



The Inner Logic and Practical Path of Rural Sojourn Promoting Rural Revitalization

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Abstract. Rural sojourn reflects the comprehensive pursuit of people's needs for a better life, and the development of rural sojourn is of great significance to give full play to the comprehensive function of rural areas and promote rural revitalization. Through analyzing the concept and characteristics of rural sojourn, this paper reinterprets the value of rural life, culture, ecology and production from the perspective of the process of sojourn activities, and analyzes the development logic of the current sojourn industry driving rural revitalization. The study points out the interactive relationship between rural sojourn and rural revitalization, emphasizes the importance of rural sojourn in promoting rural revitalization, focuses on the essential needs of "better life" and the characteristics of "human subjectivity" from the perspective of rural sojourn, and proposes the development path and safeguard measures to improve the industrial chain and value chain, build an integrated and innovative living space, and differentiate and stratified gradually.

Keywords: Rural Sojourn, Rural Revitalization, Mobility, Subjectivity

1 Introduction

The report of the 19th National Congress of the Communist Party of China elevates "rural revitalization" as a national strategy, which in essence affirms the value of the countryside and is also the return of the spirit of "rural China"[1]. China is now in a new stage of consolidating and expanding the achievements of poverty alleviation to comprehensively promote rural revitalization. Tourism has entered the era of national leisure and vacation, and "living like a local" has become a higher form of pursuit for tourists. Rural sojourn, blending leisure vacation and roaming lifestyle, shows China's rural tourism trend.

With the popularity of sojourning, the research on the development of the sojourning industry has made great progress. Current research mainly focuses on the following aspects: First, the research is based on sociology, anthropology and geography, from the "second home", "non-habitual residence", "migration and mobility" and other theories, to build the sojourn-related theoretical system[2-4]; Second, it focuses on the motivation and behavior of sojourners, the influence of sojourning development, sojourning environment, and the integration and development strategies of

health and old-age sojourning places. From an industrial view, China's rural sojourn focuses on seasonal and wellness migration, e.g., Northeast residents moving to Hainan, Yunnan for better climates, and city dwellers relocating to suburbs/villages for recuperation and retirement. This highlights underdeveloped but vast potential in the sojourn market. Foreign rural sojourn has a long development history and a mature industrial system, urban tourists buy or rent rural houses, expanding through timeshare, government supports this with tax breaks, subsidies, and training, focusing on rural products and cultural continuity. Hence, domestic sojourn research should broaden beyond migrant vacationers and elderly needs, emphasizing rural sojourn's value and its interaction with rural revitalization, to offer theoretical backing for industry growth.

2 Connotation of Rural Sojourning and Rural Revitalization

2.1 Sojourning and Rural Sojourning

Sojourning originally referred to the act of temporarily staying in an "unusual place"¹. Domestic scholars have studied the concept and connotation of "sojourn" from the perspective of tourism geography and sociology based on the interaction of "man-land-time", compared it with the concepts of tourist immigration and second residence, and believed that sojourn has the characteristics of "stay on the move" and "residence in travel". Zhao S.S.& Gao L.H, based on the current research situation at home and abroad, propose the concept of sojourning from the perspective of tourism, and believe that sojourning has two basic attributes: "separation from habitual residence" and "combination of travel and residence" [5]. Cheng H.&Yang, Z.(2021)Based on the relationship between tourism and immigration, defines rural sojourning as a spatial displacement behavior that is not completely divorced from the urban environment but pursued by the experience and consumption of the unique natural, human and cultural heritage in rural areas [6]. It is obvious that sojourn has the attributes of "tourism and residence" and is the practice of "Lifestyle tourism". Sojourn obtains pleasure through participation and experience activities, and participates in regional development by fulfilling the role of lifestyle, with the personality characteristics of leisure, emotion and experience. All activities of sojourning are completed under the premise of "mobility", with its "mobility" characteristics and motivation influence is the key point.

¹ According to the recommendations of the United Nations World Tourism Organization (UNWTO), it refers to areas beyond the geographical boundaries of an individual's daily life, and selects the frequency of daily visits and spatial distance as reference indicators for delineation.

2.2 Sojourner Connotation and Classification

The concept of sojourner was first proposed and defined by Xiao Z.P. of the Department of Sociology at the University of Chicago as "a stranger who has spent many years in another country without being assimilated". Scholars have gradually enriched the connotation of sojourners from the perspectives of psychology, motivation, cultural behavior, etc. They believe that sojourners share culture with the local community while maintaining a certain psychological distance, and the communication between sojourners and the destination is dominated by work affairs. Nevertheless, the attempt to elucidate the concept of sojourners within the context of productive tourism migration demonstrably diverges from the empirical reality of sojourn activities and the evolution of the sojourn industry in China.

This study centers on the motivations and impacts of representative sojourner groups within China, drawing upon existing research and incorporating the distinctive characteristics and emerging trends of China's rural sojourn industry development phase. By considering socioeconomic, cultural, and psychological factors, we categorize "sojourners" into four distinct types: international sojourners, productive labor-oriented sojourners, migratory sojourners, and lifestyle experience-seeking sojourners [2-9].

China's current sojourners are mainly urban residents, mainly lifestyle type and migratory type sojourners, and the elderly group is the majority. The commonalities of the four types of sojourners' motivation are as follows: the "pull factor" based on the attractive characteristics of the destination itself, and the "push factor" that perceives novelty, explores and returns to self-motivation in the space flow.

2.3 Rural Sojourners

Further analyzing the motivations of rural sojourners based on the "push-pull" factors, the idyllic poetic living space, the high-quality climate and natural scenery and air, and the rustic cultural atmosphere in rural memory are shown as the intrinsic attraction; From the perspective of the subjective needs of rural sojourners, it is manifested as experiencing the heterogeneous lifestyle that the original living environment does not have in leisure and vacation, so as to achieve the purpose of health and self-cultivation. Rural sojourners can be defined as "those who have the motivation to practice lifestyle living in the countryside and achieve psychological comfort and physical relaxation through activities such as rural resource experience and leisure vacation".

2.4 Rural Revitalization

To address the "contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life ", The 19th CPC National Congress put forward the rural revitalization strategy: give priority to the development of agriculture and rural areas, give priority to the allocation of factors of production, resource conditions and public services, accelerate the improvement of rural public

services, infrastructure and information flow and other weaknesses, promote the co-ordinated economic and social development of urban and rural areas, realize the overall revitalization of rural areas, and ultimately achieve industrial prosperity, ecological livable, rural culture and governance To achieve the goal of effective management and prosperity.

3 The Logic of Rural Journo Promoting Rural Revitalization

The interactive relationship between rural sojourn and rural revitalization is mainly reflected in the level of connotation extension, factor flow and common demands, and is implemented in the front, middle and end of the industrial development process. At the front-end, rural sojourn reconstructs rural value, builds, enrich and enhances the base of rural revitalization; At the middle-end, rural sojourn promotes closer integration of cities and towns and gives play to internal factors and external resources of rural areas through element integration and resource value reconstruction linkage and circulation provide development impetus for rural revitalization; At the back-end, the general requirements of rural revitalization of "thriving industry, livable ecology, civilized village style, effective governance, and prosperous life" are consistent with the internal logic of the goal of rural tourism industry development focusing on "improving tourist experience, enhancing the competitiveness of rural economies, and improving the quality of life of local residents".

3.1 Rural Sojourn Reconstructs Rural Core Values and Builds A Solid Foundation for Rural Revitalization

The development of rural sojourn is rooted in village resources, which should be innovated and enriched. The countryside has a quiet, leisurely and ecologically primitive environment that is hard to find in the city, carrying people's imagination of poetic pastoral life and pursuit of high-quality lifestyle. Its living and residential functions occupy a leading position in the development of rural tourism. From the perspective of sojourn, rural development and construction should meet the ecological, green and low-carbon industrial development under the demand of high-quality housing, and pay attention to the future beautiful home construction of both urban and rural people with quality of life.

Value of Rural Sojourn Living Space. The value of rural sojourn living space is mainly reflected in the livability of the countryside. The first manifestation is emotional connection. From city to town, from township to village, as the geographical scope shrinks, the connection between people returns to the nature of villagers, and human vitality becomes more and more intense in blood and geographical connection. Rural areas have become a good place for health, heart and retirement that can respond to people's demands for closeness to the homeland and emotional return. The

second performance is the comfort of living space. This requires external supporting conditions such as infrastructure, environmental health, culture and education to meet the high requirements of quality of life. In the case of limited existing conditions and equipment, in order to meet the needs of the "rural sojourn living circle", rural sojourners carry out life, leisure, education and work activities in the living units around the countryside, such as towns and cities, which will intensify the connection between the countryside and cities, promote the sharing and co-construction of urban and rural areas, and thus promote the integration of urban and rural development. Living together in the same space, the neighborly relationship, the comfortable living environment, as well as the harmonious and close connection between people and people, people and land, further enrich the connotation of rural development.

The Value of Rural Sojourn Culture Space. Countryside is the birthplace of human civilization, and its cultural value is mainly reflected in the following aspects: First, the countryside has a long history of farming civilization and spirit, and its traditional farming activities, human relations, festival celebrations and folk opinions are localized and down-to-earth moral education resources; Secondly, the local clan organization forms gradually regulate people's behavior and condense into local beliefs; In addition, the ancient villages contain the pattern, system, carving and plaque of cultural images etc., is the compound living body of rural culture, science and technology, aesthetics, education, folk custom and other factors, which sustains the relationship and emotion of villagers' survival and life. In the context of rural sojourning, sojourners are deeply connected with rural living space, and the elements of local culture and education collide with the values of sojourners, which provides nourishment for the cultural integration of "residents" and is conducive to strengthening local dependence and local identity.

Ecological Space Value of Rural Sojourn. The picturesque ecological space is the highlight and core competitiveness of the countryside. The ecological value of the countryside from the perspective of sojourn is embodied in the authenticity of the rural natural landscape, fresh and healthy air, pleasant climate, the fun of farming life, and the concept of ecological harmony. In the process of the increasingly close connection between the countryside and the external space, in order to continue the concept of ecological civilization, intelligent ecological governance means can be used in the development of the hostel to coordinate the management of the rural environment, improve the rural ecological pattern, fully tap the landscape value and ecological value of the countryside, and adapt to the high-quality living standards of the hostel.

Production Value of Rural Sojourn. Industry is the basis for the survival and development of residents, and industrial prosperity is also the primary task of rural revitalization. The traditional family production and workshop production forms in Chinese villages are small in scale and low in technical level. The rural industry from the perspective of sojourn lays a solid foundation for rural construction, does not blindly pursue scale, implements the production mode of sharing and co-construction with

rural residents, gives full consideration to the advantages of local talents and characteristic resources, and pays attention to ecological interests and sustainable development. In the process of residents' practice of a better way of life, the relevant departments can adjust the organizational form, implement the form of villagers' cooperation, introduce scientific, technical and professional talents, and improve the development efficiency, which can not only retain and inherit the traditional rural manual skills, but also increase the elements of experience and adapt to the market's hands-on needs.

3.2 Sojourn Promotes The Transformation and Upgrading of Rural Tourism and Improves The Effectiveness of Rural Revitalization

Rural revitalization is a strategy that integrates economic, social, cultural, ecological and other fields. It not only means industrial revitalization, but also includes people revitalization. Sojourn drives the change of production relations through the flow of production factors, stimulates and forces the improvement and innovation of rural products and services based on living and residential needs through diversified demands.

The "Mobility" Factor Stimulates Rural Development and Provides Impetus for Development. Due to the low mobility of production factors in China's rural areas, the corresponding value system and group consensus have been formed in the long-term production practice. As an important "human" in production factors, sojourners from outside or in bring new technologies, new methods and new ideas for economic development. Their innovative spirit, values and new social networks affect the relatively stable management and ecological status quo of rural areas, break the existing balance, and bring vitality to rural economic development. Although rural sojourners do not take production and making a living as their main purpose, and may not directly participate in local entrepreneurship and employment activities, the deep experience needs in the "second residence" scenario will inevitably involve sojourners in local housing replacement, exchange and cooperation, commodity trading and trading, community activities and facilities and services. These life paths and consumption activities will be through other mechanisms Stimulate entrepreneurial activities and stimulate rural economic development.

Integrate the Advantages of Rural Resources and Promote the Quality and Upgrading of Rural Tourism. Based on the attribute of "tourism + residence", the living value and consumption function of rural areas in aesthetics, recreation, leisure and health care have been highlighted, promoting the integrated development of urban and rural areas, and contributing to the revitalization of rural areas in the process of promoting the construction of regional living community. For example: Raorao Village in Guiyang's Huaxi District aims to create a residential tourism hub by leveraging market demands and local strengths, revitalizing idle homes, and boosting tourist capacity. Since 2023, rural tourism income has soared, with projections for over RMB

2 million annually by 2025. Similarly, Shanwangmiao Village's "Huaguo Mountain" complex in Guizhou has achieved dual growth in tourism and collective economy through regional cooperation. In their pursuit of integrating residential tourism, brands, and products, various villages in Guizhou have enhanced their rural infrastructure, improved the convenience of public services and the comfort of living environments, thereby fostering a greater sense of happiness among the populace and elevating the regional brand influence.[7].

By giving full play to the advantages of regional resources, responding to the demands of "lifestyle" and "living" in the market, and giving full play to the correlation effect among local resource factors, the rural sojourn industry promotes the expansion of the boundary of the rural tourism industry, strengthens the integration and reconstruction of industries, promotes the innovation and cultivation of new rural business forms and new products, drives the high-quality development of rural tourism and enables rural revitalization.

3.3 Rural Sojourn and Rural Revitalization Jointly Pointing Towards the Pursuit of a Better Life

The hallmark of rural revitalization is to make agriculture strong, farmers rich and the countryside beautiful. The strategy of Rural revitalization mainly addresses the problem of unbalanced and inadequate development between urban and rural areas, and focuses on the people's aspirations for a better life.

Rural sojourn, which focuses on creating a suitable, livable, and enjoyable rural ecological environment, emphasizes the value of rural life as a logical driver for rural revitalization, it represents people's pursuit of quality of life and a return to the pastoral and poetic nature of rural life through spatial displacement. The formation of brands such as the longevity sojourn in Bama village, Guangxi province, vacation and migratory living in Hainan province, as well as retirement and health-focused sojourn, are all representative of meeting the quality demands for physiological pleasure and comfortable living, leveraging the value of rural climate and health resources. Rural sojourn grows from new social needs, embodying a better life in the new era and enhancing quality experiences of mind and body during travel.

4 The Path of Rural Sojourn Supporting Rural Revitalization

While enhancing rural environment and facilities, rural sojourning development boosts rural social, natural, and cultural aspects, focusing on attractions, personality, and ambiance. On the macro level, it is based on the strong inclusiveness of tourism and residence to promote the multi-dimensional integration of tourism elements and housing needs, strengthen the construction of the whole industry chain of tourism, and promote the extension of the value chain; In the medium perspective, combine the resource endowment of different regions, deeply tap the individual advantages of rural areas, and build a differentiated and progressive development model on the basis

of focusing on the value of resources; On the micro level, the emotional connection of the hospitality industry should be strengthened from the aspects of shared space, identity and community rights and responsibilities of sojourners and local residents.

4.1 Focus on the Essential Demand for a "Better Life" , Enhancing the Industrial Chains and Value Chains of Rural Sojourn

The essence of sojourning is a psychological adjustment to a new way of life, a space replacement behavior for people to pursue a higher quality and better life. It is a new business form that integrates various activities such as tourism, residence, vacation and health care. Compared with the basic natural climate and environment, sojourning needs more supporting facilities and the overall planning of the local cultural atmosphere, in order to achieve the living dream of "poetry and distance". Facing the rural sojourning needs of customers based on different motivations, it is necessary to provide diversified, multi-dimensional and multi-level product choices. Therefore, market players need to take the rural hostel market development needs and industrial development characteristics as guidance, deconstruct the original industrial chain, reconstruct the industrial chain and value chain of rural hostel on the premise of industrial integration, and realize the innovation and value creation of rural products.

Industrial chain is "the social division of labor organization under the relationship between production and consumption." As a new form of business, the process of innovation, cultivation and operation of sojourn industry is also a process of separation, reconstruction and integration of sojourn industry boundaries. In the process of the construction of the sojourn industry, the main body will gradually realize the integration and integration of the tourism industry and other related industries through the integration and reorganization of the elements, so as to achieve the high-quality development goal of the integration and promotion of various industries. On the one hand, the original advantages of rural areas have been enhanced; On the other hand, the rural economy will be promoted to a higher level, according to the industrial chain and value chain of the original or unexplored industrial resources and elements, based on the changes in the current situation of consumer market and rural structure, based on the future development trend of rural tourism -- rural sojourn.

The consumption demand in the sojourn era is concentrated in the value chain, and the production demand is concentrated in the industrial chain. The development of rural sojourn focuses on preserving unique rural culture and exploring specialized products. It centers on repeat, extended stays and considers factors like transportation, hygiene, safety, and scenery. The aim is to create practical, enjoyable experiences with ecological beauty, a clean environment, cultural depth, and convenience. To achieve this, we can restore traditional buildings, improve public spaces, and green the environment, while maintaining the villages' historical charm and cultural uniqueness. Secondly, deconstruct the elements of local folk customs, enhance the in-depth research and development of interactive and participatory activities, strengthen tourists' immersive experience, and enhance the attractiveness of rural scenes; Thirdly, the market segmentation of sojourners is carried out to strengthen the precise connection between the supply and demand of products and services; Finally, take the satisfaction

and loyalty of the sojourn as the core, feedback and improve the industrial chain and value chain links, so as to form a dynamic cycle and optimization.

4.2 Give Full Play to People's Subjectivity and Build an Integrated and Innovative Living Space

In the process of the development of the hospitality industry," people "are carried out under the double action of rural pull and internal demand push. As the main body of selection and preference evolution, "people" is the "flow subject" based on the immobility of tourism resources, and is the key element of the development of the sojourn industry. In the sojourn industry system, "people" mainly includes local residents, sojourners, government personnel, industrial development institutions personnel and other stakeholders. In the existing studies on sojourn industry, less attention has been paid to the interaction between the stakeholders of sojourn industry development. In practice, the opportunities and channels for cross-cultural communication between destination sojourners and local communities are also seriously insufficient: these restrict the correlation effect and development impetus of the sojourning industry.

When sojourners come to the rural sojourn, although they are far away from their previous human interactions in geographical space, they will use their original social relations and experiences to integrate into new life scenes and gradually build new social relations and identities. Factors such as the relevant system and cultural openness and inclusiveness of the sojourner will affect sojourner's participation in the local society and the construction of their own identity. Therefore, it is particularly important for the local community to provide a more relaxed cultural environment for them in their communication. Relevant empirical studies show that the greater the perceived benefit of the relationship, the stronger the place attachment and the higher the local loyalty[8].

Construct an inclusive and shared space. The strong human touch and daily life atmosphere in the countryside are the important pulling factors of rural sojourn. These scenes scattered in the traditional public Spaces in various villages, such as the market, the side of the well and the scene around the yard, need to be preserved and constructed. Secondly, focus on creating authentic and unforgettable rural sojourn experience, starting with the utilization of resources and planning design that are compatible with sojourn life, such as the convenience of living facilities, the universality and interest of cultural activities, to promote the frequency, breadth and depth of sojourn's participation in local culture, so as to enhance local cultural identity and life satisfaction; Thirdly, on the basis of respecting the differences of regions and villages, by enhancing people's identity and belonging, the channels for sojourners to participate in cultural exchanges in rural communities are opened up, and the initiative of sojourners to participate in village affairs is promoted. Finally, at the present stage, the sojourners in our country mainly focus on the elderly who are concerned about health. In the future, more middle-aged and young people will join in, and they will pay more attention to the construction and publicity of leisure atmosphere for comfort and scene, which should also be paid attention to in the development of sojourning industry.

4.3 Based on the Attributes of Rural Resources, the Implementation of Differentiated, Hierarchical Development Model

Due to factors such as geographical location, development history and surrounding market maturity, rural tourism resources in China have their own characteristics and development degrees, the tourist market also has different economic consumption levels and capabilities, and the development form, mode and efficiency of the hostel industry are also different: some villages are moving towards the construction of a mature hostel society, while some are actively marketing and cultivating the market. Some have no conditions to develop the sojourning industry for the time being. These are objective facts. Based on reality, focusing on characteristics and keeping up with The Times, it is inevitable for each village to adopt a differentiated, hierarchical and progressive development model.

The advantage of countryside lies in nature. Most of the rural sojourners are urban residents. They attach importance to the natural ecological environment of the countryside and choose the countryside as a destination to escape from the urban environment and the original social culture. Since the development of China's rural tourism in the 1980s, it has experienced rural sightseeing, farmhouse experience, and rural leisure vacation, and in the current stage of rural sojourn [9]. In this evolution process, rural sojourn has integrated elderly care services, real estate, organization construction, economic development, etc., and enriched the basic connotation of rural tourism through the integration of multiple industries and multiple factors. It expands the service scope of rural tourism, extends the industrial chain of rural tourism, and effectively promotes rural revitalization.

For villages with different environmental resources and development bases, differentiated and hierarchical development path is the basic idea, and it is also the inevitable choice for long-term and high-quality development. For example, for the rural areas with high tourism maturity, close to the first and second-tier cities and sufficient tourist demand, the market and regional advantages can be fully utilized to stimulate the endogenous creativity of the rural hostel system as the development focus, and enhance the value of the countryside. Specific measures can be taken to encourage original literary and artistic works, support folk art groups, build cultural exchange platforms, guide the development of cultural industries, enhance cultural creativity, and optimize the structure of cultural industries: the existing typical types of rural sojourn in China include comprehensive leisure resort, rural garden complex, rural retirement community, rural health resort or hot spring spa and so on. No matter what kind of development mode, it is to enhance the value of the countryside, revitalize the local culture, and enhance the experience value of the sojourners. The ultimate goal is to prosper the industry.

5 Conclusion

Rural sojourn stimulates rural development through mobility factors, integrates rural resource advantages and enhances rural value. By improving the industrial chain and value chain of rural sojourn, building an inclusive and innovative sojourn living

space, and implementing differentiated and hierarchical rural sojourn development strategies, rural sustainable development can be promoted, rural tourism quality upgrading can be promoted, and rural economic, social, cultural and ecological revitalization can be realized. This study explores the needs of rural sojourn in depth, emphasizes the importance of rural sojourn in promoting rural revitalization, provides a theoretical framework for the interaction between rural sojourn and rural revitalization, provides a new perspective for follow-up research, and provides a practical path for reference for the development of rural sojourn industry.

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