

On the Effectiveness of Moganshan B&B in Promoting Rural Revitalization under the Background of Experience Economy

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Abstract

With the integration of urban construction and the implementation of Rural Revitalization Strategy, rural construction has experienced a blowout phenomenon, and the home stay industry has become one of the best ways to solve the contradiction between the protection and development of rural construction. This study selected the Moganshan area, an excellent representative of China's home stay industry, as the research object. Through field research, we obtained the general situation of the home stay industry and the current situation of Moganshan's home stay, classified the tourists, analyzed the cognitive status of different people and the overall social feedback of home stay, and extracted the core experience factors in the development of home stay characteristics. The research reveals the positive role of home stay industry in promoting rural economic development and improving the quality of life of villagers, puts forward the best integration mode of home stay industry and rural revitalization, and explores the collaborative development path of home stay industry and Rural Revitalization.

Keywords

Moganshan B&B; Experience Economy; Actor-Network; Grey Relational Analysis.

1. Introduction

Under the guidance of the current National Rural Revitalization Strategy, rural tourism and home stay industry have become important forces to promote the development of rural economy. In 2024, the No. 1 document of the central government clearly proposed the implementation of the project of deep integration of rural culture and tourism, with special emphasis on the construction of rural tourism agglomeration areas (villages) and the cultivation of new business forms such as ecotourism, forest health care, leisure camping, etc. Mogan mountain is a well-known tourist destination at home and abroad, and its home stay industry has developed rapidly under the guidance of national policies. In this context, it is of great significance to study the Moganshan B&B industry for promoting the sustainable development of rural tourism and B&B industry.

The home stay industry in Moganshan area has developed rapidly in recent years. The academic research on it mainly involves the following three aspects. Tourism has promoted the reconstruction of rural settlements and activated the revitalization of regional economy, culture and ecology [1] Chen Dan (2023). In exploring the symbiotic development of the home stay industry and the countryside, there are some problems in the home stay industry, such as serious homogenization, separation of home stay experience, single experience angle, and low participation in the integration of rural development [2] Wang Jie (2020). In response to the new experience upsurge, Mogan mountain residents' accommodation urgently needs to innovate the integration mode and promote the sustainable development of Rural Revitalization. The second is the latest research on Rural Revitalization and development. The

implementation of the Rural Revitalization Strategy has entered a period of efficiency improvement and growth, but there are still some current problems, such as inadequate policy implementation, insufficient infrastructure construction, difficult industrial structure transformation, brain drain and so on [3] Li Ning (2024), but at the same time, the B&B industry developed by Yingyun gradually exposed the homogenization problems caused by blind design, the hidden dangers of the loss of historical context, and the hollowing out of public space design. How to solve these problems has become the key to Rural Revitalization [4] Huo Meijing (2024). The third is the latest research on the experience economy. As an extension of the service economy, experience economy emphasizes satisfying consumers' feelings. In the era of experience economy in the 21st century, leisure tourism has become the industry most in line with the characteristics of experience economy [5] Liang Qiang (2008). In recent years, card playing experience tourism has become one of the important marketing means to stimulate tourists to choose rural tourism. However, in the process of the experience economy penetrating the tourism industry, there are still a large number of underdevelopment [6] Yu agile (2024), how to grasp the hot spots of consumer demand at all times and undertake the experience economy is the key point of development.

Mogan mountain has excellent ecological environment and rich historical and cultural resources, which are the initial conditions for it to become the birthplace of B&B. Thanks to its unique natural and cultural endowment, location advantages and the government's strategic planning, Moganshan B&B is in a leading position in the development of the national B&B industry. At the same time, Mogan mountain is located in the center of the Shanghai Nanjing Hangzhou golden triangle, which has obvious geographical advantages. However, due to the gradual expansion of tourism and the access of a large number of market capital, many home stay hotels have lost their local characteristics and become commercial and industrialized residences. The local cultural landscape is losing its original diversity and is replaced by a large number of commercialized scenes. Not only is it not conducive to the local sustainable development strategy of rural revitalization, but also it is more difficult to continue to inherit the overall consciousness of the architectural community, making it distorted in the era of commercialization. Therefore, starting from the experience economy theory, this paper further summarizes the core experience factors in the development of Moganshan B&B by building a gray correlation model, and makes an in-depth analysis of the development of Moganshan B&B. It also reveals the positive role of the home stay industry in promoting rural economic development, improving the quality of life of villagers, and enhancing rural cultural value from the implementation of the actor network, so as to find the best integration mode of the home stay industry and Rural Revitalization.

2. Analysis of Home Stay in Mogan Mountain

The success of the home stay industry has boosted the popularity of Mogan mountain, and a large number of investors came here to carry out a new round of home stay construction. Through field visits and research, and with the help of several large home stay booking websites in the market, a total of 55 home stay hotels near Mogan mountain (within 10 kilometers from the scenic area) were investigated. Combined with the information of relevant websites, the following table 1 is sorted out according to the following elements.

Table 1. Basic information of Moganshan B&Bs

Serial Number	Name	Opening time(year)	Location	Distance	Scale	Average price	Service
1	Xiaofeng evening scenery country hot spring beauty Lodge	2018	Ziling Zhongcun	8.8km	14Rooms	608 yuan	Meal and lodging, Barbecue, Chess and card room, Hot spring

2	Mogan Yaya's garden home stay	2023	Liaoyuan Village	6.6km	14Rooms	1371 yuan	Meal and lodging, Teahouse, Chess and card room, KTV, Conference Hall, Coffee shop
3	Shidefang · Xi'an Mountain Residence	2020	Liaoyuan Village	6.6km	10Rooms	646 yuan	Meal and lodging, KTV, Barbecue, Conference Hall
4	Bamboo bank · Creek house	2017	Liaoyuan Village	6.5km	7 Rooms	508 yuan	Meal and lodging, Children's paradise, Teahouse, Barbecue, Multi-Function Hall
5	Geng Fu Mountain Residence	2019	Liaoyuan Village	6.4km	8 Rooms	1073 yuan	Meal and lodging, Table tennis room, Ski, Fishing, Ride, Chess and card room, KTV, Barbecue, Children's paradise, Wedding banquet service, Multi-Function Hall
6	Deying Mountain Residence	2018	Geng Village	6.6km	5 Rooms	461 yuan	Meal and lodging, Barbecue
7	Tingyun Mountain Residence	2022	Liaoyuan Village	2.2km	7 Rooms	593 yuan	Meal and lodging
8	1077 night vacation villa	2020	Geng Village	2.2km	7 Rooms	1261 yuan	Meal and lodging, Chess and card room, KTV, Barbecue, Children's paradise, Multi-Function Hall
9	Huangying mountain villa	2016	Geng Village	2.4km	7 Rooms	621 yuan	Meal and lodging, Chess and card room, CHILDREN'S POOL, Barbecue, Multi-Function Hall
10	Mobai mountain residential accommodation	2019	Liaoyuan Village	6.7km	8 Rooms	482 yuan	Meal and lodging, Chess and card room, Teahouse, Barbecue, Children's paradise
11	Banduju · Lingqi B&B	2017	Liaoyuan Village	7.3km	10Rooms	571 yuan	Meal and lodging, Chess and card room, KTV, Barbecue, Children's paradise, Multi-Function Hall, Werewolf killing, Handmade, Outdoor Movies, Ski equipment
12	Mogan Tianquan · star pool design Meisu	2017	Houwu Village	8.8km	12Rooms	591 yuan	Meal and lodging, Chess and card room, KTV, Children's paradise, Teahouse, Barbecue, Multi-Function Hall
13	Encounter · idyllic residence	2014	Laoling Village	8.6km	9 Rooms	491 yuan	Meal and lodging, Chess and card room, KTV, Teahouse, Barbecue, Children's paradise, Multi-Function Hall
14	Ling Mama's yard	2023	Liaoyuan Village	6.9km	6 Rooms	440 yuan	Meal and lodging, Game Room, Children's paradise, Multi-Function Hall, KTV, Barbecue, Chess and card room, Teahouse, Werewolf killing, Trampoline, Rock climbing, Pick
15	Zhujiuju private hot spring garden Meisu	2016	Liaoyuan Village	6.9km	22Rooms	626 yuan	Meal and lodging, Chess and card room, Multi-Function Hall
16	Yinfanchen Holiday Villa	2020	Liaoyuan Village	8.1km	7 Rooms	566 yuan	Meal and lodging, KTV, Table tennis room, Chess and card room, Barbecue, Tabletop soccer, Multi-Function Hall
17	Home stay in tianshanyu Township, Mogan, Shanxi	2018	Liaoyuan Village	6.4km	8 Rooms	490 yuan	Meal and lodging, Chess and card room, KTV, Teahouse, Multi-Function Hall
18	Mogan mountain Yaquan garden luxury holiday home stay	2018	Liaoyuan Village	7.5km	7 Rooms	1242 yuan	Meal and lodging, KTV, Trampoline, Teahouse, Werewolf killing, Chess and card room, Barbecue, Tabletop soccer, Multi-Function Hall, Children's paradise
19	Mogan mountain homestay	2022	Laoling Village	9.1km	10Rooms	919 yuan	Meal and lodging, Table tennis room, Campfire, Teahouse, Pick, Ride, Chess and card room, KTV, Barbecue, Children's paradise, Fireworks, Multi-Function Hall
20	White fragrant Villa	2016	Geng Village	6.9km	9 Rooms	525 yuan	Meal and lodging, Chess and card room, KTV, Teahouse, Coffee shop
21	Hermit mountain house B&B	2018	Liaoyuan Village	7.4km	10Rooms	794 yuan	Meal and lodging
22	Yueyi Mountain Residence	2019	Liaoyuan Village	3.8km	6 Rooms	837 yuan	Meal and lodging, KTV, Barbecue, Conference Hall
23	February 30 Villa	2023	Liaoyuan Village	2.6km	15Rooms	1515 yuan	Meal and lodging, Barbecue, Bar
24	Mogan mountain Jieliu residence B&B	2018	Liaoyuan Village	5.9km	9 Rooms	560 yuan	Meal and lodging, Chess and card room, Tabletop soccer, Children's paradise
25	YuCha B&B	2015	Laoling Village	9.3km	5 Rooms	847 yuan	Meal and lodging, Chess and card room, KTV, Teahouse, Multi-Function Hall
26	Muxinfang yangjiale	2016	Geng Village	1.8km	10Rooms	470 yuan	Teahouse, Coffee shop, Children's paradise
27	Xishan Harajuku	2015	Shukeng Village	9.8km	10Rooms	1348 yuan	Meal and lodging, Swimming pool, Teahouse, Planting and picking

According to the in-depth questionnaire, the planning and maintenance modeling of B&B is generally small, and each B&B provides about 9 rooms on average. The price of B&B in Moganshan area is higher than the national average level. With the high service level, but the functional construction is not fully popularized, lacking diversified and personalized services. In terms of resource support, home stay is divided into three types: location resource type, agricultural resource type and natural resource type. [7]

3. Analysis on the Effectiveness of Moganshan B&B in Promoting Rural Revitalization

As a multi factor statistical analysis method, the core of grey correlation analysis is to evaluate the correlation degree of various factors in the system. By comparing the change trend between the home stay experience economy factor and the Rural Revitalization effect, the correlation degree between them is determined, so as to evaluate the contribution and impact of the home stay experience economy factor on Rural Revitalization. Reveal which factors are the key factors affecting the effect of rural revitalization, and help identify the advantages and disadvantages of home stay experience economy. The specific model is constructed as follows:

$$\xi_i(k) = \frac{\min_i \min_k |x_0(k) - x_i(k)| + \rho \cdot \max_i \max_k |x_0(k) - x_i(k)|}{|x_0(k) - x_i(k)| + \rho \cdot \max_i \max_k |x_0(k) - x_i(k)|}$$

For the six evaluation items: creating cultural emotions, boosting economic development, public facilities construction, promoting repeated consumption, providing jobs and increasing interactive memory, the correlation between development effect and Moganshan B&B is studied. The results of grey correlation coefficient are shown in Table 2:

Table 2. Table of grey correlation coefficient results (example of the first 15 groups)

Correlation coefficient results						
	Create cultural emotions	Boost economic development	Boost economic development	Promote repeated consumption	Provide jobs	Increase interactive memory
1	0.8730	0.9124	0.5239	0.6896	0.6711	0.6310
2	0.9231	0.7194	0.4835	0.6288	0.6660	0.4298
3	0.7223	0.9995	0.4961	0.7501	0.7732	0.5070
4	0.8358	0.7718	0.5035	0.7740	0.6635	0.6821
5	0.6684	0.7833	0.8552	0.7196	0.9694	0.3974
6	0.7753	0.7219	0.3884	0.9020	0.9086	0.3752
7	0.6802	0.7888	0.6552	0.9368	0.6753	0.4796
8	0.9627	0.8638	0.7479	0.6246	0.7622	0.6742
9	0.6666	0.7150	0.6144	0.9143	0.7409	0.4583
10	0.8238	0.7863	0.9875	0.7320	0.9399	0.4570
11	0.8120	0.9631	0.7791	0.6222	0.7424	0.8879
12	0.9606	0.8493	0.5342	0.7850	0.8387	0.8645
13	0.7033	0.6603	0.5506	0.6250	0.8533	0.4176
14	0.7021	0.8806	0.4234	0.6442	0.9125	0.3659
15	0.6923	0.9927	0.6485	0.7120	0.6964	0.6074

Note: the resolution coefficient $\rho \in (0, \infty)$, The smaller ρ , the greater the resolution. Generally, the value range of ρ is (0, 1). The specific value can be determined according to the situation. When $\rho \leq 0.5463$, the resolution is the best, usually $\rho=0.5$.

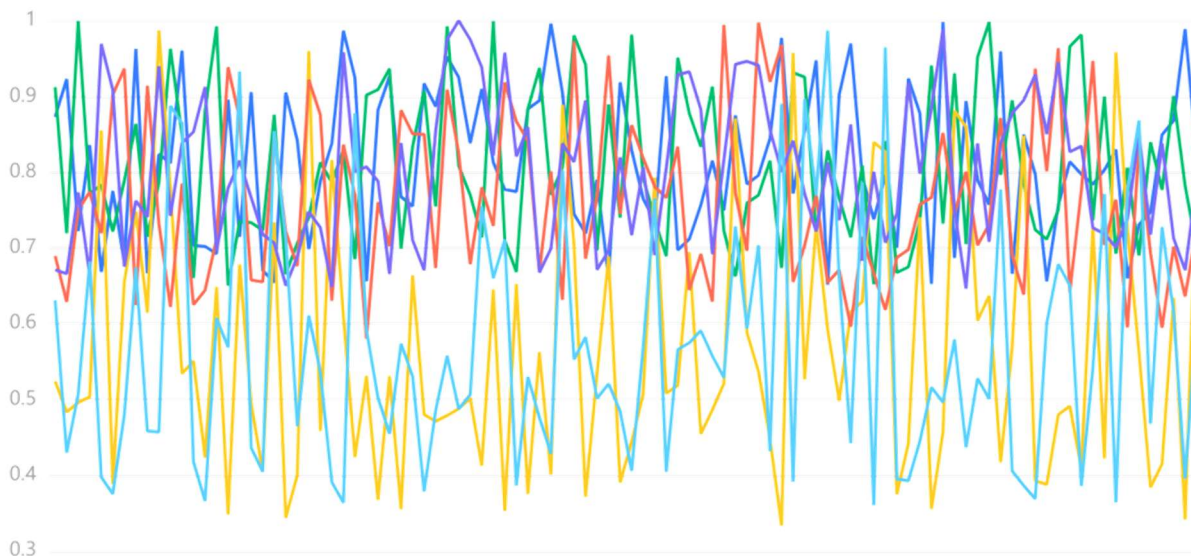


Figure 1. Experience Enablement Correlation Factor

Drawing the correlation coefficient Figure 1, we can see that the correlation degree of the evaluation indicators "public facilities construction" and "increasing interactive memory" is significantly lower than other indicators, indicating that the advantages of the experience economy in the development of B&B are weakly related to these two indicators. The core relevance of experience elements lies in other perspectives. Since the number of image selection items is too small to be universal and too many items are difficult to distinguish, it is necessary to express the core driving mode of experience economy intervention through quantitative table ranking, as shown in Table 3:

Table 3. Ranking of experience economy empowerment correlations

Correlation results		
Evaluative items	Correlation	Ranking
Create cultural emotions	0.813	1
Boost economic development	0.807	2
Promote repeated consumption	0.8	3
Provide jobs	0.762	4
Increase interactive memory	0.571	5
Public facilities construction	0.569	6

From the relevance ranking table, it can be concluded that the experience economy helps the development of B&B in terms of creating cultural emotions, helping economic development and promoting repeated consumption. These three indicators are the unique advantages given by the experience economy. Help economic development. In today's difficult economic environment, the experience economy provides a reliable guarantee for the implementation of the Rural Revitalization Strategy by virtue of its high flexibility, high output efficiency and high economic addition. On the premise of protecting the original local resources, we should explore the unified value of experience economy and Rural Revitalization development strategy, and show the vitality of Mogan mountain B&B. Create cultural emotions. Cultural emotion is composed of material culture and spiritual culture of a region. The home stay products with the characteristics of Mogan mountain area can let visitors experience the local material culture, connect individuals with specific derivative services and special emotions, make tourists have regional identity, have attachment to Mogan mountain, and promote repeated consumption.

The local experience of tourists is composed of excitement, interest and other elements, and emotional fragments are pieced together with the time of tourists, and finally presented in the form of memory. When tourists encounter similar scenes again, they will respond positively to the tourism intention through memory intermediary, so as to continuously bring economic benefits to the local area.

4. Conclusion and Enlightenment

4.1. Conclusion

The understanding of this paper mainly includes the following aspects: (1) after the integration and development of experience economy factors, Moganshan B&B has achieved certain results in helping rural revitalization. The development of Moganshan B&B industry has formed an industrial cluster, which has led rural tourism from a single B&B to a diversified business form through the form of "B&B+". (2) There are problems such as insufficient construction of public facilities and insufficient depth of cultural interaction experience. The characteristics of large initial investment and long return period lead to the construction of these facilities lagging behind, affecting the sustainable development of the home stay industry and the overall experience of tourists. The vitality and attraction of rural culture have not been brought into full play, and the interactive excavation of local B&B culture lacks strong guidance. (3) The lack of villagers' participation has led to contradictions between home stay operators and local residents, resulting in a certain degree of homogeneous development, affecting the harmony of the community and the long-term development of home stay. The lack of effective planning may lead to unreasonable allocation of resources and coordinated planning. Training and education are needed to improve farmers' awareness and participation in the development of B&B.

4.2. Enlightenment

Combined with the research conclusion of this paper, based on the actor network theory, this paper proposes to form a practical framework system, focusing on the micro level between the subjects to build the overall social situation correlation diagram, as shown in Figure 2, the relationship between the government, collective, individual, resources and other elements is reconstructed, and the behavioral enlightenment of the various actors' participation in the integration of experience economy and the development of home stay industry is studied and put forward.

(1) For the rural revitalization construction led by government policies, the government, as the main actor in the early stage, collects the land use situation in the region and makes an overall plan for the land use efficiency through the early investigation of the Rural Revitalization Strategy. In terms of environmental governance, the government pays attention to giving full play to the local natural and ecological conditions to create ecologically beautiful villages. Improve the living environment in Mogan mountain, ease the outflow of young labor force and avoid hollowing out of the countryside. Guide and give play to geographical advantages, rely on the home stay industry to re employ farmers, release vacant homestead and idle labor [8], and promote common prosperity through industrial clusters.

(2) In the mid-term of construction, the development of Mogan mountain area will generally rely on home stay to drive the overall economic growth. The development of tourism has activated various types of industries and formed the rudiment of a beautiful countryside. It needs to be gradually transformed into the promotion of Rural Revitalization led by the home stay market. As an endogenous growth engine, home stay plays a leading role in attracting more tourists to visit Mogan mountain and driving the economic growth of the surrounding areas. More Moganshan residents saw the development potential of housing to B&B, and actively responded to the government's call to build their own B&B. Establish multi-party cooperation,

build a value-added industrial chain of Moganshan scenic spot, and serve to retain tourists from basic necessities of life. At the same time, grasp the Internet outlet and vigorously promote ecological B&B through multiple channels.

(3) Nowadays, the facilities of Moganshan B&B are aging, and the actors are committed to exploring the upgrading and transformation channels of Moganshan B&B. Through the survey, it is found that the OPP of actor network has been transformed into the upgrade and transformation of continuous home stay by integrating experience elements, and the experience elements dominate the Rural Revitalization and optimization. The spatial construction of Deqing County can be seen as a network space formed by the joint action of multiple actors. Taking the Moganshan scenic spot in the county as the network center as the core drive, based on the unique natural ecology and the long-standing cultural heritage, combined with the investigation of the actual use of residential land, Deqing County carries out transformation and upgrading to form a home stay cluster development to promote the optimization of economic structure, and gradually build a beautiful village with comfortable living conditions and ecological benefits to promote economic benefits.

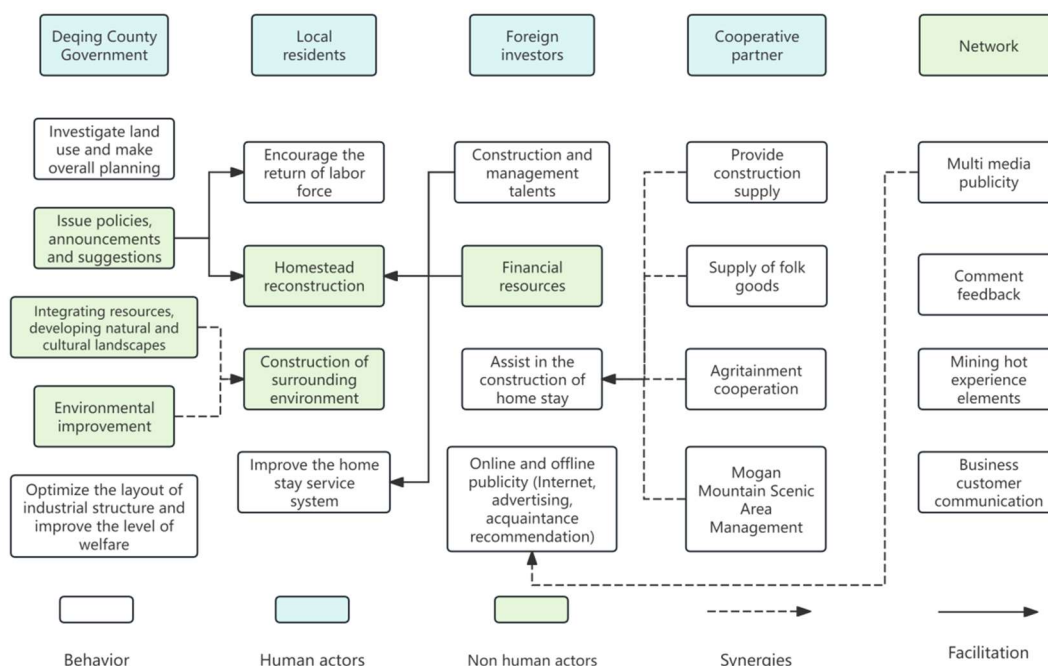


Figure 2. Deqing County Moganshan B&B Development Actor Network Map

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