



THE POTENTIAL DEVELOPMENT OF JIUQUAN HOMESTAY, CHINA



LYU KAIWEI

การพัฒนาศักยภาพโฮมสเตย์ของเมืองจิวฉวน ประเทศจีน



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THE MASTER'S PROJECT TITLED

THE POTENTIAL DEVELOPMENT OF JIUQUAN HOMESTAY,CHINA

BY

LYU KAIWEI

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UNIVERSITY

-----  
(Assoc. Prof. Dr. Chatchai Ekpanyaskul, MD.)  
Dean of Graduate School  
-----

ORAL DEFENSE COMMITTEE

..... Major-advisor  
(Dr.Saranya Srithong)

..... Chair  
(Asst. Prof. Dr.Apisak Koograsang)

..... Committee  
(Asst. Prof. Dr.Komsit Kieanwatana)

Title	THE POTENTIAL DEVELOPMENT OF JIUQUAN HOMESTAY,CHINA
Author	LYU KAIWEI
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Thesis Advisor	Dr. Saranya Srithong

This research aimed to investigate the potential development of Jaiquan homestays, proposed a business model canvas and used a qualitative research method, purposively selected participants, including four homestay owners and 76 tourists, were interviewed in-depth. The research results identified various factors influencing tourists' choice of homestays, such as rural experiences, service quality, convenient transportation, comprehensive facilities, warm, comfort and engagement, and attentive staff services. Based on these findings, a model canvas was proposed for Jiuquan homestays. By leveraging local cultural heritage, forming strategic partnerships, and focusing on high-quality service. The homestay initiative offers a unique and enriching experience for tourists, emphasizing sustainable tourism practices and continuous improvement ensures long-term success and a positive impact on the local economy. Additionally, government policy support and guidance are recommended for homestay operators, focusing on strategic location selection, adequate supporting facilities, effective operation and management standards, and high-quality service personnel.

Keyword : Homestay, Potential development, Jiuquan City tourism, Rural tourism

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# CHAPTER 1

## INTRODUCTION

### Background

In today's world, tourism has become a lifestyle trend. With the improvement of living conditions and increased consumer spending, the demand for tourism is steadily rising. Rural tourism is generally favored by people because it allows them to get closer to nature, experience popular and exotic, interesting, and participatory activities. It satisfies people's desire for authentic cultural and ecological experiences and has significant potential for rural development. The modern tourism industry is continuously evolving, and rural tourism has been popular since its inception (Saxena et al., 2007). City dwellers temporarily escape the hustle and bustle of urban life to return to the countryside, relieve stress, and immerse themselves in the simple and joyful rural lifestyle. Additionally, their souls are enriched by the rural culture. Therefore, rural tourism not only meets the travel needs of tourists but also contributes to the advancement of new rural construction, drawing widespread attention from the government.

The developmental history of the entire Chinese tourism industry underscores the significant market potential of rural tourism projects. According to relevant survey data from 2019, rural leisure tourism in China attracted over 3 billion tourists, directly resulting in the employment of 12 million people, and benefiting more than 8 million rural households (Network, 2023). This highlights the promising future of China's rural tourism. With the commencement of the "14th Five-Year Plan" (Government, 2022). The Chinese tourism industry has encountered new growth opportunities (Institute, 2019). However, the sudden outbreak of the COVID-19 pandemic in 2020 temporarily slowed down various domestic economic activities and adversely affected the tourism industry. Nevertheless, under the effective guidance of the Chinese government, the epidemic has gradually been brought under control in China. Concurrently, the government has introduced measures to stimulate consumption, leading to the smooth circulation of the domestic

economy and bringing a new dawn to the tourism industry. China's tourism industry is poised for rapid growth soon.

As an important tourist route in western China, the Silk Road Tourism Circle has attracted a large number of tourists with its rich history, culture, and unique natural scenery (Ali et al., 2017). As a core node city on the Silk Road tourism ring, Jiuquan has received more and more attention. This city has conscientiously implemented various national, provincial, and municipal arrangements for the development of rural tourism. Focusing on the goals of "cultural prosperity, ecological beauty, and people's prosperity", Jiuquan City has continued to promote cultural tourism to revitalize rural areas and empower rural areas and has made the creation of rural tourism demonstration brands and strive to create a high-quality rural revitalization "tourism version". The city's rural tourism is booming and blooming in many places (Zhang Ling, 2019). In 2021, the number of rural tourists in the city reached 11.19 million, and the revenue reached 4.362 billion yuan. Jiuquan City, in accordance with the rural tourism development models such as scenic area radiation type, channel landscape type, suburban leisure type, agricultural tourism type, and health care type, vigorously develops modern agricultural tourism, leisure vacation, leisure fishing, agricultural activity experience and other characteristic rural tourism products. Actively develop clothing, handicrafts, specialty foods, and tourist souvenirs with ethnic and local characteristics, explore the development and packaging of original ecological agricultural and sideline products into specialty tourism commodities, hold exhibitions, tastings, picking, photography and other festival activities for publicity and promotion. Dunhuang Liguang apricot, Yumen Qingquan ginseng fruit, Guazhou wolfberry and other products are entering the market through tourism channels (Government, 2022). Elaborately arrange ethnic customs performing arts programs, hold rural cultural and art festivals, and organize ethnic minority entertainment activities such as sheep picking, Aken playing and singing, horse racing, and equestrian performances. Relying on the construction of characteristic tourist towns and HOMESTAYS, Jiuquan City carry out rural leisure activities such as picking characteristic agricultural products, agricultural tourism, leisure summer vacation, fishing, etc., promote

the organic connection between rural tourism and urban leisure, and create 10 high-quality rural tourism routes. Guazhou County and Yumen City develop rural tourism with the theme of ecological sightseeing and leisure experience according to local conditions to increase farmers' income.

Jiuquan City insists on taking rural tourism as an important starting point to implement the rural revitalization strategy and promote tourism poverty alleviation, and actively strives for preferential policies at all levels to promote the continued development of rural tourism. In 2021, the city won 4.22 million yuan in provincial-level special funds for rural tourism development, of which 2.4 million yuan was used for the construction of 4 cultural and tourism revitalization rural model villages, including Xiaoshaqu Village, Huajian Town, Suzhou District, and 1.2 million yuan was used for the city's rural tourism training projects in three rural tourism infrastructure construction and improvement projects, including the Jinta Desert *Populus euphratica* forest.

Over the years, Jiuquan City has continuously improved rural tourism infrastructure, and has successively implemented infrastructure construction projects such as rural tourism beautification, roads, parking lots, tourist signs, tourist toilets, etc. focusing on building a farmhouse inn street in Yueyaquan Town, Dunhuang City, and Quanquan Street in Suzhou District. The rural tourism infrastructure conditions have been significantly improved in rural tourism projects such as the permanent village of Hu Town, the ethnic village of HuangnibaoYugurr Township, Tianjing Changma in Changma Town of Yumen City, Hongtianyuan in Liuhe Town, and Yangjingziwan Village in Jinta County. In accordance with the national AA-level scenic spot standards, the ethnic village ofYugur Ethnic Township in Huangnibao District, Suzhou District has improved the construction of infrastructure such as visitor centers, parking lots, and tourist toilets, set up characteristic folk exhibition halls, encouraged and guided farmers to operate farmhouses and farmhouses, and created Special handicraft workshops continuously improve rural tourism reception service capabilities and service quality (Lyu, 2023). With the changes in the tourism market and the upgrading of consumer demands, more and more tourists have begun to pursue more personalized and in-depth travel experiences(Buhalis &

Amaranggana, 2015). Against this background, more and more tourists choose to stay in homestays in Jiuquan. They are no longer satisfied with traditional hotel accommodation but are more inclined to look for personalized and distinctive accommodation experiences. By choosing homestays, tourists can have a deeper understanding of local culture and lifestyle, experience local customs and customs, taste authentic food, purchase specialty products, and interact with local people (Chitrakar, 2022). This opportunity to get up close and personal with the local culture makes the travel experience richer and more meaningful for tourists. In addition to cultural experiences, homestay often offers great locations and beautiful natural surroundings (Ma, 2020).

Jiuquan Homestay is of paramount importance as it not only caters to the increasing demand for rural tourism but also holds the potential to contribute significantly to the socio-economic growth of the region. Unfortunately, there are few of homestays in Jiquan which have enough quality, (Jiuquan Municipal Bureau of Culture, 2024) Nowadays, there is only one homestay in Suzhou District, Jiuquan City has got the national standard, many homestays still need to improve their standard quality. A lot of homestays still lack of professional required included; the homogeneity of tourism products, inadequate infrastructure and parking lots, and poor sanitary condition toilets. Thus, the study from the best practice homestays will be advantage and useful to the other homestays' improvement. To delve deeper into this subject, this research project aims to explore the current situation, investigate the potential development of Jiuquan Homestay, and offer recommendations as business model canvas (Li & Wu, 2009). This research study will provide valuable information for homestay owners and government agencies to formulate more realistic and scientific policies and plans, thereby promoting the prosperity of the local tourism industry. Furthermore, doing research on Jiuquan Homestay potential is not only helps residents better inherit and carry forward their cultural traditions, but also allows tourists to have a deeper understanding of local characteristics and lifestyle as promoting the long-term sustainable development of the economy and society.

### **Research Objectives**

1. To investigate the potential development of Jiuquan Homestay.

2. To propose the business model canvas for Jiuquan Homestay.

### **Definition of Terms**

#### 1. Homestay

Homestay refers to visit to somebody's home in a foreign country which allows visitors to rent a room from a local family in order to learn local culture, lifestyle, or language (Budhathoki, 2014). It is a living arrangement offered by host or host family that involves staying in their furnished house including Jiuquan Suyun Xiangzhuang Homestay, Jinta Huyang Farmers' Guesthouse Homestay, Suzhou District HuangnibaoYugurr Style Homestay, and Suzhou District Silk Road Flower Travel Homestay. The guest of a homestay would be staying in home-like accommodation with shared living spaces (Bi et al., 2024). These rural homestays along with providing not just the accommodation, but also authentic local experience, opportunities to interact with locals, experience the rural lifestyle, rural communities, get to know the art, craft, food, culture, and tradition of the rural area.

#### 2. Potential development

The ability of homestay characteristics that can be developed or become actuated for building homestay progress and development in the future (Ibrahim & Razzaq, 2010). The potential development of homestay includes public environment and supporting facilities, accommodation (building and facilities), activities, operation management, location, sanitation and services, safety and security, marketing, and sustainable principles.

#### 3. Rural tourism

Rural tourism means travelling to non-urbanized places with low population. An incredible chance for tourists to connect with local communities, support them and immerse themselves in their local culture.

### **Research scope**

#### 1. Research Areas

This research study selected representative homestays in Jiuquan City which located in the center and suburban areas namely 1) Jiuquan Suyun Xiangzhuang, Suzhou District, Jiuquan City. 2) Jinta Huyang Farmers homestay, Jinta Country, Jiuquan City. 3) Suzhou District HuangnibaoYugur, Suzhou District, Jiuquan City. 4) Suzhou District Silk Road Flower Travel homestay, Jinfosi Town, Suzhou District, Jiuquan City.

## 2. Research Population

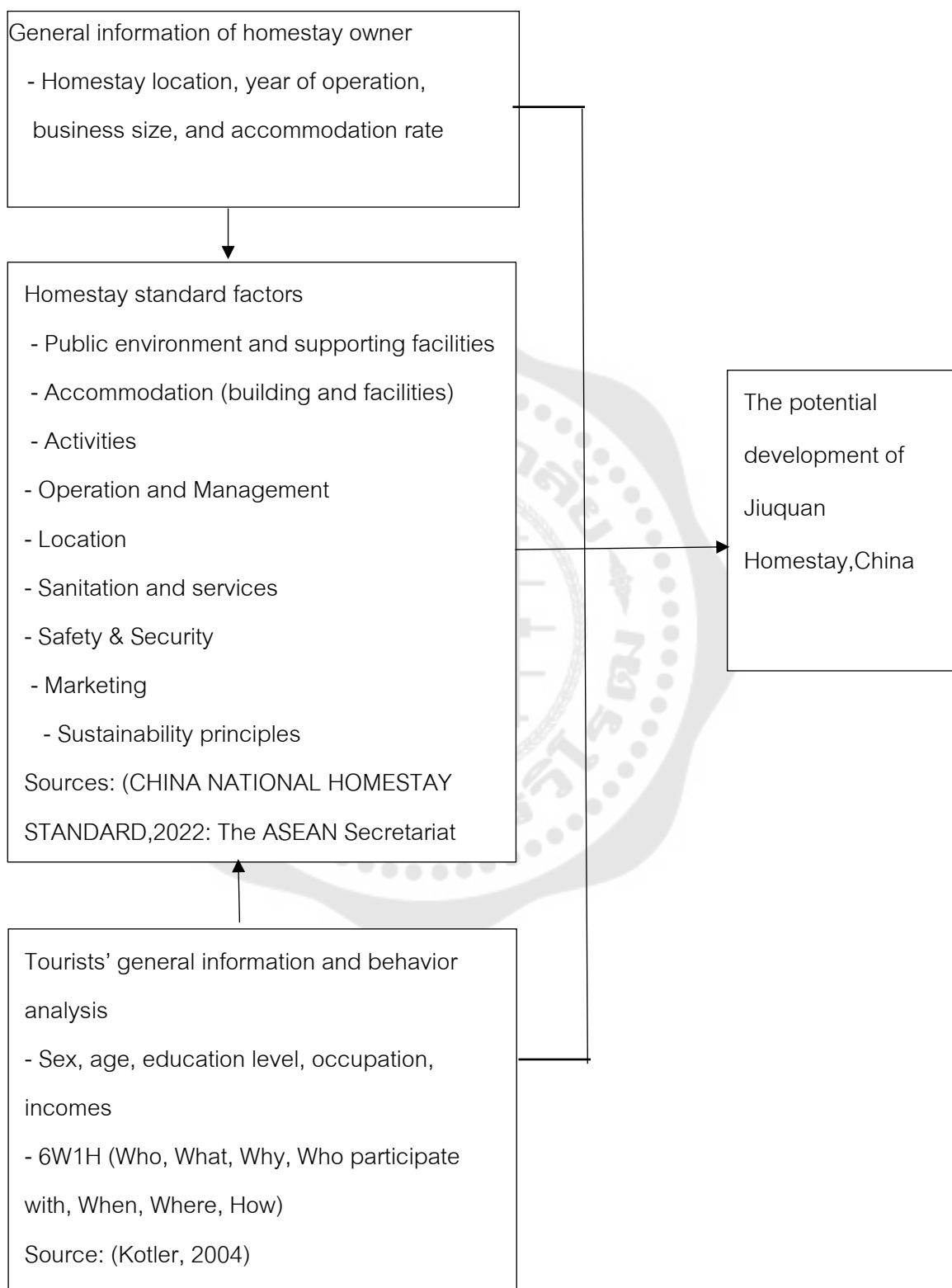
This research study focusses on the 4 previous mentioned homestays: the 4 homestay owners and their 76 tourists.

## 3. Research Theory

This research study aims to collect the data under the concept of Customer Behavior analysis 6W1H (who, what, why, who participate with, when, where, how) (Kotler, 2004), and Homestay standard factors include public environment and supporting facilities, accommodation (building and facilities), activities, operation and management, location, sanitation and services, safety and security, marketing and sustainability principles (Aiting, 2022)

## 4. Research Time

The researcher collects data during Feb-April, 2024



## CHAPTER 2

### LITERATURE REVIEW

#### 1. Rural tourism and sustainable Development

The "World Conservation Program" initially proposed the idea of sustainable development in 1968, and the International Commission on Environment and Development (WCED) formally used the concept of sustainable development for the first time. In 1987, Brundtland published (McCormick, 1986) "After the "Our Common Future" report, sustainable development has aroused widespread international attention and has become a policy that affects the world's environment and development. Brundtland proposed that sustainable development refers to the development that meets the needs of the present generation as much as possible without compromising the ability of future generations to meet the needs.

The "Earth Charter" and "Agenda 21" passed by the United Nations Conference on Environment and Development (UNCED) in June 1992 further deepened and enriched the connotation of sustainable development, and sustainable development has also been applied in practice(Zoeteman & Tavenier, 2012).

The theory of sustainable development requires grasping the four principles of fairness, coordination, quality, and development. Among them, the principle of development is the core of the theory of sustainable development, emphasizing the long-term vision, and the principle of fairness emphasizes the intergenerational and intragenerational resource utilization and opportunities. The principle of equality and coordination emphasizes the importance of carrying capacity of resources and the environment, and the principle of quality is to improve people's quality of life and economic operation efficiency at the lowest cost of resources (Basiago, 1998).

As far as rural tourism is concerned, the key to sustainable development is to find the balance between resource development, environmental protection, cultural inheritance and economic construction, how to ensure the system continuity of the ecological environment while achieving the goals of economic development and

improving the quality of life of contemporary people , biodiversity and productivity continuity will not be damaged, resource development will be effectively used, traditional folk culture will not be overpackaged, and the well-being of future generations will not be affected and deprived, so as not to deviate from the original intention of improving the quality of life and creating a better living environment (Roche & Campagne, 2017) .

The integration of resources and ecological environment, and rural culture and tourism are two important aspects of the sustainable development of rural tourism. First of all, sustainable development requires the sustainable use of resources while promoting the continuous improvement of the ecological environment. The unique resources and ecological environment of the countryside are the fundamental basis for the development of rural tourism. Rural tourism will be unsustainable, and at the same time violates the principle of fairness, especially the principle of intergenerational fairness (Perkumienė & Pranskūnienė, 2019). Therefore, in the process of rural tourism development, the ecological environment should be given priority, and tourism activities that match the carrying capacity of resources and ecological environment should be developed, to achieve the coordinated development of rural tourism and resources and the environment. Secondly, rural culture injects soul into the development of rural tourism. In the process of rural tourism development, we must pay attention to the inheritance and innovation of rural culture, dig deep into the connotation of rural culture and integrate it into tourism activities in various forms, display rural culture, and highlight rural charm(Long & Lane, 2000). Make rural culture an important part of rural tourism, and continuously promote the integration of culture and tourism to improve the vitality of rural development.

With the development of the economy and society, the concept of the countryside is deepening, and the cognition of the countryside tends to be diversified and dynamic. It is difficult to define, and it needs to be viewed in combination with the background of the times. Zhang Xiaolin (1998) analyzed the concept of the countryside from multiple perspectives such as social culture and ecology, and pointed out that the countryside contains rich contents such as economy, ecology, and society, and is an organic whole and complex super-large system. (Yang, 2023) emphasized the social nature of the

village, and believed that the village is a social entity with specific social relations, living habits and cultural psychology formed by people living together in a specific area, and has relatively independent and stable characteristics. Scholar Liu (Liu, 2020) defined the countryside from the perspective of regional and rural characteristics, pointing out that the village corresponds to the urban built-up area, and is a regional system with a certain structure and function composed of economy, humanities, environment and resources.

The "Rural Revitalization Strategic Plan (2018-2022)" also defines the concept of a village and proposes that a village is a regional complex with multiple functions such as production, life, culture and ecology, as well as three characteristics of economy, society and nature. Together they constitute the main space for human activities, and the two promote each other and coexist (Zong, 2023).

The report of the Nineteenth National Congress of the Communist Party of China proposed to implement the strategy of rural revitalization (Chen, 2019). Since then, the series of research on rural development based on rural revitalization has increased significantly. Research on rural tourism development is an important research category in the context of rural revitalization. The implementation of the rural revitalization strategy can effectively promote the development of rural tourism, and the development of rural tourism is an important way to promote the revitalization of the countryside (Yang et al., 2021). The rural revitalization strategy is a macroscopic, three-dimensional, and multi-dimensional development strategy. The general policy is to insist on giving priority to the development of rural agriculture (Ashley & Maxwell, 2001). The system, mechanism and policy system of urban-rural integration development serve as an important institutional guarantee. The general requirement of rural revitalization is a concentrated reflection of the rich connotation of the rural revitalization strategy. From the perspective of rural tourism development, "industrial prosperity" requires attention to resource allocation when developing rural tourism, guiding, and promoting various production factors to rural areas (Jiang & Wang, 2022). flow, promote the transformation and upgrading of rural industries, realize the integrated development of industries in rural areas, take rural tourism as an important way to optimize rural structure and promote economic

development, and lay the foundation for rural development from the perspective of industrial development; Rural tourism emphasizes the protection of the ecological environment, the construction of beautiful homes and the sustainable development of the tourism industry, improving rural infrastructure, improving the rural living environment, and making the vast rural areas a beautiful (Ćurčić et al., 2021), comfortable and livable place. Intrinsic requirements for long-term development; "rural civilization" requires that when developing rural tourism, we should highlight the excavation, inheritance and innovation of historical resources, traditional culture, and characteristic folk culture, build a cultural tourism brand, promote the construction of rural spiritual civilization, and promote the transformation of customs and civilization. Progress, promote farming civilization, and continuously improve the level of rural civilization and the comprehensive quality of villagers' culture and morality; "effective governance" requires that the construction of democracy and legalization be continuously extended to rural areas when developing rural tourism, innovate social governance models, and pay attention to software and hardware facilities construction, improve the level of rural governance and tourism service capabilities (Yurui et al., 2021); "rich life" requires that villagers should be adhered to in the development of rural tourism, promote the economic development of rural areas, and enable villagers to participate in the construction and development of rural tourism and benefit from it.

Travelling to rural destinations promotes cultural experience. Culture is the soul of tourism, tourism is the process of experiencing culture, and scenic spots are the carriers of communication (O'Dell & Billing, 2005). The cultural experience mainly includes catering culture, historical culture, homestay culture, and farming culture. It is specifically manifested in the joyful search for food and restaurants through vision and smell; in the cultural block, the surprise experience of the production of special handicrafts such as intangible cultural heritage through touch and vision; In the museum, through visual and auditory, multimedia experience to explain cultural relics, etc., tourists are more willing to pay a lot of money and time for cultural experience than a single sightseeing tour of the horse-riding style (Pink, 2020). Therefore, through cultural innovation, local people can re-

understand various local cultures, and foreigners can experience the local culture. Only experience can make people pay, so that tourists can have emotional resonance during the experience, increase tourist satisfaction, and enhance tourist attraction.

Providing unique experiences, Tourism resources are the core elements of tourism attraction, which affect the development direction of tourism and determine the comprehensive benefits of tourism resource utilization (Zong, 2023). Differences in life and culture attract each other. The development of tourism should make full use of tourism resources, grasp local tourism characteristics, create unique tourism products, increase the gold content of brands, and form an ideal tourist destination. Only by developing (Zong, 2023) feel and appreciate them, can it produce its due effect. However, imitation and cloning in tourism development will only intensify the competition of homogeneous products and the blind development of resources, which violates the principle of "less development, more utilization" of tourism development. Folk customs, architectural styles, regional culture, native products, etc. are all tourism resources, which can generate tourism attraction, but we must grasp its characteristics, make good use of our own characteristic tourism resources, and give full play to our advantages in order to have greater impact on tourists.

Sha (2019) Believes that the sustainable development of rural tourism should include two levels: first, through the rational development and utilization of rural resources, the rural economic and social benefits can be better developed without damaging the rural ecological environment. The second is to maintain the sustainability of rural tourism and to maintain the sustainable development of rural areas. (Li, 2019) believes that the sustainable development of rural tourism refers to the comprehensive development of economy, culture, ecology, and society, which drives the economic development within and around the countryside. Wu (2019) believes that the sustainable development of rural tourism covers the sustainability of resources, rural economy, society, ecology, and tourism support in five aspects. Sustainable development of rural tourism has the right to protect the environment, ecological resources and protect the fair use of contemporary and future people on the premise of meeting the various needs of tourists.

Many destinations have benefited from sustainable tourism management, and Xiaochang County is no exception, offering a high-quality living experience. Building upon the research conducted by scholar and considering the specific conditions of rural tourism in Xiaochang County, (Z. Wang, 2022) this paper focuses on five key aspects: resource base, economic factors, ecological environment, social culture, and tourism support.

The integration of sustainable development theory into rural tourism not only facilitates the sustainable development and responsible utilization of rural tourism resources but also steers its rural tourism resources toward improved industrial structure adjustment, transformation, and upgrade. This theoretical framework plays a pivotal role in promoting the efficient, high-quality, and environmentally friendly development of the rural tourism industry.

## **2. Industrial Convergence Theory to Rural tourism**

Industrial integration stems from the acceleration of technological innovation and the relaxation of economic regulation. It first appeared in the field of digital technology, and then gradually expanded to other traditional industries. With the deepening of development, industrial integration can be seen everywhere in the process of industrial development and evolution and has become a traditional way and means of industrial innovation.

Scholar (Wang, 2023) defined the concept of industrial integration from the perspective of industry and believed that industrial integration is a process in which different industries or different industries in the same industry cross and merge with each other, and finally form a new type of industry with fusion attributes. The production efficiency and economic benefits of the industry are better than those before integration. There are three ways of industrial integration: industrial penetration, industrial intersection and industrial restructuring. Industrial penetration mainly refers to the penetration of high-tech industries into traditional industries. between industries. Industrial integration plays an important role in promoting the upgrading and evolution of industrial structure, creating new competitive business forms, and improving the efficiency of resource allocation. In

the context of the rapid development of high-tech and deepening economic globalization, the boundaries of various industries continue to blur, new industries emerge in endlessly, industrial integration is ubiquitous, and the scope of application and practice of industrial integration theory is also wider.

The tourism industry has extensive and complex characteristics. (Xia, 2023) The integration of the tourism industry refers to the continuous mutual penetration, mutual extension and intersection between the tourism industry and other industries or between different industries within the tourism industry to form new tourism products, business channels or tourism formats, dynamic development process. With the maturity of the tourism industry, the consumption demand of tourists is constantly changing, and the connection between rural agriculture and tourism has also been established.

Rural tourism is an innovative tourism method that extends from modern tourism to traditional agriculture (Ji & Chen, 2024). It is based on agriculture. Combining agricultural production, processing, circulation, and leisure tourism for common development is a typical model of industrial integration. The application of industry integration in the development of rural tourism encompasses both macro and micro levels.

From a macro point of view, it is mainly manifested in the integration of tourism with rural areas and agriculture, extending tourism from traditional tourist destinations such as cities and scenic spots to rural areas, and integrating with villages. (Zhou, 2023) The combination of agriculture and other industries forms integrated tourism format, commonly known as rural tourism. Industrial integration serves as the central theme and a crucial direction for the development of rural tourism. It contributes to the advancement of rural industrial structure transformation and enhances the competitiveness of rural tourism.

(Sun et al., 2023) pointed out that rural tourism combining agriculture and tourism is the best combination of supply and demand advantages. From a micro perspective, the combination of tourism and rural resources, rural folk culture, rural ecological environment, rural sports, rural infrastructure, and other elements, as well as the integration of big data, new media and other information technologies in tourism Application is an important embodiment of industrial integration. Under the background

of individualized and niche needs, industrial integration is a necessary way and direction to enrich the connotation of rural tourism, increase the supply of tourism products, and meet the multiple needs of tourists.

### **3. Stakeholder theory**

Stakeholders refer to individuals or organizations that have a certain economic relationship with customers. The theory of stakeholder management was first proposed by Freeman, and it was defined as the management of an enterprise in order to comprehensively operation and management activities carried out to balance the interests and needs of different stakeholders. He found that what enterprises seek is the overall interests of stakeholders, not just the interests of a certain subject. The development of all systems and organizations cannot avoid the participation and input of various stakeholders, while maintaining the relevant interests of all parties. Later, this theory was widely introduced into tourism research to evaluate multi-subjects such as scenic spot managers, tourist destinations, tourists, and government organizations, to study the profit model of the tourism industry. The inconsistencies in the interests and goals of various subjects lead to more and more complex stakeholders involved in rural tourism than most other industries.

To sum up, stakeholder management theory is helpful to the sustainable development of tourism and provides theoretical guidance for it. Therefore, under the background of rural revitalization, such as the development of rural tourism in Xiaochang County can revitalize the development of modern agriculture and provide new ideas and impetus for the structural reform of the agricultural supply side. Moreover, the development of rural tourism requires the participation of multiple subjects such as urban residents, farmers, enterprises, and the government. Therefore, it is required that various stakeholders should strengthen the flow of factors among each other. From the perspective of realizing the high-quality development of modern agriculture, all stakeholders are included in the unified planning, and the friendly cooperation of the community of interests is promoted.

Certainly, the concept of public participation in various fields, including urban planning, environmental management, and community development, has been discussed and studied by many scholars over the years. Scholars like Sherry R. Arnstein, Warren Magnusson, and Arnim Wiek have contributed significantly to understanding public participation levels and frameworks. However, let's briefly explore the contributions of the scholars that I mentioned, (Cohen & Uphoff, 1980) In the context of public participation.

Cohen and Uphoff (1980) Ervin's work focused on public participation in environmental decision-making processes. In his 1976 article titled "Local Politics and Public Participation: A Conceptual Framework," Ervin developed a conceptual framework that classified public participation into different levels. He introduced a spectrum of participation ranging from low to high, with the highest level being "maximum feasible involvement" where the public has a substantial role in decision-making. Ervin's framework has been influential in discussions related to community involvement in environmental issues.

Cohen and Uphoff (1980) Cohen and Uphoff's research, particularly in their paper "Participation's Place in Rural Development: Seeking Clarity Through Specificity," delved into the realm of rural development and community participation. They emphasized the importance of understanding the specific context of participation in different development projects. Their work highlighted that effective participation should be context-specific and tailored to the needs and goals of the community. They argued that participation should not be seen as a one-size-fits-all approach but rather adapted to local conditions.

These early scholars laid the groundwork for understanding public participation levels and frameworks. However, it's important to note that contemporary discussions on public participation have evolved, and more recent scholars continue to refine and expand these concepts. Researchers like Graham Smith, Tina Nabatchi, and Matt Leighninger, among others, have made significant contributions to the field of public participation by addressing issues related to deliberative democracy, digital engagement, and the role of technology in enhancing public involvement. The field of public

participation remains dynamic and continues to evolve as new challenges and opportunities arise in our increasingly interconnected world.

#### 4. Tourism attraction theory

Tourism attraction is the basis for all tourism activities. Without tourism attraction, tourism cannot be produced. The attractiveness of tourism is not the same as the attractiveness of tourism resources. It not only affects the tourist destination, but also affects the behavior of tourists. It is the external conditions such as economy, culture, politics, etc. that tourists will attract tourism. Combined with the internal conditions of factors such as preferences, income, and concepts, it is a comprehensive result of the pull of tourist destinations and the push of consumer demand.

However, the consumer groups targeted by tourism attraction are not the entire tourism market, but need to subdivide the tourist source market to attract customers in a targeted manner. Therefore, tourism attractiveness needs to be improved from the perspective of tourist demand and from two aspects of resource pull and demand push. Scholar Bei YonChina National Homestay Standardin believes that what tourists want when they go to a tourist destination is not only the experience, but also the service of the tourism process. When the tourism products in the tourist destination do not match the needs of tourists, tourists will be attracted by the tourist destination. weakened, so he finally concluded that tourist friendliness and life cycle are the key to enhance tourism attraction; in addition, according to the traditional life cycle theory, after the tourist destination has experienced the stage of take-off and maturity, the pressure brought by tourism to the scenic spot, It will lead to a decline in the quality of tourists' travel experience, which in turn will lead to a significant reduction in the attractiveness of tourist destinations.

To sum up, the variability and controllability of tourist attractions make the emergence and development of tourism activities characterized by diversity and complexity. In order to transform China's rural areas and homestays into tourist destinations for urban residents, it is necessary to focus on tourist source markets and

high-quality development to shape a new image of tourist destinations and increase their attractiveness.

## 5. Homestay standard

China National Homestay Standard (2022) determined basis requirements and classification for homestay inn. This document is applicable to officially operating tourist homestays, including but not limited to homestays, houses, inns, post stations, manors, villas, etc. The document specifies the grades and signs, general requirements, public environment and supporting facilities, buildings and facilities, sanitation and services, operation and management (number 6 to 9) then, classification conditions, and classification methods of tourist homestays.

### Standard 6: Public environment and supporting facilities

#### 6.1 Prerequisites

6.1.1 The accessibility is good, and there should be at least one mode of transportation for easy access.

6.1.2 The village (community) where it is located should have a good ecological environment.

#### 6.2 Select content

6.2.1 The village (community) where you live has a homestay guidance system, and the sign boards are located reasonably and are easy to identify.

6.2.2 The village (community) where you live has a parking place for vehicles, which is convenient for access.

6.2.3 There are hospitals or medical centers in the village (community) where you live.

6.2.4 The village (community) where guests are located has many special dining spots and shopping spots for guests to choose from, which are convenient to reach.

6.2.5 There are many scenic spots (spots), customs, intangible cultural heritage, production and lifestyle experience points in the village (community) for guests to visit, which are convenient to reach.

6.2.6 The village (community) where you live has a smooth mobile network.

## Standard 7: Buildings and Facilities

### 7.1 Prerequisites

7.1.1 The appearance of the building should be coordinated with the surrounding environment.

7.1.2 Guest rooms shall be marked with names or numbers.

7.1.3 The guest rooms should be equipped with necessary furniture for easy use.

7.1.4 Guest rooms should have clean mattresses, bed cotton fabrics (sheets, pillow cores, pillowcases, quilt cores, quilt covers, bed pads), towels, etc.

7.1.5 The guest rooms should have clean kettles, tea sets and drinking water.

7.1.6 The guest rooms should have sufficient lighting and have shading facilities such as curtains.

7.1.7 The guest rooms should have convenient toilets with cold and hot water, good lighting and ventilation effects, smooth drainage, and anti-slip and splash-proof measures.

7.1.8 Guest rooms should have heating and cooling equipment suitable for the local climate, with good effect and good ventilation in each area.

7.1.9 Guest rooms should have switches and power sockets that are convenient to use.

7.1.10 The kitchen should have disinfection facilities and use them effectively.

7.1.11 The kitchen should have frozen and refrigerating facilities, and separate cabinets for raw and cooked food and semi-finished food.

### 7.2 Select content

7.2.1 The architectural decoration reflects the residential culture with regional characteristics.

7.2.2 The layout of the garden and courtyard is reasonable, comfortable and beautiful.

7.2.3 The living area of the owner of the homestay is relatively independent, convenient and comfortable.

7.2.4 Set up guest rooms of different styles and types.

7.2.5 Take effective sound insulation measures, and the noise in the guest room is lower than 45dB.

7.2.6 Set up a public space that matches the scale of the reception, and the layout is reasonable.

7.2.7 The dining area is set up reasonably, and the dining environment is good.

7.2.8 Reasonably set up the linen room, which is clean, dry and convenient to use.

7.2.9 Reasonably set up the cleaning and disinfection work area, with complete facilities and convenient use.

7.2.10 Reasonably set up public restrooms, with pails, toilet paper, trash cans, washbasins and hand sanitizers for easy use.

7.2.11 Provide necessary leisure and entertainment facilities, which are safe, comfortable and convenient to use.

7.2.12 Provide smart facilities, disinfection facilities and other self-service facilities for the convenience of guests.

7.2.13 Set up a wireless network covering indoor and outdoor areas, which is convenient and effective.

7.2.14 Monitors are installed on walls and entrances and exits, and the pictures are clear.

7.2.15 Check facilities and equipment regularly, and keep maintenance records.

#### Standard 8: Hygiene and Services

##### 8.1 Prerequisites

8.1.1 Guest rooms, restaurants, kitchens, indoor and outdoor public areas and facilities should be clean and hygienic.

8.1.2 Guest room sheets, quilt covers, pillow cases, towels, etc. shall be changed for each guest, and room service shall be provided upon request of guests, and public items shall be disinfected for each guest.

8.1.3 The bathroom should have moisture-proof and ventilation measures, and it should be cleaned no less than once a day, without peculiar smell, stagnant water, or stains.

8.1.4 Effective insect-proof, snake-proof and rodent-proof measures should be taken.

8.1.5 Garbage should be cleaned up in time to meet the relevant requirements of local garbage classification.

8.1.6 The owner of the homestay should participate in the reception and have a harmonious relationship with the neighbors.

8.1.7 The reception staff should be warm and hospitable, neatly dressed and have proper etiquette.

8.1.8 Reception staff should master and skillfully apply business knowledge and skills such as reception service, room service, and catering service.

8.1.9 Reception personnel should be familiar with local tourism resources, be able to provide services in Mandarin, and can provide services in foreign languages.

8.1.10 The catering service or surrounding catering information should be provided.

## 8.2 Select content

8.2.1 Provide different types of soft and comfortable quilt cores and different types of pillows according to seasonal climate changes.

8.2.2 Provide free drinks and food to guests.

8.2.3 Provide online booking and payment services.

8.2.4 Provide on-site card swiping and invoice issuance services.

8.2.5 Provide personalized services for different groups of people.

8.2.6 Provide customized services for guests.

8.2.7 Provide the introduction of surrounding tourism resources and relevant information.

8.2.8 Provide security reminder service.

8.2.9 Provide medical service information (location information of nearby hospitals, clinics and pharmacies, etc.).

8.2.10 Purchase public liability insurance and related insurance for guests.

Standard 9: Operation and management

9.1 Establish business files to facilitate customer service.

9.2 Join local relevant homestay industry associations.

9.3 Publish the complaint hotline, which can effectively handle various complaints.

9.4 Establish management systems for facility and equipment maintenance, flue cleaning, water tank cleaning, etc., for regular maintenance and effective operation.

9.5 Establish management systems and service specifications, and regularly train reception staff.

9.6 Carry out publicity and marketing through media platforms.

9.7 Maintain harmonious community relations.

Furthermore, The ASEAN Secretariat Jakarta (2016) determined ASEAN Homestay Standard. This assessment is applicable to both the homestay provider and the homestay organization. Depending on the criteria, feedbacks are obtained either from the homestay organization or the homestay provider. For the homestay organization, the criterion includes host, accommodation, activities, management, location, hygiene and cleanliness, safety and security, marketing, sustainability principles. For the homestay provider, the criterion includes accommodation, and hygiene and cleanliness. To achieve the research objective, the researcher will mix both standards from China National Homestay Standard (2022) and The ASEAN Secretariat Jakarta (2016) to study the potential development of Jiuquan Homestay. The homestay factors include public environment and supporting facilities, accommodation (building and facilities), activities, operation and management, location, sanitation and services, safety and security, Marketing and sustainability principles.

## 6. Consumer behavior analysis

6W1H (Who, what, why, who participate with, When, Where, how (Kotler, 2004)

Consumers are at the heart of doing business. The larger your customer base you have, the more efficiently your business will grow. If a business wants to expand its customer base to boost its business growth. The theory of consumer analysis cannot be ignored, and 6W1H is a theory that guides online companies to find their true target audience. This will enable merchants to upgrade their businesses and generate stable and sustainable sales.

What is 6w1h consumption behavior?

6W1H is the research and analysis of consumer behavior theory. In order to formulate marketing strategies to find the company's target groups to effectively increase sales, the analytical principles of this theory consist of 6W is Who What Where Who When Who and 1H is How.

Who

Who are our customers? Who buys (Who) determines who the buyer is, and he is the executor of the purchase decision. Companies can segment consumers according to factors such as age, gender, occupation, income, etc. to understand who are the buyers of a certain product of the company and analyze what type of consumers the most buyers of a certain product are.

What

What Customers Want -This is an analysis of customer needs. What to buy refers to what type of products consumers mainly buy, including the brand, quality level, service form, price, etc. of the products they choose to buy.

Where

Where to buy refers to the place where consumers choose to buy a certain food and beverage product. What is the basis for food and beverage consumers to choose the place to buy food and beverage products? What rules does it reflect? These are questions that must be clarified when studying consumer behavior.

Why

Why to buy refers to the real purpose and motivation of consumers to buy a certain catering product. This is triggered by the type of consumer needs and the

consumer's familiarity with the needs, and varies with the specific needs of each purchase and the understanding and familiarity of the needs.

When

When to buy refers to the time or time when a consumer purchases a certain catering product. Understand whether consumers purchase a certain product seasonally? What are the characteristics of seasonal performance? When do consumers like or often purchase this product?

Who

There are often different roles in purchasing, that is, in addition to the purchase executor, there are other participants related to the purchase, and they all have an impact on the purchase behavior of a product. For family purchases, the purchase role is the most complex, and in addition to the executor, it also includes the purchase decision maker, advocate, influencer and user. Because consumers buy different products and need to solve different problems, the people involved in the purchase will also be different.

How

How to buy refers to the buying action and the buying method, that is, the specific buying method and monetary payment method used by customers in their buying behavior. For example, on-site purchase and consumption, online purchase, telephone purchase, cash payment, check settlement, credit card payment, deferred payment, installment payment, etc.

## **7. Business Model Canvas**

Business Model Canvas (BMC) is a business model design tool developed by Alex Osterwalder and Yves Pigneur, who first published introduced in the book "Pattern Generation". The core of the business canvas is a visual canvas used to depict the company's business model so that managers and investors can better understand the company's operations and business logic. The business canvas includes nine aspects, namely value proposition, customer segmentation, channels, customer relationships, revenue streams, core resources, key business activities, cost structure and important cooperation.

BMC consists of;

1) Key partners

Which organizations can companies/organizations partner with to ensure better functioning of the business?

2) Key activities

How does the company/organization operate to maintain the effective operation of the product/service? What is the company's business?

3) Key resources

What resources the company/organization has to maintain business operations. Resources include personnel, knowledge/technology, means, funds, etc.

4) Value propositions

Value proposition is a summary that answers the question "What can you provide users?" That is, summarizes the main products and services provided by design/business and their value.

5) Customer relationships

How to establish short-term and long-term connections with users, and what supporting services or activities are needed.

6) Channels

The enterprises need to determine the touch points of your product/service, and determine how to communicate with users and how to let users access the product/service.

7) Customer segments

Segment the market and user types through the target users of the design, and try to summarize the type characteristics in phrases.

8) Cost Structure

After determining the main activities of the business and its partners, it is necessary to summarize the expenditures of the company's business. Expenses include physical (office rental costs, machine or product production and maintenance costs, etc.) and operational (technological research and development costs, employee salaries, etc.).

### 9) Revenue streams

Once the value proposition is established, the revenue streams for the company/design can be derived and identified. That is, how customers and stakeholders respond to the design.

In summarize, for homestay owners, utilizing the Business Model Canvas offers several benefits. To derive the Jiuquan homestay's best practice, after investigating the potential development of Jiuquan Homestay, the researcher will analyze and propose a business model canvas for its effective implementation.

## 8. Jiuquan rural tourism obstacles and the supported tourism policy

Jiuquan is a city with profound historical and cultural heritage and unique natural landscapes. It has indeed achieved remarkable results in the field of rural tourism in recent years. Rural tourism not only provides new sources of income for local residents, but also brings rich and diverse tourism experiences to tourists. However, against the backdrop of continued expansion of the rural tourism market and increasingly fierce competition, rural tourism in Jiuquan is also facing a series of challenges and problems following by

### 8.1 The homogeneity of tourism products is serious

At present, Jiuquan's rural tourism products lack innovation. (Lou, 2024)The tourism products and services provided by many villages are similar without their own characteristics and highlights. This homogenization phenomenon leads to a lack of diversity when tourists choose tourist destinations, and also reduces the attractiveness of Jiuquan rural tourism. In order to attract more tourists, some villages even blindly imitate successful cases from other regions, resulting in more similar tourism products and a lack of competitiveness.

The serious homogeneity of rural tourism products is an important problem currently faced by rural tourism in Jiuquan. The so-called "homogenization" refers to the fact that the tourism products and services provided by different rural areas are highly similar in content, form, style, etc., and lack differentiation and personalization. This homogenization phenomenon is particularly prominent in Jiuquan rural tourism, mainly reflected in the following aspects:

First, tourism projects lack innovation. When developing tourism projects in many rural areas, they often simply imitate successful cases from other areas, lacking in-depth exploration of their own characteristics and resources. For example, some rural areas have blindly followed the trend and launched farmhouses, picking gardens and other projects one after another, resulting in an oversupply of these projects in the market, fierce competition, and difficulty in attracting tourists.

Secondly, tourism product development lacks differentiation. When developing tourism products in Jiuquan rural areas, they often only focus on the functional needs of the products, while ignoring the satisfaction of tourists' personalized needs. For example, many tourism products in rural areas are designed around traditional elements such as natural landscapes and farming experiences, and lack differentiated products for different tourist groups. This lack of differentiated product development strategy makes it difficult for Jiuquan rural tourism products to form their own characteristics and advantages in the market.

Finally, travel services lack personalization. In Jiuquan rural tourism, many services are standardized and process-based, lacking personalized services for different tourists. For example, the tour guide services and catering services provided by some rural tourist attractions are based on fixed models and cannot meet the diverse needs of tourists. This lack of personalized service makes it difficult for tourists to feel the unique rural style and cultural charm during their travels.

In order to solve this problem, Jiuquan rural tourism needs to strengthen the in-depth exploration of its own characteristics and resources, and focus on the innovation of tourism projects and differentiation of product development. At the same time, it is also necessary to pay more attention to the personalized needs of tourists and provide more targeted services. Only in this way can we break the dilemma of homogenization of rural tourism products and achieve the healthy development of rural tourism in Jiuquan.

### **8.2 Inadequate infrastructure**

Infrastructure is an important support for rural tourism development. (Ma, 2023) However, the current infrastructure construction in some rural tourist attractions in

Jiuquan is relatively lagging behind, such as narrow roads, insufficient parking lots, and poor sanitary conditions in toilets. These problems not only affect tourists' travel experience, but also restrict the further development of rural tourism in Jiuquan. Especially during the peak tourist season, the problem of insufficient infrastructure becomes more prominent, causing a lot of inconvenience to tourists.

Inadequate infrastructure is an important factor restricting the development of rural tourism in Jiuquan. (Zhao, 2016)The development of rural tourism depends on good infrastructure construction, including transportation, water supply, power supply, communications, sanitation, etc. However, there are still obvious shortcomings and deficiencies in infrastructure construction in some rural tourist attractions in Jiuquan.

First, the transportation facilities are not perfect. The roads in some rural tourist areas in Jiuquan are in poor condition, with narrow roads and uneven potholes, causing great inconvenience to tourists. Especially during the peak tourist season, road congestion becomes more prominent, seriously affecting tourists' travel experience. At the same time, the construction of parking lots in some scenic spots is also lagging behind and there are insufficient parking spaces, making it difficult for tourists to park in the scenic spots.

Secondly, the water supply and power supply facilities are unstable. In some remote rural tourist areas, water supply and power supply facilities are relatively weak, and water and power outages often occur. This not only affects the normal life needs of tourists, but also brings great trouble to the normal operation of the scenic spot. Especially in the hot summer and cold winter seasons, water supply and power supply problems are more prominent and need to be solved urgently.

Furthermore, communication facilities are not smooth. In modern society, smooth communication facilities are crucial to the smooth progress of tourism activities. However, the construction of communication facilities in some rural tourist attractions in Jiuquan is relatively lagging behind, and problems such as weak mobile phone signals and insufficient network coverage are common. This makes it difficult for tourists to

maintain smooth communication with the outside world in the scenic area, and also brings great challenges to the emergency rescue work in the scenic area.

Finally, sanitation facilities are substandard. Sanitary facilities are an important part of the infrastructure construction of rural tourist attractions. However, the construction of sanitary facilities in some rural tourist attractions in Jiuquan is relatively lagging behind, and problems such as insufficient toilets and poor sanitary conditions are prominent. This not only affects the tourist experience, but also puts great pressure on the environmental sanitation of scenic spots.

### **8.3 Service quality is not high**

Service quality is an important guarantee for the development of rural tourism. However, there are still certain problems in the service quality of Jiuquan rural tourism. (He et al., 2023) On the one hand, some rural tourism practitioners lack professional training, and their service awareness and service levels need to be improved. Furthermore, there are loopholes in the management of some rural tourist attractions, resulting in high tourist complaint rates. These problems have affected the reputation and image of Jiuquan rural tourism. The low quality of rural tourism services is a serious problem facing the current development of rural tourism in Jiuquan. As an important part of rural tourism, service quality directly affects tourists' travel experience and satisfaction. However, there are still obvious deficiencies and problems in the service quality of some rural tourist attractions in Jiuquan.

First of all, the service attitude is not warm and thoughtful enough. Some rural tourism practitioners lack service awareness and professionalism, and are indifferent, perfunctory, and even impatient and lazy toward tourists (Han, 2020). This prevents tourists from feeling warmth and care during the tour, which affects their mood and experience.

Secondly, the service efficiency is not high. Some rural tourist attractions have cumbersome and inefficient service processes, causing tourists to spend a long time and energy in check-in, dining, ticket purchase and other aspects. This inefficient service not only wastes tourists' valuable time, but also easily causes tourists.

Furthermore, the service content lacks personalization. In the continuous development of the tourism market and the diversification of tourist needs, personalized services are increasingly favored by tourists. However, at present, the service content of some rural tourist attractions in Jiuquan still remains at the traditional and standardized level, lacking customized services that meet the individual needs of tourists. This makes it difficult for tourists to feel the unique rural style and cultural charm during the tour, and reduces tourist satisfaction and loyalty.

#### **8.4 Insufficient marketing promotion**

Jiuquan rural tourism still has certain deficiencies in marketing and promotion (Liu, 2023). At present, Jiuquan rural tourism lacks effective publicity channels and marketing strategies, resulting in limited visibility and influence. Many tourists' knowledge of Jiuquan rural tourism is limited to some well-known scenic spots, and they know little about other distinctive rural tourism destinations. This situation is not conducive to the expansion of Jiuquan's rural tourism market and brand building.

First of all, Jiuquan rural tourism is still weak in brand building and image building. A clear, unique brand image can greatly enhance the attractiveness of a destination. However, Jiuquan's rural tourism currently lacks a unified and powerful brand image, making it difficult for it to stand out in the fierce market competition.

Secondly, Jiuquan still has a lot of room for improvement in using digitalization and social media for rural tourism marketing. In today's digital era, the Internet and social media have become important channels for tourism marketing. However, Jiuquan Rural Tourism has a relatively low presence and activity on these platforms and has failed to make full use of these channels to promote its unique tourism resources and products.

In addition, Jiuquan rural tourism lacks customized marketing strategies for different customer groups. Different tourist groups have different travel needs and preferences, so it is crucial to develop marketing strategies that meet the characteristics of different customer groups. However, the current marketing strategy of Jiuquan rural

tourism is relatively simple, lacks pertinence and innovation, and is difficult to meet the diverse needs of different tourist groups.

Furthermore, Jiuquan Rural Tourism is not active enough in marketing cooperation and network construction(Liu, 2020). Cooperation with travel agencies, OTAs (online travel agents) and other tourism-related enterprises can bring more customers and market opportunities to destinations. However, the current breadth and depth of cooperation in Jiuquan rural tourism in this area need to be strengthened.

Finally, Jiuquan rural tourism's marketing budget and investment are relatively limited. Effective marketing campaigns require adequate funding and resource support. However, due to shortage of funds or uneven distribution, investment in marketing and promotion of Jiuquan rural tourism is often limited, making it difficult to implement large-scale and sustainable marketing activities.

#### **8.5 Low awareness of environmental protection**

In the process of developing rural tourism, some areas do not pay enough attention to environmental protection, and there are phenomena such as random construction and littering(He, 2022). These behaviors not only destroy the ecological environment and landscape of the countryside, but also affect the tourist experience of tourists. In the long run, it will have a serious impact on the sustainable development of rural tourism in Jiuquan.

Rural tourism in Jiuquan City has developed rapidly in recent years, but there are obvious shortcomings in environmental protection.(Wei, 2022) The most prominent problem is the lack of awareness of environmental protection. This problem manifests itself at multiple levels and has had a considerable impact on the sustainable development of rural tourism.

First of all, from the perspective of tourists, many tourists lack basic awareness of environmental protection when participating in rural tourism activities. They may discard garbage at will, destroy vegetation, pollute water sources, etc. in the scenic area. These behaviors directly cause damage to the rural environment. This behavior of tourists often stems from their insufficient understanding of the importance of

environmental protection in rural tourism and the lack of necessary environmental education.

Secondly, from the perspective of rural tourism operators, some operators often ignore environmental protection in order to pursue short-term economic benefits. They may over-exploit tourism resources, build facilities that do not meet environmental protection requirements, discharge untreated pollutants, etc. These behaviors not only destroy the ecological environment of the countryside, but also affect the tourist experience. The reason why operators do this is often because they lack long-term development vision and environmental awareness, and do not understand or ignore environmental regulations and policies.

Furthermore, from the perspective of local governments and relevant departments, their supervision and guidance in rural tourism environmental protection also need to be strengthened. Some local governments may focus too much on the economic benefits of rural tourism and neglect environmental protection and management. At the same time, relevant departments also have deficiencies in environmental protection publicity, education, law enforcement, etc., which makes it difficult for the awareness of environmental protection in rural tourism to be deeply rooted in the people.

To handle with the previous obstacles, there are some Chinese policies to support the development of rural tourism in Jiuquan City following;

#### 1) Jiuquan City's 14th Five-Year Plan for Tourism

Under Jiuquan City's 14th Five-Year Plan for Tourism(Jiuquan Municipal Bureau of Culture, 2022), there are some favorable policies to support tourism development;

Jiuquan City will upgrade the level of scenic spots such as Mingsha Mountain, Crescent Spring, Yumen Pass, Yangguan, and Jiuquan Scenic Spots of the Western Han Dynasty, expand the cultural and tourism content of relics such as Xuanquanzhi, Suoyang City, and Shibao City, and enrich urban business districts such as Suzhou Drum Tower. Start the establishment of the Dunhuang International Cultural Exchange Center and the International Art Training Center, and promote the second

phase of the "Symphonic Silk Road Line 1". Develop all-region tourism, create a 5A-level Jinta Populus euphratica scenic spot, and build Subei and Aksay provincial cultural and ecological reserves.

Dunhuang has built a first-class national-level all-region tourism demonstration zone, and Subei and Aksai have actively created national ethnic tourism demonstration zones. Jiuquan cultural tourism city brand, festival (event) brand, corporate brand, and product brand system have been formed. Dunhuang Art Hometown, Cradle of China's Aerospace, Cradle of China's Petroleum Industry, China's Jiuquan (Western) Outdoor Sports Capital and other brands are well-known at home and abroad; tourism Infrastructure is continuously improved and service support capabilities are continuously improved.

Giving full play to the leading role of Dunhuang, jointly activate the profound historical and cultural heritage and rich cultural tourism resources of the Hexi Corridor(Liu, 2022), protect and build the Hexi Corridor national heritage corridor, and make it the most dynamic and radiating development axis and golden cultural tourism bring. With the Hexi Corridor and the essential section of the Gansu Silk Road as the core, we will expand and build the "Xi'an--Lanzhou-Jiuquan-Dunhuang" Silk Road cultural tourism golden belt. With the Hexi Corridor and the best section of the Silk Road as the main artery, Dunhuang as the leader, and the capital city of Lanzhou as the support, it will radiate and link the development of cultural tourism in other areas of Gansu and build a comprehensive tourism pattern.

The promulgation of the "14th Five-Year Plan" for tourism in Jiuquan City is indeed an important historic opportunity for the development of rural tourism in Jiuquan City. This plan not only outlines a grand development blueprint for rural tourism, but also provides strong policy guarantee and financial support for its implementation (Y. Li, 2019).

At the policy level, the Jiuquan Municipal Government has clarified the strategic position of rural tourism through the "14th Five-Year Plan" and provided it with preferential policies in finance, taxation, land and other aspects. The implementation of

these policies will greatly reduce the operating burden of rural tourism enterprises, stimulate their market vitality, and thereby promote the healthy and rapid development of the entire rural tourism industry.

In terms of infrastructure construction, the introduction of the plan means that rural tourism in Jiuquan City will usher in a comprehensive upgrade. (Hu, 2022)The improvement of infrastructure such as roads, power supply, water supply, and communications will greatly improve the reception capacity and service level of rural tourism, allowing tourists to enjoy a more comfortable and convenient travel experience. This will not only help enhance tourist satisfaction and loyalty, but will also further enhance the market competitiveness of Jiuquan rural tourism.

In terms of tourism product innovation, the "14th Five-Year Plan" has pointed out the direction for Jiuquan rural tourism. Jiuquan City is endowed with unique natural resources and rich folk culture, which are valuable assets for the development of rural tourism. Under the guidance of the plan, rural tourism enterprises will pay more attention to exploring and integrating these resources, developing more tourism products with local characteristics, and meeting the increasingly diverse tourism needs of tourists.

In terms of marketing and brand promotion, the Jiuquan Municipal Government will also increase its efforts during the "14th Five-Year Plan" period. By strengthening market research, formulating scientific marketing strategies, and expanding diversified marketing channels, the popularity and reputation of Jiuquan rural tourism will be further enhanced. This will attract more tourists to experience the unique charm of Jiuquan, thereby promoting the continued development of rural tourism in Jiuquan.

The previous policy, along with Jiuquan City's '14th Five-Year Plan' for tourism, has injected a strong impetus into the development of rural tourism in Jiuquan City and provided comprehensive policy support and guarantees. It is believed that in the next few years, Jiuquan's rural tourism will usher in a new stage of development and make greater contributions to the economic and social development of the city.

2) One Belt One Road Policy with Jiuquan rural tourism support

The One Belt One Road Policy, coupled with Jiuquan's rural tourism support, (W. Song, 2022) is expected to foster significant development and contribute to the economic and social progress of the region.

The “One Belt, One Road” initiative has pointed out the direction and focus for Jiuquan City to accurately understand its development direction and coordinates of the times. With the further advancement of the “Belt and Road Initiative”, Jiuquan City has been identified as a regional central city by the Provincial Party Committee and Provincial Government, and has been selected into the list of cities carrying the construction of a dry port-type national logistics hub, becoming an important node on the China-Pakistan Economic Corridor. Jiuquan has gradually moved from the western inland to the frontier of openness, and has broader space to strengthen industrial cooperation, promote cultural exchanges, and seek cooperative development with countries and regions co-building the Silk Road.

Jiuquan, accounting for one-tenth of the total length of the Silk Road, is the middle and largest important node city on the nearly 2,000-kilometer Asia-Europe corridor west of Lanzhou and east of Urumqi. It is an important node city for energy transmission and transportation between China and Eurasian countries. It is the only way for exchanges and communication transmission, and shoulders the important mission of Gansu Province's opening to the west.

In the past ten years since the “One Belt, One Road” initiative was proposed, Jiuquan City has given full play to its location advantages as an important node city in the golden section of Gansu Province along the Silk Road Economic Belt, proactively integrated into the “Belt and Road” construction, adhered to the principles of government guidance, expanded opening up, and green development, and issued many This measure creates five commanding heights of culture, hub, technology, information, and ecology, promotes high-quality economic and social development, and provides policy guidance and action guidelines for active integration into the “One Belt, One Road” initiative.

The first "Four Provinces and Twelve Cities" Regional Cultural Tourism Alliance Conference will be held in Dunhuang in 2023, adding new color to the "Belt and Road" construction. This is not only a vivid practice of implementing the "Belt and Road" initiative and promoting win-win regional cooperation, but also an important step for our city to build an important international tourism hub on the Silk Road, a cultural tourism demonstration belt on the golden section of the Silk Road, and a Greater Dunhuang cultural tourism economic circle. pragmatic measures.

Strengthening exchanges and mutual learning between legal systems, as well as promoting people-to-people and cultural cooperation in the field of rule of law, are essential strategies to enhance the soft power of rule of law protection along the Belt and Road Initiative. Our city has actively built a platform for external exchanges. Since the second Dunhuang Cultural Expo, it has hosted five consecutive high-end forums on legal cooperation among countries along the Silk Road, and hosted the third China Judicial Research Summit Forum and Rule of Law Culture and Judicial Practice Seminar to strengthen Judicial communication provides legal guarantee for actively integrating into the "One Belt and One Road" initiative, expanding the level of opening up to the outside world, and vigorously developing the export-oriented economy. Jiuquan's location advantage as the frontier of Gansu's opening to the west is even more obvious. The construction of a land-port national logistics hub has accelerated and it has become an important node in the China-Pakistan Economic Corridor. Dunhuang has been identified as the permanent site of the Silk Road International Cultural Expo, building a It serves as an important platform for extensive exchanges with countries along the Silk Road.

With the active advancement of the Belt and Road Initiative, Jiuquan City continues to increase its efforts in transportation infrastructure construction, comprehensive transportation conditions have been greatly improved, the transportation network has become more complete, and the connections between surrounding areas have become closer and closer, becoming a national comprehensive transportation hub. The effect is becoming more and more obvious. By the end of 2022, the city's total

highway mileage will be 17,406 kilometers, and the transportation network will be basically formed, with closer connections with surrounding areas. The city's railway operating mileage reaches 1,730 kilometers, and 20 major passenger and freight stations have been set up in the city for Lanzhou-Xinjiang High-speed Railway, Dunge Railway, Dunhuang Railway and other railway lines. The Dunhuang International Air Port was officially opened, and Jiayuguan Jiuquan Airport and Dunhuang Mogao International Airport continued to open new routes, initially forming a three-dimensional land and air transportation network.

The "One Belt, One Road" initiative is a bridge and link between people, making cultural exchanges flexible and diverse, more deeply rooted in people's hearts, and playing an irreplaceable role. Silk Road (Dunhuang) International Cultural Expo, Dunhuang Tour, Silk Road International Tourism Festival, Jiuquan Chinese Culture and Art Festival and Frontier Cultural Tourism Festival, Jiuquan International Gobi Ultra Marathon and other festivals have promoted the prosperity of the cultural industry and the high level of cultural and tourism integration. Quality development. The Greater Dunhuang Cultural Tourism Economic Circle, which is being built with Dunhuang as the leader, supported by Yumen Petroleum City, Jiuquan Aerospace City, Guazhou Suoyang City, etc., and actively inherits the achievements of the China-Pakistan Economic Corridor construction, is also increasingly improving its diverse and interactive environment. (Liu, 2022)The overall pattern of people-to-people and cultural exchanges has continuously produced fruitful results in social, cultural and economic benefits.

Since the implementation of the "One Belt, One Road" initiative, Jiuquan has received nearly 300 million tourists and generated tourism revenue of more than 180 billion yuan. Each year, these two indicators rank at the forefront of the province, making outstanding contributions to the high-quality economic and social development of Jiuquan. Especially since 2023, the Jiuquan tourism market has rapidly regained its vitality and entered the peak tourism season one month ahead of schedule. From January to July 2023, the city received a total of 24.22 million tourists and achieved tourism revenue of 17.39 billion yuan, a year-on-year increase of 190% and 271% respectively, exceeding the level of the same period in 2019. Overnight tourists reached an all-time high in July

2023. Since August, the number of tourists in the Mogao Grottoes, Mingsha Mountain and Crescent Lake scenic spots has reached the maximum carrying capacity for many days in a row.

Jiuquan has rich history and culture and rich tourism resources. The Dunhuang culture, Silk Road culture, Great Wall culture, frontier culture, red culture and aerospace culture formed after thousands of years of accumulation complement each other. Dunhuang Mogao Grottoes, Mingsha Mountain and Crescent Moon Spring are world-renowned. There are 5 world cultural heritage sites and 22 national key cultural relics protection units. The Jiuquan Municipal Party Committee and Municipal Government attach great importance to it and have achieved phased results in terms of infrastructure, business development, and brand building, and the Dunhuang brand effect has initially appeared (Wijijayanti et al., 2020).

## **9. Jiuquan's Background**

### **9.1 Location and territory**

Jiuquan City is located at the western end of the Hexi Corridor in the northwest of Gansu Province, between the Altun Mountains, the Qilian Mountains and the Mazong Mountains (Northern Mountains). Its geographical location is between  $92^{\circ}23' \sim 100^{\circ}21'$  east longitude and  $38^{\circ}05' \sim 42^{\circ}43'$  north latitude. Except for a small part of the northern part that borders Mongolia, most of it is adjacent to the Alxa League of the Inner Mongolia Autonomous Region, the Xinjiang Uygur Autonomous Region to the west, the Haixi Mongol and Tibetan Autonomous Prefecture of Qinghai Province and the Haibei Tibetan Autonomous Prefecture to the south, and Zhangye City to the east. It is about 680 kilometers long from east to west and 550 kilometers wide from north to south, with a total area of 168,100 square kilometers, accounting for 39.47% of the area of Gansu Province.

### **9.2 Topographical characteristics**

The terrain of Jiuquan City is high in the south and low in the north, sloping from southwest to northeast. The Qilian Mountains in the south are a series of high mountains with a height of 3,000 to 5,000 meters. They are steep and high. From east to west there are Qilian main peak, Tuolai Mountain, Daxue Mountain, Yema Mountain, Altun

Mountain, Danghenan Mountain and Saishiteng Mountain. The southern part, with an altitude of over 4,000 meters, gradually enters the permafrost area, where it is covered with snow and ice all year round. There are modern glaciers distributed there, and it is the birthplace of rivers in this region. There are basins in the mountains, the larger ones include Suga Lake Basin, Shibaocheng Basin, Changmabao Basin, and many small basins in valleys. It is the golden section of the ancient Silk Road that divides from the Jiayuguan uplift zone, with Jiuquan and Jinta basins to the east and Anxi, Dunhuang and Yumen basins to the west. The northern part is a vast gravel desert, that is, the gravel and sandy Gobi area, immediately adjacent to the Beishan Mountains. Beishan is part of the Alxa Block and has a vast area. It is collectively known as Mazong Mountain, with an altitude of 1,500-2,000 meters, and the main peak of Mazong Mountain is 2,583 meters. Due to the dry climate and long-term weathering, the denuded surface of the mountain appears in the shape of gravel. Under the influence of strong winds and flood sediments, some mountains have been quasi-plain.

### **9.3 Number of local population**

As of the end of 2022, Jiuquan City has a permanent population of 1.0531 million.

### **9.4 Climate**

Most of Jiuquan City has a cold temperate zone arid climate type. Among them, the western part belongs to the warm temperate arid zone, and the southern Qilian Mountains belongs to the alpine semi-arid and semi-humid zone. It is characterized by sufficient heat resources, large temperature difference between day and night, low precipitation, large evaporation, long sunshine hours and abundant solar energy resources. The city's annual average temperature is 8.2 degrees, ranging from 5.1 to 10.4 degrees. July is the hottest month at 23.4 degrees Celsius; January is the coldest month at -9.3 degrees Celsius. Jiuquan City is the area with the least precipitation in Gansu Province. The average annual precipitation ranges from 44.6 to 189.3 mm, with an average of 81.8 mm. The annual average relative humidity is 41% to 47%. The average annual evaporation ranges from 2100 to 3300 mm.

### 9.5 Natural resources

Jiuquan is named after "there is a spring under the city" and "the water is like wine". The mountains here are endless, the Gobi is vast, there are rippling plain oases, the endless desert Gobi, and the dazzling Dunhuang art. It is a world-renowned Chinese cultural tourism city. Jiuquan's unique topography has created a unique tourist landscape, including Mingsha Mountain Crescent Spring, Yadan National Geological Park, Subei Mengke Glacier and other world-renowned scenic spots.

Jiuquan City is rich in natural resources, including water, soil, light and heat resources. The city currently has 1.68 million acres of cultivated land, 66.89 million acres of grassland, and 4.78 million acres of wasteland suitable for farming, forestry, and animal husbandry. The average annual sunshine hours are 3,400 hours. It has three major water systems: Heihe River, Shule River, and Halten River. It is known as the "Gobi Desert". It is known as an oasis (Network, 2023). At present, six leading industries have been cultivated: grain, cotton, facility agriculture, beer raw materials, seed production, and grass and livestock milk. It has become the country's largest beer raw material production base, the best seed production base, and an important high-quality product in the province. It is a concentrated cotton production area and a breeding industry base. Jiuquan City is rich in mineral resources, with many types of minerals, large reserves, and high grades. The city has 572 mineral points in 5 proven mineralization belts, consisting of 92 mineral deposits and 48 mineral species. Categories are distributed in the mountains in the north and south of the corridor. Six major industrial systems have been initially cultivated and formed, including petrochemical industry, agricultural product processing, construction and building materials, mineral product mining and smelting, light industry medicine and electric power industry, which have a certain influence on the country and the province. petrochemical base and mineral product mining and processing base.

### 9.6 cultural resources

Jiuquan is not only an important part of the Silk Road Cultural Industry Belt, but also a key area of the Hexi Corridor Cultural Ecological Zone. The Han and Tang Dynasty Cultural New District and Dunhuang International Cultural Tourism City, which are being planned and constructed, are the core components of the construction of the

Chinese Civilization Inheritance and Innovation Zone. Jiuquan City is endowed with unique tourism resources. The city retains a large number of unique historical and cultural sites, including 7 ancient cave temples including the world-famous Mogao Grottoes and Yulin Grottoes, and 27 ancient city gate sites such as Suoyang City, Qiaowan City, Yangguan Pass and Yumen Pass. There are 13 well-preserved sections of the Han Great Wall, more than 100 beacons, and 1,153 identified cultural relics and attractions, including 14 national-level cultural relics and 208 provincial-level ones, and 98 of them have been developed and utilized so far (Zhang Ling, 2019). Mogao Grottoes and Yulin Grottoes are world-famous, Mingsha Mountain and Crescent Moon Spring are unique, Yangguan, Yumenguan and Jiuquan Satellite Launch Base are famous both at home and abroad. The Yadan Landform National Geopark is majestic and attracts a large number of tourists at home and abroad. Jiuquan won the honor of "the most popular western city" with its rich history and modern civilization.

#### **9.7 Popular tourist attractions**

Dunhuang Mingsha Mountain Crescent Spring Scenic Area: a national AAAAA-level tourist attraction, located 5 kilometers south of Dunhuang City, Gansu Province. The whole mountain is formed by accumulation of sand, and is about 40 kilometers long from east to west and 20 kilometers wide from north to south. Crescent Moon Spring is located at the foot of Mingsha Mountain. Deep in the west and shallow in the west, the deepest point is about 5 meters, curved like a crescent moon, hence its name.

Mogao Grottoes: Located in Dunhuang, it is the largest, longest-lasting, most complete, and richest grotto group in the world. Mogao Grottoes currently has 735 caves, more than 45,000 square meters of preserved murals, and more than 2,400 colorful sculptures. It is one of the four largest grottoes in China.

Dunhuang Yadan National Geopark: It is located about 180 kilometers northwest of Dunhuang City and about 100 kilometers northwest of Yumen Pass. The park covers an area of 398 square kilometers. It is a Yadan landform landscape mainly formed by wind erosion.

Jiuquan Satellite Launch Center: (abbreviated as JSLC), also known as "Dongfeng Space City", is the earliest and largest comprehensive missile and satellite launch center in China. On March 28, 2017, it was selected as the "Dongfeng Space City" by the National Tourism Administration and the Chinese Academy of Sciences. One of the first batch of China's top ten science and technology tourism bases".

Jiuquan Park of the Western Han Dynasty: A national AAAA-level tourist attraction, also known as Jiuquan Park, located 1.9 kilometers east of Drum Tower, covering an area of 270,000 square meters. It is the only fully preserved Han-style garden in the Hexi Corridor and has a history of more than 2,000 years. There are springs and lakes, mountains and rocks in the park. There are eight scenic spots: Jiuquan Scenic Spot, Moon Cave Golden Pearl, Western Han Dynasty Scenic Spot, Qil, Deep Smoke, Quyuan Dining Show, Flowers and Moon, and Evening Boat with Reeds. With ancient and famous trees, towering to the sky and blocking out the sun; pavilions, carved beams and painted buildings, it is known as "Jiangnan beyond the Great Wall" and "Pearl in the Vast Sea".

Yumen Pass: Built around 111 BC. It is the choke point of the Silk Road leading to the North Road of the Western Regions. It is located in the Gobi Desert 90 kilometers northwest of Dunhuang City. Guancheng is square in shape, and the loess barrier is 10 meters high, 3 meters wide at the top, and 5 meters wide at the bottom. The city wall is well preserved. The ruins of Xiaofangpan City, Dafangpan City and the Han Great Wall around Danggu Sui are open to tourists.

Yangguan Pass: a national AAAA-level tourist attraction, located on the Antique Beach 70 kilometers southwest of Dunhuang City, Gansu Province. The pass was built in the Western Han Dynasty and was named because it was located to the south of Yumen Pass. Together with Yumen Pass, it was the gateway to the Western Regions at that time. Yangguan was the chokepoint for China's ancient overland external communications and a must-pass pass on the southern Silk Road. The scenic spot currently contains the ancient Yangguan ruins, Yangguan beacons, Yangguan ancient road, Shouchang City ruins, Han Great Wall fortress wall ruins, Han Dynasty Wowachi

ruins, Xitugou (Tang Dynasty no Lujian) ruins, ancient tombs, and ancient pottery kilns. and many cultural relics from the Han Dynasty.

Suoyang City: Located on the Gobi Desert about 70 kilometers southeast of Guazhou County. It was first built in the Jin Dynasty and flourished in the Tang Dynasty. It has been renovated and used to varying degrees in other dynasties. Its shape preserves the typical ancient city style of the Tang Dynasty. It is a national key cultural relic protection unit announced by the State Council and was listed as a World Cultural Heritage in June 2014.

Yulin Grottoes: Also known as Wanfo Gorge and Yulin Temple, it is located 70 kilometers south of Guazhou County, Jiuquan City, Gansu Province. There are 43 caves in the Yulin Grottoes, with a distribution area of 112,850 square meters and a total mural area of 4,200 square meters (Y. Li, 2019).

## 10. Jiuquan's Homestays

Despite the abundance of homestays in Jiuquan city, attributed to its rich culture and unique physical environment, only a select few are recommended for their exceptional quality. The standout models include these four renowned homestays:

### 10.1 Jiuquan Suyun Xiangzhuang Homestay

Jiuquan Suyun Xiangzhuang Homestay opened in 2018 and currently has 6 guest rooms. In December 2021, it was selected as one of the first batch of national-level Class A homestay by the Ministry of Culture and Tourism of China. The homestay is located in Suzhou District, Jiuquan City. A rustic, "down to earth" yard. The manor was built by the owner Li Jinsheng himself, using local unique earthen wood masonry as architectural elements and traditional Chinese folk handicrafts, embodying and inheriting the distinctive features and cultural heritage of traditional northwest folk houses. The furniture and decorations displayed in the yard are all household items that have been collected and protected by the owner for more than ten years, restored and reused for five generations. When tourists are in the courtyard, tourists can feel the owner's love and dedication for his hometown. Currently, the courtyard operates a restaurant and a private folk museum, which has a collection of more than 5,000 folk items and is open to everyone

for free. Visitors can not only intuitively experience the characteristics of northwest folk culture, but also experience quiet and comfortable leisure accommodation and extreme Farmhouse organic food with local characteristics, and affordable farmhouse breakfast service is provided in the courtyard.

The guest rooms in the homestay continue the overall rustic, original and simple style of the manor. Reasonable and ingenious building structure and material utilization make the guest rooms have a comfortable accommodation experience that is warm in winter and cool in summer. Because the host loves traditional Chinese incense and tea culture, guests staying in the room can experience gifts such as agarwood, ai incense, old white tea and other carefully prepared gifts by the host in the guest room. The owner Li Jinsheng and his family live together with their guests in this manner and personally take care of all the affairs in the manor. You can always see their busy but friendly figures in the garden, sincerely sharing their lives with the guests.



FIGURE 1 Jiuquan Suyun Xiangzhuang Homestay

Image Source: Filmed by the researcher

### 10.2 Jinta Huyang Farmers' Guesthouse Homestay

Jinta Huyang Farmers' Guesthouse Homestay was opened in 2017 and currently has 9 guest rooms. The homestay is located in the center of the scenic area, with different attractions on all sides. To the north is the beacon tower, to the south is the scenery along the exit, to the east is Populus euphratica central square, Jinbo Lake, to the west is the desert and the vast sea of tamarisk trees. There is a snack street nearby and the location is excellent. The homestay features the northwest desert scenery, Populus euphratica forest ecology, and sandy plants. It is equipped with wireless Internet, independent bathroom, and complete facilities.



FIGURE 2 Jiuquan Jinta Huyang Farmers' Guesthouse Homestay

Image Source: JinTa Tourism Bureau

### 10.3 Suzhou District Huangnibao Yugur Style Homestay

Huangnibao Yugur Style homestay in Suzhou District is located in Huangnibao Yugur Township, 28 kilometers east of Suzhou District. The town covers an area of 45 acres and has a total of 13 2-story characteristic houses with 22 households. The five colors of blue sky, white clouds, grassland, folk houses, and red tasseled hats around the HOMESTAY are rendered together, forming a beautiful scenery of "Colorful Yellow Mud Castle, Intoxicating Beauty, and Solid Emotion". The Yugur people's houses

are well-proportioned, and the rich ethnic flavor comes into view. Smooth cement roads lead to every house. The hospitable Yugur people have been working hard for generations, accompanied by singing and dancing, showing the unique Yugur culture with diligence and wisdom. Huangnibao is a Yugur-style town where farming culture and horseback pastoral songs are integrated, national characteristics are reflected in real life, and the unique natural scenery and rich cultural landscape complement each other, giving birth to a unique magical charm(Y. Li, 2019).



FIGURE 3 Jiuquan Suzhou District HuangnibaoYugurr Style Homestay

Image Source: Jiuquan Tourism Bureau

#### 10.4 Suzhou District Silk Road Flower Travel Homestay

Suzhou District Silk Road Flower Travel Homestay is located in the Silk Road Flower Travel Scenic Area, Suzhou District, a national AAA-level tourist attraction. It is located in Jinfosi Town, Suzhou District, Jiuquan City. It is invested and constructed by Jiuquan Lanxiang Horticulture Seedlings Co., Ltd. With "horticulture ecology + immersive experience" as the core, the HOMESTAY combines the original natural landscape foundation, integrates various resources such as new and high-quality flowers and

horticultural plants at home and abroad, develops cultural tourism projects, and creates a collection of ecological sightseeing, leisure vacations, and horticulture research and education, science, innovation, culture and tourism are integrated into a natural ecological education base and tourist resort camp (Kaiwei, 2023).



FIGURE 4 Jiuquan Suzhou District Silk Road Flower Travel Homestay

Image Source: Jiuquan Tourism Bureau

## 11. Research review

Scholar Wang (2022) in the study titled "Impact of user-generated travel posts on travel decisions: A comparative study on Weibo and Xiaohongshu" revealed that among the 10 respondents, there were 6 males and 4 females, with ages ranging from 21 to 32 years old, indicating that the respondents were relatively young. Approximately 70% of the respondents had a monthly income of 6,000 RMB. The research findings show that while Weibo is commonly used in the respondents' daily lives, Xiaohongshu is more likely to influence their choice of destination. The study identified the key contributions of travel posts and the preferences of different user groups, analyzing the importance of each aspect. All respondents used both Weibo and Xiaohongshu on their smartphones at least

once a week. They all confirmed that travel-related posts on these two applications influenced their decision-making process.

Scholar (Gao, 2017) study on 'Why Chinese travelers use WeChat to make hotel choice decisions: A uses and gratifications theory perspective' indicates that Chinese travelers utilize WeChat to make hotel decisions because high-quality visual content effectively communicates a hotel's service offerings. According to their findings, compelling visual content shared through WeChat helps hotels establish a strong visual identity, encouraging followers to engage with posts regularly. The study emphasizes the importance of understanding the gratifications Chinese travelers seek when using WeChat for hotel selection, highlighting the need for hotels in China to cater to these preferences. This research contributes to existing Uses and Gratifications Theory (UGT) literature by underscoring its relevance in tourism, hospitality, and social media studies, advocating for its greater recognition and application.

Scholar Poruțiu (Poruțiu, 2021) conducted a study analyzing tourists' preferences for rural tourism destinations in Romania. The study found that a majority of respondents were female (67.8%), with 32.2% being male. Most respondents (51.7%) hailed from rural areas, and 79.4% were aged between 18 and 30 years old. Regarding occupation, 36.8% identified as students, while 55.5% were employees. The respondents showed a preference for traveling in small groups, particularly during the summer. They prioritize destination security and safety, and price also influences their choice of tourism spots. Younger respondents tend to favor cultural attractions and adventure tourism options. Future research should explore post-pandemic tourist behavior, and new tourism products should be developed to meet evolving tourist expectations.

Scholar Lili, P. U (Lili, 2022) conducted a study titled "Evaluation of Rural Tourism Resources based on the Tourists' Perspective: A Case Study of Lanzhou City, China." The results indicate that in surveys conducted in the Lanzhou area, rural tourists surveyed were primarily between 18 and 40 years old, with a higher level of education and a higher number of customer service personnel available. Most families reported a monthly income ranging from 9000 to 10000 yuan. The study shows that tourists are particularly sensitive

to prices and are concerned about the conditions of reception facilities. In terms of awareness of rural tourism resources, tourists' attention is mainly focused on the safety and pleasantness of natural environments, accommodation conditions, and the design of tourism routes. Despite a general awareness of rural areas focusing on tourism resources and environmental factors, rural tourists have higher expectations for the promotion and education of rural tourism resources, although their actual experiential satisfaction is relatively low.

Scholar (Wijjayanti et al., 2020) Studied rural Tourism: In rural areas, the development of rural tourism can help achieve sustainable local economic development. The development of rural tourism destinations is to develop villages as tourism products and tap the potential of rural tourism. In terms of tourism planning, decision-making and management, the opinions and needs of the community should be considered, and the community should actively participate. This study adopted descriptive qualitative techniques and selected the population using purposeful and accidental sampling. Social, economic and cultural factors all increase tourism potential, which can have positive or negative effects. Efforts to suppress the negative effects that may be brought about by homestay tourism are of great significance to achieving the sustainable development of homestay tourism.

Scholar (Mustika & Habibie, 2016) studied about homestay management programmes in the area of new tourism destination in Petak Village, Pacet. Then, founded that many villages in Indonesia are visited by both local and foreign tourists, one of which is the village Petak, Pacet. This is a challenge for local communities and government officials. In order to attract tourists, preparations need to be made in various aspects, one of which is to provide good homestay services so that tourists can stay in the local area for travel activities. The results of this study are that the local security situation is good and the environment is beautiful. Most of the houses meet the homestay standards such as cleanliness, comfort, safety, and good environment.

Scholar (Pato & Kastenholz, 2017) studied about marketing of rural tourism-a study based on rural tourism lodgings in Portugal. The results show that most homestay

operators, in addition to operating tourist accommodation, also engage in other professional activities, such as performances of intangible cultural heritage, inheritance of traditional crafts, etc. These "other activities" provide most of the operating income for B&B operators. In addition, the study found that homestay operators rarely carry out marketing activities, and a few homestay operators show an innovative and professional attitude in marketing activities, and they will carry out marketing through special activities, intangible cultural heritage activities, etc.



## CHAPTER 3

### METHODOLOGY

This research study adopted qualitative research, the interview method as the main research method. Through interviews, the researcher can communicate directly with research participants and gain an in-depth understanding of their perspectives, experiences and feelings. This method helps to obtain more real, vivid and comprehensive data, which provides strong support for the analysis and argumentation of the paper.

#### **Research Design**

To ensure the objectivity of the research, the researcher employs qualitative methodology, utilizing on-site interviews as a research method. Through in-depth interviews, the researcher gains a comprehensive understanding of the development status of Jaquan's homestay tourism, thereby providing detailed data support for subsequent analysis and research.

#### **Ethical Consideration**

During the process of data collection and analysis, strict adherence to ethical principle is maintained to ensure the fairness, transparency, and legality of the research. Ensuring that participants are informed about the research objectives and obtaining informed consent. Measures are taken to protect the privacy of participants during both the data collection and reporting processes.

#### **Participants in the Study**

To collect in-depth data, the researcher designed to use the purposive selection method to choose 4 homestays in Jiuquan as research participants. The criteria for gaining homestay participants are as follows:

1. The homestays must have been in operation for more than 5 years and host at least 500 overnight tourists each year.

2. The homestays must be located within 50 kilometers of the city and suburbs of Suzhou, District, Jiuquan City.

3. The homestay designs must be unique and offer various tourism activities.

From the previous criteria; there are 4 representative homestays included;

1. Jiuquan Suyun Xiangzhuang, Suzhou District, Jiuquan City

2. Jinta Huyang Farmers homestay, Jinta Country, Jiuquan City

3. Suzhou District HuangnibaoYugur, Suzhou District, Jiuquan City

4. Suzhou District Silk Road Flower Travel homestay, Jinfosi Town, Suzhou District, Jiuquan City

### Research Instruments

There are 2 interview forms to collect data from homestay operator and tourists.

1) Homestay operator interview form: ask for the basic information and the potential development of Jiuquan Homestay.

For basic information: the operator's name, age, business experience, name, location, scale, facilities, etc. of the homestay, the operator's business philosophy, service objectives, etc. The interview mainly focused on the guest sources of homestay, including the main source areas and customer groups; the revenue of homestay, including main sources of income, profit and regulations, etc.; the operators' Competitive advantages and characteristics in the homestay tourism market; strategies and measures taken by operators in the operation process, such as marketing strategies, service quality improvement, etc. An overall evaluation of the current homestay tourism market, including market size, development trends, etc.; predictions and prospects for the future homestay tourism market, such as market potential, competition landscape, etc.; measures and suggestions that the government or relevant institutions should take in homestay; Suggestions and experience sharing for other homestay operators; Operators' thoughts and experiences during the operation process, such as how to improve customer experience, how to respond to market changes, etc. Problems encountered by operators during the operation process and their solutions; Operations The other plans and

prospects for future development, margins, etc., the operating difficulties and challenges of homestay, such as market competition, laws.

For the potential development of Jiuquan Homestay: there are interview questions about the homestay factors include public environment and supporting facilities, accommodation (building and facilities), activities, operation and management, location, sanitation and services, safety and security, Marketing and sustainability principles (China National Homestay Standard, 2022: The ASEAN Secretariat Jakarta, 2016).

2) Tourist interview form: there are about consumer behavior question including 6W1H questions to ask tourists who visit each homestay. (Who, what, why, who participate with, When, Where, How) (Kotler, 2004) and potential development of Jiuquan Homestay: there are interview questions about the homestay factors include public environment and supporting facilities, accommodation (building and facilities), activities, operation and management, location, sanitation and services, safety and security, Marketing and sustainability principles (China National Homestay Standard, 2022: The ASEAN Secretariat Jakarta, 2016).

### **Data Collection**

Qualitative research is an important method to understand the inherent nature and development laws of things. In research on homestay tourism, qualitative analysis research can help us deeply understand tourists' experiences and needs, and explore the development trends and influencing factors of homestay tourism. Through qualitative research methods such as interviews and case analysis, the researcher can collect a large amount of first-hand information to more accurately grasp market dynamics and consumer behavior. These data and information have important guiding significance for formulating effective marketing strategies, improving service quality, and promoting industry innovation. When conducting qualitative analysis and research, the researcher need to comprehensively consider many factors, including tourist satisfaction, the characteristics and innovation of homestays, market competition, etc. By deeply exploring

the relationships and impacts between these factors, we can provide strong support for the sustainable development of homestay tourism.

### **Data Analysis**

Analyzing the content of interview to extract and providing in-depth interpretation for understanding qualitative data. For checking the trustworthiness of data analysis, data triangulation serves as evidence that the researcher has obtained information from multiple sources, ensuring credibility and reliability. By cross-verifying data across different times, locations, and individuals, the researcher aims to validate the consistency of the information gathered. Furthermore, the data from tourists' general information, tourist behavior, and suggestions for the development of homestays were counted as frequencies and calculated as percentages.

Additionally, the researcher create the business canvas by analyzing the results of interviews with the owners of four homestays and tourists, the researcher has used both parts of the analysis data to create a business model canvas. The researcher has provided some sample interview excerpts to support the data analysis for creating the business model canvas of Jiquan Homestay.

## CHAPTER 4

### FINDINGS

The research finding can be described into 4 parts as follows:

- 4.1 Case selection
- 4.2 The Current Development Status of Homestays in Suzhou District
- 4.3 The potential development of Jiuquan Homestay from homestay owners
  - 4.3.1 Jiuquan Suyun Xiangzhuang, Suzhou District, Jiuquan City
  - 4.3.2 Jinta Huyang Farmers homestay, Jinta Country, Jiuquan City
  - 4.3.3 HuangnibaoYugur Style Homestay, Suzhou District, Jiuquan City
  - 4.3.4 Silk Road Flower homestay, Jinfosi Town, Suzhou District, Jiuquan City
- 4.4 Tourists' general information and behavior analysis
  - 4.4.1 Tourists' general information
  - 4.4.2 Tourists' behavior
  - 4.4.3 Suggestions for the development of homestays
- 4.5 The business model canvas for Jiuquan Homestay

City

#### Case analysis

In response to the basic current situation of the development of homestays in Jiuquan City, in order to better understand the actual situation of the homestay industry in Jiuquan City, through on-site research of tourists and in-depth interviews with homestay operators, in order to provide feasible suggestions and opinions for the potential development of tourism homestays in Jiuquan, and to provide strong support.

#### 4.1 Case selection

Suzhou District, Jiuquan City, was the first to develop homestays. Initially, "farmhouse entertainment" opened up the market, and various forms of accommodation appeared in various places in Jiuquan City, making Suzhou District a destination for weekend leisure tourism. Among them, homestays are mainly concentrated in Jiuquan

Suyun Xiangzhuang, Jinta Huyang homestay, HuangnibaoYugur homestay in Suzhou District, and Silk Road Flower Travel homestay in Suzhou District, so they are used as case studies for analysis in this study.

Jiuquan is located in the middle section of the Hexi Corridor in Gansu Province, connecting the east to the west and the south to the north. It is an important node city with a central location and the largest area on the Asia Europe Corridor, which is nearly 2000 kilometers west of Lanzhou and east of Urumqi. Suzhou District is the political, economic, and cultural center of Jiuquan City, with a total area of 3386 square kilometers. It governs 15 townships and 4 streets, with 36 ethnic groups including Han, Hui, andYugur, and a total population of nearly 500000. The comprehensive competitiveness of the county economy in Suzhou ranks fifth in the province, and the evaluation of county economic development ranks second in the province. It has been successfully selected as one of the "Top 100 Regions in Western China" and "Top 100 Counties in Social Governance in China", and has been awarded titles such as "Top 10 Counties in Gansu", "Advanced County in County Economic Development", "Most Competitive County in Infrastructure in Gansu", and "Safe Gansu Construction Demonstration Zone".

Suzhou is a thousand-year-old ancient city with a long history. Suzhou has a long history and splendid culture, with a history of over 2100 years since the establishment of the Western Han Dynasty as a county. In 121 BC, Huo Qubing led his army to attack the Xiongnu and achieved a complete victory, recapturing the Hexi region. Emperor Wu of Han rewarded the three armies with several jars of imperial wine, and Huo Qubing poured the wine into the spring to drink with the soldiers, hence the name Jiuquan. In the Book of Later Han, it is recorded that "there is a spring under the city, and its water is like wine, so it is named Jiuquan." Suzhou is an important intersection of agricultural culture, Western Regions culture, and Chinese civilization. It is the ancient Wei and Jin mansion, the prosperous place of Han culture, the birthplace of Silk Road culture, Great Wall culture, frontier culture, and Siba culture. It is the shining land of "jade culture", "wine culture", and "spring culture", and also the intersection of the four major civilizations.

Chinese culture, Western Regions ethnic culture, and Chinese and Western culture collide and blend here, accumulating rich historical heritage.

Suzhou is a beautiful tourist destination. "A thousand-year-old jade wine spring, drunk and beautiful in Suzhou." A drum tower tells the story of Suzhou's thousand year old ancient charm of "welcoming Huayue to the east, reaching Yiwu to the west, facing Qilian to the south, and connecting to the desert to the north; At first glance, Jinquan nurtures the Gobi oasis landscape of Suzhou, where "clear water hides green lungs in the sky, and beauty in a prosperous era enchants the eyes"; A snowy mountain has nurtured the hope of Suzhou, where the rising sun overlooks the Qilian Mountains and turns into a river of rice and grain during spring. There are rich tourism resources in the area, including historical and cultural relics, desert mirages, Qilian Canyon wonders, Gobi wetland scrolls, and unique folk scenery. There are not only magnificent border fortresses with "straight desert smoke and long river setting sun", but also Zhong Lingyuxiu with "not looking at Qilian Mountain top snow and mistakenly treating Suzhou as Jiangnan". There are also tourist attractions such as the Western Han Dynasty historical and cultural district, Jiuquan Tianbao, 1969 Cultural and Creative Industry Park, Tianma Lake, Qilian Weihai, Huacheng Lake, and Hongshui River Grand Canyon. Suzhou District has also been rated as a "high-quality tourism destination on the Silk Road" by the International Tourism Federation.

Suzhou is a prosperous continent with abundant resources. Suzhou belongs to a semi-arid climate with an altitude of 1340-2200 meters, an average annual temperature of 8.7 °C, a large temperature difference between day and night, a short frost-free period, and an annual precipitation of 145.8 millimeters. The unique geographical advantages and superior natural environment have bestowed the reputation of Suzhou as a "natural seed breeding ground", and created a national modern agriculture (seed industry) industrial park. The production and export of vegetables and flower seeds account for 50% of the total national output, making a "contribution" to the country's "seed industry turnaround". Suzhou is the birthplace of ecological agriculture in the Gobi Desert and modern cold and dry agriculture along the Silk Road. Modern agriculture has been

listed as a typical case by the State Council and promoted nationwide. It has established the China Israel (Jiuquan) Green Ecological Industrial Park, the Guangdong Hong Kong Macao Greater Bay Area "Vegetable Basket" Supply Base, a national level "Four Modernizations" Seed Production Base, and an export-oriented vegetable base. Suzhou District is rich in solar energy resources, with an average annual sunshine hour of 3175 hours and an average annual solar radiation of 6458 megajoules per square meter. It is a national million-kilowatt level photovoltaic base and an important wind and solar power equipment manufacturing base in China. It has a new energy comprehensive utilization demonstration pilot zone that integrates photovoltaic development and application, as well as the Jiuquan New Energy Equipment Manufacturing Industrial Park. With the promotion and implementation of China's "carbon peak" and "carbon neutrality" goals, the bright prospects for the development of Suzhou's new energy industry have been further established. Relying on the Jiuquan Economic Development Zone and the New Energy Comprehensive Utilization Demonstration Zone, industries such as new energy equipment manufacturing, photovoltaic power generation, mechanical manufacturing, biopharmaceuticals, new building materials, agricultural products, and food processing have gathered and developed, and the industrial development strength has ranked among the top ten in the province.

Suzhou is a fertile land for local investment and development. Suzhou is adjacent to the world-famous the Mogao Grottoes of Dunhuang, the world-famous Jiuquan Satellite Launch Center, Jiayuguan, the world's first grand pass, Yumen Oilfield, the earliest oil base in China, and Jiuquan Iron and Steel Group, the largest iron and steel base in northwest China. It is the most popular city in the west and the golden node city of the Silk Road Economic Belt. In 2022, the Gansu Provincial Party Committee and Government designated Jiuquan as the regional central city. As the main urban and core area of Jiuquan City, Suzhou District plays a very important role in the grand goal and great practice of building a regional central city in Jiuquan, carrying a very important mission. The urban scale, size, and modernization level of Suzhou are much higher than those of the surrounding areas, and the agglomeration and adsorption effect of

development factors is more prominent compared to the surrounding counties and districts. People from surrounding areas such as Zhangye and Jiayuguan, as well as employees from enterprises such as Yumen Oilfield, Jiugang Group, CNNC 404 Plant, and Jiuquan Satellite Launch Center, have a habit of coming to Suzhou for consumption. In recent years, Suzhou District has deeply implemented the "1246" development positioning of the Municipal Party Committee and Government, and is striving to build a national regional economic strength zone, a national regional governance modernization demonstration zone, and six regional centers including a regional trade and consumption center, a science and technology innovation center, a high-quality education center, a medical service center, a financial service center, and a cultural tourism center. It fully leverages Suzhou's five basic advantages of location, transportation, population, industry, and platform, relies on Suzhou's five resource endowments of cities, wetlands, culture, history, and oases, and focuses on accelerating the cultivation of six pillar industries: modern agriculture, new industry, commercial logistics, cultural tourism, real estate construction, and financial services. With the support of modern industrial system, Suzhou will be built into an economic prosperity. Social civilization, beautiful environment The goal of being the prime area of people's happiness in Jiuquan and the core carrier area of modern regional central cities is constantly advancing, providing citizens and merchants with a high-quality entrepreneurial and living environment.

Suzhou is an open and inclusive vibrant city. A "Silk Road" has created a prosperous scene of merchants and merchants gathering in Suzhou, and diverse cultures have achieved the vibrant charm of Suzhou's openness and inclusiveness. Suzhou is an important historical and cultural city on the ancient Silk Road. It is the earliest place to establish a county among the four counties in Hexi, and also the capital of the Western Liang Kingdom. It has a long and splendid history and an active commercial tradition. Suzhou has a unique geographical advantage and is a key hub connecting provinces and regions such as Xinjiang, Inner Mongolia, Qinghai, and Ningxia. It is a land port national logistics hub carrier city, an important node city for national commercial and trade circulation, a "high-speed rail hub" city, and an e-commerce demonstration base, all of

which are located in Suzhou. The Lianhuo and Jiujiang expressways, Lanxin Railway, Lanxin High Speed Railway, National Highway 312 and National Highway 213 run through the entire region, and are adjacent to Jiayuguan Airport. The transportation of highways, railways, and aviation is convenient, and the commercial and service industry is developing rapidly. The annual freight volume exceeds 30 million tons, and the added value of the tertiary industry accounts for 63.2% of the GDP in the region. It has multiple national level platforms such as the National Pilot Zone for the Integration and Development of Rural Primary, Secondary, and Tertiary Industries, and the National Community Governance and Service Innovation Experimental Zone. The modern service industry ranks fifth in the province. Adhering to the spirit of "openness, inclusiveness, innovation, and practical work" in Suzhou, with the goal of creating the best business environment in the country, we strive to improve the quality and efficiency of government services, fully promote the reform of the administrative approval system, formulate 40 measures to optimize the business environment, and form a "clean and fast" government service brand. Suzhou District has been rated as one of the top 100 pilot counties and cities for China's business environment in 2022 and a model city for China's business environment.

#### **4.2 The Current Development Status of Homestays in Suzhou District**

Since 2008, the local government of Suzhou District has officially started guiding the development of homestays, including project introduction, infrastructure construction, sewage treatment, rural renovation, greening engineering, etc., and it has innovated in land policies, homestay fire protection and management. With the support and guidance of the government, homestays in Suzhou District have developed rapidly. As of 2023, there are about 30 homestays in Suzhou District, Jiuquan City. Among these more than 30 homestays, the operators are mainly locals. The homestays have initially formed a clustering effect, and with more and more good projects, the concept of villagers is also changing. Many local residents have renovated their houses, reduced the number of rooms, and made them into boutique homestays.

### 4.3 The potential development of Jiuquan Homestay from homestay owners

The research findings from 4 representative homestay owners were analyzed and interpreted as follows:

#### 4.3.1 Jiuquan Suyun Xiangzhuang, Suzhou District, Jiuquan City

##### 4.3.1.1 General Information of homestay:

Jiuquan Suyun Xiangzhuang homestay is located at No. 19, Beibinhe East Road, Suzhou District, Jiuquan City. It was established on January 13, 2016. There is also a Jiuquan homestay Museum in the homestay, which is hosted by the Jiuquan Municipal Government. The museum has a collection of more than 5,000 folk utensils, cultural relics, artworks, and objects donated by people from all walks of life that the owner Li Jinsheng has collected, protected, repaired, and reused since 2003. The museum is open to the public free of charge, and the collections are displayed throughout the manor, providing all visitors with an opportunity to get close to and understand traditional folk objects. In addition to the daily operation of accommodation and restaurants, Suyun Xiangzhuang homestay also offers various cultural courses and activities. Such as blue dyeing classes, flower art classes, pottery classes, reading clubs, Jiuquan history and culture lectures, movies, incense parties, tea parties, and wine culture sharing sessions. Suyun Xiangzhuang homestay currently has 12 guest rooms. Its main business scope is tourist accommodation and local specialty food. It receives 1,200 visitors per year, with an average accommodation fee of 400 yuan.

##### 4.3.1.2 Homestay Standard Factors

###### 1) Accommodation (building and facilities)

Jiuquan Suyun xiangzhuang homestay has the rural characteristic architecture of the Northwest region, which can evoke people's "homesickness" memories. It has a typical Northwest courtyard culture. The courtyard is clean and tidy, with tap water supply, 24-hour hot water, stable electricity supply, and WiFi has covered all homestays.

###### 2) Activities

The main target customers of Jiuquan Suyun xiangzhuang homestay are urban white-collar workers and guests who come for self-driving tours from

other places. The homestay inherits the local courtyard culture, "Agarwood" culture, and rural scenery of the Northwest, and has built a folk museum to inherit Jiuquan's local intangible cultural heritage such as paper-cutting and dough modeling. The homestay regularly organizes Jiuquan-style "Di Bengzi" yangko performances, which promotes the development of local performing arts. The developed products such as "Agarwood", moon cakes, and rice dumplings have promoted the sales of local specialties and increased local farmers' income.

### 3) Operation and Management

Jiuquan Suyun xiangzhuang homestay is operated by individuals, and the operators have a clear division of labor; the operating experience of the operators mainly comes from personal summary of various trainings organized by the government and outbound exchange activities.

The business scope of Jiuquan Suyun Xiangzhuang homestay business license is catering, accommodation and food processing. The main cost of homestay operation is the maintenance of the homestay courtyard environment and the salary expenses of the staff. The main profit comes from catering, various activities held on a regular basis, etc. Suyun xiangzhuang is a national first-level homestay, a compliant accommodation unit approved by the government, with a high reputation. It has now joined the Gansu Tourism Association and has a beautifully designed homestay travel manual for guests.

### 4) Location

The location advantage of Jiuquan Suyun xiangzhuang homestay is that it is close to the urban area, 8 kilometers away from the urban area, easy to find on the map, and there is a direct road to reach it. Guests can drive or take a taxi to get there. It can be found on multiple map apps and shopping apps. It is convenient for GPS navigation. There are obvious signs on the roadside. It is surrounded by the Shule River, the mother river of Jiuquan, and Beijiao Park.

### 5) Sanitation and services

The rooms of Jiuquan Suyun Xiangzhuang homestay are all very clean. The rooms are fully equipped with towels, bath towels, toothbrushes, toothpaste, slippers, kettles, and other equipment. The surrounding environment and public areas are clean and hygienic.

Jiuquan Suyun Xiangzhuang homestay have done very well in terms of food safety. The homestay has announced the purchasing unit of the ingredients for the day. The kitchen is clean, the items are neatly arranged, the ventilation is good, and there are no food safety risks.

#### 6) Safety & Security

Jiuquan Suyunxiangzhuang homestay have received relevant first aid training and learning, and learned some common first aid knowledge, such as cardiopulmonary resuscitation, drowning prevention, heat stroke rescue, cardiopulmonary resuscitation (CPR) skills: training employees to master the correct operation methods of cardiopulmonary resuscitation, including chest compression and artificial respiration; wound treatment: learning basic wound treatment knowledge, such as bandaging wounds, stopping bleeding, etc.; fracture first aid: learning how to initially deal with fractures and provide correct support while waiting for professional medical rescue; poisoning first aid: understanding the emergency treatment methods for poisoning, including emergency rescue methods for inhaling toxic gases, accidentally ingesting toxic substances, food poisoning, etc.; The first aid facilities and equipment equipped in the homestay are mainly: First aid kit: contains commonly used first aid supplies, such as bandages, disinfectants, bandages, hemostatic bandages, etc.; Automated external defibrillator (AED): used for emergency cardiac resuscitation in case of sudden cardiac arrest; First aid equipment: such as scissors, gloves, first aid masks, etc.; Burn patch: special patch for burn treatment; Ice pack: used for sprains, bruises, etc.; First aid manual: provides operating instructions and first aid steps in emergency situations; Band-Aids, stretchers, etc., in addition to fire extinguishers, gas masks, etc.

Jiuquan Suyun Xiangzhuang homestay has installed smoke alarms in the guest rooms, and keep the homestays clean and hygienic every day to prevent

bacterial growth and other hygiene problems; there are spacious emergency evacuation passages around the rooms, and each room has an emergency evacuation map; In addition, in order to ensure the safety of the guest rooms, appropriate safety facilities are provided for each guest room, such as safes, safety door locks, etc. Regularly inspect the building structure, electrical equipment, fire protection facilities, etc. at the beginning of each month to ensure their normal operation and timely maintenance; conduct safety awareness training for staff: teach employees the importance of staying vigilant and paying attention to safety and encourage them to stay vigilant and report potential safety risks in a timely manner.

#### 7) Marketing

The marketing activities carried out by Jiuquan Suyun Xiangzhuang homestay are mainly food promotion activities during some important traditional festivals, such as Mid-Autumn Festival, Double Ninth Festival, Dragon Boat Festival, etc. The main cooperation is some self-driving tour clubs, and the main online promotion activities are Douyin. Future promotion activities will mainly be some excellent traditional cultural inheritance activities, such as coming-of-age ceremony, traditional wedding photo shooting, etc.

#### 8) Sustainability principles

Jiuquan Suyun Xiangzhuang homestay employs local community workers, the incentives for employees include salary, attendance bonus, and rewards for providing personalized services to service staff. Performance rewards are relatively few.

Jiuquan Suyun Xiangzhuang homestay is mainly self-sufficient in vegetables and meat, and other food materials are purchased locally. In terms of providing guests with local handicrafts and food, Jiuquan Suyun xiangzhuang homestay mainly provides customized moon cakes for the Mid-Autumn Festival, rice dumplings for the Dragon Boat Festival, self-developed flower cakes and other foods. The main handicraft is "Agarwood". Guests' consumption is mainly concentrated on special foods, and guests pay more attention to organic and pollution-free food-grade cooking methods.

### 4.3.2 Jinta Huyang Farmers homestay, Jinta Country, Jiuquan City

#### 4.3.2.1 General Information of homestay:

Jinta Huyang Farmers' Guesthouse Homestay is located in the Jinta huyang Forest Scenic Area, the core area of the new urban area of Jinta County. Construction began in 2017. Surrounding it are the Poplar Cinema, Cultural Center, Science and Technology Museum, Library, Museum, Archives, Music Fountain Square, Dream Square, Aerospace Park, Chinese Medicine Hospital, 4A-level scenic spots Poplar Forest, Ecological Xiaoxi Lake, Jinsha Lake, Jinding Lake, etc., and the surrounding supporting facilities are complete. Jinta Huyang Farmers' Guesthouse Homestay currently has 16 guest rooms. Its main business scope is tourist accommodation and local specialty food. It receives about 500 tourists each year, with an average accommodation fee of 400 yuan.

#### 4.3.2.2 Homestay Standard Factors

##### 1) Accommodation (building and facilities)

Jinta Huyang Farmers' Guesthouse Homestay is located in the Jinta huyang scenic area, which is a desert park with typical northwestern style. The buildings are log cabins, which are very clean and have balconies where you can go out and overlook the desert landscape. There is running water supply, 24-hour hot water, stable electricity supply, and WiFi has covered the entire homestay.

##### 2) Activities

The main target customers of Jinta Huyang Farmers' Guesthouse Homestay are guests who come from other places to travel by car. The homestay embodies the scenery of the northwest desert. At present, there are no activities to inherit the local intangible cultural heritage of Jiuquan. In October, the peak tourist season every year, the leaves of the huyang turn yellow, and tourists from all over the country buy local Hami melons, fruits and other products. Tree planting activities are carried out in the spring every year, and in the off-season, students are organized to carry out study tours, which has increased the income level of the accommodation, catering and other industries.

##### 3) Operation and Management

Jinta Huyang Farmers' Guesthouse Homestay is operated by a company, which have a systematic organizational structure, clear roles, responsibilities and communication channels, and the operating management experience mainly comes from the company's various management talents and social training and learning.

The business scope of the Jinta Huyang Farmers' Guesthouse Homestay's business license is catering and accommodation. The main costs of homestay operations are the maintenance of the surrounding environment and staff salary expenses. The main profits come from accommodation charges during the peak tourist season. The homestay has not been graded but it is a compliant accommodation unit approved by the government. It has now joined the Jiuquan Tourism Association and the Jiuquan Tourism Alliance and is currently designing homestay tourism manuals.

#### 4) Location

Jinta Huyang Farmers' Guesthouse Homestay is relatively far from the urban area, 45 kilometers away from the urban area, and there is a direct highway to reach it. Guests can drive or take a taxi to get there. It can be found in multiple map apps and shopping apps, and GPS navigation is convenient. There are obvious signs on the roadside, and the tourist resources that attract tourists are mainly the northwest desert landforms and poplar trees.

#### 5) Sanitation and services

The rooms are all very clean and are fully equipped with towels, bath towels, toothbrushes, toothpaste, slippers, kettles, and other equipment. Jinta Huyang Farmers' Guesthouse Homestay is in the off-season when the interview was conducted, and the environment is a desert park, so there is a lot of sand around the room.

The kitchen of Jinta Huyang Farmers' Guesthouse Homestay is clean, the items are neatly arranged, the ventilation is good, and there are no food safety risks.

#### 6) Safety & Security

The staff of Jinta Huyang Farmers' Guesthouse Homestay have all received relevant first aid training and learning, and learned some common first aid knowledge, such as cardiopulmonary resuscitation, drowning prevention, heat stroke rescue, and cardiopulmonary resuscitation (CPR) skills; because the homestay is in the desert park, the staff also learned the knowledge and skills of desert rescue.

The first aid facilities and equipment equipped in the homestay are mainly: First aid kit: Contains commonly used first aid supplies, such as bandages, disinfectants, bandages, hemostatic bandages, etc.; Ice packs: used to deal with sprains, bruises, etc.; In addition, there are fire extinguishers and gas masks for firefighting.

#### 7) Marketing

The main feature of the Jinta Huyang Farmers' Guesthouse Homestay is its unique scenery. Every autumn on September 15th, it launches the Populus euphratica Culture and Art Festival to promote homestay. During the peak tourist season, it broadcasts live on major travel platforms to promote the HOMESTAY to foreign tourists, and every year it invites some tourists who like photography and painting to create art.

#### 8) Sustainability principles

Jinta Huyang Farmers' Guesthouse Homestay employs local community workers, and the measures adopted to motivate employees are also wages and full attendance bonuses. The homestay mainly provides local specialties, and handicrafts include poplar wood carvings, poplar leaf paintings, leaf bookmarks, etc. The guests' consumption is mainly concentrated on accommodation and special food, and the guests pay more attention to organic and pollution-free food-grade cooking methods.

### 4.3.3 HuangnibaoYugur Style Homestay, Suzhou District, Jiuquan City

#### 4.3.3.1 General Information of homestay owners:

Jiuquan Huangnibao Yugur Style Homestay is located in Huangnibao Yugur Town, Suzhou District, and belongs to Huangnibao Yugur Township. There are 943Yugur people (statistic data from 2020), accounting for 56.2% of the total population of the township. Huangnibao Yu homestay in Suzhou District, Jiuquan started in 2016. It regularly holds 10 themed tourism activities such as carnival, customs, and romance, which fully activates the vitality of tourism and ethnic cultural resources, and launches the

"Colorful Huangnibao·Beautiful Yugur Love" cultural tourism brand. It has successfully explored a new development path of tourism to promote the development of the township and enrich farmers, and built an agricultural education practice base, agricultural cultural park, traditional culture, Yugur history and culture, intangible cultural heritage culture, etc.

Tourists can experience the profoundness of Chinese traditional culture and appreciate the unique charm and cultural significance of intangible cultural heritage as inherited traditions. Jiuquan Huangnibao Yugur Style Homestay currently has 10 guest rooms. Its main business scope provides tourism accommodation and local specialty food. It receives about 650 people each year, with an average accommodation cost of 220 yuan.

#### **4.3.3.2 Homestay Standard Factors**

##### **1) Accommodation (building and facilities)**

Jiuquan Huangnibao Yugur Style Homestay has distinctive architectural features and is a typical architectural style of the Yugur ethnic minority. It is shaped like a yurt. The service staff wear Yugur costumes. There are toast songs, running water, 24-hour hot water, and stable electricity supply. WiFi has covered all the homestays.

##### **2) Activities**

The main target customers of the Jiuquan HuangnibaoYugur Style Homestay are urban white-collar workers and guests who travel by car from other places; the homestay embodies the customs of the northwestern ethnic minorities and inherits the local intangible cultural heritage of the northwestern ethnic minorities, such as the Yugur wedding and the making skills of butter tea; it has organized bonfire parties for the Yugur people, which has driven the sales of local herdsmen's local specialties and increased local people's income.

##### **3) Operation and Management**

Jiuquan Huangnibao Yugur Style Homestay is operated by individuals, and the operators have a clear division of labor; the operating experience of

the operators mainly comes from personal summary of various trainings organized by the government.

The business scope of the business license of the Jiuquan Huangnibao Yugur Style Homestay is catering and accommodation. The main cost of the homestay operation is the salary expenses of the staff, and the main profit comes from catering. The homestay has not been graded but is a compliant accommodation unit approved by the government. It has now joined the Jiuquan Tourism Association and the Hexi Corridor Tourism Alliance, and it is currently designing a homestay tourism manual.

#### 4) Location

The location advantage of the Jiuquan Huangnibao Yugur Style Homestay is that it is relatively close to the urban area, 25 kilometers away from the urban area, and there is a direct highway to reach it. Guests can drive or take a taxi to get there. It can be found in multiple map apps and shopping apps, and GPS navigation is convenient. There are obvious signs on the roadside, and the tourist resources that attract tourists are mainly ethnic minority customs.

#### 5) Sanitation and services

The homestay rooms are all very clean. The rooms are fully equipped with towels, bath towels, toothbrushes, toothpaste, slippers, kettles and other equipment. The surrounding environment and public areas of the homestay are clean and hygienic.

The homestay has done very well in terms of food safety. The kitchen is clean, there are no hygiene issues such as food spoilage, items are neatly arranged, ventilation is good, and there are no food safety risks.

#### 6) Safety & Security

The staff of the Jiuquan Huangnibao Yugur Style Homestay have received relevant first aid training and learning, and learned some common first aid knowledge, such as cardiopulmonary resuscitation, drowning prevention, heat stroke rescue, cardiopulmonary resuscitation (CPR) skills, and trained employees to master the correct operation methods of cardiopulmonary resuscitation, including chest

compression and artificial respiration; wound treatment: learn basic wound treatment knowledge, such as bandaging wounds, stopping bleeding, etc.; fracture first aid: learn how to initially deal with fractures and provide correct support while waiting for professional medical rescue;

The first aid facilities and equipment equipped by the Jiuquan Huangnibao Yugur Style Homestay are mainly: first aid kit: contains commonly used first aid supplies, such as bandages, disinfectants, bandages, hemostatic bandages, etc.; first aid manual: provides operating instructions and first aid steps in emergency situations; bandages, stretchers, etc., in addition to fire extinguishers, gas masks, etc.

The Jiuquan Huangnibao Yugur Style Homestay has installed smoke alarms in all guest rooms, and each room has an emergency evacuation map; regular inspections of building structures, electrical equipment, fire protection facilities, etc. every Wednesday to ensure their normal operation and timely maintenance.

#### 7) Marketing

The main marketing activities of Jiuquan Huangnibao Yugur Style Homestay are promoting ethnic minority festival activities, providing special catering and food. The main promotional method is to cooperate with the government and travel agencies to hold some promotional meetings.

#### 8) Sustainability principles

Jiuquan Huangnibao Yugur Style Homestay employs local community workers, and employees are incentivized through wages and full attendance bonuses. Jiuquan Huangnibao Yugur Style Homestay mainly provides ethnic cuisine to support sustainable issues such as yak meat, mutton, milk tea, yogurt, etc. The handicrafts are small toys with ethnic minority characteristics. In the future, it plans to develop Yugur-style sports programs.

### 4.3.4 Silk Road Flower homestay, Jinfosi Town, Suzhou District, Jiuquan City

#### 4.3.4.1 General Information of homestay:

Jiuquan Silk Road Flower homestay is located in Jinfo Temple Town, Jiuquan City. It was invested and constructed by Jiuquan Lanxiang Horticultural Seedling Co., Ltd. and started to be established in 2019. It takes "horticultural ecology + immersive

experience" as the core, combines the original natural landscape foundation, integrates various resources such as new and excellent flowers and horticultural plants at home and abroad, develops cultural tourism projects, and creates a natural ecological resort base integrating ecological sightseeing, leisure and vacation, horticultural research and education, science and technology and cultural tourism. Jiuquan Silk Road Flower homestay currently has 20 guest rooms. Its main business scope is tourist accommodation and local specialty food. It receives about 800 people per year, with an average accommodation cost of 200 yuan.

#### 4.3.4.2 Homestay Standard Factors

##### 1) Accommodation (building and facilities)

Silk Road Flower homestay is at the foot of the Qilian Mountains, far away from the hustle and bustle of the city. There are snow-capped mountains in the distance, green trees nearby, and flowers blooming everywhere. The cabins are characterized by architecture. The cabins are integrated with the environment. Living in the cabins, tourists can see the stars at night. There is tap water supply, 24-hour hot water in the room, stable electricity supply, and WiFi has covered all the rooms in the homestay.

##### 2) Activities

The main target customers of the Silk Road Flower homestay are urban white-collar workers and family travelers; the homestay embodies the scenery of the northwest desert and snow-capped mountains, and it has not yet inherited the local intangible cultural heritage of Jiuquan; the homestay actively responds to the concept of environmental protection, and organizes flower-viewing and outing activities every spring. In the summer, bonfire parties are held at night during the peak tourist season, which has driven the sales of local specialties and increased the income of local farmers.

##### 3) Operation and Management

Silk Road Flower homestay is operated by a company, which have a systematic organizational structure, clear roles, responsibilities and communication channels, and the operating management experience mainly comes from the company's various management talents and social training and learning.

The business scope of the Silk Road Flower homestay business license is catering and accommodation. The main costs of homestay operations are the maintenance of the surrounding environment and the salary expenses of the staff. The main profits come from accommodation and the fees for various activities held on a regular basis. The homestay has not been graded but is a compliant accommodation unit approved by the government. It has now joined the Jiuquan Tourism Association and the Jiuquan Tourism Alliance and it is currently designing homestay tourism manuals.

#### 4) Location

The location advantage of Silk Road Flower Travel homestay is that it is at the foot of the Qilian Snow Mountain, 30 kilometers away from the urban area, away from the hustle and bustle of the city, in the rural area, easy to find on the map, and there is a direct road to reach it. Guests can drive there in 40 minutes. It can be found on multiple map apps and shopping apps. It is convenient for GPS navigation. There are obvious signs on the roadside, which are tourist resources that attract tourists.

#### 5) Sanitation and services

The rooms of the Silk Road Flower Travel homestay are all very clean. The rooms are fully equipped with towels, bath towels, toothbrushes, toothpaste, slippers, kettles, and other equipment, also placed flowers in the guest rooms.

The surrounding environment is clean and hygienic. However, the Silk Road Flower homestay is located in the countryside, so there is a lot of dust when it is windy.

Silk Road Flower Travel homestay has done very well in terms of food safety. The homestay has announced the purchasing unit of the ingredients for the day. The kitchen is clean, the items are neatly arranged, the ventilation is good, and there are no food safety risks.

#### 6) Safety & Security

There is a small medical room in the Silk Road Flower homestay. All employees have received relevant first aid training and learning, and learned some common first aid knowledge, such as cardiopulmonary resuscitation, drowning

prevention, heat stroke rescue, cardiopulmonary resuscitation (CPR) skills: train employees to master the correct operation methods of cardiopulmonary resuscitation, including chest compressions and artificial respiration; wound treatment, learn basic wound treatment knowledge, such as bandaging wounds, stopping bleeding, etc.; fracture first aid: learn how to initially deal with fractures and provide correct support while waiting for professional medical rescue; poisoning first aid, understand the emergency treatment methods for poisoning, including emergency first aid methods in cases of inhalation of toxic gas, accidental ingestion of toxic substances, food poisoning, etc.; handling of special situations such as altitude sickness: because the Silk Road Flower homestay is located in a high altitude area at the foot of the Qilian Mountains, employees are also trained to identify and deal with special situations such as altitude sickness; in addition, safety first aid skills competitions are held every year to strengthen the first aid skills of staff.

The first aid facilities and equipment equipped in Silk Road Flower homestay are mainly: First aid kit: contains commonly used first aid supplies, such as bandages, disinfectants, band-aids, hemostatic bandages, etc.; Automated external defibrillator (AED): used for emergency cardiopulmonary resuscitation in case of sudden cardiac arrest; First aid equipment: ice packs, used to deal with sprains, bruises, etc.; Each room is equipped with a first aid manual, which provides operating instructions and first aid steps in emergency situations; Outside each room, there are also fire extinguishers, gas masks, etc.

Smoke alarms are installed in all guest rooms of Silk Road Flower homestay. There are spacious emergency evacuation passages around the rooms, and each room has an emergency evacuation map. At the beginning of each month, the building structure, electrical equipment, fire protection facilities, etc. are regularly inspected to ensure their normal operation and timely maintenance; safety awareness training is conducted for staff: employees are taught the importance of staying vigilant and paying attention to safety, and they are encouraged to stay vigilant and report potential safety risks in a timely manner.

## 7) Marketing

The main promotional activities of Silk Road Flower homestay are concentrated on the country's short holidays and students' summer vacation. It will also cooperate with some tutoring institutions to carry out some sketching activities, flower viewing activities in spring, and picking activities in autumn. The main promotional method is to cooperate with the government and travel agencies to hold some promotional meetings.

## 8) Sustainability principles

Silk Road Flower homestay employs local community workers, and motivates them with wages and full attendance bonuses; the vegetables and meat used by the homestay are mainly self-sufficient, and other materials are purchased locally; in terms of providing guests with local handicrafts and food, the homestay mainly provides rural seasonal dishes and special delicacies, honey made from various flowers, and has not yet developed handicrafts. Guests' consumption is mainly concentrated on accommodation and special delicacies, and guests pay more attention to the original natural scenery.

### 4.4 Tourists' general information and behavior analysis

In order to further understand the development of tourism homestays in Jiuquan City, this study used in-dept interview method with the pervious homestay visitors included 76 visitors who had stayed overnight in these homestays were interviewed between April 2, 2024 to May 4, 2024 as research participants. The interview finding consisted of three parts, the first part was tourists' general information, the second part was tourists' behavior, and the third part was the potential development of Jiuquan Homestay tourism as follows:

#### 4.4.1 Tourists' general information

##### 1) Tourists' Gender

Finding from table 4-1 revealed that among 76 tourists, 33 male tourists and 43 female tourists were counted, the proportion was 43.4% and 56.6% respectively.

TABLE 1 Tourists' Gender

Gender	Number of people	percentage
Male	33	43.40
Female	43	56.60
total	76	100.00

## 2) Tourists' age

Finding from table 4-2 revealed that tourists were mainly concentrated in the age group of 18-35 years old, accounting for 82.90% of the surveyed population and the age group of 36 to 59, accounting for 13.20% of the total. The proportion of tourists under the age of 18 and over 60 were relatively small.

TABLE 2 Tourists' Age

Age	Number of people	percentage
Under 18 years old	2	2.60
18-35	63	82.90
36-59	10	13.20
Over 60 years old	1	1.30
Total	76	100.00

## 3) Tourists' educational level

From Table 4-3, it can be seen that the population with a bachelor's or associate's degree exceeded more than half of the total survey respondents, accounting for 67.10% of the total survey. The second largest group was tourists with a master's degree or above, accounting for 21.10% of the total survey respondents, and the two together accounted for 88.20% of the total survey respondents.

TABLE 3 Tourists' Educational Level

Education Level	Number of people	percentage
Junior high school and below	1	1.30
High school or vocational school	8	10.50
Undergraduate or associate degree	51	67.10
Master's degree or above	16	21.10
Total	76	100.00

## 4) Tourists' Occupation

Finding from table 4-4 revealed that the number of civil servants in public institutions reached 50, accounting for 65.80%, The proportion of self-employed and freelancers were 9.20% and 7.90% respectively.

TABLE 4 Tourists' Occupation

Occupation	Number of people	percentage
Student	4	5.30
Civil servants/enterprises and institutions	50	65.80
Individual operators	7	9.20
Freelancers	6	7.90
Retirees	6	7.90
other	3	3.90
Total	76	100.00

## 5) Tourists' average monthly household income

Finding from table 4-5 revealed that the proportion of tourists with a monthly household income of 5000 to 10000 yuan was the highest, with 45 people accounting for 59.21% of the total survey respondents, followed by those with an average monthly household income of less than 5000 yuan, accounting for 36.84%.

TABLE 5 Tourists' Average Monthly Household Income

Income	Number of people	percentage
Under 5000 yuan	28	36.84
50-10000 yuan	45	59.21
Over 20000 yuan	3	3.95
total	76	100.00

#### 6) Tourist sources

Finding from table 4-6 revealed that it was found that 44.7% of local tourists from Jiuquan come to experience homestays, which is relatively high. The proportion of tourists from other provinces and overseas reached 55.3%, and tourists from outside the province were mainly concentrated in Zhejiang Province and Jiangsu Province.

TABLE 6 Source of Tourists

Source of tourists	Number of people	percentage
Gansu Province	34	44.70
Other Province	42	55.30
overseas	0	0
Total	76	100.0

#### 4.4.2 Tourists' behavior

Finding from table 4-6 revealed that We have analyzed some basic characteristics of tourists earlier, but in order to better understand their perception of tourist homestays, we will further analyze tourists' behaviors. This finding can support clearly understanding the target group of tourist homestays, provide targeted services, and tap into the potential of homestay development.

##### 1) The channels for tourists to choose homestays

Finding from table 4-7 revealed that 52 tourists made reservations through Weibo, WeChat, and mobile app software, accounting for 40.00% of the total; 44 tourists were pushed online, accounting for 33.85%.16 tourists, accounting for 12.31%,

were booked based on personal experience; 6 tourists were booked through travel agencies, accounting for 4.62%.

TABLE 7 Channels for Tourists to Choose Homestays

Channel	Number of people	percentage
Newspapers, magazines, travel brochures	2	1.54
travel agency	6	4.62
Weibo, WeChat, and mobile apps	52	40.00
Radio and television advertisements	3	2.31
Recommendations from family and friends	5	3.85
From network push	44	33.85
Self-experience	16	12.31
Other	2	1.54
total	130	100.00

2) The characteristics that leave a deep impression on Jiuquan homestays

Finding from table 4-7 revealed that tourists had deeply impressed homestays with their warmth, comfort, and freedom by 51 tourists, accounting for 17.83%. Furthermore, 44 tourists, accounting for 15.38%, had a deep impression of the beautiful and quiet environment of Jiuquan homestays among consumers, reflecting the good surrounding environment and successful site selection of homestays; 56 tourists, accounting for 19.58%, had a deep impression of the unique architecture of Jiuquan homestays; 45 tourists, accounting for 15.73%, left a deep impression on Jiuquan homestays for providing tourism routes and food recommendation services. 44 tourists, accounting for 15.38%, had unique features, which reflects that the homestay owners provided excellent services and organically integrate with local culture. Tourists were impressed by the complete infrastructure and new equipment of Jiuquan homestays, with 30 tourists accounting for 10.49%.

TABLE 8 Distribution of characteristics that leave a deep impression on Jiuquan homestays among tourists

Impression on Jiuquan homestays	Number of people	Percentage
Warm, comfortable, free, and home like service	51	17.83
Architecture with distinctive features	56	19.58
Thoughtful service with distinctive features	44	15.38
Complete infrastructure and new equipment	30	10.49
Provide tourism routes and food recommendation services	45	15.73
Beautiful and quiet environment	44	15.38
Convenient and safe transportation	13	4.55
Other	3	1.05
total	286	100.00

3) Tourists can accept the room prices of homestays

Finding from table 4-9 revealed that 61 tourists, accounting for 80.26% could accept the price of homestay rooms (standard rooms) below 599 yuan.

TABLE 9 The Room Price of Homestay is Acceptable to Tourists

The room price of HOMESTAY is acceptable to tourists	Number of people	Percentage
1000-1500RMB	2	2.63
800-999RMB	5	6.58
600-799RMB	8	10.53
Below 599 yuan	61	80.26
Total	76	100.00

4) The main factors tourists consider when booking homestays

From Table 4-10, it can be seen that the main factors considered by tourists when booking homestays were whether the price was affordable, whether the transportation was convenient, whether the infrastructure was complete, whether there were scenic spots in the surrounding area, whether the homestay environment was warm like home, the reputation of the homestay and experience local customs which accounted for 15.48%, 11.29%, 10.97%, 10.00%, 9.68% and 9.03% of the total survey respondents, respectively.

TABLE 10 Main Factor to Consider Booking Homestay

main factor to consider booking Homestay	Number of people	Percentage
the price affordable	48	15.48
transportation convenient	35	11.29
the infrastructure complete, such as WiFi	34	10.97
close to local tourist attractions	31	10.00
the environment and atmosphere warm like home, and room comfortable	30	9.68
have a good reputation	15	4.84
experience local customs	28	9.03
Friendly and friendly service attitude	18	5.81
the exterior and interior decoration of the building reflect local cultural characteristics	27	8.71
unique features in the catering industry	26	8.39
a variety of entertainment activities	18	5.80
Total	310	100.00

#### 5) Popular types of homestays for tourists

Finding from table 4-11 revealed that 47.37% of the tourists chose scenic vacation type homestays. Moreover, tourists chose the art experience type, with 16 tourists, accounting for 21.05%.

TABLE 11 Types of Homestays Favored by Tourists

Types of homestays preferred by tourists	Number of people	percentage
Scenic and vacation style homestays	36	47.37
Rural experiential type	11	14.47
Artistic experience oriented	16	21.05
Retro style homestay	8	10.53
Hot spring homestay	5	6.58
Total	76	100.00

## 6) The most satisfying factors for homestays

Finding from table 4-12 revealed that the most satisfying factors for tourists were the rich cultural atmosphere (28.45%) and good service attitude (20.38%) respectively.

TABLE 12 The Most Satisfying Factors

The Most Satisfying Factors	Number of people	percentage
A rich cultural atmosphere	22	28.95
Good service attitude	16	21.05
Hygiene and cleanliness	13	17.11
Decoration has personality	9	11.84
Moderate price	6	7.89
Catering with distinctive features	5	6.58
Improved infrastructure	5	6.58
Total	76	100.00

## 7) The feeling of staying in a homestay

Finding from table 4-13 revealed that 37 tourists, accounting for 48.60% felt "home like comfort and freedom" while stayed at homestay. Following by 13

tourists felt of living in homestay to meet individual needs accounting for 17.10%, and 12 tourists felt romantic and warm feeling accounting for 15.78%.

TABLE 13 Feeling of Living in a Homestay

Feeling of Living in a Homestay	Number of people	percentage
Home like comfort and ease	37	48.60
Meeting individual needs	13	17.10
Romantic and warm	12	15.78
Live a reclusive life	10	13.15
Reflect identity and status	4	5.26
Total	76	100.00

8) Expected supporting services provided by homestays

Finding from table 4-14 revealed that the majority of tourists preferred coffee, tea rooms, book bars, and small bars. Among them, 52 people chose coffee rooms and tea rooms the most, accounting for 33.55% of the total survey respondents. Next was the book bar, with 45 people, accounting for 29.03%, Therefore, a small number of tourists chose the service of small bars, accounting for 21.29% of the total.

TABLE 14 Tourist Expectations for Supporting Services Provided by Homestays

Supporting services	Number of people	percentage (%)
Coffee and Tea House	52	33.55
Book Bar	45	29.03
Small bar	33	21.29
Gym	12	7.74
KTV Song Room	6	3.87
Chess and Card Room	7	4.52
Total	155	100.00

#### 4.4.3 Suggestions for the development of homestays

The suggestions put forward by tourists in the construction of homestays are clearly shown in the table, hoping that homestays can give tourists the same feeling as home, warmth, comfort, and freedom. Out of 76 valid questionnaires, 33 people suggested, accounting for 43.42% of the total survey respondents. This was also consistent with the factors that tourists consider when booking homestays and the feelings they expect to experience when staying at homestays. It is also the essence of the development of homestays today, which has been advocated by homestay builders. Moreover, during the investigation process, tourists constantly reflected on this, which is also the biggest difference they feel between homestays and other accommodations. Secondly, there was the item of attentive service, with 10 people choosing, accounting for 13.16% of the total number. However, the suggestion of transportation convenience was the least, with only 3 people choosing, accounting for 3.95% of the survey respondents. This may seem contradictory to the previous results, but in fact, it is not because tourists value the different atmosphere of homestays, which makes them feel that everything else is secondary.

TABLE 15 Tourists' Suggestions for The Development of Homestays

Tourists' Suggestions	Number of people	percentage
Warm, comfortable, free, and home like service	33	43.42
Architecture with distinctive features	9	11.84
Thoughtful and distinctive service	10	13.16
Complete infrastructure advanced equipment	8	10.53
Provide travel routes and food recommendations	7	9.21
Convenient transportation	3	3.95
Beautiful environment	6	7.89
Total	76	100.00

#### 4.5 The business model canvas for Jiuquan Homestay

The Jiuquan Homestay Development in Suzhou District, Jiuquan City, is an expanding initiative that leverages the area's rich historical significance, tourism potential, economic resources, and inclusive environment. By analyzing the results of interviews with the owners of four homestays and tourists, the researcher has used both parts of the analysis data to create a business model canvas. The researcher has provided some sample interview excerpts to support the data analysis for creating the business model canvas of Jiquan Homestay. The researcher provided a detailed analysis of the Business Model Canvas for Jiuquan Homestay Development, consisting of the key elements that underpin its operations and success as following.

##### 1) Key Partners

The success of jiuquan Homestay Development hinges on strong partnerships with various stakeholders. Local government bodies play a crucial role in providing support and guidance, while tourism agencies help in marketing and promoting homestays. Cultural heritage organizations contribute to preserving and showcasing traditional Chinese culture, enhancing the authenticity of the experience offered. Collaborations with local businesses, such as restaurants and souvenir shops, create a comprehensive tourism ecosystem. Additionally, transportation services and online travel agencies (OTAs) like Weibo, WeChat, and mobile apps are instrumental in facilitating easy access and bookings. Local artisans and craftsmen enrich the cultural offerings, making the homestay experience more immersive and unique.

There were some interviews excerpts to support the data analysis for creating the business model canvas: key partners.

"The main partners of our homestay were the Cultural Center, which organizes some tourism performances during holidays; secondly, the Bureau of Culture and Tourism; and mobile app companies such as "Meituan" and "Qunar", which mainly plan various online marketing activities; some other cooperative structures were short video companies, and sometimes I asked them to help me shot some materials and helped me edit videos; and some were long-term cooperative fruit and vegetable stores,

purchasing some fresh fruits and vegetables” (Jiuquan Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“The main partners of our homestay were mobile app homestay companies such as "Meituan" and "Qunar", which mainly carried out various online marketing activity planning; the second was government departments, which carried out some important event promotions; and some clubs and associations, with the help of cooperation with them, we planned various activities to promote our homestay” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The main partners of our homestay were some domestic travel agencies, which helped us promote our homestay; then there were some associations, such as the Photography Association and the Cycling Association, which helped us with marketing; and there were also some craftsmen, mainly designed some tourist souvenirs with them” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024)).

. “The main partners of our homestay were, first of all, the government. We needed to cooperate with the government to coordinate the development and the promotion of some important activities. Secondly, the mobile app companies such as "Meituan" and "Qunar" mainly carried out the planning of various online marketing activities” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

## 2) Key Activities

The core activities of jiuquan Homestay Development revolve around marketing and promotion, preservation of cultural heritage, and hosting cultural events and workshops. Effective marketing strategies are essential to attract tourists both domestically and internationally. Preserving traditional Chinese culture and showcasing it through various events and workshops enhances the homestay's appeal. Excellent customer service and hospitality management ensure that guests have a memorable and enjoyable stay. Collaborating with local businesses and tour operators helps in creating tailored travel experiences. Maintenance and operations of the homestay properties are crucial for sustaining high standards of service. Furthermore, infrastructure improvement

and the implementation of sustainable tourism practices are pivotal activities that contribute to the long-term success of the homestays.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Key Activities

"We held various activities for traditional Chinese festivals. For example, when flowers bloom in the first half of spring, we made "elm money"; on the Dragon Boat Festival, we made rice dumplings with guests; on the Mid-Autumn Festival, we made moon cakes, and during the Spring Festival, we made all kinds of local specialties. We had "Can Can Tea" tea tasting activities on weekends, and during the Spring Festival, we invited Jiuquan intangible cultural heritage - "Di Bengzi" to perform, and we carried out dragon and lion dance activities; in winter, we also organized snowman making activities" (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

"Cooperate with the government to carried out some festival publicity activities. On the Dragon Boat Festival, we will make rice dumplings with guests; on the Mid-Autumn Festival, we made moon cakes, "Suoyang Oil Cake" and other local specialties; on weekends, we carried out research and practical teaching activities for primary and secondary school students; during the Spring Festival, we invited Jiuquan intangible cultural heritage - "Di Bengzi" to perform, and carried out dragon and lion dance activities; in winter, we will also organized ice skating and skiing on the lake around the homestay" (Silk Road Flower homestay owner, personal communication, May 5, 2024).

"During the Spring Festival, we invited Jiuquan's intangible cultural heritage - "Di Bengzi" to perform, and organize dragon and lion dance activities; in winter, we organized ice skating and skiing on the lake around the homestay" (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024)).

"The main activities of our homestay were concentrated in spring, summer and autumn. In spring, we organized outings, allowing everyone to bring their relatives and friends to our place to walk into nature and have close contact with nature. We also carried out some "flower arranging" activities, and made flower cakes with students, collect honey, etc.; in summer, we mainly carried out research and study courses for

middle schools and primary schools, especially nature education, followed by summer camps for students and team building for various units, and bonfire parties in the evening; in autumn, we carried out some picking activities, parents brought their children to pick strawberries, tomatoes, etc., and stayed in our homestay at night to experience the special food” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

### 3) Key Resources

The homestay properties themselves are a vital resource, characterized by unique architecture and a tranquil environment. Skilled staff proficient in hospitality and customer service are essential for providing personalized experiences. Partnerships with cultural and tourism organizations enhance the authenticity and depth of the cultural offerings. Marketing and promotional materials are necessary for effective outreach. Cultural artifacts and resources for workshops add to the immersive experience. Financial capital is required for maintenance, development, and infrastructure improvements. The strategic location in Suzhou District, Jiuquan City, with its rich history and picturesque rural setting, is a significant resource that attracts tourists.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Key Resources

“The key resources of our homestay were: first, our unique courtyard, which were a unique northwestern courtyard; second, our intangible cultural heritage. In our homestay, guests could see many old historical objects, such as various old agricultural machinery, old furniture, old daily necessities. We built a folk museum” (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“The key resources of our homestay were: first, the superior geographical location. We are located at the foot of the Qilian Snow Mountain. Tourists could see the beautiful Qilian Snow Mountain from the homestay room. The view was broad and the scenery was beautiful. Second, the environment of our homestay. We had hundreds of acres of flowers here. Various kinds of flowers were planted all over the homestay. Different flowers bloom in different seasons with different colors and beautiful scenery.

Third, our homestay had its own vegetable base and food base. We could provide pollution-free and original food. We had our own cultivation bases for meat, vegetables, fruits and melons” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The core resources of our homestay were, first, ethnic customs. We were the Yugur ethnic group, a minority unique to the northwest, and only in Jiuquan in China. Our nation had a long history and unique folk culture, with our own language, songs and sports activities, etc. Visitors who came to our homestay gain experience different cultures and participate in different activities; the second were the ethnic minority cuisine, where you could experience the unique ethnic minority cuisine with a unique taste, and the dining methods and tableware were all different; the third was the homestay performances. We performed ethnic folk songs and dances while the guests were dining, and at night, we organized bonfire parties to allow guests to fully integrate into the local culture” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

“The core resources of our homestay were, first, its superior geographical location. Our homestay is located inside a national AAAA tourist attraction with beautiful environment and perfect management. Second, convenient transportation. There were many roads that lead directly to the homestay, making parking convenient. Third, It was the unique desert scenery. The northwest desert scenery and poplar trees were unique” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024)).

#### 4) Value Propositions

Jiuquan Homestay Development offers several compelling value propositions. Tourists can experience an authentic immersion into traditional Chinese culture, enhanced by unique cultural heritage sites. High-quality hospitality and personalized service ensure that guests feel welcomed and valued. The opportunity to participate in cultural activities and workshops enriches the overall experience. The scenic and tranquil environment provides a perfect setting for relaxation. The strong connection to local traditions and history adds depth to the stay. Additionally, the homelike ambiance, characterized by warmth, comfort, and freedom, sets Jiuquan Homestays

apart from other lodging options. The stylish atmosphere and environment appeal particularly to young travelers, creating a modern yet culturally rich experience.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Value Propositions

“The main value proposition of our homestay created a courtyard with northwestern characteristics, so that guests felt at home, returned to their original intentions, and embodied the culture of nostalgia; secondly, to promote and inherit Chinese traditional culture, especially China's "fragrance" culture, and provide guests with a warm, cozy, relaxing, comfortable, natural and worry-free living space” (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“The main value proposition of our homestay was to provide tourists with homestays with ethnic customs of ethnic minorities in the Northwest, so that tourists could get close to and experience the customs and food of the Yugur people, a minority ethnic group unique to the Northwest, enhanced friendship between ethnic groups, and inherited and carried forward our ethnic minority culture, homestays, architecture, food, etc.” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

“The main value proposition of our homestay was to create a sea of flowers at the foot of the Qilian Snow Mountain, allowing our guests to smell the fragrance of flowers and swim in the sea of flowers during the day, and see the starry sky at night. Guests stayed away from the hustle and bustle of the city, eat delicious food, and truly relax their body and mind” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The value of our homestay was to create a warm homestay in the Populus euphratica forest, so that guests could smell the fragrance of the *Elaeagnus angustifolia* flowers in the spring and wandered in the golden *Populus euphratica* forest in the fall. The unique desert scenery and the original ecologically decorated log cabins allowed guests to see the stars at night and even solar and lunar eclipses at special times, we provided

guests with a feeling of being at home, allowed them to relax and live in harmony with nature” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024).

#### 5) Customer Relationships

Building and maintaining strong customer relationships is vital for Jiuquan Homestay Development. Personalized customer service ensures that each guest's needs and preferences are met. Cultural guides and hosts provide insightful and engaging experiences. Feedback systems facilitate continuous improvement in services. Loyalty programs and incentives for repeat guests encourage long-term relationships. Active engagement on social media platforms helps build an online community and keeps guests informed and connected. Local cuisine recommendations further enhance the guest experience, providing personalized and memorable stays.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Customer Relationships

“The main way we dealt with customers, we customized gifts for holidays and gave them to some of our important VIP customers; we also carried out some special activities, such as "children's coming of age ceremony" activities, making "flower cakes" together, etc.” (SuyunXiangzhuang homestay owner, personal communication, April 26, 2024).

“Because we are located 30 kilometers away from the city, and our seasonality is quite obvious. So, we mainly carried out team-building activities for units and schools in the peak season to increase the relationship with customers. When the fruits were fragrant, we carried out outdoor barbecues, fishing and other activities to enhance customer relations” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The way we handle customer relations was mainly to provide tourists with various ethnic minority song and dance performances during ethnic minority festivals. Guests were provided with ethnic minority costumes for free so that they could take photos. There were also some ethnic minority sport facilities around the homestay so that guests could experience them up close. For some important customers, we provided

ethnic minority food gifts during holidays” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

“First, we offered price discounts to important customers; second, when the scenic spot held an opening event for the Poplar Festival, the homestay invited some important customers to participate in the event and gave them free tickets to the scenic spot” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024).

#### 6) Channels

Effective channels are essential for reaching potential customers and facilitating bookings. The company website serves as a primary information and booking platform. OTAs like Weibo, WeChat, and mobile apps, such as “Meituan” and “Qunar” are crucial for reaching a broad audience. Social media platforms (WeChat, Weibo, Douyin) are used for marketing and engagement. Participation in tourism fairs and travel expos helps in direct outreach to potential tourists. Local tourism offices and visitor centers act as information hubs. Collaborations with travel bloggers and influencers help in reaching a wider audience through authentic reviews and recommendations.

There were some interview excerpts to support the data analysis for creating the business model canvas: Channels

“I found these homestays in Jiuquan through mobile apps such as “Qunar” and “Meituan”. Their online introductions were detailed and the tourists’ reviews were very authentic, so I booked them on my phone” (Tourist, personal communication, May 3, 2024).

“I was a mobile video enthusiast. I liked to watch videos. I saw videos of Jiuquan Suyun Xiangzhuang and Silk Road Flower homestay on Douyin. Their videos were very good and aroused my desire to come here to experience” (Tourist, personal communication, May 1, 2024)

“I liked some quiet, simple-decorated homestays that were far from the city, preferably those with ethnic minority style. I liked them very much. I found that there was an ethnic minority in Jiuquan, the Yugu people. Their description was very unique,

and the decoration style of the homestay was also very distinctive. The food was also distinctive. I chose this homestay” (Tourist, personal communication, May 1, 2024)

“I am a photography enthusiast. I saw photos of Jiuquan Suyun Xiangzhuang, Jinta Poplar Forest, Jiuquan Silk Road Flower Hotel and other homestays on major forums, and I had a strong interest in them. I thought when I went to the northwest by car, I had to go and see them. When I came here and I was very satisfied” (Tourist, personal communication, May 2, 2024)

“I saw my friends traveling here on WeChat Moments. I saw that the homestay they stayed in was very unique. I especially liked this kind of courtyard. It was spacious and bright during the day, and dotted with stars at night. It was far away from the hustle and bustle of the city. The food was also unique and had the taste of home. The ingredients were all picked by themselves. I liked this kind of life very much. I was very satisfied with living in such a homestay” (Tourist, personal communication, May 2, 2024)

#### 7) Customer Segments

Jiuquan Homestay Development caters to diverse customer segments. Domestic tourists interested in cultural heritage and international tourists seeking authentic cultural experiences form the primary audience. Families looking for educational travel experiences, cultural enthusiasts, and scholars are also significant segments. Retirees and senior travelers, young professionals seeking unique travel experiences, and artistic groups like painters or sketching enthusiasts are targeted through specific offerings tailored to their interests.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Customer Segments

“Our target customers were mainly guests from all over the country who loved self-driving tours, foreign tourists who were interested in Chinese architecture and folk customs, and young people from local enterprises and institutions” (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“Our main customers were self-driving tourists, company team-building guests, photography enthusiasts, painters, and sketching groups. Furthermore, guests

who travelled by car across the country, parents and children of local primary and secondary school students, staff of public institutions and outstanding corporate units, various schools and social training institutions” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“Our target customers were mainly tourists who loved self-driving tours across the country, tourists who loved photography, painters, sketching groups and tourists from the south” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024).

“Our target customers were tourists who loved self-driving tours across the country, tourists who liked and interested in ethnic minority customs, ethnic culture, China's excellent traditional cultural heritage, the other tourists were staff of local public institutions and excellent corporate units” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

#### 8) Cost Structure

The cost structure of Jiuquan Homestay Development includes maintenance and upkeep of properties, salaries for staff and cultural guides, and marketing and promotional expenses. Costs for organizing cultural events and materials, partnership and collaboration fees, and operational expenses such as utilities and supplies are significant. Investments in infrastructure improvement and the environmental maintenance practices are also crucial cost factors.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Cost Structure

“The main costs of our homestay were daily yard maintenance, staff wages, various publicity costs, and the cost of organizing various activities” (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“The main costs of our homestay were environmental maintenance costs, planting various flowers, staff wages, procurement costs for various team-building activities, and video promotion costs” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The cost of our homestay was mainly homestay properties and environmental maintenance costs. Because we were located in the desert, environmental maintenance was very important, as well as staff wages and infrastructure improvement costs” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024)

“Our homestay’s costs were mainly the wages of staff, the purchase of various ethnic minority clothing, and some of the cost of improving the surrounding infrastructure” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

#### 9) Revenue Streams

Revenue streams for Jiuquan Homestay Development are diverse. Accommodation fees and food from tourists are the primary source of income. Fees for cultural workshops and events, merchandise sales (local crafts and souvenirs), contribute to the revenue. Special packages and unique experiences, along with online booking and reservation fees, further enhance the income.

In conclusion, Jiuquan Homestay Development in Suzhou District, Jiuquan City, presents a comprehensive and powerful business model. By leveraging local cultural heritage, strategic partnerships, and a focus on high-quality service, the homestay initiative offers a unique and enriching experience to tourists. The emphasis on sustainable tourism practices and continuous improvement ensures long-term success and a positive impact on the local economy.

There were some interviews excerpts to support the data analysis for creating the business model canvas: Revenue Streams

“The main source of income for our homestay was tourists' accommodation and dining expenses, followed by the sales of various foods, small gifts and souvenirs we have developed, as well as fees for some special activities we organize” (Suyun Xiangzhuang homestay owner, personal communication, April 26, 2024).

“Our homestay’s income was accommodation and food expenses, followed by the cost of selling some small gifts we developed ourselves, such as honey

and flower cakes, and then the fees for various study, research activities and team-building activities” (Silk Road Flower homestay owner, personal communication, May 5, 2024).

“The main source of income for our homestay came from tourists' accommodation, followed by catering charges; and the other source of income came from the sales of tourist souvenirs made of poplar wood that we developed” (Jinta Huyang Farmers Homestay owner, personal communication, May 3, 2024)

“The revenue of our homestay comes from tourists' food and beverage expenses, followed by accommodation expenses, and the sales of special tourist souvenirs with ethnic minority characteristics that we made” (Suzhou District Huangnibao Yugur homestay owner, personal communication, April 28, 2024).

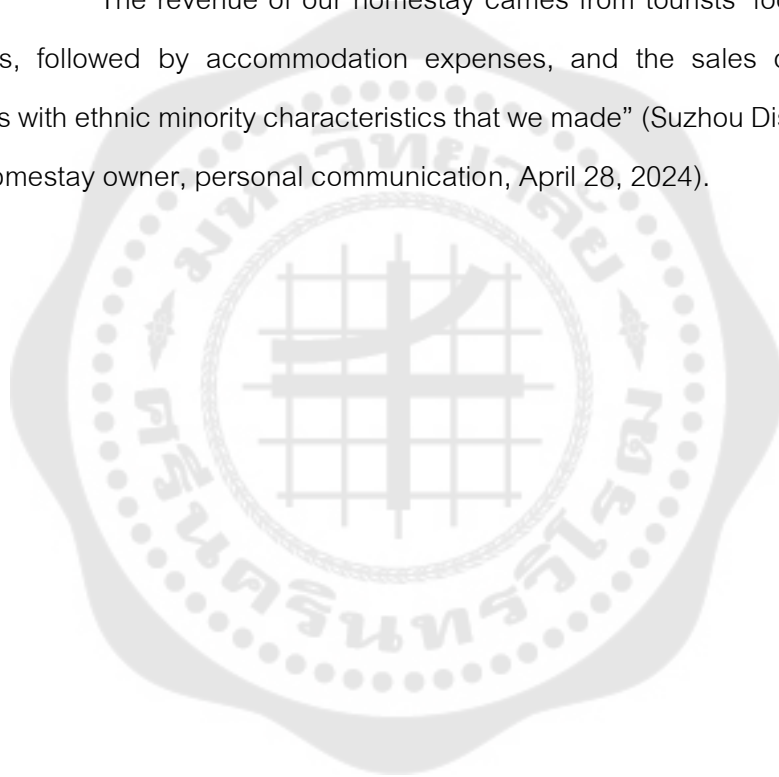


Table 16 The business model canvas for Jiuquan Homestay

Key Partners	Key Activities	Value Proposition	Customer Relationship	Revenue Stream
-Local government	-Marketing and promotion of the homestay	-Authentic experience of traditional Chinese culture	-Personalized customer service	-accommodation fees & food expense
-Tourism agencies	-Preservation and showcasing of traditional Chinese culture	-Unique cultural heritage immersion	-Cultural guides and hosts	-Fees for cultural workshops and events
-Cultural heritage organizations	-Hosting cultural events and workshops	-High-quality hospitality and personalized service	-Feedback systems for continuous improvement	-Merchandise sales (local crafts, souvenirs)
-Local businesses (restaurants, souvenir shops)	-Customer service and hospitality management	-Opportunities to participate in cultural activities and workshops	-Loyalty programs and repeat guest incentives	-Special packages and experiences
-Transportation services	-Collaboration with local businesses and tour operators	-Scenic and tranquil environment for relaxation	-Social media engagement and online community building	-Online booking and reservation fees
-Online travel agencies (Weibo, WeChat, mobile apps)	-Maintenance and operations of the homestay properties	-Strong connection to local traditions and history	-Local cuisine recommendations	
-Local artisans and craftsmen	-Infrastructure improvement	-Warmth, comfort, and freedom in a homelike ambiance		
	-Implementation of sustainable tourism practices	-Stylish atmosphere and environment appealing to young travelers		

Table 16 The business model canvas for Jiuquan Homestay (Continue)

Cost Structure	Key Resource	Channel	Customer Segments
-Maintenance and upkeep of homestay properties	-Traditional homestay properties	-Company website	-Domestic tourists interested in cultural heritage
-Salaries for staff and cultural guides	-Skilled staff in hospitality and customer service	-Online travel agencies (Weibo, WeChat, mobile apps such as“meituan” and“qunar”)	-International tourists seeking authentic cultural experiences
-Marketing and promotional expenses	-Partnerships with cultural and tourism organizations	-Social media platforms (WeChat, Weibo, Douyin)	-Families looking for educational travel experiences
-Costs for cultural event organization and materials	-Marketing and promotional materials	-Tourism fairs and travel expos	-Cultural enthusiasts and scholars
-Partnership and collaboration fees	-Cultural artifacts and resources for workshops	-Local tourism offices and visitor centers	-Retirees and senior travelers
-Operational expenses (utilities, supplies)	-Financial capital for maintenance and development	-Collaboration with travel bloggers and influencers	-Young professionals seeking unique travel experiences
-Infrastructure improvement and development	-Strategic location (Suzhou District, Jiuquan City)		-Painters or art sketching groups (for artistic experience-oriented homestays)
-Environmental maintenance cost	-Unique architecture and tranquil environment		

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This research “the potential development of Jiuquan homestay, China” aimed to investigate the potential development of Jiuquan homestay and propose the business model canvas. The researcher employed qualitative methodology, utilizing on-site interviews as a research method. Through in-depth interviews, the researcher gained a comprehensive understanding of the development status of Jaquan’s homestay tourism, thereby providing detailed data for creating business model canvas.

This research participants included homestay owners and Chinese tourists. To collect in-depth data, the researchers chose to use the purposive selection method to select 4 homestays in Jiuquan as research participants. The criteria for selecting homestay participants were as follows: The homestays had operated for more than 5 years. The homestays were located in different areas within the city and suburbs of Jiuquan City and the homestay designs encompassed various unique styles with diverse tourism activities. Based on these criteria, the following 4 representative homestays were included: Jiuquan Suyun Xiangzhuang, located in Suzhou District, Jiuquan City. Jinta Huyang Farmers Homestay, situated in Jinta Country, Jiuquan City. Suzhou District HuangnibaoYugur, found in Suzhou District, Jiuquan City. And Suzhou District Silk Road Flower Travel Homestay, located in Jinfosi Town, Suzhou District, Jiuquan City.

Furthermore, the researcher utilized the purposive selection method, 4 homestay owners and 76 tourists who had stayed overnight in these homestays were interviewed between April 2, 2024 to May 4, 2024 as research participants.

#### 5.1 Conclusion

##### 5.1.1 The Potential development of homestays in Jiuquan

Suzhou District in Jiuquan City has earned renowned for its picturesque rural homestays, underscoring its rich historical significance, burgeoning tourism potential, abundant economic resources, attractive investment opportunities, and its identity as an

open and inclusive city. Initially, Suzhou District pioneered the development of homestays, contributing to its emergence as a weekend leisure tourism destination. Various accommodations, including farmhouses, have flourished, with specific homestays like Jiuquan Suyun Xiangzhuang and Jinta Huyang being highlighted. Situated in Gansu Province's Hexi Corridor, Jiuquan City is strategically located as a pivotal hub linking east to west and north to south. Suzhou District, the city's political, economic, and cultural center, boasts a rich history dating back over 2100 years. It played a significant role during the Western Han Dynasty, particularly in battles against the Xiongnu, leading to the naming of Jiuquan. The area serves as a confluence of agricultural, Western Regions, and Chinese cultures, earning recognition for its cultural heritage and tourist attractions.

Since 2008, the local government of Suzhou District has officially started guiding the development of homestays, including project introduction, infrastructure construction, sewage treatment, rural renovation, greening engineering, etc., and has innovated in land policies, homestay fire protection and management. With the support and guidance of the government, homestays in Suzhou District have developed rapidly. As of 2023, there were about 30 homestays in Suzhou District, Jiuquan City. Among these more than 30 homestays, the operators were mainly locals. Homestays have initially formed a clustering effect, and with more and more good projects, the concept of villagers is also changing. Many residents have renovated their houses, reduced the number of rooms, and made them into boutique homestays. Government policies and guidance should support homestay operators in prioritizing strategic location selection, sufficient supporting facilities, efficient operation and management, and maintaining high-quality service personnel. According to homestay standard factors. The research results found that;

- 1) Public Environment and Supporting Facilities: Homestays were located in scenic and culturally rich areas such as the Qilian Mountains and Jinta Poplar Forest Scenic Area. They benefited from natural and historical attractions, enhancing the overall tourist experience.

2) Accommodation (Building and Facilities): the homestays featured unique architectural styles reflective of local culture, such as Northwest courtyard designs and Yugur yurts. Modern amenities included 24-hour hot water, stable electricity, and Wi-Fi.

3) Activities: homestays offered diverse cultural and recreational activities: Examples included traditional craft workshops, cultural performances, flower-viewing outings, and ethnic minority festivals. These activities helped promote local heritage and engage tourists.

4) Operation and Management: management varied between individual operators and company-run establishments. Operators participated in government-organized training and utilized structured management systems for efficient operations.

5) Location: homestays were strategically located with easy access via direct roads and were prominently featured on map and navigation apps. Proximity to urban centers and natural attractions increased their appeal.

6) Sanitation and Services: all homestays maintained high standards of cleanliness and provided comprehensive amenities such as towels, toiletries, and kettles. Food safety was emphasized, with clean kitchens and disclosed ingredient sources.

7) Safety and Security: homestays had robust safety measures, including first aid training, AEDs, smoke alarms, and clear evacuation routes. Regular safety drills and infrastructure inspections ensured guest safety.

8) Marketing: marketing efforts included festival-themed promotions, collaborations with travel clubs, and an online presence on platforms like Douyin. Future plans involved enhancing cultural tourism promotions.

9) Sustainability: homestays supported local economies by employing community workers and sourcing local products. They emphasized organic and pollution-free food offerings and promoted local handicrafts, contributing to sustainable tourism practices.

Research finding from tourists' interview found that among 76 tourists, there were female tourists and male tourists, the proportion was 56.50% and 43.40%

respectively. The mainly respondents concentrate in the age group of 18-35 years old, accounting for 82.90% and more than half of the respondents, accounting for 67.10% graduated with a bachelor's or degree exceeds and 65.80% work as civil servants in public institutions. More than half of respondents had a monthly household income of 5000 to 10000yuan, accounting for 59.21%. Through investigation, the proportion of tourists from other provinces has reached 55.30%, and tourists from outside the province are mainly concentrated in Zhejiang Province and Jiangsu Province. It was found that almost 45% of local tourists from Jiuquan came to experience homestays. Most of them made reservations through Weibo, WeChat, and mobile app software, accounting for 40% and 80.26% of them could accept the price of homestay rooms (standard rooms) below 599 yuan. The main factors considered by tourists when booking homestays were whether the price was affordable, whether the transportation was convenient, whether the infrastructure was complete, whether there were scenic spots in the surrounding area, whether the homestay environment was warm like home, which accounted for 15.48%, 11.29%, 10.97%, 10%, and 9.68% of the total survey respondents, respectively. Furthermore, nearly half (47.37%) chose scenic vacation-type homestays, which was consistent with the earlier analysis indicating that tourists considered the presence of scenic spots when booking homestays. The next most popular type was the artistic experience oriented, accounting for 21.05%. This type of homestay also entailed specific requirements for tourists themselves, predominantly attracting painters or art sketching groups. Following this was the rural experiential type, chosen by almost 15% of respondents. Furthermore, the results of tourist interviews revealed that the characteristics which left a deep impression on tourists regarding Jiuquan homestays were the unique architecture and the beautiful, tranquil environment. Tourists sought warmth, comfort, and freedom, thus opting to stay overnight at homestays, perceiving them as offering a homelike ambiance and freedom. Moreover, the most satisfying factors for tourists were a rich cultural atmosphere and good service attitude, accounting for 28.95% and 21.05% respectively. In addition, 48.60% of tourists felt "home like comfort and ease" while staying at homestay. The majority of tourists preferred amenities such as coffee and tea houses

33.55%, book bars 29.03%, and small bars 21.29%, respectively. Lastly, the tourists had suggestions for homestays development, Tourists were hoping that homestays could give tourists the same feeling as warm, comfortable, free, and home like service 43.42%, followed by thoughtful and distinctive service 13.16% and architecture with distinctive features 11.84%.

### 5.1.2 The business model canvas for Jiuquan Homestay

Based on the research findings, the researcher proposed the business model canvas for Jiuquan Homestay, which included:

1) Key partners: local government, tourism agencies, cultural heritage organizations, local businesses (restaurants, souvenir shops), transportation services online travel agencies (weibo, wechat, mobile apps) and local artisans and craftsmen.

2) Key activities: marketing and promotion of the homestay, preservation and showcasing of traditional Chinese culture, hosting cultural events and workshops, customer service and hospitality management, collaboration with local businesses and tour operators, maintenance and operations of the homestay properties, infrastructure improvement and the implementation of sustainable tourism practices

3) Key resources: traditional homestay properties, skilled staff in hospitality and customer service, partnerships with cultural and tourism organizations, marketing and promotional materials, cultural artifacts and resources for workshops, financial capital for maintenance and development, strategic location (Suzhou District, Jiuquan City) and unique architecture and tranquil environment

4) Value propositions: authentic experience of traditional Chinese culture, unique cultural heritage immersion, high-quality hospitality and personalized service, opportunities to participate in cultural activities and workshops, scenic and tranquil environment for relaxation, strong connection to local traditions and history, warmth, comfort, and freedom in a homelike ambiance and stylish atmosphere and environment appealing to young travelers

5) Customer relationships: personalized customer service, cultural guides and hosts, feedback systems for continuous improvement, loyalty programs and repeat

guest incentives, social media engagement and online community building, curated travel itineraries and local cuisine recommendations

6) Channels: company website, online travel agencies (Weibo, WeChat, mobile apps), social media platforms (WeChat, Weibo, Instagram), tourism fairs and travel expos, local tourism offices and visitor centers, collaboration with travel bloggers and influencers

7) Customer segments: domestic tourists interested in cultural heritage, international tourists seeking authentic cultural experiences, families looking for educational travel experiences, cultural enthusiasts and scholars, retirees and senior travelers, young professionals seeking unique travel experiences and painters or art sketching groups (for artistic experience-oriented homestays)

8) Cost structure: maintenance and upkeep of homestay properties, salaries for staff and cultural guides, marketing and promotional expenses, costs for cultural event organization and materials, partnership and collaboration fees, operational expenses (utilities, supplies), infrastructure improvement and development and implementation of sustainable tourism practices

9) Revenue streams: accommodation fees, fees for cultural workshops and events, merchandise sales (local crafts, souvenirs), partnerships and sponsorships, special packages and experiences and online booking and reservation fees

## 5.2 Discussion

### 5.2.1 The Potential development of homestays in Jiuquan

The current tourism industry has shown a development trend of personalization, diversification and quality. For the postmodern consumer group, mainly those born after 1990, they are characterized by individuality and pursuit of independence, and interesting, personalized and non-standardized homestay products are a new trend to meet this demand. The current homestay should be a "featured homestay". Some homestays in Jiuquan City are still in the tourism industry of sightseeing to meet material needs, which does not match the current social public's demand for higher-level spiritual tourism. In the past, the extensive accommodation format of

farmhouses could no longer meet the needs of the emerging market, so refined tourist homestays came into being.

The development of the homestay industry will enrich the connotation and extension of rural tourism, and the people's livelihood functions and poverty alleviation benefits will become increasingly significant. The key to rural revitalization is the return of talents. Currently, most villages have experienced social problems such as hollowing out, labor loss, and community decline. The social force led by elites advocated by tourists. Homestays will become an important starting point for improving the rural economy and realizing rural revitalization. Due to its strong cohesion, Homestays can effectively attract capital, talent, technology and other production factors. Let urban elites return to their hometowns to start businesses, including urban investors, rural elites, and university intellectuals. Their participation can bring about the core elements such as concepts, policies, funds, technologies, and industries that are most lacking in rural development, and can also gradually awaken an awareness of other villagers in the countryside is also an important value in the development of homestay.

As an emerging tourism industry, tourist homestays, with the "homestay +" model, are also continuously integrating with agriculture, science, culture, sports, big data, real estate development and other industries. By absorbing the advantageous resources of different industries and conducting cross-border financing, they actively promote the development of cultural and creative industries. From national departments to local governments, tourist homestays are regarded as an important focus for improving the quality of regional rural tourism. Through the homestay industry, we can effectively gather passenger flow, attract talent flow and capital flow, form material flow and industrial flow, innovate cultural flow and technological flow, and effectively promote the improvement of regional rural tourism quality.

Strengthening the construction of hardware service supporting facilities and improving the internal and external environment. Some homestays have missing supporting facilities or poor use effects, which will seriously affect tourists' experience of homestays and their satisfaction with the final service quality. Some guesthouses are

basically earth-based rooms with large spaces, poor sound insulation, warmth and moisture resistance. Some tourist homestays have been painted based on local houses, but it is difficult to change their relatively damp and poor sound insulation properties. This will affect tourists' satisfaction, so this part of the hardware facilities is very necessary to improve. In addition to improvements in decoration, dehumidification, mildew prevention and sound insulation should also be carried out accordingly.

Although tourist homestays are non-standard accommodation products, their hardware services should also be standardized. In addition to basic toiletries, accommodation facilities and leisure facilities should also be standardized. Tourists also have high expectations and requirements for comfortable bedding, effective heating and cooling equipment, wireless networks, hot water supply, etc. Therefore. While pursuing personalized services, tourist homestays cannot ignore these basic supporting facilities, and need to maintain these facilities and equipment at a standard or even above standard level.

Government departments should vigorously improve infrastructure and public service systems. Scholar Min-o Kanazawa(Kanazawa, 1985) believes that government regulation is the government's intervention and interference in the activities of economic entities with the purpose of correcting and improving the inherent problems of the market mechanism under the background of the market mechanism and the underlying economic system. Establish a comprehensive transportation network to provide convenient transportation for tourists; strengthen environmental protection and governance, optimize the natural environment, strengthen tourist public toilets, create a good environmental atmosphere, and fully implement standardized services for rural tourism to improve service quality and tourist satisfaction.

Strengthening talent training and improving comprehensive service quality, service personnel are the most critical link in service contact, and the non-standard accommodation product of tourist homestays has higher requirements for service personnel. Compared with hotels, tourist homestays have more exchanges with service personnel and homestay operators, and more humanized services, which is precisely one

of the attractive aspects of tourist homestays. Therefore, the service of tourist homestays is not only reflected in hardware, but also in human services.

The feeling of "home" that homestays want to create and let tourists experience services that are different from hotels need to rely on the interaction between service personnel and tourists to create and achieve. Therefore, it is necessary to train and cultivate service personnel's service concepts, service attitudes, service etiquette, etc. in all aspects.

The overall quality of service personnel in Jiuquan tourist homestays is not high, they are older, and lack service concepts, which directly affects tourists' accommodation satisfaction. Many service personnel's services are just to welcome and send off tourists. During the tourists' stay, there is less communication and exchange, lack of special care for tourists, and no recommendation and guidance for surrounding experience projects, catering, and entertainment. According to scholar Jiang (Jiang, 2024)analyze, service personnel are the most critical link in service contact, and tourist homestays, a non-standard accommodation product, have higher requirements for service personnel. Compared with hotels, tourist homestays have more exchanges with tourists, service personnel, and homestay operators, and more humanized services, which is precisely an important factor that attracts people to tourist homestays.

Therefore, in addition to service training for general service personnel, systematic training should be conducted for all staff to improve their service skills, improve their ability to respond to emergencies, increase the frequency of service to tourists during their stay, and allow tourists to enjoy relatively consistent high-quality and enthusiastic services from check-in to check-out. Pay attention to the satisfaction of service personnel with the tourist homestay itself. The higher the satisfaction of internal staff with the homestay, the higher the satisfaction of external tourists will be according to the satisfaction mirror theory. In other words, the more service personnel treat the service of homestay as their own business, rather than completing the task perfunctorily, the better their service attitude will be to tourists, the higher their attention will be, and the higher the satisfaction of tourists will be with the service experience.

Improve customer relationship maintenance management mechanism and strengthen service quality evaluation, the low repurchase rate and referral rate of Jiuquan tourist homestays is a pain point for them, and this pain point can be solved by improving the customer relationship maintenance management mechanism. While managing customer relationships, homestay operators can also collect tourists' feedback on the service quality of homestays, and then make improvements. Customer relationship maintenance management can improve the core competitiveness of tourist homestays and bring personalized interaction and service processes to tourists. Good customer relationship maintenance management can not only retain old customers for tourist homestays, but also attract new customers and convert some customers into loyal customers, thereby increasing the market. In addition to direct communication and exchanges when tourists check in, the most important thing for customer relationship maintenance is to carry out post-maintenance and publicity after tourists leave the store, such as holiday greetings through WeChat, and promotion of new activities and newly developed attractions through moments.

Nowadays, most tourists book rooms on online OTA platforms. After checking in, many tourists will be invited by the platform to evaluate the tourist homestays. Since each tourist has different perceptions of the service, the same service may receive both favorable and ordinary reviews. There will be an entry for homestay operators to reply to customer comments on the platform. Therefore, timely response and reply to tourists' OTA reviews is also an important way to maintain customer relationships. In addition, it is also an effective way to remedy the service of low-perceived reviews and conduct self-marketing for other potential customers. When OTA platform users choose homestays, they will mainly focus on the evaluation of the house, which will directly affect the booking behavior of other platform users. Therefore, good evaluation and interaction are also crucial for the marketing and transaction rate of tourist homestays.

Constructing a service quality evaluation system. Service quality evaluation is very necessary to improve the service quality of homestays. User reviews on OTA platforms can be used as an effective channel for collecting service quality evaluations.

In addition, some users do not have the habit of reviewing. Homestay operators can take the initiative to conduct return visits by tourists to understand their true service perceptions. Operators can evaluate service quality based on these reviews and feedback, improve aspects that tourists perceive less, and shorten the gap between tourists' expectations and actual perceptions.

To explore cultural connotations and highlight humanistic feelings, homestays are emerging tourism formats that are rich in cultural feelings, local interests, and local customs. Cultural inheritance is the process of passing on cultural knowledge, customs and art from one generation to the next to ensure the continuity and vitality of culture. In the context of rural homestays, it includes not only architectural styles, decorative arts, and traditional handicrafts, but also local history, customs, and food culture. (Guangming.com, 2023) Jiuquan City has a profound folk culture with classic legends, which are valuable cultural materials that can be refined and used. Rural cultural materials are rich and diverse, such as folk customs, traditional villages, local celebrities, and special food, which are all worth learning from. Homestay culture is rich and diverse, and can be theme culture, regional culture, local culture, traditional culture, family culture, etc. These cultures are all sources of humanistic feelings. In addition, homestays can also introduce personalized cultural themes, such as tea interpretation, ink painting, cultural creation, photography and other elements. Through cultural imprints, the target group can be subdivided to attract different groups to stay. In addition, the design of homestays should highlight regional cultural symbols, and specific to a door handle, a streetlamp, a dining table, a set of tableware, etc. are all small windows that reflect local culture.

To Establish an information network and improve marketing methods, with the advent of the Internet era, the way people communicate has also undergone tremendous changes, which not only affects the thinking and travel methods of tourists, but also brings greater challenges to the managers and operators of tourist destinations. As a government management department, it should establish a comprehensive big data center to create a rural tourism e-commerce platform that connects upstream and downstream industries such as "scenic spots, hotels, transportation, catering,

entertainment, shopping"; various folk custom operators should use modern high-tech to improve intelligent construction, use artificial intelligence AI technology to design technology experience products, and increase tourists' experience; operators should be good at using new media, such as WeChat, Weibo, and various APPs for "micro-marketing". Through the three-dimensional integration of government, scenic spots, and operators, a more efficient network marketing system involving products, channels, markets, and brand communication is established.

Tourist homestay have unique resource advantages. Whether they are urban tourist homestays or rural tourist homestays, as long as they give full play to their resource advantages, they will help tourist homestays get better experience. To enrich the experience projects of tourism homestays and provide personalized services, the experience activities of Jiuquan tourism homestays are mainly concentrated on festival activities. The experience projects and activities organized by individual homestays are relatively few, which makes the core competitiveness of tourism homestays not obvious, and the activities of tourism homestays are highly homogenized. Therefore, it is very important for tourism homestays to have their own unique experience projects. Tourism homestays can hold the following activities under certain conditions:

- 1) Homestay operators can hold theme photography exhibitions or photography competitions to build tourism homestays into an event venue that photography enthusiasts must visit every year.

- 2) Operators can contact companies to provide team building venues if the venue permits.

- 3) Carry out intangible cultural heritage performances, such as Jiuquan's local intangible cultural heritage and Qinqiang performances.

- 4) Invite tourists to participate in the production of relevant cultural and creative products or food, such as Dragon Boat Festival rice dumplings, Mid-Autumn Festival moon cakes, various delicacies before the Spring Festival, pottery production, etc.

5) Carry out outdoor bonfire parties, camping, barbecues, outdoor cycling, outdoor hiking and other activities.

6) Farmhouse experience. Provide tourists with experience activities such as agriculture, forestry, animal husbandry and fishery, such as allowing travelers to personally experience planting crops. This way, tourists can not only relax, but also learn agricultural knowledge and expand the content of homestay operations.

### 5.2.2 The tourist general information

#### 1) Tourists' Gender

According to research results female tourists were slightly more than male tourists, possibly because women generally take care of their families and are more interested in the atmosphere and feelings of the homes promoted by homestays compared to men, or because women are curious, they want to explore the decoration and design of homestays to decorate their home. The results are consistent with Poruțiu's study (Poruțiu, 2021), indicating that a majority of respondents were female and aged between 18 and 30 years old, and were employed.

#### 2) Tourists' age

Tourists of different age groups have different needs and concerns for homestays. So, when studying homestays' tourist, it is important to pay attention to age as a demographic characteristic. From 76 valid questionnaires, tourists were mainly concentrated in the age group of 20-35 years old, according to age estimates, they should be born in the 1980s and 1990s. After hard work, the 80s have already gained a certain level of economic strength and are currently in a period of career growth. Due to high work pressure, traveling has become a way to relax and relax, and families have basically stabilized. The findings align with Wang (Z. Wang, Huang, W. J., & Liu-Lastres, 2022), which revealed that the majority of respondents were females aged between 21 and 32 years old, with a monthly income of 6,000 RMB. All respondents used both Weibo and Xiaohongshu on their smartphones at least once a week, and they confirmed that travel-related posts on these applications influenced their decision-making process.

#### 3) Tourists' educational level

According to Maslow's consumption level(Sharpley, 2014),tourism belongs to the high-level spiritual satisfaction needs, which are the higher-level needs generated by tourists to achieve self-respect and self-realization. Generally, tourism activities themselves determine that tourists should have high cultural literacy, especially historical and cultural tourism activities that require high cultural literacy from tourists. Scholar Jiang(Jiang, 2024) find when choosing rural tourism and homestay products, tourists with higher education levels account for a larger proportion. They will choose in-depth tours and choose tourist destinations with better cultural experiences. This research finding also confirms this viewpoint, the population with a bachelor's or associate's degree exceeded more than half of the total survey respondents, tourists with higher levels of education are better able to understand and appreciate the design and decoration beauty of homestays, as well as the emotions of homestay owners when traveling, and have a deeper understanding and feeling of homestays.

#### 4) Tourists' Occupation

The consumption habits, psychology, and level of consumption of tourists are influenced by their occupational status, which is reflected in the homestay market. Scholar Tang(Tang, 2020) found in her research among homestay tourism customers, tourists are mostly civil servants and public institutions, who have stable incomes and strong consumption concepts. According to this occupational characteristic finding, the number of civil servants in public institutions reached at the most ranking, due to their stable work, high income, high education level, and pursuit of high spiritual level, which indicating homestay tourists has good income, they are still willing to consume homestays and can be a key target for future development. Therefore, in the future, efforts should be intensified to develop business tourism and parent-child tourism.

#### 5) Tourists' average monthly household income

For most tourists, economic strength is the most important factor in the success of tourism. Income directly determines the level and level of consumption of tourists, and it is also an important factor that must be considered when marketing tourism related industries.(Ding et al., 2023) This factor is particularly important for homestay

enthusiasts. The proportion of tourists with a monthly household income of 5000 to 10000 yuan was the highest, high-income tourists from other provinces were significantly higher than those from within Gansu province. This is consistent with the fact that the economic development level in the coastal areas of Jiangsu and Zhejiang is relatively high(X. Song, 2022). Thus, tourists from these provinces are the main domestic tourists who travel to Jiuquan homestay excepted tourist from Gansu Province.

We have analyzed some basic characteristics of tourists earlier, but in order to better understand their perception of tourist homestays, we will further analyze tourists behaviors. This finding can support clearly understanding the target group of tourist homestays, provide targeted services, and tap into the potential of homestay development.

Before traveling, tourists often collect information about homestays related to their destination through various channels, and then make decisions based on their subjective preferences. According to research finding, most tourists made reservations through Weibo, WeChat, and mobile app software while the number of people booking homestays through newspapers, magazines, travel brochures, radio, television advertisements was low, indicating that WeChat, Weibo, and mobile app push are more effective ways to promote homestays and also in line with the age characteristics of homestay consumers. It can be seen that in the market of tourism homestays in Jiuquan City, the dissemination of networks and new media channels has played an important role. Traditional information collection channels cannot play their due role. The promotion and operation of tourism homestays should be combined with the current development trend and continuously innovate marketing methods. The finding is consistent with Gamage's(Gamage, 2022) study, which suggests that Chinese travelers utilize WeChat to make hotel decisions because high-quality visual content effectively communicates a hotel's service offerings. The study emphasizes the importance of understanding the gratifications Chinese travelers seek when using WeChat for hotel selection.

### 5.2.3 The business model canvas for Jiuquan Homestay

The business model canvas for Jiuquan homestay consisted of the key elements that underpin its operations and success. By capitalizing on local cultural heritage, forming strategic partnerships, and prioritizing high-quality service, the homestay provides tourists with a unique and enriching experience. Its focus on sustainable tourism practices and ongoing improvements guarantees long-term success and benefits for the local economy.

The success of Jiuquan Homestay Development hinges on robust partnerships with various stakeholders. Local government bodies play a crucial role in providing support and guidance, while tourism agencies help in marketing and promoting the homestays. Cultural heritage organizations contribute to preserving and showcasing traditional Chinese culture, enhancing the authenticity of the experience offered. Collaborations with local businesses, such as restaurants and souvenir shops, create a comprehensive tourism ecosystem. Additionally, transportation services and online travel agencies (OTAs) like Weibo, WeChat, and mobile apps are instrumental in facilitating easy access and bookings. Local artisans and craftsmen enrich the cultural offerings, making the homestay experience more immersive and unique. According to (Gao, 2017) analyzes the advantages and disadvantages of OTA tourism online booking consumption behavior and proposes an OTA tourism online booking model, which comprehensively improves the comprehensive effect of tourism management and brings people a new travel experience.

The core activities of Jiuquan Homestay Development revolve around marketing and promotion, preservation of cultural heritage, and hosting cultural events and workshops. Effective marketing strategies are essential to attract tourists both domestically and internationally. Preserving traditional Chinese culture and showcasing it through various events and workshops enhances the homestay's appeal. Excellent customer service and hospitality management ensure that guests have a memorable and enjoyable stay. Collaborating with local businesses and tour operators helps in creating tailored travel experiences. Maintenance and operations of the homestay properties are

crucial for sustaining high standards of service. Furthermore, infrastructure improvement and the implementation of sustainable tourism practices are pivotal activities that contribute to the long-term success of the homestays. Rural homestay tourism has gradually become an important support for the development of the rural tourism industry. Strengthening government guidance, improving infrastructure construction, paying attention to ecological environment protection, highlighting the characteristics of rural homestay tourism, and gradually guiding the development and growth of the rural tourism industry (Li & Wang, 2023).

The homestay properties themselves are a vital resource, characterized by unique architecture and a tranquil environment. Skilled staff proficient in hospitality and customer service are essential for providing personalized experiences. Partnerships with cultural and tourism organizations enhance the authenticity and depth of the cultural offerings. Marketing and promotional materials are necessary for effective outreach. Cultural artifacts and resources for workshops add to the immersive experience. Financial capital is required for maintenance, development, and infrastructure improvements. The strategic location in Suzhou District, Jiuquan City, with its rich history and picturesque rural setting, is a significant resource that attracts tourists. Tourism development in Jiuquan should be diversified, highlighting ethnic customs and cultural tourism, and also focusing on developing experiential and participatory projects to accelerate the development of ecotourism in ethnic minority areas (Li & Wu, 2009)

Jiuquan Homestay Development offers several compelling value propositions. Tourists can experience an authentic immersion into traditional Chinese culture, enhanced by unique cultural heritage sites. High-quality hospitality and personalized service ensure that guests feel welcomed and valued. The opportunity to participate in cultural activities and workshops enriches the overall experience. The scenic and tranquil environment provides a perfect setting for relaxation. The strong connection to local traditions and history adds depth to the stay. Additionally, the homelike ambiance, characterized by warmth, comfort, and freedom, sets Jiuquan Homestays apart from other lodging options. The stylish atmosphere and environment appeal

particularly to young travelers, creating a modern yet culturally rich experience. As the most popular form of accommodation in the current era, according to (Xia, 2020) homestay has its own unique design connotation and is also a unique architectural type in my country. It is different from ordinary hotels and brings tourists a unique living experience.

Building and maintaining strong customer relationships is vital for Jiuquan Homestay Development. Personalized customer service ensures that each guest's needs and preferences are met. Cultural guides and hosts provide insightful and engaging experiences. Feedback systems facilitate continuous improvement in services. Loyalty programs and incentives for repeat guests encourage long-term relationships. Active engagement on social media platforms helps build an online community and keeps guests informed and connected. Curated travel itineraries and local cuisine recommendations further enhance the guest experience, providing personalized and memorable stays. According to (Liu, 2019) Tourists will form a certain perception of the products and services provided by homestays. When the actual perceived experience exceeds the expectations before check-in, tourists are likely to feel satisfied. A good accommodation experience is likely to form a positive emotional bond and then generate place emotions.

Effective channels are essential for reaching potential customers and facilitating bookings. With the popularization of the Internet and smart mobile terminal technology, online marketing has established a good development environment, and the Internet is changing people's lifestyles. Through the Internet, the cultural characteristics of homestays can be better promoted, bringing more development space and vitality to homestays (Ji, 2022). The company website serves as a primary information and booking platform. OTAs like Weibo, WeChat, and mobile apps are crucial for reaching a broad audience. Social media platforms (WeChat, Weibo, Instagram) are used for marketing and engagement. Participation in tourism fairs and travel expos helps in direct outreach to potential tourists. Local tourism offices and visitor centers act as information hubs. Collaborations with travel bloggers and influencers help in reaching a wider audience through authentic reviews and recommendations.

Jiuquan Homestay Development caters to diverse customer segments. Domestic tourists interested in cultural heritage and international tourists seeking authentic cultural experiences form the primary audience. Families looking for educational travel experiences, cultural enthusiasts, and scholars are also significant segments. Retirees and senior travelers, young professionals seeking unique travel experiences, and artistic groups like painters or sketching enthusiasts are targeted through specific offerings tailored to their interests. Gansu is located in the golden section of the Silk Road Economic Belt. In the wave of tourism development, it has ushered in an important opportunity period for the rapid development of rural homestay tourism and has achieved great success(Liu, 2024) .

The cost structure of Jiuquan Homestay Development includes maintenance and upkeep of properties, salaries for staff and cultural guides, and marketing and promotional expenses. Costs for organizing cultural events and materials, partnership and collaboration fees, and operational expenses such as utilities and supplies are significant. Investments in infrastructure improvement and the implementation of sustainable tourism practices are also crucial cost factors. According to(X. Li, 2019) , competition in the homestay industry is becoming increasingly fierce. How to maintain competitive advantages in the industry, cost management is particularly prominent. Traditional cost management focuses on internal cost savings and can no longer meet the increasingly fierce competitive environment.

Revenue streams for Jiuquan Homestay Development are diverse. Accommodation fees form the primary source of income. Fees for cultural workshops and events, merchandise sales (local crafts and souvenirs), and partnerships and sponsorships contribute to the revenue. Special packages and unique experiences, along with online booking and reservation fees, further enhance the income. At present, some homestays have irregular operations, serious homogeneity, single source of income, lack of tourism culture, etc. The local characteristics of homestays are weakening, making it difficult to meet the cultural needs of tourists(Zhang, 2021). The homestays should

leverage local cultural heritage and offer a unique and enriching experience to tourists in order to gain additional revenues.

### 5.3 Research recommendations and suggestions

#### 5.3.1 Policy recommendation

To promote local economic development, strategic location selection ensures homestays are situated in areas that attract tourists, boosting local economies and creating job opportunities.

5.3.1.1 Small and medium-sized enterprises such as homestays should focus on screening objective environmental conditions such as transportation location, infrastructure, and business systems based on the principles of resource scarcity, facility convenience, and market consumption power.

5.3.1.2 The local government should promote relevant policies such as homestay standard policy or sustainable development goal policy, to ensure strict implementation of these policy.

5.3.1.3 Local residents, employees, investors and other stakeholders should actively communicate and cooperate with each other to create harmonious social network relationships. There should be supported for the following:

1) Infrastructure Improvement: Adequate supporting facilities such as transportation, utilities, and healthcare services enhance the overall tourist experience, encouraging repeat visits and positive reviews.

2) Operational Efficiency: Effective operation and management practices help homestays run smoothly, ensuring that resources are used optimally and that guest needs are met promptly.

3) Service Quality: High-quality service personnel ensure that guests have a pleasant and memorable experience, which is essential for word-of-mouth marketing and long-term success.

4) Sustainable Tourism: Government support can help homestay operators adopt sustainable practices, balancing economic benefits with environmental protection and cultural preservation.

### 5.3.2 Suggestion for further research

1) To study how to market and promote homestays to foreigners in order to expand benefits to secondary destinations and local entrepreneurs.

2) To study how to create a homestay tourism network to enable the participation of tourism stakeholders at the local, regional, and national levels for sustainable tourism.



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APPENDIX

## APPENDIX A

### Interview Form for Homestay Tourism (Homestay Owners)

Dear homestay operator, hello! I am a teacher majoring in Tourism Management at Jiuquan Vocational and Technical College. We have recently conducted research on the potential development of Jiuquan homestay, and will complete my master's thesis. In order to make the research more targeted and meet the actual needs of the majority of operators, we are currently conducting an on-site interview. Please take a few minutes to assist us in preparing an interview. The received data will only be used for graduation thesis purposes, and relevant information will be strictly confidential. Thank you!

#### 1. General Information of homestay owners:

Date & time of interview: .....

Homestay Name: .....

Homestay Location/address: .....

Business size/scale: .....

Accommodation rate: .....

#### 2. Homestay Standard Factors

-Accommodation (building and facilities)

Do you have any architectural features in your homestay?

How is the power supply in your homestay house? Is there an adequate supply of clean water in the house?

Do homestays have a reward database for tourists?

-Activities

Who are your main target customers? What are the characteristics, behaviors, needs, and wants of your customers regarding the homestay?

What local cultural characteristics have your homestays inherited? Intangible cultural heritage?

What are the ways in which your homestay integrates with local cultural and environmental industries?

What activities has your homestay organized, and why do these activities promote sustainable tourism or rural tourism? Additionally, how do these activities create value for both tourists and the local community?

Has your homestay ever held activities such as "protecting local handicrafts and showcasing local performing arts"?

-Operation and Management

Is the property of your current homestay owned by yourself?

How many years have you been operating a homestay?

Does your homestay have a systematic organizational structure with clear roles, responsibilities, and communication channels?

How do you accumulate experience in managing homestays?

What is the business scope of your homestay business license?

What are the costs associated with managing your homestay, and what strategies can be implemented to ensure its success and profitability?

What are your revenue streams?

What is your evaluation of the supervision and management of the homestay industry by government departments?

Is your homestay classified as a level homestay, and what is the rated level?

Is the homestay you operate registered with relevant institutions?

Have you joined corresponding associations/organizations (such as business partnerships, alliance, homestay associations, tourism associations, catering associations, etc.)?

Have you created any user manuals for your homestay? Are they convenient for guests to use?

-Location

What are the strengths of your homestay's location?

How do tourists arrive at your homestay? In what ways?

Do you have clear signage to guide guests to your homestay or use any Global Positioning System (GPS)/navigation system or any equipment to facilitate guests?

What are the tourism resources around your homestay that attract tourists?

-Sanitation and services

Is your homestay room clean? Are all types of facilities and equipment complete?

Is the surrounding environment/common area of your homestay clean?

What is your homestay doing in terms of food safety? Are there any safety hazards?

-Safety & Security

Have/How your homestay staff received relevant training and learning on first aid?

Are there any emergency facilities and equipment equipped in your homestay?

What other work have you done regarding the safety of homestays?

-Marketing

What promotional activities have your homestay held?

Does your homestay collaborate with local governments and tourism operators for marketing?

What promotional activities have you carried out on the Internet?

What are your future plans/marketing campaigns to promote your homestay?

-Sustainability principles

Does your homestay hire local community workers?

What are the measures to motivate employees in your homestay?

Have you purchased materials and products from local companies for your homestay?

Does your homestay provide guests with local handicrafts, food, etc?

How do you encourage tourists/guests to consume or be conscious about tourism? (such as promote local cuisine, educational materials, collaborate with local producers, provide recommendations, or offer eco-friendly amenities, etc.)

## APPENDIX B

### Interview Form for Homestay Tourism (Tourist's Form)

Dear tourist, hello! I am a teacher majoring in Tourism Management at Jiuquan Vocational and Technical College. We have recently conducted research on the potential development of Jiuquan homestay, and will complete my master's thesis. In order to make the research more targeted, we are currently conducting an on-site interview. Please take a few minutes to assist us in preparing an interview. The received data will only be used for graduation thesis purposes, and relevant information will be strictly confidential. Thank you!

#### Part 1: Basic homestay's information

- Q1. What is your gender?
- Q2. What is your age?
- Q3. What is your level of education?
- Q4. What is your profession?
- Q5. What is your monthly income level?

#### Part 2: The potential development of Jiuquan Homestay

- Q6. Where are you from, where do you search for information?
- Q7. Who influences your decision to stay in a homestay? Who do you come with?
- Q9. What channels do you usually use to learn about homestays and inns?
- Q10. What kind of website or app do you usually use to book homestays or hotels?
- Q11. Why do you choose to stay in homestay? and when do you visit to homestay?
- Q12. What would you like your homestay to be like? What kind of values are important to you in a homestay?
- Q13. What are your service needs when choosing to stay at a homestay?
- Q14. What do you think is the most attractive aspect of homestays?
- Q15. Which activities do you participate in during your homestay?
- Q16. What types of homestays do you like best?

Q17. For homestay accommodation, what do you think is the most reasonable pricing for each room? What is the price range for a homestay inn that you can accept, using a standard double room as an example?

Q18. What are the main factors do you consider when choosing the homestay? (host, accommodation, activities, management, location, hygiene and cleanliness, safety and security, marketing, sustainability principles)

Q19. What factors may make you most satisfied with a homestay? What do you feel Living in a Homestay?

Q20. Which aspect do you think the homestay industry should be developed in the future?



APPENDIX C  
Survey Picture



FIGURE 5 Interview of Jiuquan Suyun Xiangzhuang Homestay



FIGURE 6 Jiuquan Suyun Xiangzhuang Homestay



FIGURE 7 Exterior View of Jiuquan Suyunxiangzhuang Homestay



FIGURE 8 A Corner of Jiuquan Suyunxiangzhuang Homestay



FIGURE 9 Interview of Suzhou District HuangnibaoYugurr Style Homestay



FIGURE 10 Waiter of Suzhou District HuangnibaoYugurr Style Homestay



FIGURE 11 Service of Suzhou District HuangnibaoYugurr Style Homestay



FIGURE 12 Interview of Jinta Huyang Farmers Homestay



FIGURE 13 Interview of Suzhou District Silk Road Flower Travel Homestay



FIGURE 14 Suzhou District Silk Road Flower Travel Homestay



FIGURE 15 Log House of Suzhou District Silk Road Flower Travel Homestay



FIGURE 16 Rooms of Suzhou District Silk Road Flower Travel Homestay



FIGURE 17 Room interior of Suzhou District Silk Road Flower Travel Homestay



FIGURE 18 Interview of Jinta Huyang Farmers Homestay



VITA

