

# Research on the Influence Mechanism of Homestay Industry Development on Rural Revitalization from the Perspective of Sharing Economy

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## Abstract

Ethnic minority areas attract a large number of people to come to visit by virtue of the local high-quality geographical environment and humanistic culture, which drives the rise of the homestay industry. In recent years, with the continuous increase of people's income and the steady improvement of the quality of life, the homestay industry has developed vigorously. The homestay industry in remote ethnic areas has increasingly become an important way to increase local income and get rid of poverty and become rich. At the moment of gradual improvement of development and formation of diversified business model, there are also many problems, such as the failure to fully implement local policies, uneven development scale and level, etc. Through empirical analysis, we find that the number of relevant policies, the degree of improvement of infrastructure, and the development of tourism have a profound impact on the prosperity of the domestic lodging industry in ethnic areas. To realize the prosperity of industries in ethnic areas, it is necessary to gradually improve the construction of local new infrastructure. The government and organizations actively promote the implementation of policies to help the development of the homestay industry, and comprehensively improve the development quality level of the homestay industry.

## Keywords

Sharing economy; Ethnic areas; Homestay industry; Rural vitalization.

## 1. Introduction

The sharing economy is the comprehensive product of the current socio-economic development and scientific and technological progress, and promotes the advancement of society. Reviewing the development process of the sharing economy and based on the current development situation, we can find that the main control of the circulation and operation of the sharing economy should use the third-party platform to transfer the surplus of the supply side or the right to use the limited resources to the users in a phased manner, and obtain the transferred benefits by charging the corresponding fees [1]. In recent years, the rise of Internet technology and emerging technologies has provided a platform for digital resource management and sharing for the sharing economy, which is conducive to the full use of regional resources and plays an important role in the high-quality development and sustainability of the economy.

In recent years, Chinese scholars have conducted extensive research on the development of the homestay industry, with different perspectives and different focuses. Li Li and Su Junyi (2019), from the perspective of changes in the relationship between accommodation services,

proposed that the multiple impacts of shared accommodation on the modern accommodation service industry mainly lie in the exchange mode, service mode and customer experience [2]. Zhao Fei, Jiang Miaomiao, Zhang Jiaen and Nie Rui (2018) summarized the development of rural homestays and the relevant research process, and then carried out investigation and research, and put forward the following policy recommendations: improve relevant laws and regulations, promote the development of homestays with tourism development; Based on the local characteristic local culture, build the characteristic homestay; Innovate ecological homestay, taking into account ecological balance and economic development; Cultivate professional staff and improve service ability [3]. Tao Hongjiao (2018) took Jiangxi Province as an example, and pointed out that the rural tourism industry has developed vigorously in recent years, which is conducive to driving rural people out of poverty and become rich. It is clearly pointed out that relying on rural tourism, the folk industry can enter a period of rapid development.

With the increasingly vigorous development of the sharing economy and the continuous improvement of the level of science and technology, the phenomenon of home accommodation sharing in China is also increasingly common. The development process of home accommodation and tourism in ethnic areas is accelerating. Many scholars have done a lot of research with this in mind, but few have focused on the homestay industry in more remote ethnic areas, and even less have considered the strategy of rural revitalization. From the perspective of the sharing economy, this paper will use multidimensional quantitative analysis to analyze the factors that influence the development of the homestay industry on the rural revitalization, reveal the impact mechanism, and put forward suggestions on the path optimization for the prosperity and high-quality development of the homestay industry based on the characteristics and development prospects of the sharing economy.

## 2. Development Status of Homestays in Ethnic areas

### 2.1. Use policy tools to promote the development of shared accommodation

In order to effectively implement the preferential policies of the local government for the development of the homestay industry, the remote ethnic areas have carried out a series of specific development plans and suggestions in combination with the local development characteristics and with the help of Internet science and technology and platforms. In recent years, Qinghai, Guangxi, Yunnan, Inner Mongolia and other partial regions have issued a large number of policies, which guide the rise and revitalization of the homestay industry. However, the development of homestay industry in various regions is not balanced. Xinjiang, Tibet and other regions are relatively backward, and no policy document on homestay has been issued yet. This shows that different regions attach different importance to the homestay industry, and a few local governments have not effectively implemented national policies. The government attaches great importance to the development of the local homestay industry, and continuously increases its support for the industry. It has issued a number of policy opinions, emphasizing the need to further improve the construction of rural infrastructure, improve the service capacity of the local homestay industry, and develop homestay tourism products integrating vacation, tourism, etc. with the help of regional characteristics, rich resources and broad market, in close combination with local characteristics [4].

### 2.2. Improve business means and realize diversified shared accommodation mode

Most of the landlords living in ethnic rural areas in China are middle-aged and elderly people. Although there is a lack of systematic and scientific system in management and service capacity, they are simple and considerate, and can enthusiastically improve the sharing of homestays. Under the leadership of the local government and relevant organizations, various rural areas

have gradually explored the mode of independent operation to improve the ability of local farmers to operate homestays and promote the local rural revitalization process. The tourism operation and the homestay industry have developed rapidly, and the income and living standard of residents have been continuously improved.

### 2.3. Uneven development scale and speed

With the help of emerging science and technology and the Internet platform, all regions attach great importance to the ideal form of "Internet plus homestay". The relevant policies issued in ethnic minority areas in recent years are also continuously promoting the vigorous development of the homestay industry. However, the development of the homestay industry is not completely balanced, and there are still considerable differences between regions. In recent years, the number of residential accommodation in Guizhou has increased rapidly. Inner Mongolia, Yunnan, Yunnan homestays started early, and the growth rate of the number of homestays has gradually slowed down at this stage. Guangxi, Guizhou and Inner Mongolia developed rapidly. Ningxia and Tibet have a relatively slow pace of development and have broad prospects for development with the support of the government and various organizations.

## 3. Theoretical Analysis and Research Assumptions

The emergence of the sharing economy platform can undoubtedly reduce the consumption and waste of resources and improve the utilization rate of social idle resources. Shared homestays can not only make the idle houses in ethnic areas available to provide a place for tourists, but also increase the income of local residents and become a way out of poverty. From another perspective, it can also promote the improvement of local infrastructure, and the rise and development of related industries are conducive to promoting the process of rural revitalization. At the initial stage of the development of the sharing economy, the state and the government actively explore and innovate the development mode of the sharing economy, promote more sharing platforms to the market, make more idle resources more efficient use, and launch preferential policies for the sharing economy industry, which is beneficial to the rise and revitalization of relevant local industries [5]. Therefore, the increase in the number of homestay houses will promote the growth of economic level (GDP). Based on this, the following assumptions are proposed:

H1: The increase of the number of homestays drives the increase of GDP, which is conducive to the increase of tourism income and per capita disposable income.

Tourism policy has a profound impact on the development of tourism. In recent years, the country has attached great importance to the issue of agricultural farmers. The integration of rural tourism and agriculture is an important way to revitalize the countryside. The senior government has launched a number of policies to help rural tourism continue to grow. Since the rise and vigorous development of the homestay industry in remote areas, the national government has issued various policies and regulations in succession, which fully demonstrates the high importance that relevant institutions attach to the homestay industry, and indirectly makes the development of the tourism industry more vigorous. It has taken a further step in economic growth, industrial prosperity, infrastructure improvement and other aspects. The increase in the number of homestay policies has a significant role in promoting the development of China's tourism industry. Based on this, the following assumptions are proposed:

H2: The increase of the number of policies drives the increase of GDP, which is conducive to the increase of tourism income and per capita disposable income.

The number of tourists is an important indicator to measure the development of tourism in a region [6]. The role of the number of regional tourists in economic growth can reflect the development of tourism to a certain extent. The increase in the number of tourists represents that the region has relatively attractive scenery and perfect infrastructure; In turn, the growth of the homestay industry can improve the local economic income and people's living standards. It is obvious that the increase in the number of tourists can contribute to rural revitalization and tourism income. Based on this, the following assumptions are proposed:

**H3:** The increase of tourist arrivals drives the increase of GDP, which is conducive to the increase of tourism income and per capita disposable income.

It is concluded that the number of homestays, the number of houses and the density of houses are important factors for the development of homestays in the region, and these factors to measure the development of homestays are closely related to the number of homestay policies and the number of tourists in the region. The development of the homestay industry has directly contributed to the prosperity of the tourism industry, and the homestay industry plays an important role in promoting the economic operation of rural areas. The local homestay industry, tourism industry and rural revitalization are closely linked.

Take the total tourism income ( $L$ ) as the sum of urban residents' tourism income ( $L_1$ ) and rural residents' tourism income ( $L_2$ ) ( $L=L_1+L_2$ ). It is assumed that this ethnic area has received  $R$  tourists in a certain period of time, among which  $R_1$  people choose hotel accommodation and  $R_2$  people choose home accommodation, that is, the total number of people is  $R=R_1+R_2$ . In recent years, with the rise of the homestay industry, more tourists choose homestay accommodation. The growth rate of  $R_2$  is higher than  $R_1$ , and the proportion of rural residents' tourism income in total tourism income increases. There is a correlation between the number of tourists ( $R_2$ ) who choose rural homestays and the number of homestays ( $S$ ) and the number of policies ( $Z$ ). Therefore, there is a supply-demand relationship between the number of homestays ( $S$ ) and the number of people who choose homestays ( $R_2$ ). The impact path of homestay development on rural revitalization is shown in Figure 1.

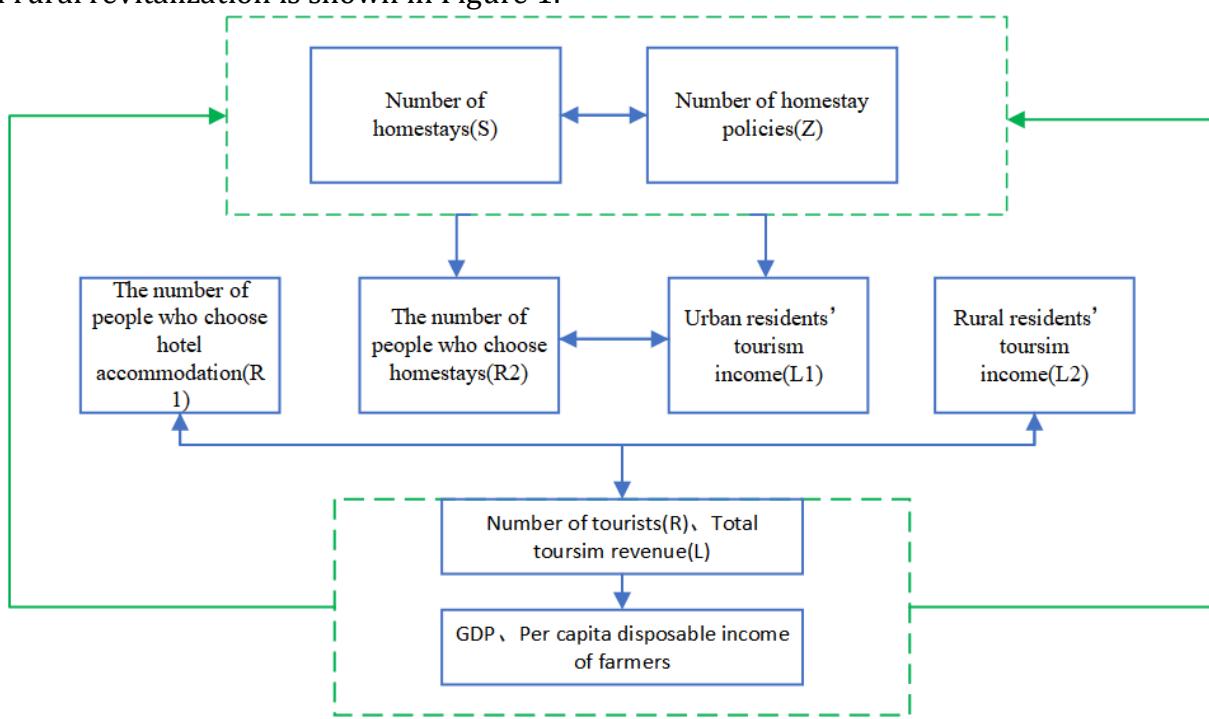


Figure 1. Relationship between the development of homestay and the per capita income of residents

## 4. Empirical Analysis of Factors Affecting the Development of Homestay

### 4.1. Data and method

This paper takes the eight provinces and regions of ethnic minorities [7] as the research object, clarifies the mechanism and role of the development of the shared homestay industry on rural revitalization, and puts forward constructive countermeasures and suggestions based on this in combination with the actual situation of the region. Take the number of homestays, the number of policies, and the number of tourists as independent variables, and the tourism industry income, GDP, and per capita disposable income as dependent variables. The variables and data are listed in Table 1:

Table 1. Variables and data sources

Variable name		Expected symbol	Data sources
Independent variable	Number of homestays ( $X_1$ )	+	Tujia.com, official website of the Tourism Department
	Number of homestay policies ( $X_2$ )	+	Official website of the Tourism Department
	Number of tourists ( $X_3$ )	+	Tujia.com, official website of the Tourism Department
Dependent variable	Total tourism revenue ( $Y_1$ )		Statistical Bulletin of National Economic and Social Development
	GDP ( $Y_2$ )		
	Per capita disposable income of farmers ( $Y_3$ )		

### 4.2. Empirical analysis

The empirical analysis method is used to verify the theoretical hypothesis, that is, the number of homestays, the number of policies and the number of tourists promote the increase of tourism income, the increase of GDP, and the increase of per capita disposable income of residents.

#### 4.2.1. The impact of the number of homestays, the number of policies and the number of tourists on tourism income in ethnic areas

The correlation coefficients between tourism income and the number of tourists, the number of policies and the number of homestays are 0.992, 0.940 and 0.769. The coefficient sign is positive and positively correlated, in line with expectations. Among them, the correlation coefficient between the number of homestays and tourism income shows that the increase of scale and quantity does not mean the increase of tourism income. The development of homestay industry in ethnic areas should also pay attention to the quality of industry development.

This regression is significant at 0.01 level,  $R^2$  is 0.985, and the goodness of fit is very good. The model is as follows:

$$Y_1 = 133.664 + 0.118X_3 \quad (1)$$

Under the specified significance probability, the F statistic is 13.877. This model is extremely significant, indicating that the number of tourists plays a very important role in the development of domestic lodging industry and local economic income in ethnic areas.

#### **4.2.2. The impact of the number of homestays, homestay policies and tourist arrivals on the GDP of ethnic areas**

The sign of the P-correlation coefficient between GDP and the number of tourists, the number of policies, and the number of homestays is positive, which is in line with expectations.  $P<0.01$  indicates that the above indicators are the statistical significance linear correlation was reached at  $\alpha= 0.01$ .

The stepwise regression method is used to form the model, and the number of inbound tourists ( $X_3$ ) and the number of homestay policies ( $x_2$ ) are selected as the explanatory variables. The model is:

$$Y_2 = 1556.195 + 0.163X_3 + 792.377X_2 \quad (2)$$

$R^2$  is 0.92, with good goodness of fit. The F-test statistic is 137.913, and the model is significant. It can be seen that the number of homestay policies and the increase of tourist arrivals play an important role in promoting regional GDP growth.

#### **4.2.3. The impact of the number of homestays, the number of homestay policies, and the number of tourists on the per capita disposable income of residents**

The correlation coefficient between the per capita disposable income of residents and the number of policies, tourists and homestays is high, indicating that there is a strong correlation. The sign of the coefficient is positive, in line with expectations,  $P<0.01$ , indicating that the indicators are the statistical significance linear correlation was reached at  $\alpha= 0.01$ .

The number of homestays ( $X_1$ ), the number of homestay policies ( $X_2$ ), and the number of tourists ( $X_3$ ) are used to model the per capita disposable income ( $Y_3$ ) of rural residents in ethnic areas:

$$Y_3 = 2575.881 + 1365.999X_2 \quad (3)$$

The coefficient of each parameter is positive and positively correlated,  $R^2$  is 0.8630, and the goodness of fit is good. The F-test statistic is 164.61, and the model is generally significant. The number of policies plays a significant role in promoting the per capita disposable income in ethnic areas.

### **4.3. Summary of empirical analysis**

The empirical results show that the development of the homestay industry has a very significant role in promoting the increase of economic income, the construction of infrastructure and the development process of rural revitalization in ethnic areas. It can be summarized as follows:

(1) The state attaches great importance to the development of agriculture and rural areas, and has launched a series of policy recommendations to give preferential policies and economic support and assistance, driving the development of related tourism and homestay industry in ethnic areas. The local government in ethnic minority areas, in combination with local actual conditions, serves the people, practically implements policies, and provides guarantee and support for the development of local tourism and homestay industry.

(2) The increase in the number of homestay policies has an important impact on increasing local income and promoting economic development in ethnic areas. On the one hand, the homestay policy can enable more idle resources in rural areas to be utilized, and the resource advantages can be transformed into economic advantages to increase local income. On the other hand, the country's preferential policies for ethnic regions can attract the introduction of various production factors in developed regions, promote the growth of the homestay industry, make the infrastructure more perfect, and narrow the difference with the Middle East.

(3) The increase in the number of homestays has little effect on the economic growth of rural areas in ethnic areas. Compared with the developed regions in the Middle East, ethnic areas still have great differences. The transportation and medical facilities are not complete, and the

network information and science and technology are relatively backward. It is difficult to digitize the idle resources, which limits the development speed of the home lodging industry. The villagers' service awareness and management ability are weak, and the prosperity of the homestay industry still has a long way to explore.

## 5. Conclusions and Suggestions

The empirical study shows that the number of policies, the number of housing resources, the number of tourists and other factors have an important impact on the process of rural revitalization in ethnic areas. In order to implement the strategy of rural revitalization as soon as possible, the local homestay industry should be guided by government policies and suggestions, strengthen and improve the infrastructure construction, use high-tech and Internet, and constantly meet the service requirements of tourists' diversity; At the same time, the government also contributed to the homestay industry and guided local residents to optimize the development status of the homestay industry.

First, optimize relevant policies and scientifically guide the healthy development of the homestay industry. According to the actual development situation of the region, the local government will promulgate policies to promote the development of the homestay industry according to local conditions, effectively implement the national policy documents, attract more tourists and develop a broader market; Learn more about the operation of local homestay industry and deepen communication with residents; Formulate constructive relevant policies, innovate diversified business models of shared accommodation, and improve management and service capabilities [8].

The second is to strengthen infrastructure construction in ethnic areas and realize digital transformation. Transportation facilities not only affect the convenience of personnel flow, but also affect the transportation of products and the process of rural revitalization. The ethnic minority areas are relatively remote, and the infrastructure construction is more imperfect than that of the central and eastern regions. The relevant local government should pay attention to the construction of transportation and public service infrastructure. In line with the trend of digital transformation, local homestay operation can also cooperate with online platforms to promote the integration of homestay operation and Internet technology under the sharing economy, highlighting the supporting role of big data for the development of homestay industry in ethnic areas [9].

The third is to control the development scale of homestay and guide the high-quality development of homestay. In recent years, the development scale of the homestay industry has become increasingly large. Relevant surveys show that with the increase of the scale, the income of the homestay industry has not increased significantly, but has gradually deteriorated the surrounding ecological environment, increased passenger complaints, and uneven service quality [10]. Therefore, government departments and relevant organizations should strengthen the management of the development scale of the homestay industry in ethnic areas, pay attention to the various phenomena and take relevant measures to solve them. We shall give full play to all parties' forces to promote the high-quality and sustainable development of the homestay industry and assist the rural revitalization process.

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