

Optimization and Development of Country Smoke-Free Homestay Industry Chain

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Objectives: The rapid development of the global tourism industry has brought about a boom in the development of the homestay industry, and the development of homestays in China is no exception. With the advent of the era of large accommodation, the country smoke-free homestay industry can not only meet people's basic needs for travel and accommodation, but also a place to experience culture and social consumption, which is an increasing need for people's better life. From the perspective of the business model of homestays, the new types of homestays that incorporate the upstream and downstream industrial chain of homestays are more in line with future development trends. In order to solve the problems of "weak", "scattered" and "small" in the form of the country homestay industry chain, and to continuously optimize the coordinated development of the country homestay industry chain, it is very necessary to adopt the following paths and measures: The first is to strengthen the coordination and integration of country homestay with other industrial chains; the second is to strengthen the agglomeration of the homestay industry and create a branded management road for country homestay; the third is to strengthen government guidance, coordinate the distribution of benefits, and create beautiful country homestay; the fourth is to increase policy support Make efforts to promote the flow of homestay talents and achieve high-quality development of the homestay industry.

Key words: country smoke-free homestay; industry chain; agglomeration of the homestay industry; country homestay brand

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The rapid development of global tourism has brought a boom in the development of the homestay industry, and the development of homestays in China is no exception. According to <The China Statistical Yearbook 2019>, the number of domestic tourists in China reached 5.539 billion in 2018, an increase of 10.75 per cent over the same period of the previous year. Although the growth rate has slowed down from the 12.8 per cent of the previous year, still in a stage of steady growth. As an important part of the tourism industry, the accommodation industry has

exceeded 20,000 corporate enterprises and completed a turnover of 405.97 billion yuan. The increase in idle houses and the sharing economy have jointly promoted the development of China's homestay industry, and homestays have become a choice for many tourists to travel far away. <The 2018 Tujia Homestay Development Report> pointed out that as of January 2019, there were 1 million domestic houses in China. Compared with 2017, the number of online homestay bookings in 2018 has increased by nearly 4 times. From this it seems that with the

advent of the era of large accommodation, the homestay industry can not only meet people's basic needs for travel and accommodation, but also a place to experience culture and social consumption, which is people's ever-increasing need for a better life. The development of the homestay industry is not only conducive to rural revitalization, innovation and development, but also conducive to accelerating the reform of the supply side of the agricultural industry, conducive to the transformation and upgrading of rural tourism, and more conducive to the realization of economic internal circulation. Since the China proposed the implementation of the rural revitalization strategy, the state has issued <The Strategic Plan for Rural Revitalization 2018-2022> to vigorously promote the revitalization of rural industries and promote the integration of rural primary, secondary and tertiary industries.

As early as November 2015, the General Office of the State Council of China issued <The Guiding Opinions of the General Office of the State Council on Accelerating the Development of the Living Service Industry and Promoting the Upgrade of Consumption Structure> Guobanfa [2015] No. 85, and for the first time named "Actively develop inns and homestays", Short-term rental apartments, long-term rental apartments and other subdivision business types", which are classified as a life service industry, and multi-dimensional policy support has been given to promote the legalization of homestays. In July 2020, the "Opinions on Supporting the Healthy Development of New Business Models and New Models and Activating the Consumer Market to Promote Employment Expansion" jointly issued by 13 national ministries and commissions clearly stated that homestays belong to a new business format, encouraging shared accommodation, cultural and tourism innovation and other product upgrades and model innovation. These intensive policies have further released the consumption momentum brought by China's homestay industry, and have also provided a strong momentum for the formation of a new system of high-quality life service elements.

"Sleeping between the mountains and the sea, living in the human feelings." In recent years, the popular homestay wants to bring "art" into "life", and meet the needs of people to enjoy life when traveling. In order to better meet people's needs for a better

life, need will Say NO to smokers! Many areas gradually began to ban smoking activities, eliminating smoking areas and all kinds of smoking spots. More and more service places have also begun to prohibit smoking, especially in the accommodation scene under the three scenes of eating, living and traveling.

With the proposal of the rural revitalization strategy, the research on Chinese homestays has also become a hot spot in tourism research. Previous studies have mostly focused on the definition and characteristics of homestays, as well as the management of homestays, and few researches on the homestay industry chain. Therefore, this article uses the development of homestays in southern Anhui as a research case to study and discuss the development and optimization of the country Smoke-free homestay industry chain, which undoubtedly has far-reaching practical significance and theoretical value.¹

HOMESTAY CASE SITES AND HOMESTAY BUSINESS MODEL

Introduction to the Homestay Case Site

The middle and lower reaches of the Yangtze River is the coastal belt plain east of the Three Gorges of the Yangtze River in China. It is one of the three major plains in China. It spans 7 provinces and cities including Hubei, Hunan, Jiangxi, Anhui, Jiangsu, Zhejiang, and Shanghai. "Water Village Zeguo". There are Poyang Lake, Dongting Lake, Tai Lake, Hongze Lake, Chao Lake and other large freshwater lakes, which are connected to the Yangtze River. They have the function of regulating water volume and reducing flood peaks as natural reservoirs, producing fish, shrimps, crabs, lotus, water chestnuts, reeds, and more. Chinese sturgeon, Chinese alligator, Baiji dolphin and other world treasures, whose aquatic products occupy an important position in China, are known as the land of fish and rice. It is one of the most economically developed regions in China, including Shanghai, Nanjing, Wuhan, Nanchang, Suzhou, Wuxi, Changzhou, Nantong, Wuhu, Changsha, Yueyang and other large and medium-sized cities. The southern part of Anhui Province in China is in the middle of the middle and lower reaches of the Yangtze River.

When it comes to the development of homestays, Taiwan Province should be the earliest area for the

development of homestays in China, followed by the relatively mature development of homestays in Zhejiang, China. The development of homestays in southern Anhui has many similarities with homestays in other regions, and has a good representativeness, so this article chooses it as a case site. The southern part of Anhui Province includes Huangshan City, Wuhu City, Xuancheng City and Chizhou City, and is mainly based on the area south of the Yangtze River. Wannan homestays originated in the surrounding areas of scenic spots such as Huangshan Mountain and Juhua Mountain. In order to improve their lives, local farmers spontaneously used farm resources and the convenience of being close to the scenic spot to provide accommodation and catering services for passing tourists. Since 2011, with the vigorous development of rural tourism and the gradual construction of beautiful villages, South Anhui homestays have also entered the fast lane of construction. In April 2019, according to the incomplete statistics of Qunar.com, there were 5888 inns and homestays in Anhui Province. There are 3649 in southern Anhui, accounting for 56% of the total in Anhui Province.²

The Business Model of Homestay

Regarding the definition of homestay, there are many expressions. As early as 2017, in the "Basic Requirements and Evaluation of Tourist Homestays" issued by the China National Tourism Administration, tourist homestays were redefined as: the use of idle resources in the area, while the host participates in the reception, providing past tourists with experience of local nature, characteristic culture and life. It also requires that the number of houses in a single building should not exceed 14. Homestays in mainland China can be traced back to the 1980s, starting from farmhouses, and after decades of development, to modern homestays that are mainly high-end, professional and branded. At present, China's economy is developing at a high speed to a high-quality direction. Its economic volume has long been ranked second in the world, and its national economic income has greatly increased. Therefore, more and more urban residents have begun to move towards rural areas in addition to their leisure life, and have contributed to the development of rural tourism. At the same time, the homestay industry that has emerged at the historic

moment has also provided tourists with a better and more convenient way to provide local wealth. A travel residence with characteristic culture. According to the business model of homestays, 2 homestays can be roughly divided into the following three basic types:

Boutique homestay. The operators of this type of homestay skillfully use the topography and landforms to create the landscape, using spatial organization, shielding of sight, etc., to organically combine the "scene" and the "stay" to form a homestay with thematic or design features. This type of homestay is designed or the service tends to be professional and exquisite. Compared with the farmhouse-style bed and breakfast, it can be called a boutique bed and breakfast. According to the data provided by Huangshan Huizhou Homestay Association, in 2020, there will be more than 300 boutique homestays in Huangshan City. According to incomplete statistics, in 2019, the city's homestays received more than 200,000 overnight visitors, and the annual operating income of boutique homestays reached more than 300 million yuan.

Extensive homestay. This type of homestay rarely has modern corporate management thinking, relatively single price strategy, lack of network channel publicity and promotion capabilities, most of them do not have their own inn website, and the proportion of WeChat official accounts is less than 20%, although platforms such as Ctrip and Qunar are actively launched. But does not pay attention to the fermentation and maintenance of Internet word of mouth, and the bargaining power with channels is low; the service is rough, and the comfort of living cannot be taken into account; the cluster development concept is lacking, and the branding, chaining, and service specialization need to be strengthened.

There are many such extensive homestays in South Anhui homestays. Simple homestays built by locals, represented by inns, are cheap and numerous. There are 11 inns on the street less than 1 km long in Liyang Old Street, Tunxi. Due to limited funds and limited space, this type of homestay often adopts pragmatic design, lacks aesthetics, and lacks professional planning. The interior decoration is often indistinct or messy, and the homestay is not strong in culture.

New business type homestay. Foreign capital enters the local homestay market, taking the

homestay industry chain as a complete space, providing diversified products that extend the upstream and downstream of the homestay, not only living spaces such as accommodation, catering, and supermarkets, but also folk culture experience halls, agricultural production exhibition halls, etc. Cultural space, there are also social places such as children's playground, chess and card room, which integrates the functions of accommodation, catering, cultural investigation and vacation. The product experience is multiplied, creating a homestay complex that maximizes the efficiency of the place.

The new types of homestays in Huangshan area include: homestay + museum, homestay + collection hall, homestay + private garden, homestay + bookstore, etc. New types of homestays are sought after by independent tourists. According to the Fliggy survey under Alibaba, since 2015, the "homestay+" format has been well received by the industry. Among them, the "City Light" bookstore accommodation launched in 2017 cross-border has realized the three-dimensional transformation of the "homestay+" business. This homestay+" format provides more scene-oriented and life-oriented Living experience makes the homestay not only a tourist accommodation, but also a holiday lifestyle and new living experience.

ANALYSIS OF THE FORM OF THE HOMESTAY INDUSTRY CHAIN

From the above analysis, it can be seen that there are currently three types of homestays in the market, but the new type of homestay that incorporates the upstream and downstream industry chain of the homestay is more in line with the future trend.³

The tourism industry chain is a chain system composed of material and information input and output in the entire process from upstream industrial resources to downstream product consumption, as well as related industrial departments involved in this input-output process. Based on this, the homestay industry chain can be planned through the core attractions of the homestay. The core attractions generally include the landscape of the tourist attraction, the culture of the tourist city and the folk experience of the rural landscape. Therefore, the homestay can generally be divided into three types: agglomeration of scenic spots, agglomeration of tourist cities, and agglomeration of rural areas. Kind of form. According to the upstream and downstream relationship of the industry chain, the homestay industry chain can be divided into the development of the upstream core attraction resources to the production of downstream homestay products, and the subsequent experience consumption of homestays, as shown in Figure 1:

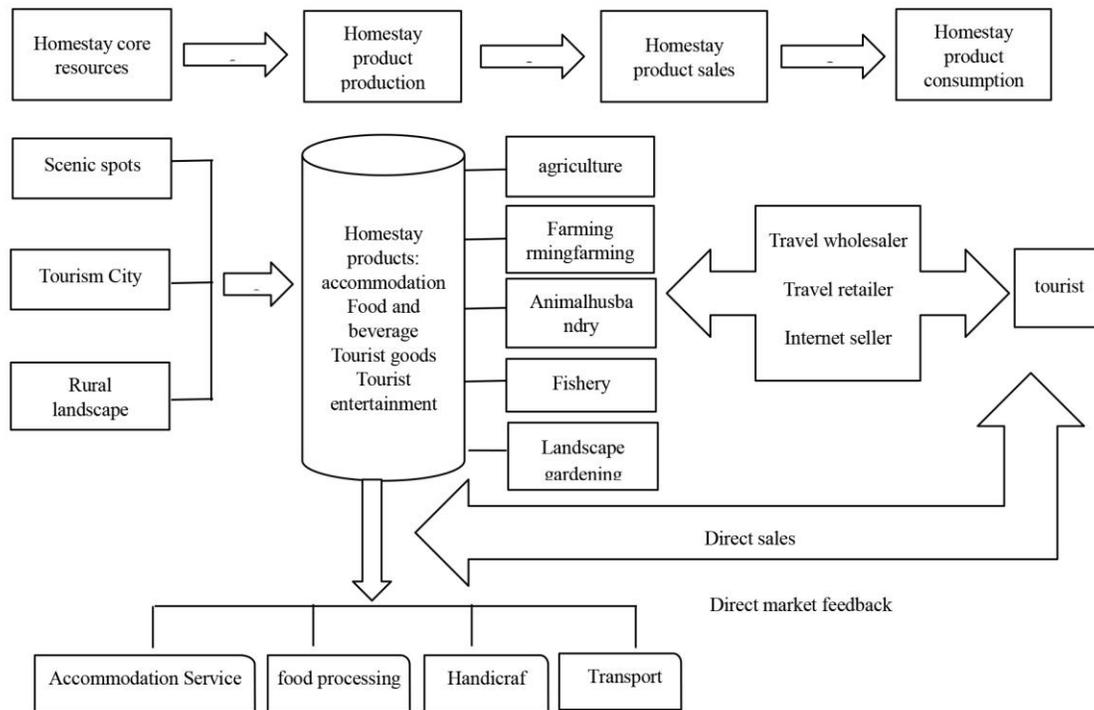


Figure 1 Homestay industry chain

Figure1 The homestay industry chain extends from the supply of core resources of homestays to the production of homestay products, and finally reaches tourists through product sales. Homestay products integrate multiple industries: agriculture, fishery, plantation, gardening, and animal husbandry. Each enterprise in the homestay industry chain has a clear division of work. By highlighting core businesses such as accommodation business and catering business, outsourcing non-core business handicraft production, transportation, etc., realizes the externalization of the internal supply chain of the enterprise. The homestay industry chain gives small and medium-sized homestays the opportunity to cut into the industrial layout and gradually become bigger and stronger in the process of "following".

The Form of the Homestay Industry Chain

This article classifies homestays according to the core attractions of the homestay industry:

Homestays around the scenic spot. This type of homestay industry chain focuses on scenic spots, emphasizing supporting scenic services, such as ticket purchases, transportation, tour guides, scenic explanations, etc., as well as fatigue relief services, such as hot springs, pedicures, and light physical

activities such as picking in the countryside. This type of homestay industry chain is concentrated in Huangshan, Jiuhuashan and other scenic spots. Among them, the development of homestays around Huangshan is the most concentrated, and the development experience is relatively rich. Through AIRBNB search, it is found that scenic homestays are divided into resort-style homestays and pass-by-style homestays. The so-called pass-by homestays refer to the homestays where tourists go to the scenic spot for temporary accommodation. They mainly stay short-term and have limited economic efficiency. The pain points of this type of homestays. It is difficult to balance the low price and the comfort of tourists' accommodation. With the increase in the size of the holiday tourism market, tourists pay more attention to the quality and comfort of tourism. On the one hand, holiday-style homestays are close to the scenic spot, and on the other hand, they have aesthetic design and are perfectly integrated with the surrounding high-quality natural environment, such as Huangshan Xin'an. Riverside landscape homestay, this type of homestay provides resort-style slow travel and "micro-tourism", high-quality accommodation experience brings considerable accommodation income, the off-season price of Huangshan Holiday Homestay is also around 500 yuan / room-night, weekends

and holidays It's even harder to find a room.

The typical representative of scenic homestays is the surrounding homestays group in Huangshan Mountain. The homestays group built around the World Cultural Heritage Scenic Area has the earliest start and the most mature development in the Huangshan area. It has rich successful experience in homestays development and construction, operation and management, and brand building. 21 Internet celebrity check-in homestays, including Yunhuaqi, Yurun Hanyuelou, Yunqiquansu, Nuanshan Town, and Songye, have realized the perfect combination of the beautiful natural environment of Huangshan Mountain and the rich cultural environment of Huizhou.⁴

In general, the service core of scenic homestays revolves around scenic spots, and the core of its industrial chain lies in the extended services and living experience around scenic spots. The convenience of transportation between the homestays and scenic spots is the first consideration in the homestay industry chain, followed by accommodation experience. Taking advantage of the superior natural conditions around the scenic spot, this type of homestay industry chain serves as a "micro-scenic spot" to provide tourists with tourism, rest, and food services. The scenic homestay model is shown in Figure 2:

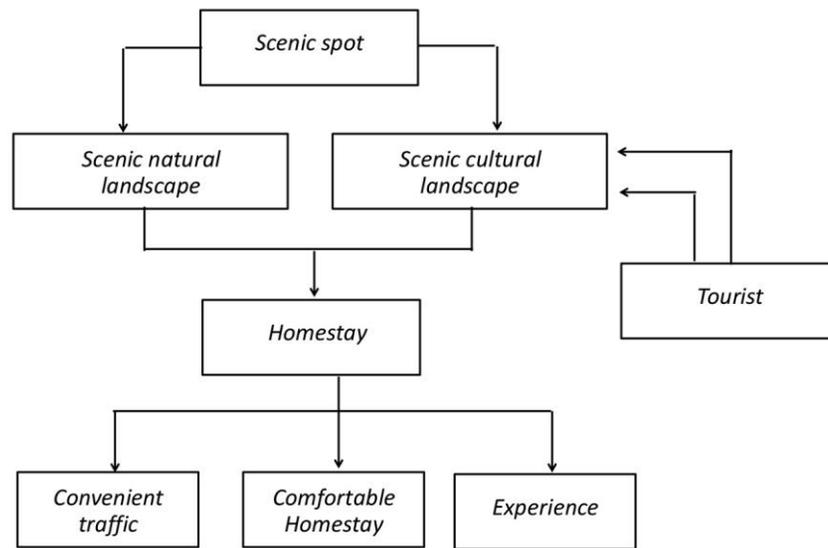


Figure 2 Scenic homestay model

Homestays around tourist towns. This type of homestay industry chain focuses on tourist towns or ancient towns, such as the tourist homestay industry in ancient villages in southern Anhui (Xidi, Hongcun, Chengkan, Tangyue, Longchuan, Chaji, etc.), with tourist towns as core resources and local Architectural culture and social customs are characteristic. Due to the unique culture and high-quality tourist facilities, Internet celebrity marketing can be adopted, such as the introduction of Internet celebrity check-in locations, so that it has a relatively stable flow of people. Chengkan's homestay industry chain is in line with typical tourist town homestay features. Relying on Chengkan's rich Huizhou heritage, unique village and lane scenery and rich folk culture, Chengkan Homestay is popular with many tourists. There are currently 28 homestays in use. The method of renewing

the old house is to modernize the typical Huizhou old house, focusing on the traditional beauty of living. The window has a view and is scattered. The more famous Rushu Detang has 16 rooms, each of which is connected to the surrounding the cultural environment is perfectly integrated.⁵

This kind of homestay industry chain often appears in the form of clusters in tourist towns. Each homestay has its own characteristics and commonalities, and the price is more in line with the diverse needs of consumers. At the same time, tourist towns have a wealth of supporting industries. The industry chain of homestays is extended to the entertainment industry, folklore industry, catering industry, etc. Homestays only provide "housing" in the industry chain, and cities and towns provide "walking" and "playing". Convenience. Therefore, this type of homestay industry chain focuses on the abundance of other

industries in the industry chain, and also pays more attention to the efficiency of the flow of elements in the industry chain. Since the core of this industry chain is tourist towns, homestay operators pay more attention to the maintenance of tourist town brands than their own brands.

Homestays around the rural landscape. This type of homestay in southern Anhui is divided into the rural tourism industry of Huangshan-Taiping Lake-Jiuhua Mountain For example Emerald Villa, Taiping Fishing Village, Qiupu Scenic Resort, Xinghua Village, etc. and the rural tourism industry along the river For example Zengshan Ecological Park, Jiangnan Cultural Park, Oura Country World etc. This type of homestay is mainly provided for parent-child trips and family trips in surrounding cities, combining agricultural landscape, planting, animal husbandry, and fishery for research tourism and agricultural tourism.

Zuyuan Village, Xiuning County, Huangshan Mountain is 7.6 kilometers away from Xikou Town and has a population of less than 1,000 people. It is located on Jianjiao Mountain at an altitude of 685 meters. Since the introduction of Huangshan Hongsen Investment Company in 2015, it has signed an agreement with Zuyuan Village collectively through the operation of the local township government to lease the old abandoned village in the mountains (most of the villages in Zuyuan Village in the mountain nest have collapsed or abandoned), and the whole village is rented out For Hongsen Company, repair the old as before, beautify and restore the whole village, and recruit local residents for construction, room service and catering services for a long time. It employs nearly 20 people and provides irregular employment as the project progresses. Through the rectification and construction of village houses, the village houses are integrated into the village scenery, and the village houses are transformed into hotel styles, and the houses meet the standards of three-star hotels. The transformation of each village house has Huizhou rural characteristics.⁶ Fresh local green ecological ingredients, coupled with skilled local chefs, make the homestay integrate food, lodging and village scenery. It is a favorite residence for many holiday tourists in the Yangtze River Delta, and its guest return rate reaches 30 Per cent. In the spring, summer and autumn, the housing turnover rate of the homestay is over 50%, and the occupancy rate in peak season

reaches 120 per cent.⁶

Common Problems Existing in Different Homestay Industry Chains

Regardless of which type of homestay industry chain belongs to, Southern Anhui Homestay has provided jobs for the local area, beautified the environment, promoted the development of local tourism industry and native product processing industry, and played a role in revitalizing the local rural economy. However, its own development still has the following Common issues:

"Weak" due to natural disadvantages and natural grass roots. The homestay industry chain in southern Anhui is mostly based on farmers' families, which are loosely organized and poorly coordinated. Many family workshops or family businesses, and even mom-and-pop shops in the industry chain, are mostly self-employed. Although the number is large, the scale is generally small, the management experience is lacking, the level is low, the supporting facilities cannot keep up, the service level is not high, and it cannot better meet the needs of tourists for high-quality tourism; although the mechanism is flexible, it is more mature than the management As far as hotels are concerned, the reputation of the homestay industry is not high.⁷

The reason is that, on the one hand, due to the limitations of capital, construction technology, aesthetic art, land and other factors, most of the southern Anhui homestays have small sites, simple craftsmanship, and simple equipment. Although they provide personalized accommodation products, they also bring a lot of services. Quality problems have increased the production costs and operating expenses of the company; on the other hand, many homestay operators are accustomed to the traditional production and management mode, waiting for customers to come to their door, lacking market sensitivity, lack of sales control, service capabilities, and management coordination during peak tourist seasons Ability, lack of sales channel expansion ability during the off-season of tourism, relatively high unit costs brought about by a smaller scale, and insufficient service awareness while controlling costs.

"Dispersion" due to market disadvantages and individual heroes fighting alone. Since the beginning of 2020, the new crown epidemic and the Sino-US trade war have had a huge impact on

tourism investment. The structural transformation of the tourism industry is imminent, and the accommodation industry is facing pressure and challenges for high-quality development. Southern Anhui Homestay has a single income channel, limited profits, lack of asset income, lack of financing channels and investment leverage, lack of sustainable development, a large-scale supply system has not yet been established, high unit costs, and insufficient stamina for independent development. The result of the competition between a single company and a mature industrial chain, or between a single company and a group industry group, is self-evident. To transform and develop the homestay industry in Southern Anhui, it is necessary to establish business cooperation based on the value chain, because Industrial competition has escalated into competition across the entire industry chain.⁸

"Small" due to operating disadvantages and weak brand. In recent years, the number of homestays in southern Anhui has increased significantly, but the housing prices are dominated by the low-end. Taking Huangshan as an example, according to Qunar.com, on May 24, 2019, there were 1,083 homestays with a price of less than 300 yuan, accounting for 49.59%, and less than 3% of those with a price of more than 700 yuan, of which only 9 were more than 2,000 yuan. Home, among the 9 accommodation products, only 3 have a clear homestay logo. On the basis of industrial transformation and consumption upgrade, the average price of homestays in southern Anhui has increased, but the recognition is not strong enough, and the brand connection with local tourism is not close enough.

The existing brands of South Anhui Tourism are divided into two levels: one is the tourism brand in the South Anhui Demonstration Zone, and the other is the city-level brand in the demonstration zone. However, Wannan homestay has not yet formed a brand system that combines a unified brand with a personalized brand. The cultural system of Southern Anhui is divided into the Hui cultural system and the Wanjiang cultural system. Therefore, the Southern Anhui homestay must have the characteristics of Southern Anhui as well as the characteristics of different cultural systems. Integrate the resources of the homestay industry, establish a distinctive homestay brand under the tourism brand in South Anhui, adopt the service standards

of the Yangtze River Delta homestay industry, unify the norms, integrate into the Yangtze River Delta homestay industry system, and effectively increase the influence of South Anhui homestays.

As a part of the rural industry, Wannan homestay is to achieve industrial transformation and upgrade and solve the problems of "weak", "scattered" and "small". Naturally, it is inseparable from the support of the entire rural industry. The development of country houses requires the coordinated development of the entire industrial chain of the village., In order to realize the vitality of the rural economy, drive the integration of tertiary industries such as tourism agriculture and leisure agriculture, increase rural employment, increase the value added of the integration of multiple industrial chains, and form a new momentum for rural development.⁹

PATHS AND SUGGESTIONS FOR OPTIMIZING THE COORDINATED DEVELOPMENT OF THE COUNTRY SMOKE-FREE HOMESTAYS INDUSTRY CHAIN

Strengthen the Coordination and Integration of Country Homestays and Other Industrial Chains

The pain point of the homestay industry at this stage is that it cannot effectively reduce unit costs. Only through the integration of the industry chain, the homestay industry chain can be integrated forward and backward, strengthen enterprise cooperation, improve resource utilization efficiency, form synergy, and accelerate adaptation to tourism. Changes in the environment improve core competitiveness.

According to the development characteristics of the homestay industry, it is recommended to develop a comprehensive industrial chain of "homestay +", such as homestay + pastoral complex. The two are integrated and developed, and the new urbanization and vacation economy, leisure economy, and ecological economy are integrated and integrated development path to build green hills and greenery. Shui Nongjia's pastoral ecosystem can not only help villagers get rich, but also entrust the "homesickness" of urban tourists; homestay + characteristic town not only solves the accommodation problem of tourists, but also highlights the theme of cultural ancient towns or cultural tourism characteristic towns, allowing

tourists Living comfortably and having fun; homestay + sharing economy, etc. Ordinary residents provide free-time housing for tourists to temporarily live, and idle real estate resources are effectively used, which not only saves social costs, but also benefits local residents.

Strengthen the Agglomeration of the Homestay Industry and Create a Branded Management Road for Country Homestays

Southern Anhui homestay is an important starting point for the revitalization of the rural economy and the construction of beautiful rural areas in Southern Anhui. It is recommended that the country house industry promote industrial clustering, establish regional linkages, form a regional community, integrate resources, improve the overall quality of homestays, establish a homestay resource supply system, increase resource operation efficiency, and increase asset returns; the government and homestay associations need to further improve homestays Industrial chain enterprise configuration, simplified certification and approval, partial delegation of powers, strengthened supervision, strengthened the construction of rural infrastructure, and established community supervision organizations to achieve the homestay industry clusters that "attract", "retain" and "run well".¹⁰

In the agglomeration area, it is recommended to establish a homestay brand system for regional homestay brands and personalized brands, unified promotion platforms or channels, strengthen local government guidance on channels and channel operation training, so that homestays can upgrade their brand operations with improved quality and efficiency Road to promote the healthy development of the country house industry.

Strengthen Government Guidance, Coordinate the Distribution of Benefits, and Create Beautiful Country Homestays

The entry of foreign capital in the homestay industry chain is conducive to the standardized operation of homestays and also solves the employment problem of local residents. However, the effect of foreign capital homestays on the revitalization of the local rural economy is limited, especially for scenic homestays. Foreign capital draws on local landscape resources. Operating a homestay,

but the value paid is only rent and labor remuneration. Community residents benefit little from the homestay industry, and they have not played a role in demonstrating and helping the poor and getting rich. Therefore, it is recommended that the local government properly guide, strengthen residents' participation, and share benefits; mobilize local community residents to join the operation of the homestay industry, form collective economic organizations through the establishment of farmers' cooperatives or collective enterprises, and transfer residential land or land use rights for equity, joint ventures, etc. Ways to co-invest in homestays with companies. Adopt leasing, shareholding, joint operation, integration, replacement and other methods to develop the homestay industry and realize the integration of the tertiary industries. It is recommended to improve the efficiency of the transfer of homesteads and residential use rights, and encourage rural residents to use their own homes to develop the homestay industry, or to cooperate with enterprises and others to operate homestays and share operating income.

Reasonably introduce social capital, form a joint effort to invest in the construction of rural infrastructure, public service facilities, leisure agricultural facilities and tourism service facilities, build beautiful villages, and optimize the external environment of the homestay industry; financial funds will focus on supporting non-profits such as rural infrastructure and public service facilities For project construction, it is recommended to reduce the economic burden of enterprises investing in the construction of rural industrial projects, so as to achieve mutual promotion and mutual benefit and win-win results.

Increase Policy Support, Promote the Flow of Talents in the Homestay, and Realize the High-Quality Development of the Homestay Industry

The high-quality development of the country house industry is inseparable from high-quality country house management personnel. It is recommended to improve the channels of talent circulation and promote the two-way flow of urban and rural personnel; increase policy support, improve rural talent education, medical care, etc., promote the return of talents with peace of mind, increase urban talent back-feeding support for the

country house industry; actively guide college graduates to sink into the countryside, Dedicated to the construction of rural industry. At the same time, it is necessary to increase the training of local homestay talents, strengthen the enterprise management awareness of country homestay talents, increase the professionalization of homestay management talents, and reduce the operating risks of the homestay industry.

CONCLUSION

After years of building the foundation and practicing internal skills, the homestay industry has reached a new starting point in the new era and entered a stage of high-quality development. As an important carrier of rural construction, it bears the important task of rural development and the needs of tourists for better accommodation. Only by implementing the coordination and integration of the entire industry chain can the development of the country Smoke-free homestay industry be better promoted, and the country Smoke-free homestay industry can be further transformed and upgraded in quality, agglomeration, and can play an important role in rural revitalization, neighborhood revitalization, and the leapfrog development of some old, young, borderline and poor areas. In the end, the homestay industry will benefit the people's livelihood.

Author Declaration

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