

# Theory and Practice Path of Rural Sojourn Industry

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**Abstract:** Rural sojourn is one of the important forms of rural tourism. Affected by the COVID-19 epidemic, the tourism industry has been greatly impacted, but rural sojourn has become a tourism development trend due to its closeness to natural life and its advantages in physical and mental health. The purpose of this paper is to study how the rural sojourn industry develops rapidly in the post-epidemic era. Through the method of combining theory with case, this paper analyzes the characteristics, advantages and future development trend of rural sojourn. In the future, rural sojourn will maintain the trend of cross-border development, collect regional industrial development resources, and release the vitality of promoting rural revitalization.

## 1. Introduction

The epidemic of COVID-19 has brought a huge impact to the tourism industry on the one hand, and on the other hand, it has also promoted the transformation and development of the tourism industry. As the rural is a healthy habitat in which the ecological environment is constantly deteriorating, affected by the epidemic, more and more tourists are willing to live in the rural for a longer period of time, relax, pursue health, and return to rural life. Therefore, the development of the rural sojourn industry has not only improved, but also promoted the overall revitalization and development of the village. The rural sojourn industry will be the research focus and key direction of the future tourism industry development.

The study of sojourn in China began at the end of the last century and is still in its infancy. Early sojourn research mainly revolved around sociological cross-cultural adaptation, identity, and geographic space. With the vigorous development of rural leisure tourism across the country, some scholars have gradually begun to carry out related research on sojourn in the economic sense in the context of agricultural development and rural revitalization in the past ten years, which means that the study of rural sojourn in this field from an industrial perspective The importance gradually aroused the attention of academia and industry.

**Table 1.** Overview of the main research on rural sojourn in the past ten years

Author	Title	Research Perspective	Main Point of View	Date of Publication
Jing Zaifang, Yang Xiaoli[1]	Restrictive Factors and Model Choices in the Development of China's Rural Residential Industry	The development problems and countermeasures of the tourism industry in the rural areas	The rural tourism industry should adopt a differentiated development strategy, implement a hierarchical and progressive consumption model, and focus on the construction of characteristic residential projects.	2010.06

Xu Yuhong, Jia Wei, Wang Haitao	"Yu Qing's sojourn farmhouse and China's three rural economic innovation model"	A case study on the innovation model of "agriculture, rural areas and farmers" from the perspective of "sojourn"	Case study Yu Qing's sojourn farmhouse economy leads to innovative agricultural models such as product development, host and guest sharing, and joint development.	2013.07
Guo Ling, Ji Genbao, Luo Liang[2]	From Tourists to Sojourners: A Study of "New Immigrants" in Tourism—Based on a Survey of Tourist Operators in the Lugu Lake Ethnic Scenic Spot in Sichuan	A case study of psychology and adaptation after experiencing the change of identity from tourist to tourist operator	New immigrants and "sojourners" have similarities in psychology, culture, actions and motivations.	2015.03
Liu Changping and Wang Lianjie[3]	"New Business Forms under the New Normal: Residential Care Industry and Its Development Path"	The integrated development of the elderly care industry and the residential industry	Improve China's old-age security system, accelerate the supply-side reform of the elderly service industry, and promote the development of the "Internet + Residential and Elderly Care" industry.	2017.01
Yan Kewu, Chen Jin, Chen Xiaoxue[4]	Integration of "Rural Complex and Residential and Elderly Care Industry under the Rural Revitalization Strategy"	Integration of leisure tourism, elderly care industry and residential industry development	Integration of leisure tourism, elderly care industry and residential industry development	2018.03

Based on the above literature, the economic research on rural sojourn in China has just started, and the research perspectives are relatively scattered. The current industrial research is mostly focused on the integration with the development of the pension industry, and the research perspective is relatively single. The background of rural sojourn in Western countries is different from that in our country, most people in cities move back to the rural after old age, and they generally buy or rent houses for long-term residence in rural areas. After the 1960s, new types of rural communities have even emerged in some areas. For example, it is more common for Swedish urban residents to buy a second house as a tourist resort in the rural. They are loyal to the destination and will repeat consumption many times. It has a very good effect in stimulating rural economic development [5].

This paper is closely integrated with the development of rural tourism in China. The research not only studies the transformation and upgrading of Rural Leisure Tourism, but also discusses the ways to integrate rural tourism with medical, education and old-age Care Industries.

## 2. The Concept and Practice of the Rural Sojourn

### 2.1 The Concept of the Rural Sojourn

In the 1930s, Chicago sociology scholars Paul CP Siu and Glick first mentioned the concept of "sojourner" in their research. The sojourner study started from sociology and then developed and gradually developed around sociology, communication, psychology and other disciplines.

Form a crossover trend. In the early stage of sojourn research in China, most of them focused on cross-cultural adaptation, individual identity construction and media interaction. With the development of China's tourism industry, sojourn research has been gradually introduced into the

new context of tourism. Simply put, a country sojourn is when a traveler stays in the country for a longer period of time, feeling the local conditions and customs, and enjoying leisure life.

Tourism is not necessarily sojourn, but sojourn has the nature of tourism. Placing sojourn from the perspective of the development of tourism industry and discussing its integration with the development of local industries is a necessity in the context of the current rural revitalization.

## **2.2 The Connotation of Rural Sojourn and the Development of Industrial Extension**

Brown. L proposed from the perspective of cross-cultural research that the characteristic of sojourners is that they have long-term motivation to experience the destination, usually for a period of 6 months to 5 years, and undergo cultural adjustment and adaptation through social contact with the host country[6]. Chinese scholars Yang Zhao and Lu Lin explain sojourners from the concept and research system of "tourist immigration", and believe that tourist immigration is "due to the needs of the development of the tourism industry or for the purpose of leisure and consumption. They are known as the time immigrants, and they do not rule out the possibility of looking for work in tourist destinations [7]. Scholars Zhang Yechen, Lu Song, Yang Zhongyuan and others combed the study of foreign tourist immigration to analyze the types of tourist immigration, and believe that the current foreign sojourn studies mainly focus on tourism retirement immigrants and life Immigration and visiting relatives and friends, seasonal immigration, second residence immigration, etc., but less attention is paid to tourism labor immigration [8]. Chinese scholar Liu Xuewei put forward the concept of "cultural sojourner": "'cultural sojourner' is emerging in the era of globalization A new type of international migrant population group. It is showing new development trends and has the possibility of effective cross-border communication"[9]. Zheng Peng studies the relative impact of tourists' spatial behavior on regional culture from the perspective of sojourners. Both researches also point to the cultural dimension of sojourn behavior[10].

From the analysis of the connotation of sojourners by scholars at home and abroad, the concept of sojourn is similar to that of tourist immigration, which refers to the behavior of staying in the destination for 6 months or more. In recent years, some scholars have shortened the concept of sojourn based on the reality of modern life—generally stay at the destination for at least one month or return behavior with the nature of migratory birds. The types of residence involved include visiting relatives and friends, recuperating, traveling and working in different places. Sojourn behavior not only involves social mobility, but also issues such as cultural inheritance and cross-cultural communication, as well as regional industrial economic development.

In summary, rural sojourn is an important type of sojourn. It refers to the life behavior of living in the rural for a long time that attracts objects for the purpose of rural natural field scenery, customs, and cultural customs. Rural sojourn not only influences and drives rural construction and economic development, the benign development of the rural sojourn industry with rural characteristic culture as the main attraction also emphasizes the protection and inheritance of the connotation of rural culture.

From the perspective of industrial development, the development of rural sojourn will help the transformation and upgrading of leisure tourism, and its integration with industries such as health care, education, and elderly care will also become an important way to help rural areas get rid of poverty and build beautiful rural areas.

## **3. The Industrial Practice Path of the Rural Sojourn Industry**

### **3.1 Sojourn Industry Runs Through the Entire Industry Chain, Driving Regional Integration Benefits**

The tourism industry aims to penetrate the entire industry chain of "food, lodging, travel, shopping and entertainment", and the length of stay of tourists is a major prerequisite, so "living" has become a key breakthrough to solve the problem. "Residence" not only links day and night, but long-term residence also puts forward the behavioral basis and necessary needs for tourists' other consumption.

Many of the villages in China that have developed rural sojourns have combined with their own endowment resources to develop residences, and even formed a "migratory bird phenomenon" in which a group of specific groups of people in cities travel back and forth between urban and rural areas. In Nanjing, many calligraphers go to the beautiful village of Xingdian Street in Pukou-Shan Gongli, where they create and teach children to practice calligraphy every Saturday. In Shuangtang Community, Guli Street, Jiangning, some idle houses of farmers have become treasures for artists to experience pastoral life. This type of rural leisure and residence industry may "unintentionally" drive the construction of various art communities, training and sketching bases, internship bases for colleges and universities in the rural, but objectively promote the rapid development of several industries related to the tourism industry, and finally realized the integrated benefits of promoting economic development.

### **3.2 Leading the Construction of Beautiful Villages in Line With High Standards**

Rural sojourns have put forward higher requirements on rural construction in terms of rural infrastructure, industrial norms, and rural style and appearance, and objectively promote and lead the construction of beautiful rural tourism in rural tourism to a higher standard.

In 2016, the Ministry of Agriculture issued the "Notice Document of the General Office of the Ministry of Agriculture on Deepening the Establishment of National Recreational Agriculture and Rural Tourism Demonstration Counties (Cities, Districts)". The document clearly stated the requirements for the establishment of national recreational agriculture and rural tourism demonstration sites. The characteristics of rural sojourns have been taken into consideration, among which the Industry Standardization Management Center mentioned: "Management systems and industry standards have been established around farmhouses, leisure farms, leisure agricultural parks, and folk villages." rural sojourns drive rural construction and carry out two actions: on the one hand, adhere to planning and guidance, improve infrastructure, and do a good job in environmental remediation; on the other hand, improve the management mechanism, improve the quality of farmers, unify "hardware beauty" and "software beauty", and combine the "beauty of hardware" and "beauty of software". "External beauty" and "inner beauty" build beautiful villages in the benchmarking of creating excellent rural villages.

### **3.3 The Return of Urban Elites to Feed Back the Rural Culture**

The rural has high-quality resources such as fresh air, pure water, natural and beautiful pastoral scenery, simple folk customs, and local culture that are not available in cities, which is conducive to attracting urban residents to settle down for a short period of time and become another scene conversion of busy urban work and life. Zhong Zhiou, an associate professor of Sun Zhongshan University, rented 48 acres of land to build the "Returning Villa" after his retirement. Professor Xiang Yong from the School of Art of Peking University built the "Huatian" International Village Maker Camp in Baima Town, Sichuan, which is a portrayal of the village attracting urban intellectuals; at the same time, The return of urban cultural elites to the rural has also carried out cultural backfeeding to the rural, forming a kind of rural culture in the rural-the wasteland has become a "Peach Blossom Spring" and a "spiritual home", a place for rural residents to live in. When implemented, locals and outsiders have become beneficiaries.

### **3.4 Mitigation of Urban-rural Divide, and Sublimate Rural Culture**

In a way, Rural tourism is the product of industrial revolution in developed countries. The rapid economic development, urbanization process and fast-paced life make people more and more affected by the consequences of industrial erosion and environmental degradation. Rural tourism has thus come into the sight of tourists and is gradually favored. Generally speaking, rural tourism is mainly for sightseeing and leisure, while rural sojourn is more inclined to life and leisure. Therefore, residence is objectively able to extend the stay of tourists in the rural, experience rural life more fully and even change a way of life. If the purpose of tourism is to experience, then rural tourism in the form of sojourn is to decode the patriarchal relationship and emotions of villagers living, working, worshipping culture, respecting heaven, and offering sacrifices for thousands of

years. It is a kind of Chinese civilization. Essential experience and return. Compared with the sightseeing tour that floats on the surface, the in-depth living experience-style sojourn allows tourists to get closer to the essential purpose of rural tourism.

#### **4. Conclusion: Rural Sojourn is the Best Choice to Build A Beautiful Village**

After the COVID-19 epidemic was brought under certain control in China in April, short-distance country trips naturally set off a small wave. According to the statistics of the "2020 Dragon Boat Festival Small Long Holiday B&B Trip Report" released by Tujia, a short-term rental booking platform for B&B, the country house stays It showed a small fever: the country house orders accounted for more than 45% during the Dragon Boat Festival, and the epidemic still achieved a certain increase compared with the same period last year. The reverse consumption upgrade of rural folklore during the small holiday shows that tourists who have experienced the epidemic are more inclined to choose natural and pure leisure options. Tujia big data shows that hygiene, safety, quality and characteristics have become the focus of most concern for tourists during the Dragon Boat Festival. Healing and leisure, outings in the garden, strolling in the rural, picking fruits and vegetables, and gatherings have all become popular experience items. It can be said that the hot development of home-stays actually means that it has sounded the signal for the development of rural sojourns with longer stays.

With the deepening of the industrial age and even the information age, human beings are far from the soil but yearning for it. Living in is not only a lifestyle that modern people yearn for, but also a relief of rural feelings and homesickness. At present, the development of rural tourism in China is in full swing, but with the advancement of global tourism, sightseeing tour is not the only path in the future. The focus of tourism will gradually turn to leisure experience. rural sojourn is expected to become China's future rural tourism development important direction.

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