character, fun, local flavor, and human touch, and that it is important to combine local natural resources and local cultural characteristics to provide special accommodation and dining service, as well as knowledge, sports, leisure, entertainment, and experience, so that residents can fully enjoy the leisurely mood, casual freedom, and the feeling of being at home. According to Hong Yunzhong et al.^[6], homestays should be operated as a family side business, using the space of one's own home, and can be integrated with local culture, landscape, and resources to provide a platform for tourists to experience local culture, which is different from the accommodation experience of ordinary hotels. Based on the above research, at least the following points can be clarified: first, the buildings on which homestays are based are generally family-owned residences; second, homestays should have relevant functions, especially experiential functions, that are different from standard accommodation facilities. The above two characteristics of homestays also provide some theoretical basis for this study.

In the study of rural homestay, domestic and foreign scholars have focused on the study of rural homestay development and the study of rural homestay and tourism experience. Domestic scholars are more concerned with the research on the development of rural homestays, for example, Wang Xiancheng^[7] believes that the development of rural homestays in China is fast, but there are problems such as lack of planning and destruction of rural landscape scenery, which must be solved in order to promote the good and fast development of rural tourism. Shi Hongfan^[8] discusses the background of the emergence of homestays in rural tourism in China, identifies the characteristic positioning of homestays from a historical perspective, and makes relevant suggestions for the healthy development of the homestay industry. Chen Jin^[9] studies the development of rural homestays in Jiangxi, and proposes that the government and operators should work together to innovate the homestay industry, optimize the homestay economic service system, and build a conflict resolution mechanism, so as to promote the development of the homestay economy and improve the quality of rural tourism. Foreign scholars, on

the other hand, pay more attention to research related to the tourism experience of rural homestay tourists, attach importance to the study of the influence of culture and other elements on tourists' behavior, and gradually place homestay tourism development in the research fields of cultural tourism and rural tourism, etc. Mura (2015) explored the authenticity of tourist perceptions in the Malaysian accommodation experience by using a narrative analysis approach to deconstruct and analyze the accounts of tourist experience authenticity by cutting through the experience lens^[10]. Nick et al. conducted interviews with thirty residents in Chiang Mai, Thailand in 2015, and the study reflects the importance of meeting tourists' needs for authentic experiences in the development of rural homestays^[11]. Studies related to tourists' experiences of homestays show that tourists' authentic consumer experiences influence their brand loyalty and that brand and experience can generate customer loyalty^[12].

Throughout the research results available in this field, although scholars have mentioned the assertion that the functions of homestays, which are different from standard accommodation facilities, can enrich tourists' relevant experiences in both the study of the characteristics of homestays and the study of tourists' tourism experiences in rural homestays, so far, there has not been a relevant article exploring the functions of rural homestays and their evolutionary logic. As a carrier for shaping the characteristics of rural homestays and a platform for providing tourists with unique tourism experiences, the evolutionary laws and logic of rural homestays are worthy of in-depth study and discussion by scholars. Based on the purpose of promoting the sustainable operation of rural homestays, this paper explores the inner logic of the functional evolution of hometown entrepreneurial rural homestays from the perspective of the functional evolution of rural homestays, with a view to proposing useful policy recommendations and business suggestions for the transformation and upgrading of rural homestays.

3. Research Methodology

This paper takes the operators of rural homestays in Zunyi City and Qiandongnan Prefecture of Guizhou Province as the survey objects, uses in-depth interview data as the research basis, applies the "grounded theory" research method in qualitative research, and conducts an in-depth analysis of the collected interview data through three data analysis stages: open coding, main axis coding, and selective coding. This leads to the construction of a theoretical model of the functional evolution of hometown entrepreneurial rural homestays, and on this basis, the functional evolution law of hometown entrepreneurial rural homestays and its internal logic are explored.

3.1 Outline of the interview

The typical cases selected for the study were all operators from Zunyi City, and Danzhai County, Qiandongnan Prefecture, Guizhou Province, who returned to their hometowns for rural homestay business, and the interview design focused on the interaction between the interviewer and the interviewee. To ensure the authenticity and reliability of the interview data, the interviews were recorded throughout the whole process, and the interview time was longer than 30 minutes.

Considering that most of the interviewees live in the countryside for a long time, the interview outline did not involve too much academic language, and the interview process was mainly in the form of casual conversation, focusing on the following aspects:

Q1. Among the many rural tourism entrepreneurial projects, why did you choose the rural homestay project for your business?

Q2. What are the main service that your rural homestay offers to visitors?

Q3. What aspects of your rural homestay business are you most concerned about?

Q4. What do you think is the most attractive aspect of your rural homestay for tourists?

Q5. What are the current dilemmas and problems in the operation of your rural homestay?

Q6. If you could make additional investments, how would you improve your rural homestay operation?

Q7. What are your future business plans or intentions for your rural homestay business?

Q8. What help is the government currently providing in your business and what other help would you like to receive?

3.2 Sample sampling

The grounded theory requires sampling in strict accordance with the research purpose, and in order to make the research data more representative, the selection of interviewees was done by delineating the interview scope and conducting typical sampling, and the selection of interviewees was completed by comprehensive consideration. Firstly, the regional scope of interview subjects' selection was delineated: two typical towns of Guizhou Province returning to their hometowns for entrepreneurship - Sidu Town and Banqiao Town in Zunyi City, Guizhou Province, and one typical village of Guizhou Province returning to their hometowns for rural tourism entrepreneurship - Kala Village in Danzhai County. Second, to determine the specific subjects for interviews, rural homestay operators who belonged to the model households of returning to rural entrepreneurship in these regions, and because the functional evolution of rural homestay was to be studied, the interviewees were required to have been in business for more than three years. A total of 14 interviewees were selected in this form to meet the conditions. The research was conducted over a period of 6 days starting from July 8, 2020, and the interviews were completed in batches of subgroups. After each interview, the data were promptly collated. After interviewing 14 rural homestay operators, the marginal amount of information increased by less than 10%, and the trend of "theoretical saturation" was observed, so the collection of interview data was stopped. In order to facilitate the organization of the data later, each interviewee was numbered: M1, M2,, and M8 for male interviewees, and F1, F2,, and F6 for female interviewees. The specific distribution of the 14 interviewees is shown in Table 1.

Table 1: Basic information of interviewees

Number	Gender	Country homestay Location	Age
M1	Male	Banqiao Town, Huichuan District, Zunyi City	42
M2	Male	Banqiao Town, Huichuan District, Zunyi City	35
M3	Male	Banqiao Town, Huichuan District, Zunyi City	28
M4	Male	Sidu Town, Huichuan District, Zunyi City	40
M5	Male	Sidu Town, Huichuan District, Zunyi City	36
M6	Male	Kala Village, Danzhai County	33
M7	Male	Kala Village, Danzhai County	37
M8	Male	Kala Village, Danzhai County	51
F1	Female	Banqiao Town, Huichuan District, Zunyi City	52
F2	Female	Banqiao Town, Huichuan District, Zunyi City	38
F3	Female	Sidu Town, Huichuan District, Zunyi City	43
F4	Female	Sidu Town, Huichuan District, Zunyi City	32
F5	Female	Kala Village, Danzhai County	38

4. Data Analysis and Research Findings

4.1 Open coding

4.1.1 Concept identification

Table 2: Highlighted key concepts

Concepts 1-6	Concept 7-12	Concept 13-18	Concept 19-24	Concept 25-30
1 Government call	7 Homogeneous competition	13 Guests think the bedding lacks class and character	19 Mining local characteristics	25 Learning about playing nearby
2 Support from friends and relatives	8 Guests complain about the lack of features	14 Relying mainly on repeat customers	20 Opening up entertainment space	26 Understanding local culture
3 Tourism development in hometown	9 Short guest stays	15 Enriching the decoration of guestrooms	21 Opening up communication space	27 Introducing local folklore to guests
4 Less investment in homestay business	10 Guests think the decoration is too simple	16 Investing in the renovation of guestrooms	22 Adding parent-child facilities	28 No one has what I have or mine is more special than others'
5 Employees are relatives	11 Guests feel the lack of entertainment activities	17 Developing new dishes	23 Opening up reading space	29 Expanding the business area
6 Only food and accommodation are provided	12 Decrease in the number of guests	18 Integrating rural resources	24 Upgrading the decoration of homestay	30 Knowledge about hotel management and design

The first step of open coding is to transform the acquired primary data into several concepts. In this paper, for the 14 interview data, the linguistic decomposition was carried out and the primary data were decomposed into independent events by identifying the meaning units; secondly, concepts were assigned

accordingly for the phenomena indicated by each meaning unit and the duplicated concepts were integrated to obtain 30 concepts from the data, among which, the main concepts extracted are shown in Table 2, and several examples of concept extraction are shown in Table 3.

Table 3: Examples of concept extraction

Original information	Concept
I used to work in the coastal area of Guangdong, and when I saw that the tourism in the village was getting better, I came back to the village three years ago to open a guest house. At that time, the government was willing to help us, and whenever we had questions about the policy of opening an inn, they were eager to answer them and assigned staff to follow up. Later, when my inn was opened, it was also put up with the signboard of "model household of returning to the village". However, in the past two years, more and more inns have been opened in the village, and our clientele is not stable, more in summer, but especially less in winter. Some guests came to see the room turned away, saying that the decoration is not good, no characteristics. (M6)	Hometown tourism development, government call, fierce competition, guests complain about the lack of features, guests think the decoration is too simple
Banqiao town to engage in tourism, my elder brother persuaded me to end working back, we brothers together opened this inn. The main reason why we chose to open the inn is that the investment is not high. My brother and I jointly built this building five years ago. At that time, we built this house after earning money from part-time work. It was idle, why not use it to open the inn, we are almost all doing it ourselves, my wife and I, brother and his wife, we operate completely on their own. Currently the clientele is quite stable, we have more rooms, so we can take teams, but guests have also given us mention, saying that they feel that in addition to eating and playing mahjong, there is no other entertainment, and that our bedding lacks class and character. (M1)	Support from friends and relatives, less investment in homestay business, employees are relatives, guests feel the lack of entertainment activities, guests think the bedding lack class and features
We have more and more locals opening homestays here, and it seems like all of them are pretty much the same, with little character. Previously, because Chongqing people like our place in the summer, and I am the kind of people who are more enthusiastic, so I have more repeat customers. The first two years, I still made some money, so I told my husband that we should upgrade our homestay and make something different from others, otherwise guests will get tired of living here and may not choose ours. I just built the restaurant last year, and I also built a swimming pool. You can see we have an indoor restaurant, which is in the form of a coffee bar, and an barbecue yard with a view. This year I'm also going to invest in a fish pond and a reading pavilion so that guests can actually stay. (F4)	Homogeneous competition, rely mainly on repeat customers, develop service functions, open up reading space, No one has what I have or mine is more special than others'
I applied for a large loan to expand my place last year and this year, and I first redecorated the guest room and made it into a room that shows off the Miao batik style. Then I also made a special batik hut, where guests can bring their children to experience batik making and read books about batik knowledge. I also went to ZYP, our intangible cultural heritage inheritor here, to learn some batik knowledge, and I can explain the basic content if guests want to understand. Next I am going to cooperate with ZYP to combine her batik workshop and my special homestay to serve the guests and exploit the market together. (F5)	Invest in room renovation, explore local characteristics, add parent-child space, and learn about local culture

4.1.2 Category development

The second step of open coding is to develop the categories on which the study will depend by clustering the extracted concepts in the same kind. After similar clustering of the 30 concepts mentioned above, 10 categories were finally formed, which are categorized in Table 4.

Table 4: Category Summary

Concept	Category
Government call; tourism development in hometown; support from friends and relatives; less investment in homestay business	Policy and Environmental Orientation
Only food and accommodation are provided	Basic functions provided
Employees are relatives	Home-based business
Homogeneous competition; guests complain about the lack of features; guests think the decoration is too simple; guests feel the lack of entertainment activities; guests think the bedding lacks class and features	Lack of characteristics and tourism attractiveness of homestay operation
Relying mainly on repeat customers	Single-function rural homestays lack appeal
Decrease in the number of guests; short guest stays	Reduced efficiency of homestay operations
Enriching the decoration of guestrooms; investing in the renovation of guestrooms; upgrading the decoration of homestay; expanding the business area	Upgrading the hardware facilities of homestay
Developing new dishes; opening up entertainment space; open up communication space; adding parent-child facilities; opening up reading space	Expanding the function of homestay service
Integrating rural resources; mining local characteristics	Integrating cultural experience function
Learning about playing nearby; understanding local culture; introducing local folklore to guests; knowledge about hotel management and design	Demonstrating local culture and host sentiment

4.2 Axial code

4.2.1 Core category 1

In the early stage of entrepreneurship, the rural B & B has a single function and lacks of characteristics, attracting customers in the functional form of accommodation space.

The canonical model logic of "condition → action/interaction → result" is applied to construct the "Core Category 1" model in 10 categories, as shown in Fig. 1.

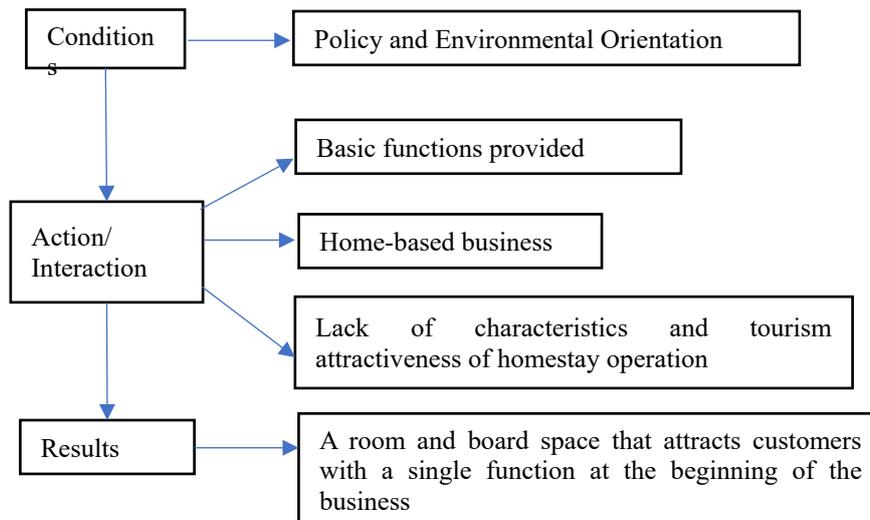


Figure 1: Core Category 1 Model

The study shows that: rural homestays are significantly influenced by policy and environment in the early stage of business. Under the call of government policies and the environment of tourism development in their hometowns, many migrant workers return to their hometowns and choose rural tourism projects to start businesses. Among them, rural homestays are favored by many migrant workers who return to their hometowns to start businesses due to the low initial investment and the fact that they can use their own homestead for renovation or direct operation. However, due to the limited investment funds in the early stage of the business and the limited business ability of the returning migrant workers themselves, the initial rural homestays are almost only providing the most basic functions, such as catering and accommodation for tourists. In addition, they do not invest enough in human resources, and on the basis of cost-effectiveness, rural homestays are almost home-based, i.e., the reception work is basically done by family members and relatives, and one person can be a chef, cashier, and waiter. In addition, most returning migrant workers have never been involved in the hotel industry and catering industry before returning to their hometowns, so they lack professional knowledge and skills on hotel management. As a result, the homogenization phenomenon of returned entrepreneurial rural homestays is very serious, which lacks business characteristics, thus losing its tourism attraction and tourists. Through the above analysis, we can conclude that: the initial rural homestays exist as accommodation spaces with a single function to attract customers. The homogeneity of rural homestays with such basic functions is so great, so it is easy to form a market space with vicious competition at low prices. In the long run, its attractiveness to tourists will be rapidly reduced with the continuous upgrading of tourists' consumption demand, until the loss of customers and the failure of entrepreneurship programs.

4.2.2 Core category 2

In the process of entrepreneurial promotion, rural homestays expand more service functions and integrate into cultural experience functions, transforming into a tourism experience space demonstrating local culture and host sentiment.

In the same way, principles and methods of core category development are applied to further explore the model of core category 2 on the basis of verification of core category 1, as shown in Fig. 2.

The study shows that: rural homestays in the process of entrepreneurship are facing bottlenecks in their development. The bottleneck is mainly manifested as follows: as the number of single-function rural homestays increases, market competition becomes increasingly fierce, and the homogenization of the homestay industry and its service gradually emerges, leading to the lack of attraction of the home-based rural homestays to tourists. It is difficult for tourists to feel the difference between different hometown entrepreneurial rural homestays, and they think that their hardware facilities and hospitality service cannot meet their needs for homestay accommodation. The loss of clientele also led to a reduction in the operational efficiency of the homestay, which began to face multiple difficulties. When some rural homestay entrepreneurs with a keen sense of business management realized the above problems, they also started or prepared to take certain measures to break through the current bottleneck of returning entrepreneurial rural homestay operations. The interviews revealed that some of the rural homestay

operators in Guizhou province are gradually starting to meet the changing needs of tourists by enriching the content of homestay products and building hardware facilities and special service. For example, some operators are considering further investment in upgrading the hardware facilities of rural homestays; some rural homestays have expanded their service functions by opening up service other than accommodation; some rural homestays have started to think about integrating cultural experience functions into the reception service of homestays and opening up more service experience spaces; in addition, the entrepreneurial operators of homecoming rural homestays also begin to pay attention to the mining and utilization of local culture, and deeply interpret the soul element of homestays, "the owner's feelings", through the creation of software and hardware environment, highlighting the local culture and the owner's feelings, making them rich in characteristics, abandoning homogenized management, and reshaping their attraction. Through the above analysis, we can conclude that: rural homestays are gradually evolving into tourism experience spaces with multiple functions to attract customers in the course of entrepreneurship promotion. Such a tourism experience space is more attractive to tourists than a single-function accommodation space, and the shaping of this space requires the support of diversified rural homestay functions, and at the same time, the shaping of this space will become the primary condition for the sustainable promotion of rural homestay entrepreneurship in the hometown.

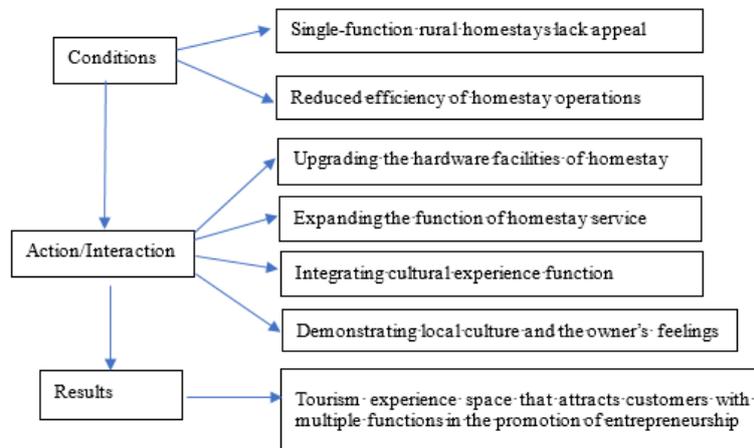


Figure 2: Core Category 2 Model

4.3 Selective coding

After the previous analysis, it is clear that the two core categories developed in this study are based on the logic of "functional evolution of rural homestays in the context of home-based entrepreneurship". By the contingency approach to management, it is clear that the shaping of accommodation space and tourism experience space are choices made by rural homestay operators at different stages of their businesses in order to maintain a market of customers and thus make the business sustainable. Based on the above logical thread, the core category of "functional evolution of rural homestays at different stages of entrepreneurship" can be used to summarize all the categories and the entire event chain. After integrating the two core category models, "accommodation space with single function to attract tourists in the initial stage of entrepreneurship" and "tourism experience space with multiple functions to attract tourists in the process of entrepreneurship promotion", the theoretical framework of functional evolution of rural homecoming entrepreneurial type is constructed, as shown in Fig. 3.

5. Conclusions and Recommendations

5.1 Research findings

Through an in-depth exploration of the functional evolution of rural homestays of the returning entrepreneurial type and its internal logic, the following conclusions are drawn: the starting of the rural homestays of the returning entrepreneurial type are obviously influenced by policy and environmental orientation, and returned migrant workers are driven and encouraged by policy to enter into the construction and operation of rural homestays with a lower threshold, but due to their limited capacity and resources, they can only provide basic functions with a home-based business model, so the initial rural homestays appears as the accommodation space to attract customers with a single function. With

the lack of features and tourism attraction of the homestay business, the guest market shrinks, and the homestay business efficiency decreases, bringing bottlenecks to the hometown entrepreneurship. Returning entrepreneurs began to seek for entrepreneurial change and explore ways and methods to break through entrepreneurial bottlenecks. In order to cater to customers' consumption upgrading, entrepreneurs transform and upgrade the hardware and software of their homestays, and integrate cultural experience functions into the homestays to highlight their local culture and owner's sentiment, so that the rural homestays in the entrepreneurial promotion evolve into tourism experience spaces with multiple functions to attract tourists. The shaping of accommodation space and tourism experience space is a choice made by rural homestay operators at different stages of entrepreneurship in order to maintain the tourist source market so as to promote the entrepreneurship continuously. The rural homestay with tourism experience space is the best transformation model for the rural homestay with more stable customer source and higher overall efficiency, so this choice is worth further promotion.

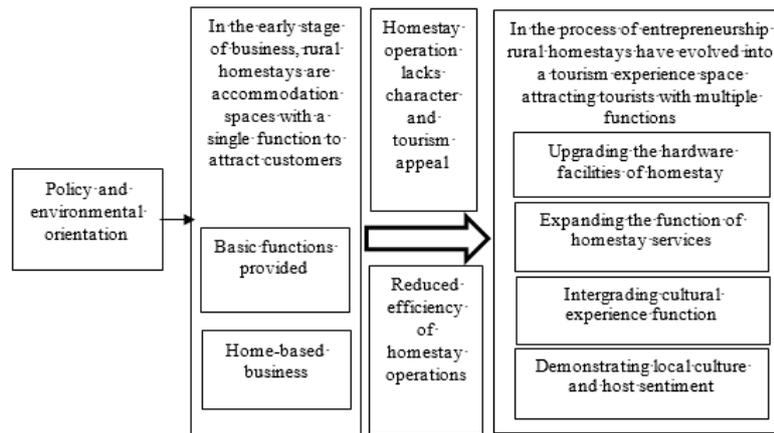


Figure 3: Functional evolution model of hometown entrepreneurial rural homestay

5.2 Recommendations

In order to promote the practice related to the evolution of the function of returning entrepreneurial rural homestays from accommodation space to tourism experience space, relevant management suggestions can be made for both government and operator.

For the government, first, scientific guidance and reasonable planning. The government should do a good job of policy formulation and planning guidance for the upgrading of local hometown entrepreneurial rural homestays. A unified standard could be formulated for the transformation of hardware facilities and the improvement of software service in shaping the tourism experience space of rural homestays, and a guiding document for the reference of returning entrepreneurs. Second, centralized training to raise awareness. The government should build a training platform and provide training opportunities for the operators of rural homestays, so as to effectively improve the management and service skills of the homestays, making them aware of the limitations of the single accommodation space homestays and the necessity and urgency of upgrading their own rural homestays, and having the ability to manage them and provide relevant service to tourists after upgrading.

For operators, first, raise awareness and seek change. Above all, operators should realize that the bottleneck and difficult development of their own rural homestays are mainly caused by the single function and lack of characteristics, in addition to the external reason that the government does not provide adequate support for the latter stage of entrepreneurship. With the consumption upgrading of customers, rural homestays with single functions can no longer meet their needs. As rural homestay operators should be aware of this problem, and actively seek for reform, and pay attention to the transformation and upgrading of rural homestays from hardware to software. Second, focus on standards and improve service. Whether it is a rural homestay as a accommodation space or a rural homestay as a tourism experience space, its service should show standardization, with standardized service provision to shape the service quality against the tourist consumption upgrading. Third, feature creation and cultural empowerment. To transform the single function of rural homestays is to change the functional presentation of their accommodation space, so it is inevitable to build the tourism experience space. The creation of tourism experience space requires rural homestay operators to combine local characteristics, through the upgrading of hardware facilities, the expansion of homestay functions and the combination

of local culture and the owner's feelings to present.

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