
The development of rural tourism real estate in Mainland China

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Abstract

Rural tourism real estate is the combination of the rural tourism and real estate industry. It can solve the problems confronting the current rural tourism and real estate. China's rural tourism real estate has the characteristics of strong support of national policy, booming market demand, huge capital fund, and it has several problems in the development. Proposed the countermeasures such as established a brand consciousness, strengthen the training of the rural tourism real estate professionals, establishment of characteristic planning, enlarges the marketing strength and establish the industrialization development mode to development the rural tourism real estate.

Keywords

Mainland China, rural tourism, real estate, bed and breakfast (B&B) industry.

1. Introduction

The public opinion laboratory Chinese Academy of Social Sciences in 2016 released "Chinese rural tourism development index report". The report said that 2016 was the first year of China's "big rural tourism era", the scale and the investment of the rural tourism development is large, the influence of rural tourism is grate. Rural tourism has become a new way of life. Based on the prediction of big data deduction, the future of China's rural tourism fever will continue for more than 10 years, reaching nearly 3 billion tourists in 2025. From the mid-1980s to the present, rural tourism in China has experienced four periods included initial period, development period, expansion period and upgrade period. 2016 is a very landmark year for the development of rural tourism in China, the first year of China's " big rural tourism era ". The number of rural tourists has reached 1.36 billion, the investment in rural tourism is 300 billion, the number of rural tourism industry is more than 200 million and the rural tourism revenue reached more than 400 billion. At the same time, rural tourism is no longer "rural tourism" and "agricultural tourism", and become a new way of life, people gradually formed a new industry, including rural tourism, rural leisure vacation, etc. Rural tourism is expected to become the trillion-dollar enterprises.

In 2016, the urbanization rate of China has reached 57.35%, which has entered the "urban disease" concentrated outbreak period. City environmental problems are becoming more and more serious, the pressure of life continues to increase, urban residents fled the city to relax will be more and more popular. Rural tourism not only becomes the best form for city residents to release pressure (Granata & Scavone, 2016), recuperate and get close to nature, but also become a way for people to find roots and relieve their homesickness.

Rural tourism receipts in China reached 200 billion RMB in 2012, 280 billion RMB in 2013, 320 billion RMB in 2014, 440 billion RMB in 2015, and 570 billion RMB in 2016. Rural tourism is an important part of tourism industry in China. Rural tourist arrivals exceed 2.1 billion in 2016. Rural tourism which has attracted tourists with its special style and glamour, has become a new attraction in tourism, especially in recent years (as referred Figure 1).

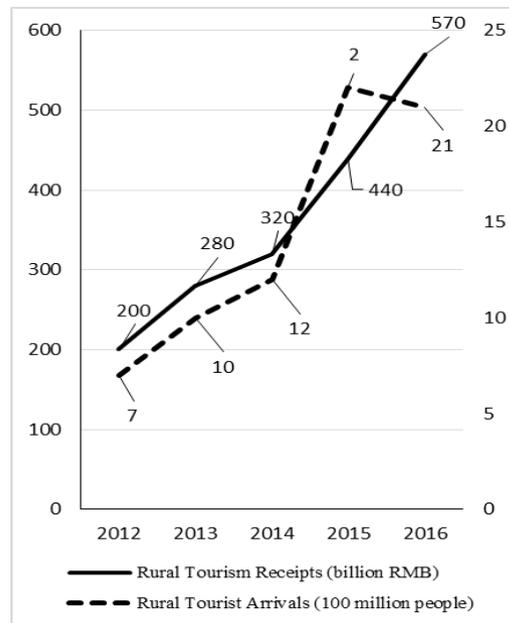


Figure 1: Rural Tourism Development Statistics in China (2012-2016).

The development degree of rural tourism in China is not unified, and developed in some provinces earlier, and the maturity of different provinces is not the same. In 2016, the top 8 provinces of China's rural tourism maturity were Zhejiang, Shaanxi, Sichuan, Yunnan, Jiangsu, Henan, Shandong, Fujian.

Table 1: Rural Tourism Development Maturity Ranking in China (2016).

Provinces	Ranking
Zhejiang	1
Shaanxi	2
Sichuan	3
Yunnan	4
Jiangsu	5
Henan	6
Shandong	7
Fujian	8
Anhui	9

Backwardness of infrastructure is the bottleneck of rural tourism development, which has improved significantly in recent years. The actual investment of rural tourism in 2016 is 261.2 billion yuan, and a significant proportion of it is used to improve the infrastructure, which is conducive to extending the stay time of tourists and enhancing per capita consumption.

The development of rural tourism has brought about a series of impact on rural tourism real estate. The favorable development trend of rural tourism is an important prerequisite for the development of rural tourism real estate. Rural tourism real estate development mainly includes bed and breakfast (B&B) industry, rural community tourism commercial real estate, entertainment blocks, folk workshops and

so on. The development of other kinds of tourism real estate in China's rural areas is not very large. The paper mainly studies the development of bed and breakfast (B&B) industry.

The bed and breakfast (B&B) industry in Mainland China, which has experienced the exploration period from 2000 to 2010 (Jones & Millar, 2013), began to explosive growth in 2015 (Jones, Guan, & Chang, 2011), has become a hot phenomenon. Today, the development of bed and breakfast (B&B) industry has gradually crossed the initial stage, in the consumer market and capital market are subject to a high degree of attention, policy support has also been strengthened, the chain development mode of its brand is formed. The number of people working in Mainland China's bed and breakfast (B&B) industry has surged from around 1 million in 2012 to 9 million in 2016, new statistics from the Chinese Ministry of Commerce and China Hotel Association reveal. The booming market has created many new business opportunities. There are now over 53,000 B&Bs on the Mainland China, with Yunnan, Zhejiang and Sichuan topping the list.

2. the RURAL Tourism Real Estate Development in China

The development of rural tourism in China originated in 1980s, represented by Pixian agritainment, Sichuan province. Through the development of nearly 40 years, rural tourism in China has begun to take shape, become an important industry which supports the development of national tourism. In 2016, the leisure agriculture and rural tourists nearly 2.1 billion tourists, rural tourism receipts exceed 570 billion yuan, 8.45 million employees, benefited the 6.72 million household, investment amount was about 300 billion yuan, rose by 15.38%, with 3 million large-scale operators. In 2014, there were only 30,231 B&Bs in Mainland China. At the end of 2015, there were 42,658 B&Bs. At the end of 2016, the total number of B&Bs in Mainland China reached 53,852.

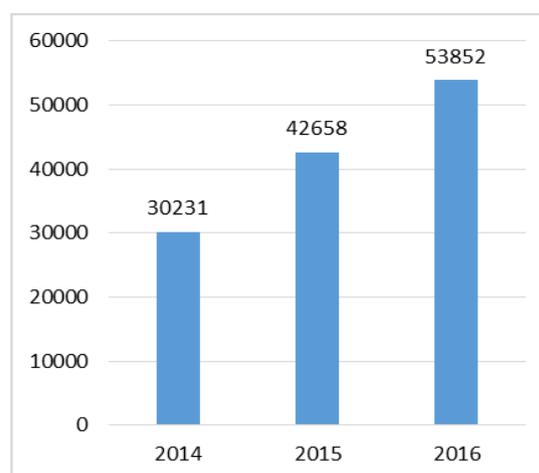


Figure 2: The Number of B&Bs in Mainland China (2014-2016).

2.1 Strong Support of National Policy

Over the past 10 years, more than 20 rural tourism documents have been issued by the central government and relevant ministries and commissions, becoming an important driving force for the rapid development of rural tourism.

On November 23, 2015, the State Council website published "guidance for accelerating the development of consumer services to promote the upgrading of consumption structure", the first named "positive development short rent apartments, home inn, bed and breakfast (B&B) industry and long rent apartments", and qualitative of life services, will be supported in multidimensional policy.

On January 27, 2016, the central document issued "several opinions about implement the new concept of the development to accelerate agricultural modernization to achieve a comprehensive well-off target", which explicitly pointed out the need to vigorously develop the leisure agriculture and rural

tourism, have a plan to develop the leisure farms, Country Hotel, special accommodation, self-driving camping, outdoor sports and other rural leisure products.

On March 2, 2016, the national development and Reform Commission, the Central Propaganda Department, the Ministry of science and other ten departments issued "the guidance on the promoting green consumption", put forward the sustainable development of the shared economy, encourage the effective utilization of idle resources, the orderly development of bed and breakfast (B&B) industry.

On February 5, 2017, the central document issued "the Central Committee of the Communist Party of China and the State Council on further promoting the agricultural supply side structural reform to speed up the cultivation of a number of opinions", the file is to vigorously develop the rural leisure tourism industry, cultivate livable appropriate industry characteristics of villages and towns made an important deployment, etc.

2.2 Booming Market Demand

Beginning in 2015, China entered into the new consumer revolution period, and began to upgrade its consumption, including the consumption of people's spiritual and quality needs, tourism consumption and health are the hot spots during this period. In the future, with the gradual improvement of living standards, people's demand for physical and mental health will be increasing, the tourism demand is exuberant.

In China, half of the population of the city is from the countryside to the city over the past 30 years, rural tourism is not only a rest close to nature in the form of city dwellers to relieve pressure, and the ways to resolve homesickness. The disposable income of residents has risen sharply, with China's per capita GDP of \$8,866 in 2016. When the per capita GDP exceeds us \$5,000, the tourism demand has entered a diversified vacation stage, and the accommodation demand is rich and varied.

2.3 Huge Capital Fund

Encourage rural collective economic organizations to establish rural tourism cooperative, or to run rural tourism enterprises with social capital. To raise construction funds through multiple channels, vigorously improve the conditions of leisure agriculture, rural tourism, forest rehabilitation and public service facilities, and to achieve broadband full coverage in priority villages.

Encourage nongovernmental capital to participate in the construction and operation of rural infrastructure and will build 1,000 rural tourism key villages and train 1,000 rural tourism leaders. In 2017, the actual investment in rural tourism will reach about 550 billion yuan, benefiting about 9 million farmers.

At present, the rural tourism real estate in China can be divided into two categories, one is the family life, the other is the commercial folk house which is driven by capital (Hui & Chan, 2014). In contrast to the overseas residential development, most of the rural tourism real estate investors are urbanites, such as business owners, planning designers and so on. The source of funds for the residential investment including single subject investment, partnership, crowdfunding, etc.

Table 2: The Number of B&Bs in Mainland China (2016).

Provinces	Number	Provinces	Number
Yunnan	5090	Hainan	599
Zhejiang	3441	Shandong	570
Sichuan	3113	Xizang	543
Hunan	2111	Shanxi	535
Guangdong	1469	Chongqing	414
Guangxi	1313	Hebei	334
Jiangsu	951	Shanghai	271
Anhui	922	Shaanxi	233

Beijing	734	Liaoning	176
Guizhou	715	Gansu	164
Jiangxi	667	Henan	113
Fujian	630		

2.4 Problems in the Development of Rural Tourism Real Estate

Because the land private ownership, the rural tourism real estate development of China is mostly investment behavior, business managers and owners are not the same subject, operators and managers pay more attention to economic benefits, the lack of a strong willingness to inherit (Wu & Xu, 2010). In China, rural tourism real estate diversified economic entities, owners, investors and operators to carry out their duties, prefer to the hotel management operating mode, lack of understanding of folk customs.

Currently, the quality of rural tourism real estate in China is uneven, the industry norms and related regulations are blank, and there is no industry standard to constrain the industry.

The uncertainty of the government policy guidance and consumers blindly follow suit, rural tourism real estate pursuit of short-term available from the investment, irrational land expansion, present a location niche, non-standard operation, the characteristics of the product size small.

3. Rural Tourism Real Estate Development Countermeasures

3.1 Established a Brand Consciousness

The rural tourism real estate is still in the stage of rapid development, which has been emerging in the last five years. Most rural tourism real estate operators do not have the brand awareness. At present, only about 6% of rural tourism real estate operators pay more attention to their brands, and 94% of operators have no brand awareness at all.

Brand connotation is culture, brand extension is image (Liu, Huang, Hallak, & Liang, 2016). China has very rich tourism resources, the number of World Heritage ranking second in the world, but the quality and level of the development of tourism scenic spots and tourism real estate fall behind with many western countries. The cultivation and development of tourism brands also have a large gap with developed countries.

The establishment of brand awareness can be completed through the following steps, first of all, to identify brand positioning. The target group of rural tourism real estate should be defined as urban residents. Second, clear product positioning (Sofield, Guia, & Specht. 2017). When developing rural tourism real estate, build products for target groups, and develop high, medium and low-grade products at all levels. Third, establish brand image. Establish a consistent brand image, maintain unity in the process of brand building and development.

3.2 Strengthen the Training of Rural Tourism Real Estate Professionals

The development of rural tourism real estate has great demand for talents at all levels, but from the current situation of industrial demand and personnel training, the personnel quality of rural tourism real estate is low, lack of professional and systematic training. The quality of rural tourism real estate professionals will directly affect the development of rural tourism real estate, and directly determine the competitiveness of rural tourism real estate. If recruitment of a farmer in rural areas for real estate services, must be through the system of training and the long-term practice, improve the rural tourism real estate practitioner's business ability and comprehensive quality.

The development of rural tourism real estate should have a professional interpreter, explaining agricultural knowledge and folk culture, and deepening the educational experience of tourists. interpreter should be trained in professional and standardized training, master the teaching techniques, and help tourists understand and accept.

First, relying on colleges and universities to train professionals. Through systematic study in university, with professional knowledge of tourism and good professional quality. Second, pre-job training to strengthen professional skills. Follow the principles of knowledge, story, participation and integration to enhance the interest of interpretation, enhance the interaction between interpreters and tourists. Third, carry out irregularly professional skills training. The service skills of interpreter are improved through professional skills training for different positions, through listening, viewing, acting and feeling. Fourth, strengthen communication and learning. Organize interpreters and communicate with each other to improve their skills.

3.3 Establishment of Characteristic Planning

For rural tourism real estate development, planning is very important, rural tourism real estate development should be completed in the planning guidance. First of all, the development of rural tourism real estate must adhere to the planning, and avoid blind copy development (Almeida, Costa, & Silva, 2017). Duplication of similar products can be difficult to make money, and even the investment may not be returned. Second, under the guidance of national government planning, the system planning, integration and development of rural tourism real estate. Third, through the external capital operation, obtain scientific planning idea, use creative concept development project.

The rural tourism resources are rich and varied, including agriculture, forestry, animal husbandry, fishing, village, folk customs and so on. The core of rural tourism is local characteristics, including rural scenery, village landscape and rural culture, especially the local culture is the basic foundation.

Planning different theme of rural tourism real estate, first, planning leisure agriculture as the link of rural tourism real estate, through viewing leisure agriculture, participate in farming culture, let tourists get different tourism experience. Second, planning the rural tourism real estate with the scenic spots as the link, the accommodation and scenic spots to connected, to extend the experience time of tourists, quiet leisure vacation, enrich the tourists' feelings.

3.4 Enlarges Marketing Strength

Rural tourism real estate marketing is very important in its development process, which can be divided into five stages. First, in the project planning stage, the marketing is started, and the publicity of the local government is very important. Second, in the project development phase, the news of the progress of the project will be introduced from time to time to promote the rural tourism real estate project to the public, inform the public and raise awareness. Third, in the completion of the project, the packaging and marketing of rural tourism real estate brands are actively implemented. Fourth, initial stage of the project, expand the reputation and awareness of rural tourism real estate by participating in various exhibitions. Fifth, in the project development stage, online marketing was carried out through platforms such as Airbnb and Ctrip to actively explore the source market.

3.5 Establish the Industrialization Development Mode

Rural tourism real estate consumption, both the bed and breakfast (B&B) industry, rural community tourism real estate, entertainment blocks, folk workshops which kinds of form, is a small market, is one-time consumption. It is necessary to continuously expand the width and breadth of rural tourism real estate consumption, changed the business model to secondary, tertiary and multiple consumption, forming an industrial chain.

Tourists to the rural tourism resort for leisure, dining and accommodation is only a consumption, need to broaden the consumption channel of tourists, and develop more forms of products that meet the requirements of leisure and entertainment. For example, singing, drinking tea, eating late-night snacks, drinking coffee, buying various agricultural products, handicrafts, these are secondary consumption. Integrate culture, music, calligraphy and painting, health, and other elements into the product system and develop special tourism products to third consumption. In order to achieve the comprehensive consumption of rural tourism real estate, from the most basic dining and accommodation to shopping,

drinking tea, keeping in good health and culture, the formation of three-dimensional and high benefit development mode, realize the industrialization of product development chain.

4. Conclusions

Rural tourism real estate is changing from the form of sightseeing tourism to the form of leisure tourism, the tourism products are escalating, and the rural tourism real estate develops to three-dimensional and compound type. The rural tourism real estate is changing from the sightseeing tourism to the leisure tourism, the tourism products are constantly upgraded, the rural tourism real estate develops to three-dimensional and compound type.

In the face of the rural tourism industry such a huge development space, the real estate developers should vigorously develop the rural tourism real estate industry on the basis of giving full play to the advantages of local resources, combined with its own culture, ecology, and many other advantages to develop the rural tourism real estate. In rural tourism real estate development, must pay attention to the protection of the local ecological environment, and resolutely put an end to the development mode of sacrificing the ecological environment at the expense of the development of rural tourism real estate, under the premise of not destroying the ecological environment, to achieve sustainable development.

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