

Research on the development path of characteristic village B&B in Tongzhou District Based on Qualitative Comparative Analysis

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ABSTRACT: Village B&B is an important format of rural tourism, and it is one of the important ways to promote rural economic growth and revitalization in an all-round way. Tongzhou District, based on the Universal Theme Park and the Grand Canal as the promenade, has a material and cultural environment suitable for incubating boutique village B&B, and is an important experimental field to realize the high-quality development of rural village B&B. In this paper, qualitative comparative analysis method (QCA) is introduced to make a comparative analysis between the 10 cases selected for the first batch of village B&B in Tongzhou District and the other 10 cases that were not selected. The analysis is mainly based on the evaluation indicators summarized in the Basic Requirements and Evaluation of Tourist Homes (LB/T 065-2019), related literature and case studies of boutique village B&B, and the index configuration of selected cases is studied. The research is supposed to provide feasible suggestions for shaping the characteristics of villagers' lodge in other townships in Tongzhou District, and further to realize the goal of creating a "golden business card" for quality village B&B in Tongzhou District.

1. GENERAL INSTRUCTIONS

The Implementation Plan of Rural Revitalization Strategy in Beijing during the 14th Five-Year Plan period points out that it is the biggest driving force for the development of rural residential houses to launch a number of rural quality village B&B, build a number of villages and towns with characteristics of rural residential houses, and realize the overall improvement of the scale and quality of rural residential houses in the city. As a mega-city, Beijing has relatively good transportation infrastructure, and its population and consumption spillover effect make the suburbs of Beijing one of the gathering places for urban leisure, entertainment and holiday consumption.[1] Tongzhou District has a suitable material and cultural environment for incubating boutique B&B under the background of planning tourist routes connecting the canal business district, characteristic towns, historical heritage inheritance points and leisure and cultural experience areas with the Universal Theme Park as the base and the Grand Canal as the promenade. In terms of policy promotion, the Implementation Opinions on Promoting the Development of Village B&B in Tongzhou District, which was jointly researched and formulated by the Culture and Tourism Bureau and other eight departments, clearly defined the development of village B&B from the aspects of establishment conditions, audit procedures and safeguard measures, so as to improve the reception

capacity and service level of rural residents' hostels in sub-centers of cities. The purpose of this paper is to get the influence index of villagers' lodging in Tongzhou district under the opportunity of cultural tourism through the investigation and analysis of domestic and foreign literature and boutique village B&B cases. Combining with the relevant evaluation system in Basic Requirements and Evaluation of Tourist Homes (LB/T 065-2019), this paper makes a comparative analysis of the ten cases selected for the first batch of characteristic village B&B in Tongzhou district and the other 10 cases that were not selected, and obtains the formation configuration of villagers' lodging in characteristic countryside, so as to provide reference for other villages planning to develop rural boutique village B&B industry. It is supposed to reflect the regional cultural characteristics while undertaking the overflow of tourist resources from the global theme park, and create the "golden business card" of Tongzhou rural boutique village B&B.

2. LITERATURE REVIEW

With integrating foreign and domestic cases, this paper summarizes the practical experience and enlightenment focusing on the development content, operation mode, architectural style, cultural experience, marketing and other dimensions of village B&B, as follows:

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2.1. Experience and enlightenment of Rizhao

2.1.1. Reuse of building materials preserves rural memory

Reuse of building materials preserves rural memory. In the process of new construction and renovation, the architect used warm yellow stone removed from the old house and other old materials to preserve the texture of the village, which reflected the traditional courtyard space, and they also planted vegetation to preserve the rural memory.

2.1.2. Highlight farming culture

Rizhao incorporated local peasant paintings, black pottery and tea culture experience in the process of building village houses. Relying on natural ecological resources such as mountains, rivers, fields, lakes and grasses, it provides visitors with a space to experience rural life.

2.2. Experience and Enlightenment of Taiwan Province Region

2.2.1. Role transformation from functionality to cultural attraction

In addition to assuming the accommodation function, homestays should gradually have a magnetic pole effect through effective combination with regional culture, so as to realize their "online celebrity" value and attract more and more tourists to experience homestays, thereby increasing the survival rate of homestays.

2.2.2. Strengthen school-enterprise cooperation

On the basis of government-led and industry assistance, homestay enterprises should establish cooperation with universities and make use of their human capital to further realize the deep excavation and utilization of regional culture and realize the production transformation.

2.2.3. Multidimensional excavation of the development content of village B&B

The supply side, demand side and media side all need in-depth study. The supply side mainly includes B&B type, operation mode, local characteristics shaping, online marketing, self-media interaction, etc., the demand side mainly refers tourist motivation, tourist satisfaction, tourist behavior intention, etc., and the media side mainly includes association establishment, management policies, industry standards, etc.

2.3. Japan's Experience and Enlightenment

2.3.1. "Government + industry" association guidance

Internally, the B&B Association can guide its members in marketing and activity planning according to local cultural customs. Externally, the B&B Association promotes accommodation to tourists through various channels, and applies for more preferential policies from the society and the government to support the development of B&B. [2]

2.3.2. Characteristic cultural experience

Most village B&B can provide accommodation and catering according to local cultural characteristics, while they can provide sports, leisure, entertainment and other functions, such as handicraft production, song and dance performances, so that tourists can fully experience local multiculturalism.

2.4. The Experience and Enlightenment of France

2.4.1. The original unique architectural style is maintained.

The French government encourages the B&B to maintain the original and unique architectural style of the ancient farm, so as to ensure that tourists can truly savour the atmosphere of the French countryside and understand the original ecological life culture of the farm.

2.5. British experience and enlightenment

2.5.1. Cultural activity experience.

Similar to France, the British government also emphasizes that landowners have the obligation to preserve the original features of local buildings. In addition, village B&B tourists can enjoy the local farm culture by experiencing the daily work of picking crops and feeding livestock, which organized by homestay operators.

3. RESEARCH PATH

3.1. Research method

According to literature research, the formation of villagers' hostels in characteristic villages is not based on a single factor, but may have a causal relationship with the operating subject, marketing, architectural style, regional culture, activity planning, cultural and creative derivation, etc.[3] At the same time, QCA method focuses on solving the "configuration" problem in organizational research, and has been widely used in

cross-case research at home and abroad, which can be used to analyze the influence of conditional variables on case results and causal inference.[4] Therefore, this paper uses QCA method to discuss the paths and ways of multi-factors influencing the results, and analyzes the contributing factors and construction paths of villagers' hostels in Tongzhou District from the perspective of configuration.

3.2. Research objects

According to the Basic Requirements and Evaluation of Tourist B&B issued by the Ministry of Culture and Tourism (LB/T 065-2019), tourist B&B refers to a small accommodation facility with no more than 4 floors of business rooms and a construction area less than 800 m², in which the host participates in the reception and provides tourists with local nature, culture, production and lifestyle. According to different regions, it can be divided into urban lodging and rural village B&B. [5] The research objects selected in this paper are the first batch of 10 characteristic village B&B and other 10 that were not selected in Tongzhou District.[10] Non-registered voters' hostels mainly come from the data on Tujia B&B website. There are 2,075 pieces of data filtered by Tongzhou District, Beijing, and 213 samples that meet the definition of rural residents' hostels are obtained through the screening of "room type". Finally, 10 typical cases are selected by ranking the 213 pieces of data from top to bottom through "customer evaluation", including 1 brand B&B, 2 series B&B and 7 ordinary B&B (Table 1).

Table 1. "Village B&B in the first batch of characteristic villages in Tongzhou district" and other 10 cases

Case number	Caseid	Whether it was on the list?	Property attribute
1	Tian Li Hua Jian	Yes	Own/self-built
2	Canal Yard		
3	Xiangbei Boutique Village B&B		Unknown
4	Ma Ba Jia		
5	He Tang Yue Se No.1 Yard		
6	He Tang Yue Se No.2 Yard		
7	Qing Yun Bie Yuan		
8	Sanxun Yard		

Table 2 Measured values of result variables and antecedent variables

Variable	Content	Evaluation
Mutual benefit (Symbiosis and win-win)	Provide employment or development opportunities for people in their villages (communities).	1
	Can not provide employment or development opportunities for people in their villages (communities).	0
Operational innovation	The use of internet technology for publicity and marketing has achieved good results.	1
	Did not use new technology for good publicity and marketing.	0
Regional culture	Participate in local excellent cultural heritage,	1

9	Shun 12 Village B&B	No	Lease from the owner to obtain the right to operate	
10	An Yu Village B&B			
11	Hua Zhu Kai Te Village B&B		Unknown	
12	Yuemeng Village B&B			
13	An old friend			Own/self-built
14	Jinli Village B&B			Unknown
15	Yanyuan			Collective ownership (village Committee)
16	Slow D life series			
17	Lingshe Secret Garden			
18	Dayun Station			Cooperate with the owner
19	Mo ye 13 lodging			
20	Songshe series			

3.3. Data measurement

In this paper, whether the sample village B&B are characteristic homestays is taken as the result variable, and the results of the first selection of the top ten characteristic homestays in Tongzhou District are taken as the standard. Those who are selected are marked as "1", while those who are not selected are assigned as "0" (Table 2). Based on the composition of "characteristics" in the grading conditions in the Basic Requirements and Evaluation of Tourist Homes (LB/T 065-2019) issued by the Ministry of Culture and Tourism, and the important evaluation indicators sorted out in the literature and practical cases, five antecedent variables are summarized, including symbiosis and win-win, operational innovation, regional culture, guest room characteristics and cultural and creative development. Based on these five factors, the research builds the comparative analysis model of QCA method (Figure 1), and analyzes the influence of the differentiated combination of the above factors on whether the village B&B can become a characteristic village B&B.[6]

	protection and promotion activities, organize relevant activities for tourists on a regular basis, and have measures to guide tourists to experience local cultural activities.	
	The protection and inheritance of local culture is weak.	0
Guest room features	Can provide different types of special rooms.	1
	The guest room has no features.	0
Cultural and creative product development	Use local resources to develop tourism commodities and cultural and creative products.	1
	In addition to providing accommodation services, there is no development of cultural and creative products and commodities around tourism.	0
Selected on the list	be selected	1
	Not selected	0

The specific evaluation basis of the above antecedent variables mainly comes from the results of team field investigation, questionnaire and interview, as well as the acquisition, screening and analysis of customer

evaluation information of travel websites such as Tujia, Ctrip, Dianping and Mahoneycomb by using big data crawler software.[7]

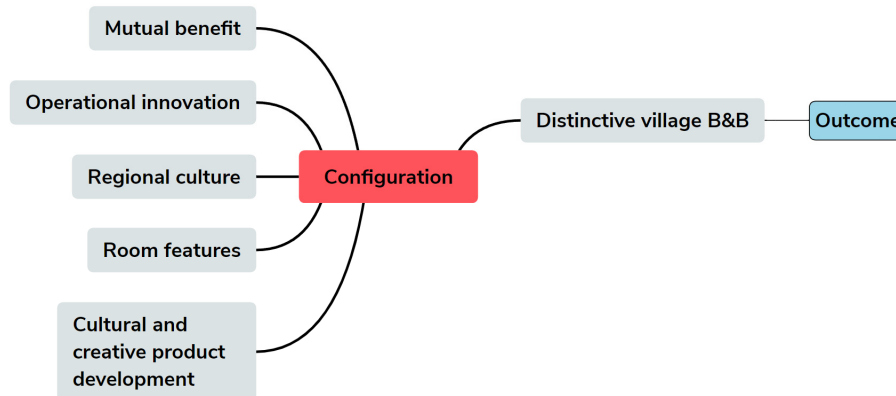


Figure 1. Analysis model of empirical testing based on QCA method

4. RESULT ANALYSIS

4.1. Necessity analysis and truth table construction

In the qualitative comparative analysis, the necessity and sufficiency between the cause and the result are judged through the measurement formulas of consistency and coverage.[8] Necessary condition analysis is to examine antecedent condition X as a superset of result Y, in other words, result Y as a subset of condition X. The formulas for calculating the consistency and coverage of the necessary conditions are respectively:

$$Consistency(Y_i \leq X_i) = \sum [\min (X_i, Y_i)] / \sum (Y_i)$$

$$Coverage(Y_i \leq X_i) = \sum [\min (X_i, Y_i)] / \sum (X_i)$$

Table 3 Analysis of necessary conditions for Village lodge

Analysis of necessary conditions		
Outcome variable: distinctive village lodge(homestay)		
Conditions tested:		
	Consistency	Coverage
mutual benefit	1.0000	0.5000
operational innovation	0.8000	0.8000
regional culture	1.0000	1.0000
room features	1.0000	0.5263
Cultural and creative product development	0.1000	1.0000

Table 4. Truth value

Caseid	Mutual benefit	Operational innovation	Reginal culture	Room features	Cultural and creative product development	Distinctive village B&B
case11	1	0	0	0	0	0
case12, case14, case15, case16, case18, case19, case20	1	0	0	1	0	0
case7, case8	1	0	1	1	0	1
case3, case17	1	1	0	1	0	0
case1, case2 case3, case5, case6 case9, case10	1	1	1	1	0	1
case4	1	1	1	1	1	1
Result(s):						
mutual benefit {1} * operational innovation {1} * reginal culture {1} * room features {1} + { case1, case2, case3, case5, case6, case9, case10+case4}			mutual benefit {1} * reginal culture {1} * room features {1} * cultural and creative product development {0} { case1, case2, case3, case5, case6, case9, case10+case7, case8}			

4.2. Conditional combination analysis

Whether there is a counterintuitive configuration in the constructed truth table needs to be further checked after the necessity test is completed. In this paper, Tosmana software is used to analyze the data of the original truth

table, and the analysis results are shown in the figure, in which 6 configuration result variables in the original truth table are 1, 4 configuration variables are 0. There is no contradictory configuration. There are many logical residuals "r", that is, 26 kinds of conditional variable configurations are not presented (Figure 2).

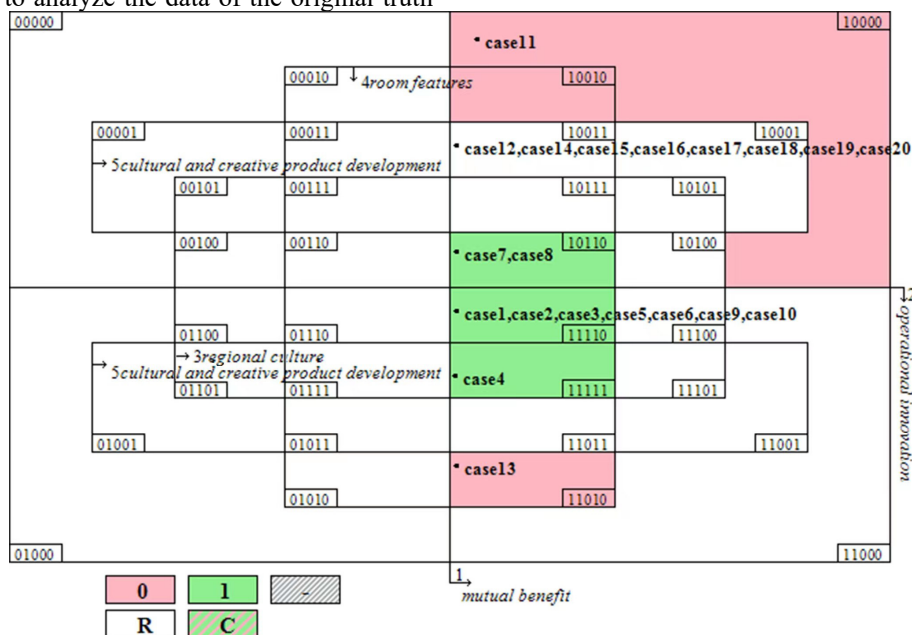


Figure 2. Visualization results based on Tosmana analysis

4.3. Conditional configuration analysis

The software fsQCA is used to deeply analyze the truth value table (Table4) that has been created, and the combination configuration of influencing factors of villagers' accommodation in characteristic villages is obtained. From the calculation results, it is concluded

that "win-win cooperation", "regional culture" and "guest room characteristics" are the core conditions and the necessary conditions for the formation of rural characteristic village B&B. [11] Combined with other variables, it can be concluded that the following five paths can effectively realize the construction of rural boutique village B&B.

Table 5. The path to achieve the characteristic rural villagers' lodging

Condition variable	Path1	Path2	Path3	Path4	Path5
Mutual benefit	●	●	●	●	
Operational innovation	○	○	○	○	○
Regional culture		●		●	●
Room features			●	●	●
Cultural and creative					

product development					
Consistency	1.0000	1.0000	1.0000	1.0000	1.0000

*The above path configuration is calculated by fsQCA, where ● identifies the core condition and ○ indicates the sufficient condition.

5. CONCLUSION

From Table 5, it can be seen that the consistency of the combination of index factors constituting the five paths is all 1, which shows that all five combinations of existing index factors can meet the consistency condition. By combing the above processing results, it is concluded that the combination of index factors for the construction of rural characteristic homestays is shown in Figure 3.

That is to say, the primary task of building rural characteristic homestays is to achieve "win-win cooperation", "regional culture" and "guest room characteristics", which is the foundation of building characteristics, while "operational innovation" and "cultural and creative development" are the driving forces for rural characteristic homestays to go out and go on.

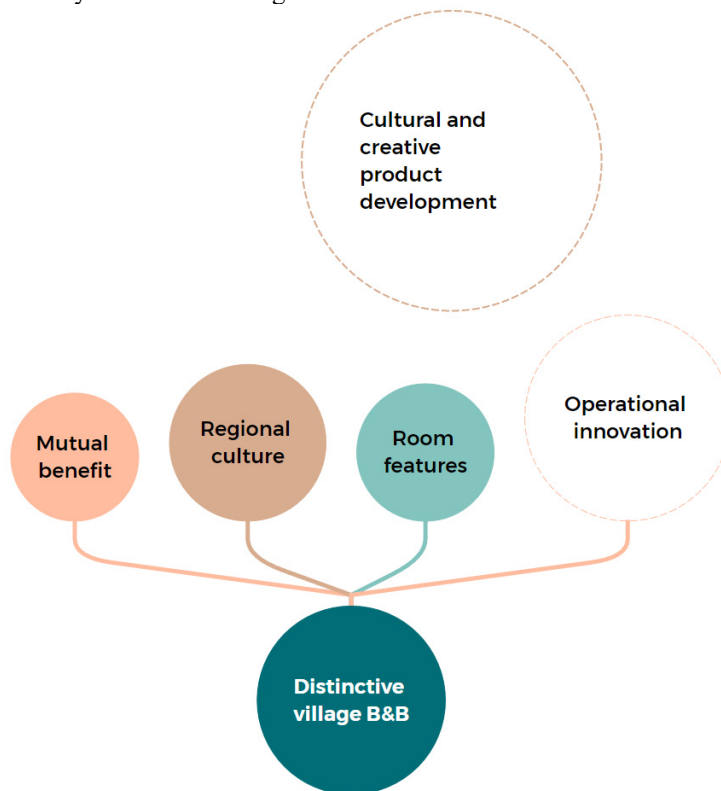


Figure 3. Combination chart of index factors for the selection of villagers' B&B in characteristic countryside

5.1. Mutual benefit

Win-win cooperation in rural revitalization can make villagers or community residents really participate and provide them with employment opportunities, which can truly appreciate the opportunities and development brought by the homestay industry to rural revitalization and realize companion growth.

5.2. Regional culture

At present, there are many village hostels in the suburbs of Beijing, which are concentrated in Tongzhou, Shunyi, Huairou and Miyun District, where cultural tourism resources and ecological resources are abundant.[9] Even in Tongzhou District, with the opening of Universal Studios, the number of village B&B around is increasing day by day. Therefore, how to combine Tongzhou's regional culture and rural culture to realize the differentiated development of village B&B is an

important means to avoid homogenization and enhance competitiveness. Tongzhou District has obvious capital in six aspects: architectural culture, canal culture, food culture, ecological culture and folk culture, as shown in Table 6. Therefore, in the process of the construction of village houses, we should dig deeply, protect them seriously and inherit them in multiple ways.

Table 6. Regional Cultural Characteristics and Application Path of Tongzhou District

Culture type	Specific content	Application path
Architectural culture	The architectural form, structure, materials, technology and craft of traditional houses in the north.	Excavate and use the old house Reconstruct local architectural elements

Canal culture	"Water", Canal Cultural Relics, Hydraulic Relics, Canal Accessory Relics and People's Living Customs	Excavate canal culture and do a good job in the exhibition and dissemination of canal culture. Tell the story of canal culture well, and show some legends of place names and traditions of local scenery intuitively. At the same time, the joint design team will do a good job in cultural and creative products with the theme of canal culture, such as special hand-holding gifts, agricultural products sales, hand-woven goods and so on. Realize the continuation of the industrial chain.
Food culture	Tongzhou Sambo (the burnt catfish in Xiaolou, the burnt sugar in Dashunzhai and the soy bean curd in Wantong Soy Sauce Garden)	Create a theme catering. Create a series of catering culture experiences with the theme of "Tongzhou Three Treasures". Including the creation of dining space, the design of dining utensils, the research of dishes, etc. In contrast to the dining culture of B&Bs in other districts, it has the regional characteristics of Tongzhou District and continues the memory time of tourists' B&Bs experience.
Eco-culture	Xiji Cherry Plantation, Grand Canal Forest Culture, Jingluyuan Ecological Park, etc.	The application of ecological culture lies in creating the living experience of landscape garden grass from the human settlement environment, including the external environment and life experience of the building, such as hiking in the forest, picking and fishing, etc. We can also organize and plan a series of activities, including artistic sketching, parent-child tours, art exhibitions and other activities, to increase the experience of "literature" in addition to "living".
Folk culture	Canal Dragon Lantern, Trolley Club, Bamboo Horse Club, Lion Dance, Martial Arts,	The main application path of folk culture is folk experience. According to the excavated characteristic folk customs in Tongzhou District,

Waist Drum, Drum, Silk Man, Hairy Monkey, Face Sculpture, Paper-cutting, etc.	experience activities are organized at a fixed time every year, and combined with the occurrence of some "events", the popularity is increased and the folk culture IP is created.
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5.3. Guest room features

The guest room is the direct space carrier for the hotel to provide services, so whether it can provide different types of characteristic is a direct factor for the evaluation of the users.[10] According to the current analysis, 95% of the hotel samples meet the requirements only in terms of characteristics, but in terms of the composite level of characteristics and other influencing factors, the complexity is not enough, so it is necessary to further study the combined benefits of guest room characteristics and regional culture, operation strategy, cultural and creative development and so on.

5.4. Operational innovation

At present, 20 samples can provide online booking and payment services, but their performances in publicity and marketing are different. The multiple communication channels based on new media, including official websites, feature films, self-media, traditional media, marketing, and government platform promotion, have obvious effects on the promotion of village houses.

5.5. Cultural and creative product development

In the selected 20 sample cases, only one set of B&B, namely "Ma Ba Jia" B&B has corresponding brand peripheral products. However, both literature research and actual case study show that the development of tourism commodities and cultural and creative products by using local resources plays an important role in the continuation of the industrial chain.

To sum up, under the background of the strategy of cultural tourism integration and rural revitalization, local residents should be encouraged to participate, realize symbiosis and win-win, dig deep into the regional culture in the countryside, recreate it on the basis of good protection and inheritance, and improve the cultural and aesthetic value of rural residents' hostels and broaden their operating boundaries through the creation of accommodation material and spiritual space. On the basis of government-led and industry assistance, we will seek cooperation from universities and complete the construction of rural characteristic homestays with high quality.

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