

# RESEARCH ON THE GUIDELINES IMPROVEMENT OF HOMESTAY DESIGN IN ZHONGYUAN CITY, YICHUN CITY AND JIANGXI PROVINCE IN CHINA

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## ABSTRACT

This study focuses on the integration of traditional culture into rural housing in Zhongyuan Township, combining the traditional culture of Zhongyuan Township with the charming atmosphere of natural and ecological rural areas. The study investigates the feasibility and criticality of using traditional culture in homestays through literature and case studies. Numerous case studies were conducted, including a questionnaire survey of residents in Jiangxi Province, to obtain research results. The case studies conclude that the use of traditional homestays is a highly suitable method that can effectively pass down traditional culture and attract more tourists. The questionnaire results indicate the residents' love and expectations for traditional customs.

Two important conclusions were drawn:

1. The traditional culture of Zhongyuan Township, Jing'an County, Yichun City, Jiangxi Province is suitable to be integrated into homestays.

2. the majority of people believe that integrating traditional culture into homestays can not only enhance the accommodation environment but also allow tourists to understand the local traditional characteristics.

**Keywords:** traditional culture, homestay, Zhongyuan Township

## INTRODUCTION

Zhongyuan Township, Jing'an County, Yichun City, Jiangxi Province, is a rural area with a long history, rich cultural heritage, abundant natural resources, and good ecological environment. In recent years, the development of homestays in Zhongyuan Township has been rapid, and it has become one of the popular tourist destinations under the promotion of the tourism industry. Zhongyuan Township's homestays are well-known for their unique combination of traditional culture and natural ecological rural areas. Traditional architecture, cuisine, handicrafts, and other elements are integrated into the design of homestays, allowing tourists to experience the rich regional culture in their accommodations. The design of homestays in Zhongyuan Township combines traditional culture and natural ecological rural areas, not only providing urban tourists with a sense of modernity but also promoting the development of the local tourism industry, promoting regional traditional culture, and allowing more tourists to learn about and pay attention to this ancient and vibrant place. Here, visitors can truly appreciate the value of homestay design, as well as understand the local rural customs, the flavor of the land, and immerse themselves in the lives of local people to learn about their history and culture. In summary, Zhongyuan Township is a vibrant and charming place where traditional culture, natural ecology, and homestay design blend perfectly, allowing tourists to fully enjoy the beauty of the countryside and the tranquility of nature.

## RESEARCH OBJECTIVES

1. Understand the local traditional cultural connotations and aesthetic characteristics of homestays.
2. Explore tourists' reactions and evaluations of incorporating traditional cultural elements into homestay design through case analysis and questionnaire surveys.

## METHODOLOGY

In the in-depth exploration of the aesthetics and cultural connotations of homestays, attempts were made to integrate traditional culture into homestay design to enhance its value. The following research methods were employed to achieve this goal.

Firstly, data collection was conducted. Traditional culture was understood through various means, and reliable sources of data were selected to ensure accuracy and practicality. In addition to collecting the characteristics and connotations of traditional culture, homestay cases were studied and compared, and historical culture and art theories were thoroughly explored. This required solid disciplinary knowledge, keen artistic insight, and the ability to integrate and analyze information.

Secondly, conducting a questionnaire to collect the ideas of the target group has an effect on the arts and culture local wisdom, nature, environment that is unique to Zhongyuan Township, Yichun City, Jiangxi Province, as well as the behavior of target groups in tourism and relaxation in homestay style.

The main conceptual framework used in this study is as follows:

- 1) Conceptual framework of local cultural characteristics and aesthetics.
- 2) Aesthetic conceptual framework integrated into homestay spaces.
- 3) Questionnaire survey to extract the current recognition and preferences for homestay design.
- 4) Evaluation results.

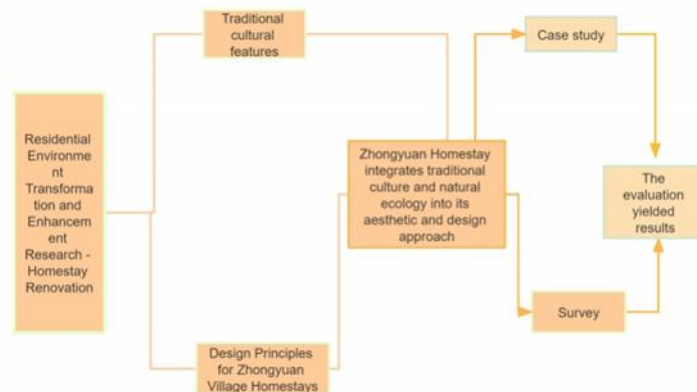


Figure 1 , The conceptual framework of this study adopts a mind map as follows:[课题主要概念框架思维导图].

## RESEARCH METHODS

- 1) Record the traditional cultural characteristics of Zhongyuan Township.
- 2) Investigate the preferences of the people of Jiangxi Province for local homestays.
- 3) Study relevant traditional cultural literature on homestays.
- 4) Collect literature, analyze cases, and obtain design techniques and traditional features from others.

5) Introduce the data analysis results and research findings in descriptive research, and conduct a satisfaction survey of homestays in Zhongyuan Township using the following methods:

- a) The sample consists of 204 consumers, composed of residents of Jiangxi Province, China.
- b) Action data analysis is conducted through the research team and seminar projects.
- c) Data analysis.

## RESULT

### 1. Cultural characteristics of Zhongyuan Township

Zhongyuan Township is a small village located in the southwest of Jing'an County, Yichun City, Jiangxi Province. It is surrounded by high mountain peaks, with a total of 19 peaks over 1,000 meters above sea level, but the middle is flat and open, so it is relatively cool in summer. There is a strong traditional cultural atmosphere here, with every detail showing the deep artistic heritage of the village, from the ancient wood carvings and ornaments to the exquisite paper-cutting and other arts. Here, visitors can experience traditional handicrafts and feel the charm of the long history first hand. In addition, visitors can taste authentic local cuisine and enjoy the flavor of the countryside.

### 2. Study of traditional culture in Nakayasu Township

Zhongyuan Township is a place with a long history and people love traditional culture and handicrafts. Bamboo weaving, paper-cutting, wood carving and ceramics are the representatives of traditional handicrafts in the area, which have local characteristics and artistic and practical values. Bamboo weaving products are widely used in all aspects of life, while paper-cutting and flower-cutting focus on beauty and cultural connotation, conveying blessings and wishes. Wood carving crafts are commonly used in furniture, architectural decoration and carving crafts, and ceramics are made with exquisite skills and beautiful and practical durable vessels. These traditional handicrafts represent the wisdom and hard work of the people, and are an important part of traditional Chinese culture. With the development of modernization, these handicrafts are gradually gaining attention and becoming one of the cultural symbols of Zhongyuan Township.

With mainly lifelike themes, Zhongyuan Township shows a rich and colorful folk art and a strong local flavor. Villagers believe in the land god, city god and village nun, and hold annual rituals to pray for a good harvest and good fortune. The temple fair is a major event in Zhongyuan Township, where villagers showcase their talents and folk beliefs. By holding various activities, villagers in Zhongyuan Township promote their ethnic culture and enhance their relationship.



Figure 2: Chinese traditional culture-Bamboo weaving  
source of the picture:  
[www.baidu.com](http://www.baidu.com)



Figure 3: Chinese traditional culture-wood carving  
source of the picture:  
[www.baidu.com](http://www.baidu.com)



Figure 4: Chinese traditional culture-Paper-cutting  
source of the picture:  
[www.baidu.com](http://www.baidu.com)

## Case study of B&B

Through the collection of literature to understand the latest trends and design concepts in the field of B&B design. Through literature to get inspiration from it, let the design integrate more natural elements and environmental protection concept, so as to improve user experience and social benefits.

By analyzing B&B cases, we can gain insight into the design differences and artistic characteristics between different B&Bs, which can provide design inspiration. Incorporating traditional cultural elements into B&B design not only gives the design more depth and connotation, but also makes the B&B design more unique and culturally attractive.

### The use of aesthetic art of B&B design in space design

Traditional elements, natural extraction: The use of traditional and natural elements such as bamboo weaving, paper cutting, carving, wooden furniture, and tree landscapes gives us a sense of comfort and warmth.

The traditional element, bamboo weaving, is not only a decoration in B&B design, but also a cultural symbol, representing the value of traditional Chinese culture. The warm, quiet and comfortable characteristics of bamboo weave can be well integrated with the design of the B&B to create a rich cultural atmosphere.

The use of paper-cutting elements can bring a mysterious and romantic atmosphere to the B&B. The art of paper-cutting has a long history, and it can add a magical aesthetic to a space by combining real and imaginary, and outlining lines to express a rich variety of images. Paper-cut patterns can be used on walls or furniture to create a romantic living environment.

In addition to traditional elements, the use of natural elements is also an important part of the B&B design. Tree landscapes are a common type of natural element. In a B&B, the tree landscape enters through the window and creates a feeling of closeness to nature for us. Staying in a B&B, we can see the landscape and experience the charm of the changing seasons.

In addition to tree landscaping, natural elements can also be used in the interior design of the B&B. For example, designers can use natural wooden furniture, such as closets, tables and stools. The texture and color of the furniture surface are natural, which makes people feel the purity and warmth of nature, and will also give a sense of relaxation and tranquility.

In general, the use of traditional and natural elements in B&Bs can create a friendly and warm feeling for the B&B, and will also allow travelers to feel a cultural heritage and the charm of natural scenery. This is where the unique charm of traditional and natural elements in B&B design lies.



Figure 5: Wooden house homestay - indoor integration with wood and bamboo

source of the picture: [www.xiaohongshu.com](http://www.xiaohongshu.com)



Figure 6: Chinese traditional culture-Bamboo weaving lamp

source of the picture: [www.xiaohongshu.com](http://www.xiaohongshu.com)

### Design applications in interior furnishings

The first is the dependence on the environment. When considering interior furnishings, the environmental characteristics of the room need to be fully considered, such as sunlight, air, sound, etc. According to different environmental characteristics, you can choose the appropriate decorative materials, such as placing green plants in a sunny room to increase the oxygen content and make the room more fresh and pleasant.

Next is accessibility. According to the size and layout of the room, choose the right furniture and ornaments to create a comfortable living space and a smooth layout of movement lines. For example, choose minimalist beds, closets and nightstands in small bedrooms to blend in with the space and to ensure that the tenant's movement through the room is not hindered in any way.

Finally, there is the color palette. Color is a key element in interior furnishings, and different colors can give different emotional experiences. In a B&B, soft colors such as light blue and light green can be used to reduce the oppressiveness of the room, and warm colors such as yellow and red can be used to increase the warmth of the room.

In short, the application of B&B aesthetic art in interior furnishings is reflected in the dependence on the environment, accessibility and color matching. Through appropriate decorative materials, furniture selection and color matching, a comfortable and pleasant living space is created, creating different emotional experiences and thematic moods.



Figure 7: Paper-cut elements and homestay design  
background wall fusion  
source of the picture: [www.xiaohongshu.com](http://www.xiaohongshu.com)



Figure 8: Interior landscape, light and shadow and homestay design  
source of the

### 4. Data analysis

The survey population is the residents of Jiangxi province. Questionnaires were distributed through the web questionnaire star, and 204 valid questionnaires were collected.

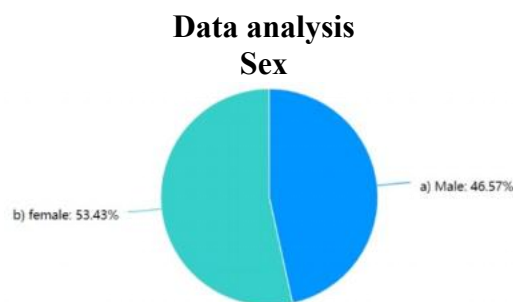


Figure 9: Questionnaire sex survey  
source of the picture: [www.wjx.com](http://www.wjx.com)

The respondents were residents of Jiangxi Province. A total of 204 valid questionnaires were collected through the online questionnaires.

Analysis conclusion: Among the number of people who effectively filled out this question, the proportion of women is 53.43%, which is slightly higher than the proportion of 46.57% of men.

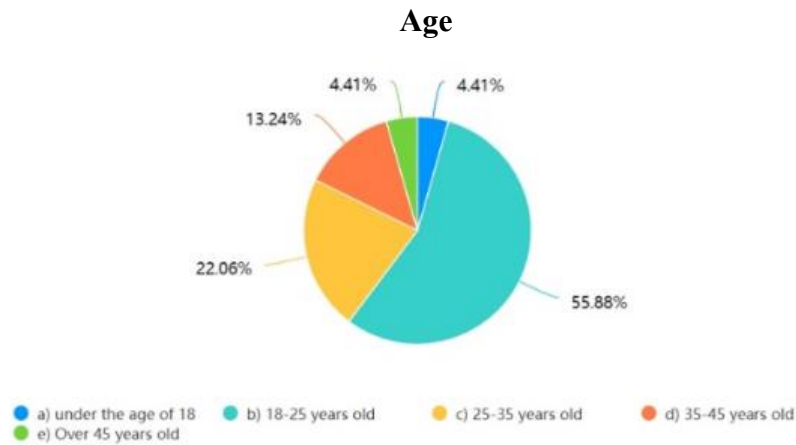


Figure 10: Questionnaire age survey  
source of the picture: [www.wjx.com](http://www.wjx.com)

Analysis conclusion: According to the data table, there are 204 effective people who filled in this survey. Among them, the 18-25 age group has the largest number of people, accounting for 55.88%; followed by the 25-35 age group, accounting for 22.06%; the 35-45 age group has the least number of people, accounting for only 13.24%. It can be seen that the audience of this survey is mainly concentrated in young people.

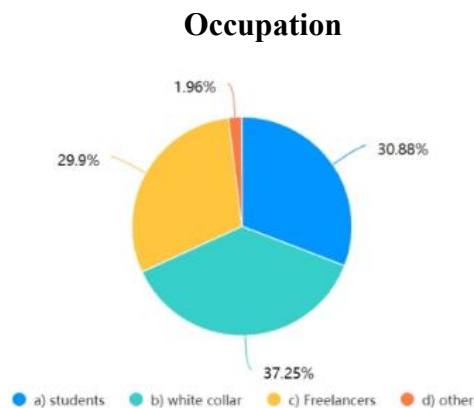


Figure 11: Questionnaire Occupation survey  
source of the picture: [www.wjx.com](http://www.wjx.com)

Analysis conclusion: 204 people have effectively filled this question, among which students, white-collar workers and freelancers are the main occupational groups, accounting for 30.88%, 37.25% and 29.9% respectively. The proportion of other occupational groups is relatively low, accounting for only 1.96%.

### The degree of expectation

Analysis conclusion: According to the data table, most of the respondents (89.71%) are looking forward to the homestay in Zhongyuan Township, Jing'an County, Yichun City, Jiangxi Province, only a small number of respondents have some expectations (6.37%), so-so (2.45%) and Not expecting much (1.47%). Therefore, it can be concluded that the respondents have high expectations for the homestay.

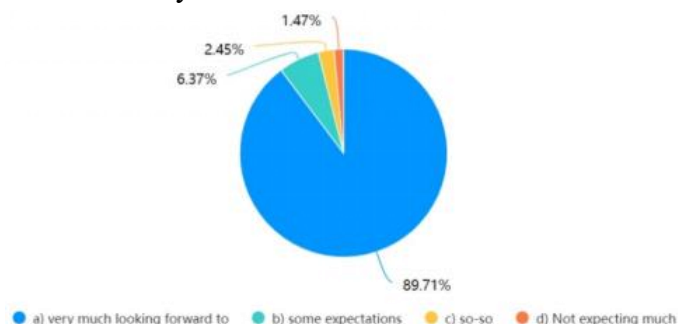


Figure 12: Questionnaire expectation survey

source of the picture: [www.wjx.com](http://www.wjx.com)

### Traditional culture of Zhongyuan Township, Jing'an County, Yichun City, Jiangxi Province is integrated into homestay

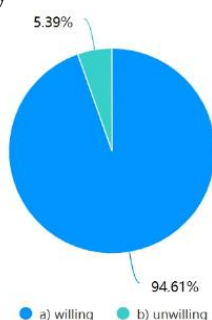


Figure 13: Questionnaire Integrating traditional culture into homestay survey

source of the picture: [www.wjx.com](http://www.wjx.com)

Analysis conclusion: According to the data table, there are 204 people who have filled out valid questionnaires in this survey. Among them, 193 people expressed their willingness to live in Zhongyuan Township, Jing'an County, Yichun City, Jiangxi Province, which integrates traditional culture into homestays, accounting for 94.61%. In addition, 11 people expressed their unwillingness to live, accounting for 5.39%. It can be seen that most people have expressed a high degree of recognition and acceptance of this kind of homestay that integrates traditional culture.

Therefore, it can be concluded that the majority of people believe that integrating traditional culture into homestays can not only enhance the accommodation environment but also allow tourists to understand the local traditional characteristics.

## CONCLUSION

Zhongyuan Village is a beautiful and ancient village within Jing'an County, Yichun City, Jiangxi Province. In recent years, with the development of tourism, the homestay industry in Zhongyuan Village has also gradually emerged. One of the important features of the homestay industry is the integration of traditional culture into their services. This cultural tourism provides tourists with a more immersive experience, allowing them to better understand and respect the local cultural traditions. At the same time, this form of tourism also provides a new platform for the inheritance of traditional culture in Zhongyuan Village, helping it shine in modern society. Therefore, the integration of traditional culture in the homestay industry in Zhongyuan Village is not only a unique fashion trend but also a valuable cultural tourism industry. In addition, over 80% of respondents stated that the fusion of traditional culture and homestays is more favored and holds greater research value in modern society.

## SUGGESTIONS

1. In future research, it is recommended to further explore how homestays can better integrate with traditional culture to promote the development of Chinese traditional culture.
2. Research findings should be presented at international conferences and forums.

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