

# Research on The Transformation Path of Rural Home Stay in Shandong Province from The Perspective of Actor Network

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**Abstract.** Rural revitalization has become an important topic for the next stage of national development, and practical exploration with the practical significance of revitalizing rural tourism has been opened one after another all over the country, among which, all walks of life have paid great attention to the transformation and development of rural lodging in the new period. However, due to the short time and rapid development of rural lodging in China, the development of rural lodging is also facing a series of problems such as homogenization. Based on the actor network theory, this study takes Shandong Province as the research object, and takes the B&B operators as the operation main body to draw a network model of multiple synergies. The rural characteristic cultural resources are united, and the translation process is completed on the sharing economic information platform of acquaintance network and the publicity media such as OTA platform, and each subject profits from each, so as to promote the sustainable development of B & B.

**Keywords:** Rural home stay; actor network; rural revitalization; sustainable development.

## 1. Introduction

Since the 19th CPC National Congress report put forward the strategy of rural revitalization, the rural B&B industry has become prevalent across the country, continuing to drive a large number of elements such as technology, capital and talent to the countryside. In recent years, there are already villages in Shandong Province that have successfully utilized the rich natural and human resources of local tourism to bring about a fruitful enhancement to the development of the local economy. However, most of the villages are not obvious due to the uniqueness of their own resources, and it is difficult to break through the limitations of the objective geographical area and traditional development mode. Therefore, effective transformation has become the center of gravity for the development of rural lodging.

## 2. Literature review

In recent years, domestic scholars have put forward the research path of B&B transformation in the new era from different perspectives. Zeng Wen et al. (2015) pointed out that the "human society" and "human relations" are unique to China, and the acquaintance network significantly affects the index of B&B in the spatial network of social relations. Mei Zhenhua (2019) found that through the research of consumers in Tai'an City, tourists are mainly motivated by the experience of folk culture at that time, which should be used as a key point to promote the quality and upgrading of rural tourism. Based on the empirical study of Aribnb, Xu Feng (2021) proposed a strategy to improve customer trust from the perspective of developing shared lodging.

However, the development of rural lodging industry also appeared some challenges, the first choice is Tao Hongshi et al. (2018) proposed that some lodging operators in order to improve economic efficiency, copying and copying the style of the star-level business hotel, the internal luxury decoration, urbanization characteristics highlight. Second is Xu Xiaoting (2020) in Zibo B&B research found that the current B&B industry practitioners of uneven comprehensive quality, B&B

products lack of unified scientific planning, software and hardware is difficult to meet the diverse needs of tourists, B&B products homogenization of serious problems need to be resolved.

In summary, the domestic due to the late start of B&B research, the relevant research is not systematic and comprehensive. In this paper, based on the existing research results, based on the development trend of rural lodging, combined with the natural and humanistic conditions of rural Shandong Province, the use of actor network model will affect the development of rural lodging main body are planned into a model, in order to build the stage of lodging transformation and enhancement of the relevant initiatives.

### 3. Research Methodology and Study Objects:

#### 3.1 Building a network of rural lodging actors in Shandong Province

Actor Network Theory, also known as Translation Theory or ANT, is the combination of influencing factors in spatial change to form a network linkage, which usually contains both human and non-human factors to constitute a combination to form the concept of actors. In this paper, the B&B operator, government, B&B consumers, local residents, etc. are human actors, and the environment, properties, and the acquaintance network constructed by the B&B operator as the core are non-human actors. ANT can creatively "chain" all the actors for profit, and the space and the actors are connected to each other in this network construction, leading to a more stable relationship. Spaces and actors are interconnected in this network construction, leading to a more stable relationship network, in which all actors have interests and consistent goals. This is the most salient feature of the sustainability of the network of actors.

In this study, the process of translation is adapted to five stages: problem presentation, interest endowment, recruitment, mobilization, and re-translation to exclude dissenters in the case of conflicting interests. Among them, "problem presentation" refers to conferring absolute benefits to the key actors among the stakeholders. The rest of the actors are tied to each other and share the same goal of achieving the interest, that is, the OPP; in the study, the different subjects are "recruited" through the method of " interest endowment " in order to obtain the completion of the "mobilization" work. "Mobilization"; in the "mobilization" process, the researcher designs rules to regulate each subject to maintain the stability of the heterogeneous network; if one or more subjects change their goals during the process, the following can be carried out If the goals of one or more actors change in the course of operation, "exclusion" can be performed to reconstruct a stable network of actors. See the figure below for details.

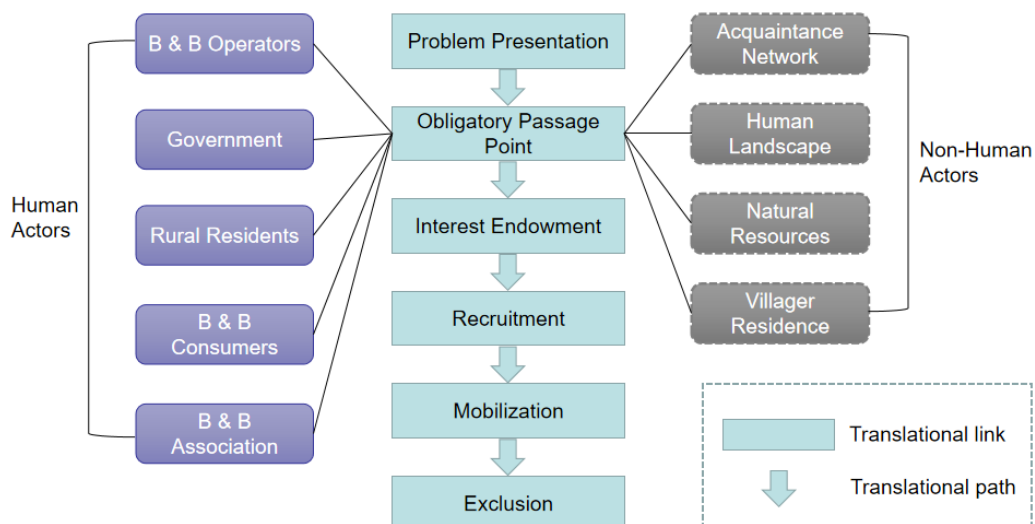


Fig. 1 Framework for analyzing actor networks

### 3.2 Actor network research methodology and analysis

In the actual operation of the network of actors, each subject supports the goal in its own way. The development of rural lodging is the result of the joint action of human and non-human actors, so in the operation of cyberspace, it is necessary to ensure that the pace of human actors is consistent with the improvement of non-human actions, and that the activities of human subjects are harmonized with nature. Finally, the development of rural lodging is a process of continuous feedback and dissent and improvement based on the network construction model, which is a model of sustainable maintenance and operation.

### 3.3 Subjects of action and main problems to be solved

In the current stage of rural B&B development in Shandong Province, B&B operators are important actors, and B&B owners belong to the core operators. Human actors also include non-core actors: the government of Shandong Province, rural residents, B&B consumers, and B&B associations; villagers' houses and natural resources are the core resources of non-human actors, which include acquaintance networks, villagers' houses, human landscapes, and natural resources. The aim of this network of actors is to maximize the interests of the actors by placing them in the same cyberspace. In the framework of the network of actors, each actor is assigned a difficulty and a goal, and in order to achieve the set goal, the difficulty of the actor is solved by means of the OPP between the actors.

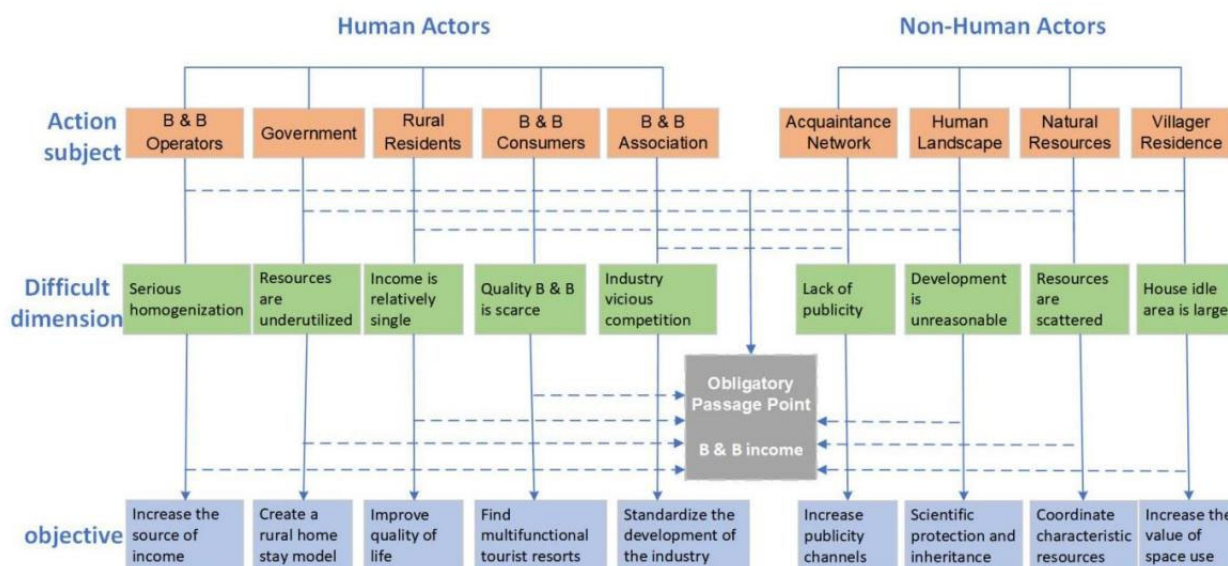


Fig. 2 B&B Transformation Actors and Obligatory Points of Passage (OPP)

### 3.4 The process of translating actor networks

In order to realize the completion of the objectives of each subject of interest while obtaining the transformation and upgrading of the development of rural lodging in Shandong Province, it is necessary for the main actors, the government, the rural residents of other stakeholders to translate the recruitment, to complete the jointly established objectives, under the construction of the actor network will be translated into the process of the following several aspects:

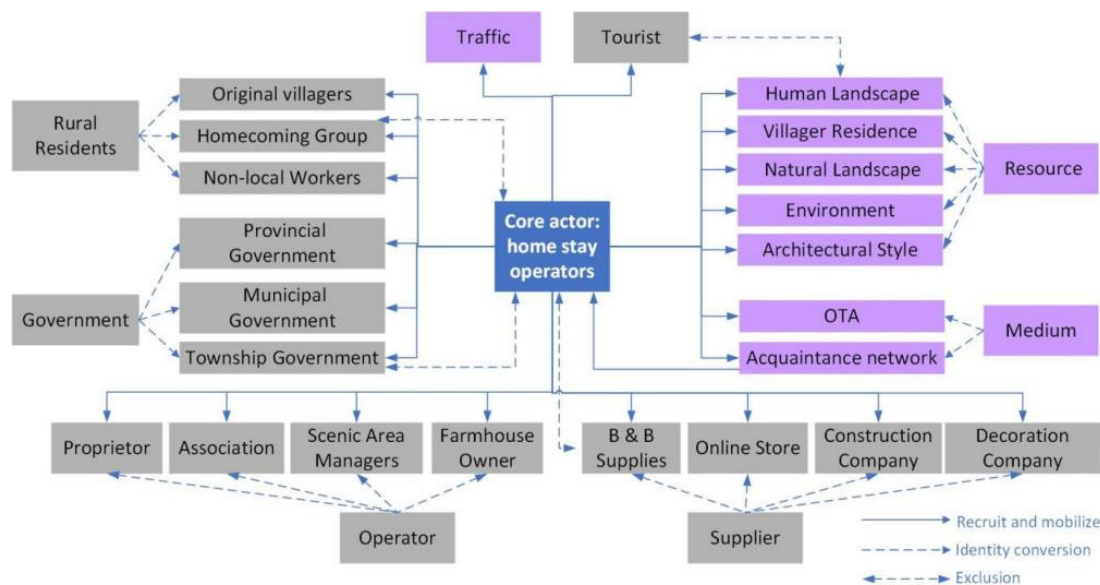


Fig. 3 The process of translating the network of B&B transformation actors

## 4. Overview of regional development of B&B in Shandong Province

### 4.1 Tourism resources advantage obvious development flexibility

Shandong Province is strategically located and possesses rich natural and human resources. Firstly, the Shandong plain is located in the lower reaches of the Yellow River and the eastern coast, and the soil shows obvious diversity. Secondly, Shandong has a long history and has nurtured many historical celebrities and cultural heritages. Typical cultural resources such as Mount Tai provide valuable materials for the development of tourism. Meanwhile, the convenient and developed transportation network and perfect tourism infrastructure have laid a good premise for the development of tourism.

### 4.2 Protection of rural lodging resources Inadequate

Rural lodging has become a "hot spot" in Shandong once it has emerged. However, due to the lack of professional planning, management and supervision, the cultural heritage and cultural inheritance in the countryside in the fast-forward attraction development forgotten, many traditional handicrafts and folk culture lost. When over-exploitation of resources and destruction of environment and ecology occurred in some villages, farmers did not get rich with obvious income, and they gradually lost confidence in future development. After investigation, the traditional operators in the development process of blindness is obvious, the development of rural lodging is not enough energy.

### 4.3 Scarcity of high-level labor resources

With the acceleration of urbanization, a large number of rural laborers are flocking to cities for employment, leading to a reduction in labor resources in rural areas. Educational resources are relatively scarce in some rural areas, and the education level of the labor force is generally low. Employment opportunities in rural areas are limited compared with those in urban areas. The aging of the labor force structure in some rural areas also imposes constraints on the development of tourism and the replenishment of labor resources. Therefore, despite the current red-hot development of B&B, the indigenous residents, as the core operators of rural B&B, are also in urgent need of follow-up in terms of knowledge, ability, service quality and service awareness.

## 5. Shandong Province rural lodging transformation construction strategy

In essence one can look at the regional rural B&B as a complete network space of actors, with each actor working together. First, planning guidance and financial support should be strengthened

in the Government's enlistment. Second, fully explore and utilize the local resources. Efficient utilization and effective integration of rural in-place resources to extract the local culture that is popular with consumers. Third, improve the practitioner quality of rural residents enlisted. The transformation of rural B&B needs to create internal development momentum. We should "attract and educate" high-quality talents and actively cultivate new farmers. Fourth, stimulate the acquaintance network and OTA media vitality. In the early stage of B&B operation, a considerable part of the B&B business expansion is relying on the acquaintance network-led business development, so that the B&B indirectly obtained the second batch of potential customers, and so on, the acquaintance network will grow stronger and stronger. At the same time, the power of OTA media publicity breaks the boundaries of time and space, and big data can also push the publicity data accurately, which is undoubtedly an important channel to expand the consumer network. Fifth, maintain the surrounding ecological diversity and independence. The original habitat of the countryside and the development of natural resources should focus on the protection of the original village architecture and ecology after the cyclical evolution, the maintenance of the existing B&B and the development of new B&B need a new round of standardized transformation.

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