

Design and Strategy of B&B under Sharing Economy Mode*

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Abstract—As an emerging industry, B&B will usher in an explosive opportunity in a new era of rapid development of sharing economy and the B&B industry can also be further improved. Based on the current situation and problems of B&B under the sharing economy mode, this article explores the design strategy of featured B&B with intelligence, humanity, life style and residence, hoping to provide guidance and practical value for the future development and progress of B&B industry.

Keywords—interior design; B&B design; method and strategy; sharing economy; business model

I. INTRODUCTION

With the widespread popularization of the Internet and changes in consumer attitudes, the business model of sharing economy has rapidly swept across China. Many shared network platforms have also emerged. Users can share umbrellas, bicycles, cars, kitchen, house and sleeping compartment conveniently through a shared network platform. With the rise of all kinds of emerging sharing economy and maturity and standardization of various industries, B&B driven by sharing economy also reveals its importance for the first time. According to statistics, 59% of consumers still choose budget hotel as their accommodation for travel in 2016, but the number of consumers who choose B&B or inns has greatly increased to 18%. In 2016, the global market for B&B reached USD880 billion. It is estimated that the market for B&B will reach USD106 billion by 2018, and its market share will increase to 19%. At the same time, Prospect Industry Research Institute released "innovation of Internet + short-term apartment business model and investment strategic planning analysis report" to point out that the domestic B&B booking market is in an period of explosive growth, market size of online inn and B&B booking in the second quarter of 2014 reached 130 million yuan, an increase of 58.5%, an year-on-year increase of 333.3%.

For local people, B&B development not only brings investment and tourists, but also brings about the increase in revenue. Compared with the traditional scenic spots, star

hotels and other formats, the development of B&B in one area has stimulated the local economy and the impact on the local villagers can be said to be more direct, comprehensive and effective. As a emerging industry, B&B is in the new era of rapid development of sharing economy, study on B&B from the perspective of shared economic can better understand the development status, target groups and choice preferences of the B&B industry.

II. B&B AND SHARING ECONOMY

The purpose of B&B is to live in residential houses. That is to use their own houses, vacant rooms or idle houses, combining with local natural landscapes, cultural history, ecological environment and agriculture, forestry, fishery and animal husbandry production to provide travelers with accommodation spaces of rural life in the way of family sideline businesses, so that the users can experience folk customs, feel the hospitality and service of the hosts, and experience the way of life of local residents different from the past.

The sharing economy refers to a new business model where the right to use of goods is temporarily transferred based on strangers with the main purpose of obtaining certain remuneration. Its essence is to integrate offline labor, idle goods, education and medical resources. In recent years, shared economy has gradually matured, and consumers' acceptance of the operation mode of shared platform has also been gradually improved. Online short-term B&B has become the fastest-growing shared economic model following the online travel. They not only provide good resources for travelers' consumption needs, but also enhance the professional development potential of B&B operation. It can be seen that today's B&B industry has begun to break away from the traditional "agritainment" mode only with entertainment function toward a development road with characteristics of the times, more personalization and more humanity. As an important carrier for traveling, B&B is deeply favored by travelers depending on the characteristics of regionalism, personalized style, humane services and good user experience.

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III. THE CURRENT SITUATION AND PROBLEMS OF B&B UNDER THE SHARING ECONOMIC MODE

Globally, the transaction scale of online short-term rentals reached 78.03 billion U.S. dollars in 2015, an increase of 30.9% over 2010. Experts predict that the online residential market will exceed 100 billion U.S. dollars in 2017-2025. Airbnb, the world's largest online B&B booking site, has more than 25 million housing resource in more than 30,000 cities of 190 countries in 2015. It is because Airbnb provides the connection between landlords' "flexible use of idle assets" and travelers' "finding a place to stay" that B&B sharing economy of Airbnb comes into being, and achieves rapid development.

According to market research, 93.7% of users will continue to use short-term renting platform when traveling, and 96% of users will recommend and share the short-term rental platform and experience to friends and family in the future. However, there are still some problems and phenomena in China's B&B industry. It is of crucial importance to grasp the correct direction of development of B&B in the hesitation period of B&B industry. First, many consumers still have too many doubts about B&B and they always equate it with cheap hotels, so that B&B exposes the shortcoming of lack of momentum and competitiveness in both online and offline platforms compared with economy hotels; Second, most of B&Bs are spontaneously transformed by the local residents, so there is short slab in the service level, decoration design and characteristics building; Third, some B&B sought after by consumers pursue the vulgar and literary design, resulting in serious product homogeneity. It is hard for them to create their own core competitive advantage in an increasingly diversified market demand; finally, most of B&Bs are located in the places with poor transportation. Most of the operators are local rustic residents with weak business philosophy and management awareness and the management methods are not good, resulting in the prominent phenomenon of idle hotel and poor operating situation.

IV. DESIGN AND METHODS AND STRATEGIES FOR B&B IN SHARING ECONOMY MODE

A. *To Create Intelligent B&B in the New Era Based on Home Intelligent Device Platform*

B&B is more driven by regional culture and native feelings, and operators and users are generally young people who can accept new things faster, so creating the intelligent B&B in the new era is the trend. Intelligent B&B, first of all, reflects the convenience brought by sharing platform for travelers based on intelligent home devices platform, so that guests can book rooms, check in and check-out through the sharing platform; Second, after the arrival of travelers, they can customize the service they need through the terminal services in the B&B, such as travel route customization, travel photography and microfilm customization, breakfast customization, travel car customization and other intimate services and housekeeping services. Thirdly, the operator can manage the B&B through computer or mobile phone to handle accommodation orders and check-out procedures,

close sluices, switches, doors and windows system, and set one-time room password for full-time service staff to clean and tidy the room. They can also charge the travelers for the cost of using the room and pay the related costs for full-time service personnel through the platform, to provide consumers with a comfortable, safe, convenient and efficient intelligent B&B environment in the new era.

B. *To Create a Humane Accommodation Experience Based on Accommodation Sharing Platform of Sharing Economic*

Driven by the sharing economy, we will first integrate the B&Bs with distinctive geographical advantages, good traffic accessibility, good natural conditions and cultural resources, rich customer markets and unique architectural styles, and manage them uniformly by the third-party sharing B&B platform to strengthen the integration of operation, service and management of B&B; Secondly, we need to make clear the contractual relationship with the owner of the house through the accommodation sharing platform and normalize the housing market in the area. Third, the business model of shared B&B advocate "living liberalism", provide the accommodation option for travelers different from traditional hotel and create more unique and more humane accommodation experience with more family atmosphere. Experience is the soul of B&B, and its merits directly impact the customer satisfaction. User evaluation is an important information source to assess the management and development of B&B industry. Therefore, today with the rapid development of the Internet, the online booking, transparent consumption, online rating and intelligent management have become the mainstream. The era of "wine is not afraid of the alley" and "passing consumption" is gone forever.

C. *To Create the B&B with Local Atmosphere of Life Combining with the Personalized Characteristics of Regional Culture*

In the era of sharing economy, development of B&B is based on its unique regional culture, personalized B&B design and humane accommodation experience. B&B and the natural landscape and human history integrate with each other and complement each other. Many B&Bs are usually accompanied by well-known scenic spots, and also change the traditional tourism consumption patterns under the dominant of scenic area. Many tourists don't choose the B&B because of the scenic, but rather choose the surrounding scenic area because of emotional experience brought by living in the featured B&B. This shows that the featured B&Bs feedback scenic areas, which not only provide tourists with accommodation, but also serve as the beautiful scenery for tourists to watch and play.

At present, in the tourism wave raised by prevalence of B&B, lots of abandoned or idle traditional village dwelling houses are revitalized, which not only fully respects the rural development status and local customs, but also guides farmers to activate their resources, participate in entrepreneurship or develop tertiary industry without affecting the normal production and living conditions to

increase farmers' income, enhance business sense, create a scene of orderly management, quality service, and prosperity, and rewrite the new chapter of rural tourism.

The most important factor that B&B attracts tourists is the curious mind for local culture and folk customs, hoping to truly experience the rich flavor of life of local residents. As a product of sharing economy, B&B needs to rely on its feelings and culture and consider the ever-changing concept of leisure and consumption of tourists while retaining the local traditional culture and history. It should integrate with the economic thinking of the Internet era, continuously improves the quality of the hotel and service through its own creation, so that customers can feel the B&B experience with richer flavor of life. For example, B&B in Suzhou, Hangzhou, Moganshan and other places in Jiangsu and Zhejiang Provinces, B&B in Chengdu, Dali, Lijiang and Puzhehe in the southwest, and B&B in Guilin and Yangshuo in the south and Xiamen in the southeast, all have their own charming natural environment. Some small B&Bs are hidden in the wild and live in garden and field; some big B&Bs are hidden in the city, finding quietness in jollification; some B&Bs are in the village, which are original and simple; some faces the sea, with spring flowers blooming. Decoration style also has its own characteristics, and some are fresh, elegant, warm and romantic; some are original, simple and natural; some are modern, fashionable, and full of literariness.

D. The Folklore Concept of Pursuing Residential Details and Building a Unique Design of B&B

With the improvement of people's living standards, consumers have a deeper demand for accommodation quality. B&B not only needs accurate positioning and distinctive features, but also requires the folklore concept of pursuing the residential details. Detail is the key to decide success or failure of B&B. A good B&B must fully reflect the taste and style of the host, and the biggest difference between B&B and hotel is that B&B always regards travelers as family and friends. This requires that B&B not only provide the basic functions of eating, living and playing, but also have intimate strategic considerations in the space design, atmosphere and attitude to life. Therefore, from the appearance of the building to the space construction, from the entrance yard to the grass and tree, from home accessories to lighting and ventilation, B&B must carefully create the space environment with master feelings and warm and cozy leisure space, such as Mogan Nude Valley B&B, making small chopsticks into branches in the grasp of the original ecology. It can be seen that in the information society and the Internet era, only meticulous design can achieve mutual promotion and wide sharing between owners and travelers who appreciate each other.

The design of furnishings is selecting the items that meet the travelers' psychological, physiological functions and aesthetic needs based on the comprehensive cognition of beauty in life through the creative ideas in designer's mind to beautify the entire environment in B&B and create a space atmosphere with high artistic level. For the design of B&B, it is necessary to think about the aesthetic elements of the hard interface in addition to in-depth understanding of its spatial

elements and shape and size. The core of its design is to create an invisible relaxing service full of rich emotion, while the design of the interior furnishings of the B&B requires experiential, intimate, curious and elegant space atmosphere, so each space has the difference of character, and different furnishings in the same space also reflects the different temperament. B&B is not only a courier station for rest after long-distance travel, but also reflects a warm and comfortable family-like inner enjoyment. High-quality B&B design gives consideration to the visual needs of culture, quality, and atmosphere in addition to meeting the living needs of comfort, beauty, efficiency and multiple function. To build a featured B&B furnishings design, we should adhere to the "people-oriented" principle, and create a sustainable folkloric space based on meeting the psychological needs of travelers to maintain the vitality and unique temperament of B&B.

V. CONCLUSION

Under the influence of the sharing economy, when online crowd funding becomes the main mode of fund-raising and promotion, creating a vital B&B product is a business opportunity brought by the Internet to B&B industry. It requires a design philosophy from spirit and life to promote the sustainable development of B&B industry. The author holds that at present, most of the domestic researches on B&B are mainly about the type of agritainment, and there is little literature on the family hotels. However, the study on the impact of sharing economy on the B&B industry is still blank in China. The result shows that this paper explores the design strategy of the featured B&B with wisdom, humanity, flavor of life and residential details from the perspective of the current status and problems of B&B under the sharing economic model. It has important guiding significance to explore the future development and progress of B&B industry from the perspective of sharing economy.

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