Construction and Development of Rural Tourism Characteristic Accommodation in Minority Areas—Taking Sichuan Ethnic Areas as an Example

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Abstract. There is a high degree of overlap between ethnic regions and areas rich in tourism resources in Sichuan Province. Tourism development has become the main means of economic development in ethnic areas. As far as The Legacy Hotel is concerned, its construction and development plays an important role in driving the economic development of ethnic minorities, such as small cost of ownership, advantages of guest sources and high rate of return for the characteristic accommodation industry-residential accommodation. Based on the definition, characteristics and development of residential accommodation, this paper puts forward the innovative mode and development strategy of rural tourism and characteristic accommodation construction in ethnic areas of Sichuan Province.

Introduction

At present, the special accommodation industry of our country is mainly concentrated in the south, which mainly concentrates on the surrounding of the tourist attractions and relies on the tourist attractions to radiate to the surrounding areas. There is a high degree of overlap between ethnic regions and areas rich in tourism resources in Sichuan Province. Tourism development has become the main means of economic development in ethnic areas. According to the resource endowment and the different stages of development, how to find the difference of orientation and realize the construction idea of "the integration of national culture and characteristic accommodation, and the combination of regional resources and characteristic service"? How to create a number of areas with family hotels, inns, peasant house, youth hostel, rural villas, residential apartments and other business forms of characteristic accommodation industry, to promote the development of ethnic areas and along the road? At present, it is one of the important measures to promote the economic development of ethnic minorities in our province.

The Definition and Characteristics of Special Accommodation

At present, China's tourism has entered the stage of leisure vacation, the number of vacationers has increased dramatically, the market demand has increased, and the change of tourists' individuality has promoted the rapid development of the special accommodation industry-"residential accommodation".

The definition of Residential Accommodation

Residential tourism first originated in Europe, and foreign scholars generally expressed it as "bed and breakfast," that is, B&B (Bed and Breakfast). And there are a series of familial words to express the same meaning, such as Family Hotel, Family Inn, House Hotel, House Stay, Guesthouse and so on. The residential tourism operation mode and experience in Europe, America, Japan and other country for China's residential development provides a reference.

At present, there is no accurate and widely accepted definition of "residential accommodation" in Chinese mainland academia. In the study of residential accommodation related problems, there are
various references to "residential accommodation", "inn", "farm music", "family hotel" and so on. In October 2017, the National Tourism Administration issued the first industry standard, "basic requirements and Evaluation of Residential accommodation", proposing the definition of residential accommodation, that is, "using local idle resources, host to participate in reception, to provide tourists small accommodation facilities for the experience of local nature, culture and production and life style".

The characteristics of Residential Accommodation

Residential accommodation undertakes the upgrade function of general accommodation, and also has the basic function of residential accommodation or residence. As far as the development of residential accommodation is concerned, it also reflects the family management, the close communication with the host, the provision of a variety of services, highlighting the local characteristics, showing the humanistic care and other characteristics, to give the feeling of home to the lodger.

Analysis on the Present Situation of Rural Tourism and Characteristic Accommodation in Ethnic Areas of Sichuan Province

Present situation of Rural Tourism and characteristic accommodation in Ethnic Areas of Sichuan Province

Sichuan ethnic regions refer to Sichuan ethnic autonomous areas, including Ebian Yi Autonomous County, Ganzi Tibetan Autonomous Prefecture, Beichuan Qiang Autonomous County and Liangshan Yi Autonomous Prefecture, which are located in the interlaced zone between farming culture and nomadic culture. These areas are vast, accounting for more than 60% of the total area of Sichuan Province, Jiuzhaigou, Huanglong, Hailuogou, Daocheng Aden, Lugu Lake, Qionghai and other magical natural landscape and unique folk customs. With the rise of the global tourism boom and the increasing improvement of traffic conditions, more and more tourists from home and abroad are scrambling to come here to travel, sightseeing, recuperate, It provides more choices and convenience by the residential reconstruction hotel, leisure center, provide accommodation, farm, ranch, self-driving travel reception station and other forms of residential accommodation for tourists to experience local customs, catering accommodation. In recent years, Sichuan Province has issued more plans for the development of tourism industry in ethnic areas in Sichuan, such as the establishment of "Qiang Jia farm stay ", "Tibetan farm stay " and "Yi Jia farm stay " in 2008. In order to promote the development of rural tourism in ethnic areas of Sichuan Province, a demonstration village and demonstration village of pastoral (agricultural) farm stay with regional characteristics were constructed.

Problems Existing in the Characteristic Accommodation Industry of Rural Tourism in Ethnic Regions of Sichuan Province

Constraints on Management Level and Service Capacity. Residential accommodation management standards are diverse, including reception, privacy, comfort, environmental protection and so on. Residential accommodation management is a small and complete complex management system, because it has fewer people to manage daily affairs than traditional residential accommodation, so the difficulty coefficient is high and the demanding of quality of managers is high. But for some hostel which only depends on the transformation of accommodation, it lacks the management consciousness and method, and the service is "random" and "lazy", which leads to the low level of service.

Market Awareness is Weak, and Effective Product Publicity Has Not Been Carried out. Tourists' understanding of people in many ethnic areas of Sichuan still usually remains in the perception of word-of-mouth, and the single way of word-of-mouth promotion makes the target audience very limited. This is the root cause of the difficulty of rapid increase in reception in Sichuan ethnic areas. That is to say, the operators in Sichuan minority areas only passively wait for
tourists in the residential accommodation, and they do not form the consciousness of transmitting information to the outside world and the market consciousness is weak.

**Economic Backwardness and Lack of Public Service in Ethnic Areas.** Minority areas usually belong to economically underdeveloped regions, and poor public service capacity in the region is one of the external factors that affect the development of residential accommodation. Firstly, the construction of tourism infrastructure cannot match the reception of modern accommodation; secondly, the promotion of the destination is insufficient, the popularity of the tourist destination is not high, and the total number of tourists is limited.

**Tourism Development Is Not Planned as a Whole, and Regional Characteristics Are Not Obvious.** In the process of tourism development in ethnic areas, generally the operators find that visitation of tourists, and spontaneously reform the conditions of accommodation and participate in the construction of tourism economy. However, due to the lack of overall planning in the local tourism sector, the construction of cultural characteristics and image of themselves is not enough. Therefore, tourist destination is not attractive to tourists, and the number of tourists is very limited.

**Analysis of Rural Tourism and Characteristic Accommodation Construction Mode in Ethnic Areas of Sichuan Province**

**Scenic Spot Folk Accommodation**

To build a new pattern of global tourism development needs not only the support of different scenic spots, but also the cultivation and development of new tourism forms, such as rural residential tourism. The scenic spot folk accommodation should be created around the fine scenic spot, and the surrounding villages of the scenic spot should be regarded as the connecting area of the scenic spot leisure, sightseeing and folk culture accommodation experience, and the closed scenic spot should be transformed into the open experiential scenic spot, and the construction achievements of the scenic spot should be fully capitalized on. And realize the spillover effect of "scenic spots and residential accommodation ". Let tourists eat in the farmer's house, live in the farm, fully enjoy the quiet and leisure accommodation in view of the natural scenery.

**Traffic-Dependent inn**

Relying on regional boutique tourism routes and transportation lines, at the exit to the main rural tourist destination, providing fast accommodation of trestle-type farm aimed at passers-by tourists. Through the government's rural reconstruction plan, the original dilapidated farmhouses and villages will be planned and renovated into a trestle-type farmhouse or farm, which will only provide basic furniture facilities for rural life and convenient and fast-moving accommodation services within the farm. Let tourists experience the historical uniqueness of each farm in the local transformation of traditional architecture.

**Suburban Leisure Farmers**

In the construction of key towns around and new socialist countryside, we should actively cultivate and develop leisure and sightseeing agriculture and special accommodation industry with the theme of "eating farm food, living in a farm house, studying household work and enjoying family pleasure". And open up characteristic pastures, orchards, vegetable gardens, tea gardens, seedling garden and so on, so that tourists can not only visit, pick, experience labor, understand farmers' lives, enjoy local interests, but also experience local unique cultural and folk customs. Dining, vacationing, pleasure, and experience are integrated in the leisure-type accommodations. Led tourists banish their fatigue, and adjust the body and mind, leisure and entertainment. Let the residents experience the process of agricultural production, enjoy the fun of field farming.

**Theme-Based Residential Accommodation**

Around the local tourism resources, and adapt to the market consumption demand, vigorously cultivate the corresponding downstream tourism new product and new business type through the characteristic, the theme of the construction of housing industry.
Analysis on the Development Strategy of Rural Tourism and Characteristic Accommodation Construction in Ethnic Areas of Sichuan Province

Strengthen the Government's Supervision and establish the Standard of Residential Accommodation

Residential accommodation, as a new mode of tourism accommodation, can achieve sustainable development only with the support of the government. First of all, the government should straighten out the management ideas, clarify the management power, and strengthen the administrative guidance and management of the residential accommodation industry. Secondly, the government should actively improve the relevant policies, and give adequate policy support to residential accommodation, control strictly the operating qualifications and service content and so on, so as to ensure its sustainable development.

Enhance Government Support and Give Preferential Terms

In order to develop rural accommodation in ethnic minority areas quickly and effectively, the government needs to extend a hand of assistance, and implement measures such as tax relief, human resources training subsidy, and so on, and give certain policy subsidies to residential operators and take practical measures and effective measures to solve the practical problems in the construction and management of the special accommodation industry with minority.

Building a Batch of Boutiques and Create Regional Highlights

Creating fine goods is not only the source of attracting tourists to the special accommodation industry in ethnic minority areas in Sichuan, but also the key to the breakthrough of its regional development. First of all, it is necessary to consider nature, humanistic, the neatness of political environment, safety and harmony of natural in the vicinity of residential accommodation. Secondly, the residential architecture should embody the unique regional features of Sichuan ethnic minorities, appropriately incorporate regional architecture, decoration, and eating characteristics, and add strong ethnic minority elements in the case of maintaining the original ecology and create a warm home with ethnic minority customs for tourists.

Establish Brand Consciousness

For the lack of culture in the high-altitude accommodation industry in ethnic minority areas, the brand awareness weakness must be paid attention to from the aspects of internal management and external propaganda. Internally, it is necessary to strengthen the construction of hardware facilities, improve the level of service, and let customers can fully enjoy the different experience with other residential accommodation, so that consumers can carry on word-of-mouth publicity to residential accommodation; In terms of external propaganda, we should establish a unified brand image, not only accord with the unified image of high-altitude ethnic minority areas, but also have its own characteristics. Residential accommodation on the Plateau in ethnic Minority areas can create the uniqueness of special accommodation in ethnic minority areas from the aspects of excavating the theme of residential accommodation, satisfying the participatory and spiritual needs of tourists and so on.

Innovating Marketing Mode and Cultivating Professional Talents

As far as the current consumption environment is concerned, the adoption of new media marketing methods such as Weibo, WeChat, networks and so on plays a great role in opening up a broad market for customers, especially for young people. For the new generation of consumers, they like to book online, most of the information they get comes from Weibo, WeChat and other network platforms, so people should use new media to carry out brand marketing. In addition to residential accommodation unilateral input propaganda, there should be more interactive activities with fans. In addition, residential accommodation should take into account the marketing of traditional media, such as TV, newspaper and so on, and develop the middle-aged and old-aged market while adopting the new media as the main marketing mode.
Establish the Organization of Residential Accommodation Industry and Strengthen the Management of Residential Accommodation

In areas with a large number of residential accommodations, it is necessary to set up a residential accommodation industry organization with the host operator as the main member. Members should communicate with each other and discuss the latest information of the industry in order to realize the communication and sharing of experience and information. Give full play to the role of residential and residential organizations in enhancing self-discipline in the industry, promoting overall quality, protecting legitimate rights and interests, maintaining market order, controlling environmental pollution, and assisting the administration of the government, and so on. Promote sustainable and healthy development of the residential care industry in all ethnic minority areas.

With the unique natural and humanistic landscape, the experience of national characteristics and personalized service, accommodation with national characteristics has great potential for development. By virtue of its unique advantages of human geography and policy, the accommodation industry with the characteristics of ethnic minorities in Sichuan will meet the personalized and experiential accommodation needs of customers, and promote the development of local tourism, service and tourism industry.

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