The Development Experience of Taiwan's Minshuku and Its Reference

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Keywords: Minshuku; Development situation; Leisure agriculture; Experience and reference.

Abstract. With the deepening of rural revitalization strategy, Minshuku industry has become a hot focus in research and investment industry. However, due to the late start of minshuku in mainland China, the current minshuku industry is still in the initial stage of development, the definition of the concept, the norms of management and future development is relatively lacking. Minshuku in Europe such as British and French, Asia such as Japan, Taiwan has developed for a long time, its development scale and management level tend to mature. Therefore, this paper takes Taiwan as an example, which has the same roots as the mainland's history and culture, analyzes the development process and motive mechanism of the minshuku in the Taiwan area, and chose the experience of value provides a reference for the development of minshuku in mainland China.

Introduction

Nineteenth National Congress of the Communist Party of China defined the general requirements for the implementation of rural revitalization in 20 words, and had detailed requirements for the concrete implementation standards for the development of rural construction. Rural tourism as the main means of the revitalization of rural industry, the residential industry is becoming more and more popular. Taiwan, which has the same culture as the mainland, so we chose Taiwan as the research goal. This paper analyzes the experience accumulated in the development process of Taiwan's minshuku industry, and provides experience for the subsequent development of the mainland's minshuku industry. Minshuku in Taiwan began to sprout in the 1980s, after more than 30 years of development, has accumulated some experience and has achieved certain results. From the home business model of providing accommodation and breakfast (Bed & Breakfast) to the minshuku industry, it has become an important part of Taiwan's tourism industry. The "Basic Requirements and Evaluation of Minshuku" implemented by the National Tourism Administration marks the rapid development stage in mainland China. Under the background of tourism development, It is particularly necessary to provide experience for the development of minshuku in mainland China with the help of the mature experience of Taiwan's residential development. In this paper, analyze the origin and connotation, the historical stage of development of minshuku in Taiwan, On the basis of the motive mechanism, find the effective experience of Taiwan's residential development, which provides feasible suggestions for the development of minshuku in mainland China.

The Origin and Definition of Minshuku

The Origin of Minshuku

Britain is the earliest industrialized country in the world. The rapid development of industrialization has indirectly affected the rural development and environmental ecology, promoted the development of leisure agriculture in this area, and adopted "B & B" (Bed & Breakfast) model. Provided simple accommodation and breakfast services. French minshuku follow the European tradition and operate in a similar way to the UK, and still adopt the "B & B" model. However, in 2000, the French Government amended the law on residential accommodation to make clear the number of rooms to be operated: no more than five, or more than that for "hotel" [1]. Japan's residential industry has a long history. The birthplace is the famous tourist resorts of Yidou
Peninsula and Baima Mountain, which have unique natural landscape and regional customs[2]. Similar to the origin of Japanese minshuku, Taiwan's minshuku industry was developed in the Kenting National Park in the 1980s, initially to alleviate the shortage of local tourist accommodation. Later, because its price is close to the people, rich in local characteristics and it has been widely accepted, and is now becoming the preferred accommodation for tourists to visit Taiwan [3]. Because of the rapid development of China's economy in the past 30 years since the reform and opening up, the traditional Chinese tour with groups and superficial tourism mode cannot fit the growing demand of tourists to experience the depth of tourism. In recent years, young people returning to experience gradually become the main tourist mode, and this type of travel choose to stay at home hotels, minshuku and youth inns have become the main choice of accommodation.

**Definition of Minshuku**

Minshuku, which originated in Japan, is similar to "B&B" (Bed & Breakfast) in Britain [4]. "Guest house" and "Homestay" or "Hostal" are mainly used in Germany and the United States. Instead of paying attention to the layout of the home, they attract tourists with the warm service of the host [5]. In the regulations for the Administration of Minshuku, promulgated by Taiwan Province in 2001, a clear definition of residential accommodation was given: "Minshuku" (Bed&Breakast; B&B) is used by practitioners. In 2017, the National Ministry of Culture and Tourism issued the basic requirements and Evaluation of minshuku in mainland China for the first time to explain the definition of minshuku: "Homestay inn", where local idle resources are used and the host participates in the reception. Small accommodation facilities for visitors to experience local nature, culture and lifestyle. (note: they can be divided into urban and rural minshuku according to their geographical location.). Based on the experience of minshuku development in Taiwan area, this paper makes some guiding suggestions for the development of minshuku in mainland China, so the minshuku in this paper is mainly aimed at the types of minshuku that meet the basic requirements and evaluation of minshuku.

**The Development of Rural Residential Houses in Taiwan**

It is generally acknowledged that the origin of Taiwan's minshuku began in 1980 with the development of Kenting National Park. In 1984, with the establishment of Kenting National Park, the favorable climate and beautiful coastal scenery attracted a large number of tourists to visit. Thus make it difficult to find accommodation. In order to solve this situation, local residents who have vacant rooms will go to local hotels and bus stations to recruit guests for a little service charge as an additional income for the family. Over time, a fixed pattern of accommodation was formed. It was in this way that Kenting became the earliest concentrated residential area in Taiwan [6]. The Alishan region's develop for the same reason. But Taiwan's minshuku only a simple form of accommodation. Only provide a simple accommodation service, and there is no catering and farm experience activities, because the minshuku at this stage is still in the early stage of exploration. 

The late 1990s was the period of Taiwan's minshuku development. With the increase of national income, people pay more and more attention to the quality of leisure life. Taiwan's residential industry gradually changed from the original "part-time business" to the "specialization" and "high quality" business model in Japan or Europe. [7]. In 2001, the "Measures for the Management of Minshuku" was formulated. And the policy of the week and two days free formulated in the same year, so that the people have the time elements to travel. In 2002, the Taiwan "Executive Yuan" in "Challenge 2008 National Development Key Plan" listed the tourism leisure industry as one of the surrounding industries of the cultural creation industry. In 1919, minshuku tourism became an important part of the leisure industry [8]. The implementation of this series of policy acts has further promoted the development of rural tourism in Taiwan, and take an important opportunity of transformation of minshuku. As a result, many minshuku operators began to focus on their careers to the minshuku industry, combining their aspirations and interests with the characteristics of the local residential management, so that their personal life tastes and artistic pursuits could be displayed on a platform. Visitors can also experience the joy of home and life. From then on,
Taiwan began to establish its own local characteristics, from "B & B" mode to "quality", "specialization". Brand mode. At this time, Taiwan has entered a period of rapid development. The number of legal homes grew rapidly during that period, rising by 58 times to an average of a year by the end of February 2013 since registration began in February 2003.

The Motive Mechanism for the Development of Minshuku in Taiwan

A Series of Policy Guidance for the Development of Leisure Tourism

The current situation of Taiwan's minshuku development is closely related to the Taiwan government's timely formulation of appropriate development policies based on the progress of the local minshuku development. The formulation of the "Measures for the Administration of Minshuku" in 2001, and the establishment of a weekly have 2 days holiday in the same year. In 2002, the Executive Yuan listed the leisure industry as one of the surrounding industries of the cultural creation industry in the "Challenge 2008 National Development Key Plan". To promote the entire Taiwan legal registration of the overall trend of minshuku.

The Power of Self-organized Industry Association

In order to maintain the creative spirit of Taiwan's minshuku development, provide operators with a platform for communication and study, so that Taiwan's minshuku industry can continue to develop healthily. A group of minshuku operators and scholars spontaneously organized a non-governmental organization “Taiwan Rural Residential Development Activity" in 2003. With the increase of the number of participants, the association was formally established and renamed "Taiwan Rural Residential Development Association" in 2007, the name was changed to "Taiwan Minshuku Association" in 2014, the full name was determined to be "Association of Minshuku and legal Persons of Taiwan." Subsequently, it spread all over Taiwan [9].

Attractiveness of Tourism Market Motivation and Operator’s Personality

Taiwan’s minshuku developed along with Taiwan’s tourism industry, spreading from Kenting Park in the south to Alishan in the east and spread the whole island [10]. In 2011, Beijing, Shanghai and Xiamen were the first batch of individual tourist visa areas, and Taiwan gradually became the main destination for mainland tourists. With the popularity of traveling to Taiwan, Taiwan minshuku has become the first choice for personal travel. The primary feature of Taiwan minshuku is clean and comfortable, even in the most remote mountain areas, bedding, sanitary ware and toiletries are not careless at all. Building can also be fully integrated with local characteristics, the operators create a "home" feel in let tourists "Do not want to back to Shu country"[11].

The Experience of Taiwan's Minshuku Development and Its Reference to the Mainland

Synergies between Government Policies and Civil Society Organizations

In the rapid development of Taiwan, the government and industry associations played a significant role. The establishment of the "Measures for the Administration of Minshuku" has played a great role in promoting the scope of legal supervision and the deal with the problems of the development of the minshuku. As far as the mainland minshuku, they are mainly Nongjiale, family hotels and rural hotels, and the supervision is weak. Most of operators using their vacant houses. But the sanitary conditions such as accommodation and catering are simple and poor. Take the “Basic Requirements and Evaluation of Minshuku” which promulgate by National Ministry of Culture and Tourism in 2017 as the first official regulation bill for mainland minshuku, it’s 16 years later than Taiwan. But that’s not enough. To allow far-sighted operators and scholars to organize associations to ensure the healthy and long-term development of minshuku. The alliance, which plays a key role in the absence of policy, will promote the sustainable and healthy development of mainland minshuku.
Specialization of Residential Products and Services

In Taiwan, the minshuku’s operators will according to the local characteristics and combined with the personal hobbies and willingness to create the host wants to stay during the leisure period. At present, minshuku in mainland China should try their best to avoid the old idea, set up regional alliance, and build the minshuku with dream, warmth and personality. For the service standards, can refer to the star hotels for guest rooms, catering service, to formulate the local characteristics, built to a brand, let the brand influence to promote regional economic development, forming an economic industrial chain.

Improve the Quality of Operators to Ensure the Healthy Development of Minshuku

At present, in addition to some more developed areas, such as Mogan Mountain in Deqing and the banks of Erhai Lake in Yunnan, the operators of minshuku have rich education and experience, while the other areas are mainly played by local residents. Local residents lack of professional management experience and relevant professional skills when running minshuku. Due to crowd of tourists in Peak season, they malicious raise prices, lower service, only care for the profit, regardless of the long and healthy development of the industry, affecting the reputation of local residents directly. With the development of the network, the sharing of industry experience and the improvement of operator's quality should not be limited by the geographical location of the region. The advanced concept of management and the planning for the healthy and long-term development of the industry in the future, using the network platform to spread among operators, to carry out multi-level, multi-angle, multi-channel training methods, Train all aspects of theory and practice skills to maintain a healthy long-term residential industry chain.

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