

# Development of Family Inns in Ethnic Areas Danba of China

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**Abstract** – *With a booming trend expressed in China's rural tourism development, minority regions with natural and cultural resource superiority and simple style of nationalism, it has shown more advantages over urban tourism. With the increasingly prosperous rural tourism in China, family inn is becoming more and more attractive and welcome, especially in ethnic tourist villages, due to its low price, high quality, warm family atmosphere, beautiful natural environment and distinctive national features. Through the questionnaire survey to understand the tourists' motivation for choosing family inns, as well as their expectations and satisfaction with family inns. Through interviews to learn about the difficulties faced by family inn owners in their operation and management and the government's efforts in promoting development of tourism and family inn. Generally speaking, tourists have high expectations of family inns but low actual satisfaction. By developing family inns, women have improved their economy and political status. Government policies and financial support are indispensable to solve the difficulties faced by family inn owners. Deep investigation and analysis are needed to study the problems faced by family inns at different stages of development. How to maintain the "locality" and "nationality" in the family inns under the impact of external will be a new focus.*

**Keywords** – *ethnic tourism village; family inn; share benefits*

## INTRODUCTION

Family inns originally originated in the United Kingdom which came into being with the development of rural tourism. The main form of a family inn is that tourists stay in a family inn for a period of time, where they can experience the traditional and simple country life. Its symbol is "B&B" (Bed and Breakfast). Some people call it home stay, which is actually a kind of "self-management". small family inns which include

farmhouse inns, youth inns, motels, and apartment-style inns. Clarke [1] believes that family inns are tourism products that integrate the environment. WenTong [2] believes that family inns rent out extra rooms to tourists, and tourists can feel the atmosphere of local family life while staying. Oppermann [3] in the 1970s in Germany, the construction of family inns reached a peak. After 1985, 66% of the rural accommodation and reception facilities in Germany were featured family inns and farms. In the United States, especially after the 1980s, family inns have developed rapidly.

China Travel News2002 reported that in 1998, 50 million tourists in the United States chose family inns, which was double that of 1994. At present, American family inns represent a \$ 5 billion industry and have grown to include the time-share purchase rights of apartments or villas for tourism and vacation purposes [4]. According to statistics in Guangming Daily 2003, 55,000 private rooms were rented in France, with an annual turnover of up to 150 million euros. In addition, about 3,500 private rooms are added to hospitality every year. The average price for a room is 40 Euros (2 people, breakfast included). If you rent an entire house with a kitchen and rent for a long time, the price is even more cost-effective [5].

The women and older children in the family are the main labor force, and they are responsible for daily housekeeping and breakfast provision [6]. Because women play a major role in reception, their status at home has also improved. Women play multiple roles in the division of labor, and 81% of women are involved in tourism reception, farm work, and daily housework. While the tourism reception has increased their burden, it has also increased their influence at home. A survey study in England showed that the wife used the reception service as an excuse to request a kitchen improvement [7].

Chengtuan [8] mainly employs are family members of the owners, and hires a small number of female

workers as waitress. Deng Hong (2008) viewed rural women's participation in county economic development from a gender perspective. In 2006, the Jixi City Women's Federation led and guided the majority of rural women to participate in county economic development and launched the Qiaosao Farmhouse Travel Project. 110 Qiaosao Family Inns received 160,000 tourists in 2006, the total income of farm trips exceeded 10 million, the average annual income of the household increased by more than 20,000 yuan, and the highest net income of the household exceeded 100,000 yuan. Improved women's economic ability, social status, and family status [9].

Rural tourism also has an important feature. Only families with better economy will participate and provide accommodation, which will only increase the gap between the rich and the poor, and will not help the poor families much [6]. Farver (1984) analyzed the tourism industry in Gambia and believed that tourism income was not evenly distributed to each resident. The economically and politically superior groups obtained most of the benefits more easily than the disadvantaged groups. Rarely, it exacerbates the imbalanced social structure of strength and weakness. From the reality of Ping'an Village, there is also a threat of this potential trend in the tourism service industry. At present, there are only dozens of households in Ping'an Village who have entered the tourism service industry. Considering the difference in the benefits of different service projects, only about 20 households have really gained higher benefits. Therefore, the operation of family inns is still at a low level [2].

It is believed that the benefits of rural tourism are not as efficient as traditional agriculture [6]. Per Ake Nilsson's research shows that in Wales, they feel that tourism income is not as monthly as that of agriculture, and it is not so secure. The establishment of a family inn has only been profitable since the third year. Now the income from tourism can account for 50% of the total income, but due to taxation reasons, they have to control the investment [2]. Albaladejo Pina mentioned that in addition to providing accommodation and food, the family hotel also provides various rural activities such as boating, mountain climbing, hiking, fishing, horse riding, shopping, cycling, and farm work[10].

This research is designed to learn about the experience of staying in a family inn from the perspective of tourists; understand the difficulties and experience in operating family inns from the perspective of family inn owners; and what should they do to promote the development of local tourism and family inns from the perspective of the government.

## **OBJECTIVES OF THE STUDY**

This article is mainly to investigate and understand the development of family inns in Danba area in the past ten years, from the perspective of tourists to understand their expectations and satisfaction of family inn facilities and equipment; through in-depth interviews with family inn owners to understand the development status and difficulties they faces; through interviews with local tourism departments to understand the government's efforts in promoting local tourism development and the development of family inns, and what dilemmas they have been resolved.

## **MATERIALS AND METHODS**

### **Research Design**

This study uses quantitative research design, Mainly understand tourists' requirements for facilities and equipment, national characteristics, environmental atmosphere, etc. Using the Richter scale method for data analysis, each statement has five answers: "strongly agree", "agree", "not necessarily", "disagree", and "strongly disagree", which are recorded as 5, 4, 3, 2, 1, calculate the average value to judge consumer preferences; understand the expectations and satisfaction of tourists before and after their stay; and the overall satisfaction of tourists with family inns.

Quantitative research is all about quantifying relationships between variables. Variables are things like weight, performance, time, and treatment. You measure variables on a sample of subjects, which can be tissues, cells, animals, or humans. This expresses the relationship between variable using effect statistics, such as correlations, relative frequencies, or differences between means (Hopkins, 2009).

In order to better understand the attitudes of local tourism department managers and family inn operators, the qualitative analysis method phenomenological is used. Phenomenological study is an appropriate qualitative method. In a phenomenological study, you use a combination of methods, such as conducting interviews, reading documents, watching videos, or visiting places and events, to understand the meaning participants place on whatever's being examined. You rely on the participants' own perspectives to provide insight into their motivations.

### **Participants**

The respondents of the study were some family inn operators in Jiaju Zangzhai and Suopo Township in Danba County to understand the development of Danba family inns and local tourism authority managers. These

people mainly conduct surveys through interviews. Another part of respondents are tourists who are stayed at Jiaju Zangzhai Family inns during the investigation. (there were no tourists living in family inns in Suopo Township during the survey period). There are total of 50 questionnaires were distributed and 46 valid questionnaires were considered in the analysis. This is almost all the tourists stayed in local family inns during the survey.

### Instrument

The first part was a questionnaire which was used to get the quantitative result of basic information of tourists; motivations that tourists choose family inns; expectation and satisfaction about staying in family inns.

The second part was the interview outline that mainly interviewed family inn owners and local tourism department managers. For example, their difficulties in operating a family inn, their attitude towards the development of local tourism, etc.

### Data Gathering

The following steps were undertaken in gathering the data. In 2010 and 2019, The researcher visited Danba County twice to do research and find out that 114 family inns are currently participating in reception in Danba County. This research uses a fixed-point/user survey and distributes questionnaires to family inns in Danba County. After consulting the operator's consent, the questionnaires are distributed to the tourists who staying in.

### Ethical Consideration

Research do not harm the participants who involved in including physical harm, psychological distress and damage to participants' financial status. Participants understand that they are taking part in research and know what is required of them. Participants are volunteers and take part without being coerced or deceived. Research data are protected at all stages of the process from collection to publication. Research participants have the right to withdraw from the process at any point and are made aware of this from the start. If a participant chooses to withdraw they are not pressured in any way to prevent them from ceasing to participate.

### Data Analysis

The number of tourists has gradually increased since 2000. According to the data provided by the Danba County Tourism Bureau, although 2005 affected by the landslide at the back of the county, "the number of

tourists coming to Danba still reached 216,025, including 3,496 inbound tourists. In 2006, the number of Danba's tourists reached 274,538, an increase of 28% year-on-year, of which 4,324 were inbound tourists, an increase of 76% year-on-year. The comprehensive tourism income was RMB 21,139,426, including ticket income of RMB 1,040,440. In 2007, a comprehensive tourism receipt of 23,123.1 million yuan was achieved, of which 1,353,860 yuan was for ticket income." More than 100 rural households in major scenic spots in the county participated in the reception of tourist houses. Service industries such as passenger transportation, retail, and performing arts have also developed rapidly, and the tourism industry has gradually emerged as the mainstay of Danba county economic development.

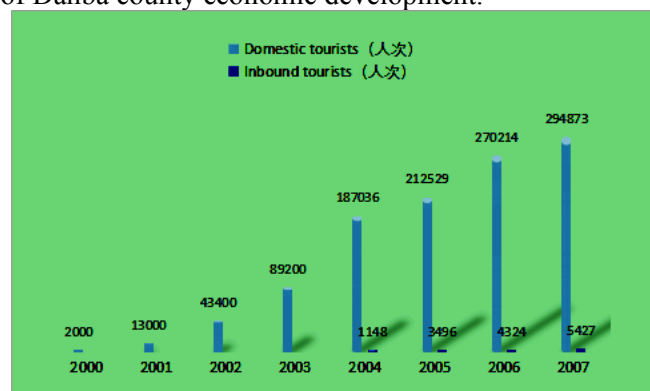


Figure 1. Tourists Number in Danba (2000-2007)

Data Sources: Danba County Tourism Bureau

Since 2014 Danba's tourism industry has developed rapidly. According to the official statistics of Danba Tourism Bureau, "in 2018, the county received a total of 1,150,100 visitors, an increase of 100% over 2014, and the average annual growth rate exceeded 20%. In a longitudinal comparison, the tourism reception population and total tourism income of Danba County in 2018 were 2.05 times that of 2014; the comprehensive tourism income was 1.15 billion yuan, which was 2.07 times that of 2014." In-depth analysis, there is still a lot of information that can be dug in: horizontal comparison, the growth rate of tourism comprehensive income in Danba County exceeds the growth rate of the number of tourists, indicating that the quality and efficiency are obviously improving, and the tourism industry in the county has shown good quality situation. "In 2018, the number of overnight tourists in the county was 787,000, accounting for 68% of the total number of tourists. "

### Tourists' expectations and satisfaction with family inns

The ratio of male to female tourists choosing family inns is basically balanced, with slightly more females;

the age distribution is mainly 18-30 years old and 44-45 years old; occupations are mainly students, professional technicians, teachers, etc.; education levels are mainly undergraduate and most of the above. The vast majority of tourists will book in advance. Basically, they will have more than 2 people. Their stay time is mainly 1 night, and a few are 2 nights. During the investigation, it was found that the stay time was relatively short.

Table 1. Motivation for choosing a family inn

Motivation	Average score
Beautiful natural scenery	4.43
Close to major tourist attractions	4.35
Relatively quiet and natural environment	4.6
Experience the lives of locals and folk activities	4.57
The environment of the family inn is relaxing and pleasant	4.57
The service is more cordial and friendly	4.52
Family inn offers local specialties	4.00
Provide interpretive services for local tourism resources	3.48
Family inns are cheaper	3.26
Have stayed there in the past and have good impression	4.09
Introduction from relatives, friends or media	3.87

Legend: (5=Strongly agree, 4=Agree, 3=General, 2=Disagree, 1=Strongly disagree) Calculate the average value to judge the main resources of the family inn business that consumers prefer.

From the data in Table 1, it can be seen that the motivation factor of the questionnaire design can show their preference for choosing family inns in ethnic tourism villages. The most attractive thing is the relatively quiet and natural environment; secondly, in order to experience the life and folk activities of the locals, the environment of the family inn is relaxing and pleasant; thirdly, the service of the family inn is more cordial and friendly, there are many contacts and exchanges between the host and the customer [13]. These aspects are the key factors for tourists to choose a family inn, and they also need to be highlighted and strengthened in the construction of a family inn.

From the survey of tourist expectations and satisfaction in Table 2, it can be shown that tourists have higher expectations of family inns, and there is still a certain gap between their actual feelings. In terms of environment and atmosphere, tourists have the highest expectations for the creation of the overall environment with creativity and ethnic characteristics, and the biggest gap between expectations and satisfaction after check-in

is the surrounding environment sanitation and home-like comfort.

Table 2. Family inn guests' expectation and satisfaction

Main type	Evaluation factor	Average of	
		expectation	satisfaction
Environment and atmosphere	Beautiful natural landscapes and excellent views	4.52	4.26
	Architecture is beautiful and attractive	4.52	4.05
	Atmosphere full of creative and national characteristics	4.58	4.47
	Surrounding environment is clean & hygienic	4.47	3.47
	Make people feel like at home	4.32	3.53
	Bedclothes are clean, soft and have ethnic characteristics	4.47	3.53
	Rooms have good lighting	3.43	3.37
	Provide internet, self-service laundry, etc	3.26	2.68
	Provide local catering	4.21	3.47
	Rich dishes, meet popular tastes	4.32	3.58
Food Taste & Surrounding	Dining environment is clean and hygienic	4.74	3.79
	Restroom is traditional form, tourists can accept	3.53	3.10
	Water flushing, clean & hygienic to meet the requirements	3.79	3.37
Restroom	Public bathrooms sufficient hot water	3.68	3.37
	Room must have a separate bathroom	3.63	2.84
	Enthusiastic service staff	4.37	4.26
Service	Understand customer needs	4.21	3.42
	Host focus on communicating with guests	4.32	3.89

About room facilities, tourists have higher expectations for room facilities that make people feel simple, comfortable, and distinctive. The bed clothes should be clean, soft and ethnically characteristic. That means the room facilities only meet the basic requirements clean and comfortable, and does not need to provide Internet, self-service laundry, etc; in terms of dining environment and taste, tourists value a clean and hygienic dining environment; from the perspective of tourists' requirements for restrooms, the local traditional forms are still not acceptable. Tourists require clean, hygienic, public baths and sufficient hot water. Finally, in terms of service, tourists are more satisfied with the service, but they feel that the waiters do not really understand the needs of customers.

From the above analysis, we can see that tourists are more satisfied with the service and most dissatisfied with the sanitary conditions. In addition, in order to better understand the needs of tourists, visitors are also asked to rank the importance of the followings: a. Rooms are comfortable; b. Food Taste & Surrounding should be hygienic and tasteful; c. Bathrooms should be clean and convenient; d. Enthusiasm and communication between the host and tourists. Finally, 65.22% of tourists think that the enthusiasm and communication between the host and tourists are the first, 21.74% of the tourists think the cleanness and convenience of bathrooms are the first, and 8.69% of the tourists think that the hygiene and taste of catering are the first, only 4.35% of tourists put the comfort of the room first. For the open questions, tourists think that the most dissatisfied and need to be improved is sanitation of bathrooms and surrounding environment; the second is the catering and services should be full of ethnic characteristics; the third is tourists need more public activity space, such as book bars, etc.

### Family Inns Operators

The results of the field survey show that Jiaju has established its first family inn since 2000, 5 family inns in 2003, and 13 family inns were officially established in 2004. In addition, there are 56 non-listed family inns also participating in the tourism reception, as many as 80 family inns in the peak tourist season. Among the 19 households listed, there are 17 family inns in the centre of the village and 3 family inns on the fringe. After analyzing the distribution of family hotels in England and Wales, Professor Nigel Walford proposed the "neighborhood effect" theory. Farmers in the buffer zone within 5 kilometers of the edge of the scenic area are more willing to run family hotels, and they have easier

access to markets [16]. In 2007, Jiaju received a record number of more than 40,000 visitors, and the ticket income alone was 1.2 million yuan, 12 times more than in 2003.

Baosheng, who was the first to engage in tourism reception in the village, said that at first it was not expected that it would be so good. However, some of the remaining family inns are not ideal, which only have received less than 100 people in the past 10 years. The operating conditions of many family inns are different, and 4 are particularly prominent.

Table 1. The four most representative guesthouses in Jiaju

Family Inns Owner	Gender	Features
Baosheng	Male	The first family engaged in tourism.
Zeng Guohua	Male	Good understanding of Danba's history, culture and Tibetan culture.
<b>Three sisters</b>	<b>Female</b>	<b>The largest and most famous family inn in Jiaju.</b>
Zawacuo	Male	Government official, best accommodation in all family inns.

Rural tourism also has an important feature. Only families with better economy will participate and provide accommodation, and the economically and politically superior groups obtained most of the benefits. Like these four prominent family inns, Baosheng was originally the deputy director of the Danba County Radio and Television Bureau. He was the first to establish the family inn reception. Because no one ever was engaged in tourist reception, they were not so willing to do it. At that time Baosheng just retired from the government department and took the lead to try. His Family Inn has 40 beds and 4 standard rooms. He was embarrassed to let tourist pay for food and accommodation because he had never done business. At the same time, he felt a bit uncomfortable to do the service work. The annual income of tourism reception increased from more than 20,000 yuan in 2001 to 100,000 yuan in 2007[14]. Later, Jiaju established a Residential Reception Association, and Baosheng was elected as the vice president. Because of his demonstration effect, several family inns were established. He also became a well-known figure, often attending meetings, and has also been interviewed by CCTV. He has good at communicating and has a good understanding of the local culture. With the strong

support of the government, he has developed rapidly, and has accumulated rich experience and many loyal tourists.

Zeng Guohua was originally the director of the Danba County Office. He came here after retirement and because he wanted to involve himself in tourism. Mr. Zeng was a Tibetan folk musician. His works included: "Distance from afar" printed on the ticket of Jiaju, "Magic Mordo" and other Tibetan popular songs. The scattered and scattered music, stories, and dances were collected to show the folk culture of the Jiarong Tibetans to the world. Most of tourists who engage in music, painting, and photography like to stay here, and will introduce many of their friends to come. He knows quite a lot about the history and Tibetan culture of Danba. He often chats with guests and do as a guide but for free.

Three Sisters Family Inn is the largest family inn reception in Jiaju. One of the key figures is the elder sister Osmanthus. In September 1997, Osmanthus was admitted to Sichuan Institute of Architecture and walked out of Danba. At the School of Architecture, Osmanthus learned Internet. During the school time, she set up a webpage to market the beauty of the Tibetan village of Danba Jiaju in her hometown and let more people to know Danba. On August 23, 2000, the first group of guests, thirty-one people from Guangzhou Youduo Travel Agency came to Jiaju and stayed in her old house. She brought the first group of tourists to Jiaju. The second key figures is her little sister "Pomegranate Flower" Little Ram. In 2001, the Jiaju Beauty First Descended Ram (also known as the sweet sister of Osmanthus fragrans) was selected as the "pomegranate flower" in the first Jiarong style plot in Danba County (first place golden flower, second place silver flower, third place named pomegranate flower). Many magazines have published pictures of "Fairy" who first descended on Ram, and because of this she attracted many tourists to come and see the "Fairy". In September 2006, the new house was built to provide accommodation for about one hundred people; in 2007, the "Three Sisters Family Inn" received more than 100,000 tourists, with an annual income of more than 300,000 Yuan. In eight years, the "Three Sisters Family Inn" had become the largest reception in Jiaju. In order to expand their business, Osmanthus also went to Kunming, Lijiang, Shenzhen and other provinces to do marketing every year.

Zawacuo Family Inn started in 2004, and the accommodation was the best, because he was a government official, their tourists were mainly a government-based study group, and the customer source was very stable.

Jiaju was successfully established as a national 4A scenic spot in 2014. And tourism income has shown rapid growth. Nowadays, Three Sisters Family Inn's founder Osmanthus is the leader of Jiaju and has become more and more famous. The scale of her inn is getting bigger and bigger, and the business is getting better and better. As the only family inn managed by women among the four family inns, it also highlights the important role of women in the development of family inns. Women play a major role in reception, their status at home and in the village have also improved.

As before, the main way to participate in tourism is to do reception, or as a guide. In addition, some young people who can sing or dance hold evening parties. There are still many people who have not benefited from tourism. Wang Junmin, a professor at Huizhou University, believes that tourists who now enter Jiaju do not bring collective tourism income to local villagers. He sighed: "It is only part of the tourist residential reception model households who received the money, and then more than 20 guides. The remaining villagers did not see the changes in the village's infrastructure and did not feel their own lives improved.

But now we can see that more young people are involved in. In 2018, Deji quit his job and went back to his hometown to prepare his own family inn. After returning to his hometown, Deji used his own land and embarked to design his own family inn. "In terms of the appearance of the house, the Jiarong Tibetan culture should be preserved and reflected as much as possible." Deji said. In addition, tourists can also experience Jiarong Tibetan weddings, original ecological houses and Tibetan meals. Deji thinks that the so-called travel is more an experience, which focus on communicating of different customs. It is not just sleep on the bed, take photos then leave. "I hope this family inn will allow Jiarong Tibetan culture to be passed down from generation to generation, and also allow tourists to experience the original Jiarong Tibetan culture." Deji said, the family inn is Deji Kangwa, which is a legend of the "Eastern Nation", the name of the Queen's Hall.[18]

In this way more people can share interests of tourism. In 2014, Banma Chu's family was included in the poverty-stricken households for the construction of a card. In order to help her family to get rid of poverty the government provided her children with 500 yuan of educational assistance each year. At the same time, the government supported Banma to improve the function of housing facilities, expand the housing for tourism reception, and supported 15,000 yuan for free to do this. During the National Day Golden Week in 2018, the

family inn of Banma was booked by foreign tourists for 7 consecutive days, and the gross income was more than 12,000 yuan. Banma Chu said: "because of his family inn, this year's income can reach more than 30,000 yuan, which is three times of the previous income." [12] It is not only that Ban Machu's family has achieved "stability out of poverty", Jiaju's other 7 poverty family have participated in the tourism industry, or growing vegetables and selling them to tourists and other family inns, or providing accommodation and meals for tourists, or working in other family inns in the village. After about ten years development, tourism industry and family inns in Danba area have greatly improved. But there are also many problems. When more tourists come, they promote the local economy, but also bring more garbage and vehicles. Ecological and environmental issues cannot be ignored. We need to build parking lots, new houses, etc., these will bring some environmental problems. Another problem is that the number of tourists has increased, but the stay time is not long. Most of the tourists arrive here in the afternoon, stay for one night and then leave here the next day. A small number of purposeful tourists, such as photography enthusiasts, sketchers or researchers may stay here over two nights. Tourists like the natural environment and ethnic culture here, but they still can't accept the sanitary conditions of the bathroom, kitchen and surrounding environment. Animals are not well-managed, there are excreta on the road, and the smell is permeated in the air. Although the locals have become accustomed to this kind of living environment, tourists still cannot accept it. Although, the government has provided a small loan, but it is difficult to obtain without any guarantee. So, it is difficult for family inn operators to improve the living environment. These difficulties cannot be achieved by family inn owners themselves. They need policies and financial support from government.

### **Local Tourism Authority**

In order to promote the development of rural tourism, governments at all levels have given strong support from policy to funding, from transportation to marketing. In 2006, the theme of national tourism propaganda was set as "Village Tourism Year" with the slogan of "new countryside, new tourism and new experience". In 2007, The National Tourism Administration has designated the national tourism propaganda theme as "China's Harmonious Urban-Rural Tourism". Rural tourism has ushered in a good opportunity for development, and major travel agencies have also provide new rural tourism products. According to the

monitoring data of Tuniu Travel.com shows that Sichuan Danba ranked 10th among the top 10 rural tourism destinations in 2018. Many tourists are attracted by its long history and culture, rich ethnic atmosphere, beautiful natural scenery. [19]

In recent years, the local government has continued to exert efforts in striking the Danba tourism brand. They had gone to Beijing, Hong Kong, Chengdu and Chongqing. At the same time, they also used professional institutions and media to promote marketing. The live-action musical "Beauty Valley" was staged. The musical is extracted from the myths and legends, literature, etiquette, singing and dancing and life customs of the Jiarong Tibetan. The re-interpretation and creation of excellent national culture through modern art is a major highlight of the development of the cultural tourism industry in Danba County. In the process of promoting the development of tourism special attention was paid to the protection and inheritance of local traditional ethnic culture.

The construction of tourism infrastructure can only be solved by the government. Only by solving the accessibility of tourism can promote tourism to be better developed. In recent years, the local government has made great efforts to improve transportation, accommodation, and other infrastructure. They had completed the widening and reconstruction of roads in Jiaju and other scenic spots. Vigorously implement the "three constructions (building residential buildings, gardens, and industries), five reforms (renovating toilets, changing circles, changing kitchens, changing rooms, changing lines), six connections (water, electricity, access, telephone, radio, television, network), four modernization (greening, beautification, purification, lighting) project. After the completion of 22.8 kilometers "Dajiaju Loop Road" electrical sightseeing cars were also introduced into the scenic area. In 2018, Niexia Township also trained more than 5,000 people in 12 villages covering etiquette, service, health, reception, catering, e-commerce and other aspects. [15]

Establish and implement the government-led tourism industry development strategy, actively play the role of the government in promoting the tourism economy, enhance the advantages of tourism resources, and establish a tourism overall urban and rural development strategy. On this basis, the local authorities have successively completed the Danba County Tourism Development Plan (2014-2025) and the Rural Revitalization Tourism Planning Section and other related plans [20].

## CONCLUSION

Family inns are important service facilities for rural tourism. With the diversification of tourism needs, the accommodation experience has become an important part of the tourism experience.

The establishment of family inns in ethnic areas can not only meet the needs of tourists to eat and live, but also allow tourists to understand and experience the local folk customs. From the perspective of tourists, what attracts them most is the beautiful natural environment and the rich and diverse ethnic culture here. Tourists hope to have more communication opportunities with family inn operators, waiters, and other tourists in order to have a deeper understanding of their culture and life. However, there are still some differences in lifestyle between tourists and local residents. Tourists cannot accept the sanitary condition, restroom and other facilities that villagers have become accustomed to. In these areas, there is a big gap between the expectations of tourists and the actual experience. Tourists hope to retain the local characteristics in terms of food and accommodation, but also make them acceptable and ensure cleanliness and comfort. But they do not need too many modern things.

At the same time, the cost of starting a family inn is low, without affecting the local people's field labor, but also increasing income. But family inn owners lack of knowledge about service, operation, and management. They do not know the needs of tourists, and they lack scientific understanding of the reception of local tourists and the sustainable development of tourism. However, in the ten years of development, family inn owners have benefited from tourism development. From only a few people to more participate in operating family inns, from a few people to more and more villagers enjoy benefits of tourism development. The status of female villagers has improved, not only their economic status in the family, but also their political status in the village.

At the national level, it has provided policy support to promote the development of rural economy and the development of tourism in rural areas. The local government also sees that their rich tourism resources can attract tourists to promote the development of the local economy, and provide people with a high standard of living. The government has invested funds to improve infrastructure, shape brand promotion, establish a benefit-sharing mechanism, trained tourism practitioners. And these must rely on government policies and funds to be improved.

## RECOMMENDATION

A relatively sufficient source of customers and a good internal and external operating environment are conducive to the development of family inns[17]. The researcher suggests the following action plan to better improve the development of family inn:

Develop tourism industry also need the support of other supporting industries. Based on this, the local government can develop the model of "Tourism + Other Industries" to increase the added value of farmers. On the one hand, establish a "Company + Government + Professional Cooperatives + Farmers" benefit sharing mechanism can promote the integration of agricultural and travel.

Highlights local characteristics. They must provide a building appearance map that meets regional and ethnic characteristics when they apply for building a new family inns, or renovation or expansion their family inns. Take Haner Manor as an example, it is designed and decorated by wood and earth. It has rich Jiarong cultural characteristics. Guests can enjoy the experience of traditional folk crafts such as Danba traditional clay pottery, traditional woodblock prints and Jiarong handicraft embroidery. It is selected into the first batch of "Rural Heritage Hotel" demonstration projects.

Control the reception scale of family inns. In order to ensure that tourists have a good experience, the reception capacity should be controlled. I believe that the maximum reception capacity of a family inn is controlled between 40-45 people; the minimum reception capacity is not less than 10 people, for families with a reception capacity of less than 10 people, it is best to guide them to participate in the tourism through other ways, or only to supplement during the peak tourist season. In this way operators can communicate with the guest more, tell them local customs, legends, etc. Let them really feel like home.

As far as the research of this article is concerned, the following issues need further study:

1. For ethnic areas with different levels of tourism development, the development of family inns faces different problems. More in-depth investigation and analysis are needed to study the problems faced by family inns at different stages of development.

2. Due to the backward economy in ethnic areas, generally local people are not highly educated. The development of rural tourism and family inns require support of capital, technology and management experience of exterior companies. How to maintain the "locality" and "nationality" in the family inns under the



impact of external management, thoughts, and culture need deeply study.

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