

Research Progress of China's Rural B&B Based on CiteSpace Analysis

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Abstract

The rapid development of rural B&B has gradually become an important carrier of domestic tourism development and an important way of rural revitalization. The article takes 95 pieces of Chinese core literature published in the CNKI database from 2010 to 2022 as the research object, and carries out bibliometric analysis from the amount of articles, time, authors and institutions, and keywords, and then combs out the research contents of five aspects, namely, lodging and rural tourism, design of rural lodging, rural lodging industry, development of lodging and countermeasures, to find out the shortcomings of the research on rural lodging in our country, and to put forward the future development of rural lodging, which should focus on the diversity of research perspectives, and the diversity of research contents. B&B should focus on the diversity of research perspectives and the plurality of research contents, such as the research on the characterization of B&B, the quality enhancement of B&B industry and other contents, as well as the comparative study of B&B industry in different regions, in order to provide reference and inspiration for the in-depth research in this field, and to further understand and promote the practice of rural B&B tourism in China.

Keywords

Rural B&B; literature review; research progress.

1. Introduction

Under the continuous promotion of rural revitalization and the strategy of high-quality development of the national economy, rural lodging has gradually become an important carrier of domestic tourism development, while the development of lodging industry has become an important way to boost the realization of rural revitalization. As a characteristic factor of rural tourism, rural lodging plays a key role in optimizing the rural industrial structure, improving rural environment and ecology, inheriting rural folk culture, and broadening the channels for farmers to get rich, and is widely sought after because it meets the needs of people to experience the rural scenery, local culture and relaxation of the mind and body.

According to the data released by the China Tourism and B&B Development Association, the total number of B&B rooms in China grew from 815,000 sets in 2017 to 3 million sets in 2020, of which the total number of rural B&B rooms was 380,000 sets, an increase of 90% year-on-year [1]; the online transaction volume of B&B in 2019 reached 20.94 billion yuan, an increase of 64% year-on-year, and by the impact of the epidemic in 2020, China's online B&B market transaction scale slipped to 12.58 billion yuan [2]. 2017-2019 B&B products in the field of tourism entrepreneurship and innovation accounted for a continuous increase in the proportion of B&B development momentum, huge potential, the end of the epidemic in China's B&B development will usher in a new peak. 2022 Ministry of Culture and Tourism, the National Rural Revitalization Bureau and other 10 departments issued the "On promoting rural B&B The Guiding Opinions on Promoting the High-Quality Development of Rural B&B" clearly defines

the overall requirements, key tasks and safeguard measures for the high-quality development of rural B&B, proposing the formation of a rural B&B development pattern with reasonable layout, moderate scale, rich connotation, distinctive features, and high-quality service, and becoming a landmark product for the high-quality development of the tourism industry and for helping to comprehensively promote the revitalization of the countryside [3]. The booming development of the rural B&B industry has made it a hot topic of domestic tourism research. However, few scholars have systematically summarized and generalized the related research progress. In this paper, with the help of CNKI database, based on CiteSpace visualization software for knowledge mapping analysis and research, we comprehensively analyze and systematically summarize the previous research results of rural B&B, which is conducive to digging out the innovative path of high-quality industrialized development of China's rural B&B and further understanding and promoting the practice of China's rural B&B tourism on the one hand; and on the other hand, we aim to make clear the hotspots and development trends of the research and provide references and inspiration for in-depth research in this field. On the other hand, it aims to clarify the research hotspots and development trends, and provide reference and inspiration for the in-depth research in this field.

2. Research Design

2.1. Data collection

Using the full-text database of Chinese journals on the China Knowledge Network (CNKI) as the data source, the search was conducted on three groups of subject terms, namely "rural B&B", "rural + B&B" and "rural + B&B". The deadline was December 1, 2022. After manually screening invalid data such as catalogs, conferences, notices and book reviews, a total of 1,026 documents on rural B&B research were obtained, and then 95 documents, accounting for 9.2% of the total number of documents, were searched with the sources of "SCI, EI, CSSCI, CSCD, and Peking University Core". In order to deeply understand the research frontiers of B&B in China, this paper only analyzes 95 core documents.

2.2. Research Methods

Bibliometric perspective is one of the important directions of research at home and abroad, in order to scientifically and comprehensively reveal the dynamic development of knowledge in the field of B&B research, the sample literature is processed and analyzed with the help of bibliometric analysis and visual literature analysis software CiteSpace, two generally recognized methods and techniques of literature analysis in the academic world. Bibliometrics is based on the study of the law of publication of thesis, with mathematical statistics and other quantitative research methods as a means, commonly used in the quantitative analysis of the literature of the amount of articles, author institutions, research areas, keywords and other dimensions. CiteSpace has the advantages of simple operation, can draw a variety of maps, provides a large amount of information, automatic identification of the map and easy to interpret, which can effectively avoid qualitative analysis of the subjectivity generated [4]. In this paper, through the effective combination of these two methods and their use in the analysis of rural lodging-related papers, we can understand the basic situation, development dynamics and future trends of rural lodging research in a more scientific and objective way.

3. Quantitative Literature Study

3.1. Temporal Analysis of Literature Output

The research on domestic B&B tourism first appeared in 1997, and from the search results, China's research on rural B&B has appeared since 2010 with China's proposed rural revitalisation strategy. Therefore, this paper mainly collates and draws a schematic diagram of

the distribution of the literature output of domestic rural lodging from 2010 to 2022, and the overall literature related to domestic rural lodging has shown a growing trend (see Figure 1), which has roughly experienced three phases of the budding period, the growth period, and the mature development period. The first stage of the budding period is 2010-2014, during which there is less research literature and academic attention; the second stage of the growth period is 2015-2017, which belongs to the starting development period of B&B research, and the number of literature is increasing year by year; the third stage of the mature development period is 2018 to the present, and it will reach its peak in 2021, with the number of core literature reaching 31 articles. In recent years, with the continuous promotion of the rural revitalisation strategy, the development of rural lodging has entered a deepening stage from quantitative change to qualitative change, with further diversification of research themes and research content and strengthening of research depth. In addition, through the growth trend of the number of core journals and their number in the past ten years, the number of literature from 'SCI, EI, CSSCI, CSCD, Beida Core' only accounted for 9.2% of the total amount of literature, and the number of high-level literature of B&B-related research is relatively insufficient, and the high-quality research on rural B&B needs to be further strengthened. The quality research on rural lodging needs to be further strengthened.

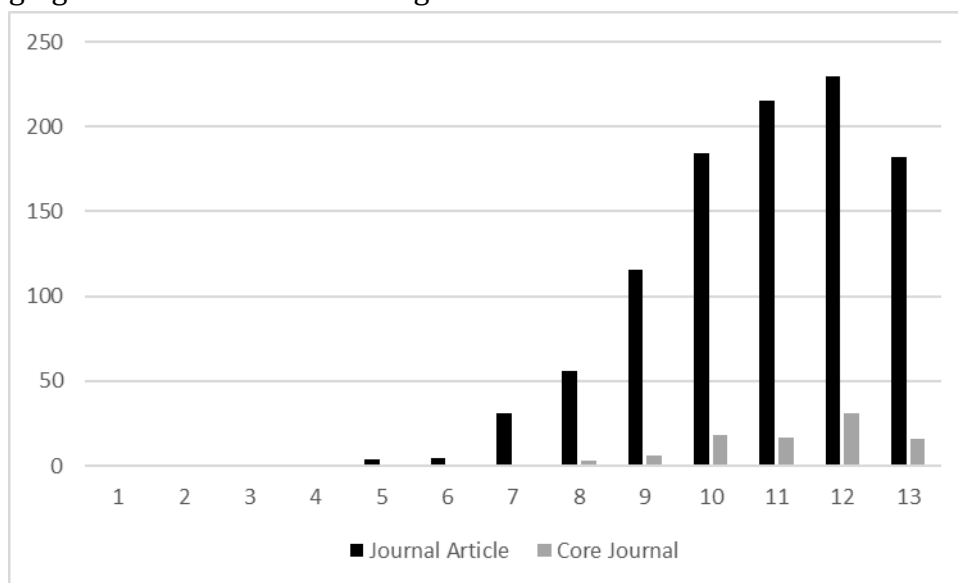


Figure 1: Annual Trends in Rural B&B Literature Output Volume

3.2. Keyword co-occurrence and cluster analysis

Keywords are natural words extracted from the title and content to reflect the main ideas of academic journals, which can reflect the core content of journal papers. Through the analysis of keywords, we can understand the disciplinary characteristics and research status of journals at the micro level, so that we can reveal the development of academic research in the field and the future development trend. In this paper, we use CiteSpace software to analyze the keyword frequency of 95 documents retrieved from CNKI (Table 2), and construct a keyword co-occurrence map (Figure 2), as well as a clustered knowledge map (Figure 3). The keywords with larger centrality values in Table 2 are similar to the keywords in Figure 2, such as "rural B&B", "rural tourism", "rural revitalization", "B&B ", 'rural tourism', 'rural revitalization', 'lodging', 'lodging tourism' and other core keywords in Figure 2 basically overlap, indicating a high degree of heat in the discussion, and also reflecting the common view of domestic scholars that 'lodging is a derivative of rural tourism', reflecting the inextricable link between the countryside, lodging and tourism. It also reflects the common view of domestic scholars that "B&B is a derivative product of rural tourism", reflecting the inseparable connection between rural areas, B&B and tourism. Figure 3 shows that the clustered terms are mainly rural

revitalization, rural tourism, B&B development, B&B design, rural B&B and so on. These clustering labels reflect that the frontiers of China's B&B research field are mainly centered on B&B tourism, B&B design, B&B industry, vernacular culture, sharing economy, ethnic areas, development strategies, etc. This shows that the themes and contents of China's B&B research are relatively limited, and have not yet formed a systematic knowledge framework, so in the future, it is still necessary to deepen the hotspots of the research, and to expand the new perspectives, new themes, and new contents.

3.3. Research theme analysis

According to the analysis of keyword word frequency, keyword co-occurrence and clustering results, this paper mainly refines the research themes from four aspects, namely, B&B and rural tourism, rural B&B design, rural B&B industry development, rural B&B development and countermeasures.

3.3.1. Research on B&B and Rural Tourism

As an important form of rural tourism development, rural lodging injects new connotations into the beautiful countryside, directly affects the overall development level of rural tourism, and becomes an important hand in promoting rural revitalization. Zhang Dongyan pointed out that the development of rural B&B industry is not only conducive to the innovative development of rural revitalization, but also has far-reaching practical significance for the development of regional economy [5]. Liang Jing and Jin Xiaowen pointed out that the construction of lodging is closely related to rural tourism, and the rationality and diversity of design expression of visual ecological elements of rural lodging can inject vitality and vigor into the healthy development of rural tourism [6]. Shi Hongfan explores the background of the generation of B&B in rural tourism in China as a whole, positions the B&B characteristics from the historical perspective, and puts forward relevant suggestions for the healthy development of the B&B industry [7]. Chen Jin in the implementation of rural revitalization strategy background, combined with China's rural tourism and B&B characteristics of the development of specific practices, proposed to carry out the B&B multi-industry integration and innovation, diversified investment subject sharing model, enhance the value of customer demand experience, joint Internet platform interactive marketing and other suggestions to promote the B&B high economic and high-quality innovative development [8].

Table 1: Statistical table of the top 13 keyword frequencies

Ranking	Keyword	Frequency	Centrality	Year
1	Rural B&B	52	1.11	2007
2	Rural tourism	17	0.38	2017
3	Rural rejuvenation	18	0.35	2018
4	B&B	10	0.22	2016
5	B&B tourism	10	0.14	2014
6	B&B Design	8	0.07	2021
7	B&B Industry	7	0.08	2019
8	local culture	2	0.05	2019
9	B&B development	4	0.03	2018
10	sharing economy	3	0.03	2018
11	ethnic area	3	0.02	2019
12	cultural and tourism integration	2	0.02	2020
13	Tourism Perspectives	2	0.02	2021

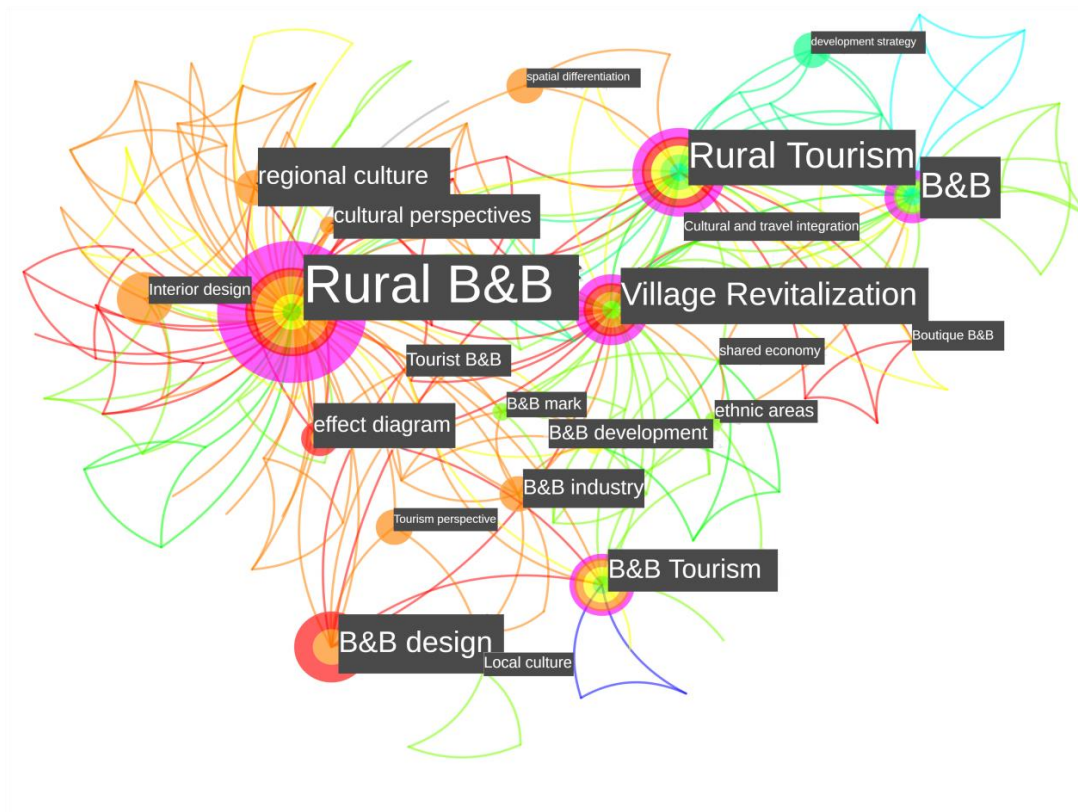


Figure 2: Keyword co-occurrence analysis mapping

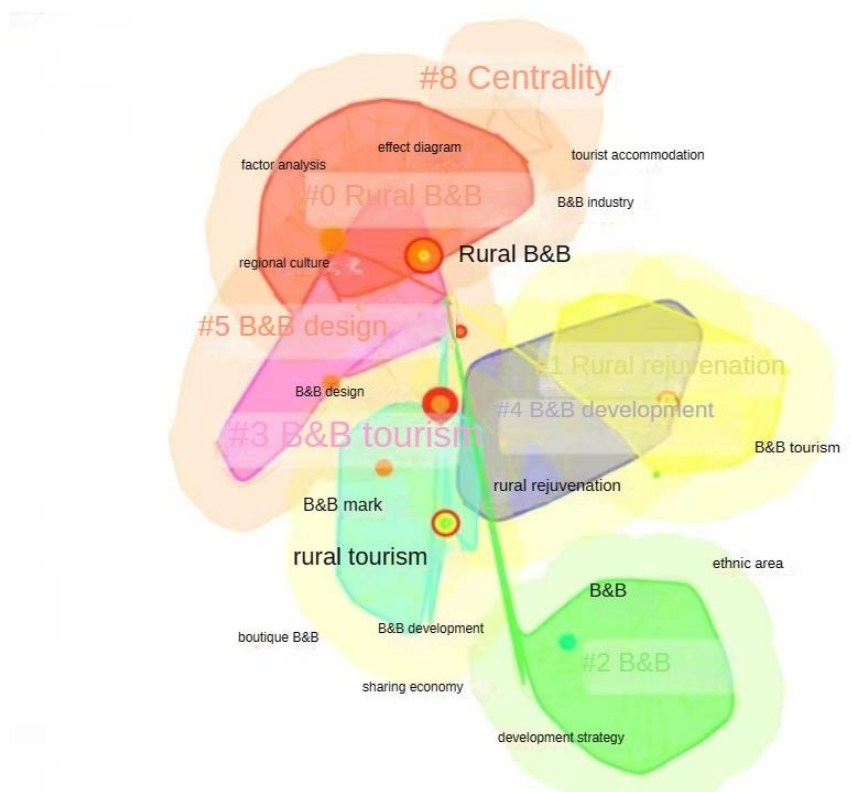


Figure 3: Keywords cluster analysis mapping

3.3.2. Rural B&B design research

Rural B&B is a place where culture and service are integrated, and its business core is culture and business foundation is service. Domestic scholars' research on B&B design is biased towards B&B remodeling, landscape design, creative design, etc., and empirical research is

relatively small. Zhang Haitao pointed out that B&B should become a material carrier for spreading local culture, restore the cultural atmosphere of B&B tourism, and help travelers understand the connotation of local culture [9]. Luo Wenbin, Jiang Weiping, Wu Yang from the regional culture to create the background to explore the design method of the B&B, the characteristics of the regional culture into account to adapt to the functional needs of the rural B&B, spiritual needs, design and planning of a rich cultural experience to effectively help the inheritance and dissemination of culture [10]. Shang Yanyun believes that B&B architecture will lose its competitiveness if it only focuses on local culture and ignores function, aesthetics and design sense [11]. Zhang Qi pointed out that the design of rural lodging needs to comprehensively consider the spatial layout of rural lodging and the adaptability of cultural decorative elements, etc., and combined with the functional settings of rural lodging, to build the cultural context of rural lodging and at the same time, to meet the basic needs of rural eco-tourism economic development [12]. It can be seen that scholars generally emphasize the need for B&B design to highlight regional culture as well as creative design transformation.

3.3.3. Research on Rural B&B Industry

Most of the research on the development of lodging in China focuses on the countermeasures research on the overall development of lodging in a certain region, and explores the feasibility and development strategies of the development of the lodging industry in different regions. Zhang Dan (2019) analyzed the problems existing in the development process of rural tourism B&B industry under the background of sharing economy and put forward corresponding solutions, as well as new directions such as the future of China's rural tourism B&B industry should be combined with "Internet +", local tourism characteristics, and the synergistic development of the B&B industry and the tourism industry [13]. Li Qiaoxing (2019) pointed out that through the government guidance of the big health industry model and the enterprise operation of the big data technology means, the service quality of the B&B industry can be effectively improved and the boutique brand can be built, so as to promote the development of regional tourism and promote the innovative development of the B&B [14]. The B&B industry in ethnic areas is developing rapidly, Li Junjie, Li Yunchao (2019) on the existence of product homogeneity in ethnic areas, planning lag, weak foundation, low level of operation, lack of management and other prominent problems, need to be innovated in the characteristics, culture, management, market, synergies, etc., to achieve the high-quality development of the B&B industry [15]. Tao Hongshi (2018) combined with the external conditions such as history and culture, living customs, management system and investment environment in Jiangxi region, put forward the industrial development paths such as strengthening the guidance and planning of the administrative department, constructing a diversified and symbiotic business model, branding chaining and entrepreneurial operation, and transforming into a diversified tourist destination [16].

3.3.4. Research on B&B Development and Countermeasures

Jin Ling and Ren Yufeng proposed that in the future, China needs to start from the aspects of system construction, the protection of farmers' main rights and interests, and the development path model, to establish a complete set of rural B&B development policy system as well as a diversified path of rural B&B with Chinese characteristics, and to promote the healthy and sustainable development of China's rural B&B [17]. Qiao Yu for rural tourism in Hainan Province B&B uneven distribution of urban and rural areas, supply and demand mismatch of the status quo, put forward the Hainan Province, "one belt, two circles and three groups" B&B development layout, the layout of the full combination of local resources and characteristics, and effectively avoid the problem of disorderly development of B&B [18]. Dai Lixia through Hainan rural tourism B&B development problems, in reference to domestic and foreign related experience, based on the proposal that Hainan Province should improve local legislation,

improve the access system, strengthen the industry self-regulation and community self-government, and the establishment of strict punishment and elimination mechanism, in order to promote the better development of rural tourism B&B [19]. Dai Qiwen for the development of China's rural lodging also exposed problems, put forward China's rural lodging high-quality development of countermeasures and recommendations [20]. Qi Zheng promotes the sustainable development of rural lodging tourism, need to emphasize government guidance, standardize the development of the industry, improve the cultural connotation, pay attention to ecological environmental protection, while actively using new technologies and applications, for rural lodging tourism development to bring long-term vitality [21]. In the development of ethnic tourism in ethnic areas, Deng Nianmei and other ethnic areas to analyze the risk of tourism development, put forward proposals to improve the management of lodging tourism [22]. Through the establishment of "motivation-consumption behavior-service quality" model, questionnaire survey and general analysis of resource-based theory, Hu Min found that operator, rural flavor, price and location are the heterogeneous core resources in B&B operation, among which operator and rural flavor are the main sources of competitive advantage. flavor are the main sources of competitive advantage [23]. As can be seen from the above, some scholars have pointed out that the current rural lodging has problems such as unstandardized lodging market, low level of lodging operation and management, and lack of scientific planning for the construction and development of lodging, and put forward corresponding solutions, so as to promote the integrated development of lodging industry and the sustainable development of rural economy.

4. Research Review and Prospect

To summarize, the research on rural lodging in China is limited to rural tourism, lodging development, lodging design and other aspects, the research content is not broad enough, and there is also a lack of research on lodging in multiple perspectives. Therefore, combined with the current situation of China's B&B development, we propose several possible directions for future B&B research to better serve the high-quality development of China's rural B&B.

The future of rural lodging should focus on the diversity of research perspectives, the plurality of research content such as the characterization of lodging research, quality improvement of the lodging industry and other content, as well as comparative research on the lodging industry in different regions.

The first study of rural B&B from multiple perspectives. It can be based on policy, culture, economy, ecology and other perspectives, from different fields such as accommodation industry, service industry, tourism industry, etc., to carry out macro research on rural B&B and the whole social system. The second focuses on the research on the specialization of B&Bs. With the trend of rural lodging gradually developing into an independent tourist destination and the increasingly prominent homogenization of lodging, rural lodging research should gradually shift from focusing on the market and the development environment to focusing on the excavation and enhancement of the lodging's own characteristics. The third is the comparative study of B&B industry in different regions. The current B&B research focuses on the B&B development research, resource development and business strategy research in individual regions, such as the research on ethnic minority B&B, Chongqing rural B&B research and other regions, trying to analyze and summarize the general laws and characteristics of B&B development through the horizontal comparison of B&B in different regions, and discovering the characteristics of the B&B development in regions with different cultural backgrounds, and providing experiences for the imperfect development of the B&B industry, thus promoting the healthy and upward development of the whole B&B industry. Thus promoting the healthy and upward development of the whole B&B industry.

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