

Strategies for Landscape Construction of Hainan Homestays Based on Tourist Experience Enhancement

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Abstract: *With the development of the tourism industry and the diversification of tourist needs, as a new business format that integrates accommodation, leisure and cultural experience, homestays are gradually becoming an important part of the tourism market in Hainan. As the most tropical characteristic island province in China, Hainan boasts abundant natural resources and diverse regional cultures, which provide unique conditions for the landscape construction of homestays. However, at present, some Hainan homestays have some problems, such as serious homogenization in landscape design, insufficient cultural expression and weak tourist experience. This paper conducts research from the perspective of tourist experience, on the basis of defining the concepts of homestay, landscape construction and tourist experience, combines with the current situation of Hainan homestays to analyze the problems in their landscape construction, and proposes some strategies for landscape construction centered on cultural integration, ecological integration, experience orientation and brand differentiation. This study suggests that tourist experience is not only the starting point of the landscape design of homestays, but also the key to promoting the differentiated and high-quality development of Hainan homestays. The study can provide reference for the design and operation of Hainan homestays, and has certain reference significance for the integrated development of rural vitalization and cultural tourism at the same time.*

Keywords: *Hainan Homestays; Tourist Experience; Landscape Construction; Regional Culture; Rural Tourism*

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1.Introduction

In recent years, with the improvement of people's living standards and the shift in consumption concept, the tourism industry has gradually shifted from sightseeing type to leisure and experience type. As a new form of tourism that integrates accommodation, leisure and cultural experience, homestays enjoy great popularity because they are with "uniqueness", "regional characteristics" and "human touch". Compared with traditional hotels, homestays place more emphasis on the personalization of space and the localization of culture, and have become an important window for tourists to experience the culture and lifestyle of their destinations.

As the only tropical island province in China, Hainan boasts abundant natural resources and diverse ethnic cultures. The unique island landscapes, Li and Miao nationality culture, Nanyang culture and ecological resources provide exceptional condition for the development of homestays. In recent years, as the Hainan Free Trade Port constructs and the all-region tourism strategy implements, the homestay industry has flourished. However, during the rapid development process, there are some problems, such as homogeneous landscape design, lack of cultural features, and insufficient tourist experience. This not only weakens the competitiveness of Hainan homestays but also restricts their sustainable development.

In the context of the experience economy, what tourists pursue during their travels is not only to get accommodation, but also to gain the sense of cultural immersion and emotional resonance. Landscape, as an important component of the spatial experience in homestays, directly affects tourists' sensory organ enjoyment, psychological identification and cultural experience. Therefore, from the perspective of tourist experience, it is of significant theoretical value and practical significance to explore the strategies for landscape construction of Hainan homestays. This paper will take tourist experience as the main perspective, combine with the regional characteristics of Hainan and the current status of homestays, and propose optimization strategies for landscape construction, aiming to provide theoretical support and practical reference for the development of the homestay industry in Hainan.

2. Definition of Related Concepts

2.1 Homestay

The term "homestay" originated in Japan and initially referred to small self-run family-style lodging facilities. With the development of the tourism industry, this concept has been widely accepted in China and has formed a definition with native characteristics. Generally speaking, homestays are characterized by their small scale, personalization and strong regional characteristics. They are usually operated by local residents and have multiple functions such as accommodation, leisure and life experience. Compared with traditional hotels, homestays place more emphasis on "localization", "differentiation" and "culturalization". They not only provide accommodation for tourists, but also transmit local lifestyles and unique cultural experience through the presentation of architectural styles, landscape environment and cultural symbols [1].

2.2 Landscape Construction

Landscape construction refers to that artificial design combines with natural elements to create environmental space with aesthetic value, cultural connotations and ecological functions. In homestays, landscape construction not only includes the design of outdoor space, such as courtyards, greenery, water features and leisure areas, but also involves their coordination with the surrounding environment. It is not only a spatial art activity but also an important means of cultural transmission and experience creation. The uniqueness and appeal of the landscapes of a homestay often determine the first impression and holistic experience of tourists.

2.3 Tourist Experience

Tourist experience refers to the comprehensive sensory, emotional, cognitive and meaningful feelings that tourists obtain during their travels. According to the experience economy theory of Pine and Gilmore (1999), experience has transcended material consumption and become an important way to create added value. Tourist experience encompasses sensory experience, emotional experience, cognitive experience and interactive experience. In the context of homestays, the aesthetics and cultural connotations of landscapes directly influence all aspects of tourist experience.

In conclusion, the "Landscape Construction of Hainan Homestays based on Tourist Experience Enhancement" studied in this paper refers to taking the tourist experience needs as the starting point, and combining with Hainan's unique natural and cultural resources to build homestay environment that is with aesthetic value, cultural features and interactivity through landscape design and space construction.

3. The Current Situation and Problems of Hainan Homestays

In recent years, as the Hainan Free Trade Port constructs and the all-region tourism strategy implements, the homestay industry has flourished. However, there are also many problems. Firstly, there is a serious homogenization of landscapes. Many homestays overly pursue the trend of being "Internet-famous scenic spots", and neglect local culture and environmental characteristics, resulting in cookie-cutter courtyard designs. Secondly, there is insufficient cultural expression. Many homestays merely use simple decorative motifs on the brocade of Li nationality or a few cultural symbols in their interior decoration, lacking systematization and depth. As a result, tourists find it difficult to truly experience the unique charm of Hainan culture. Thirdly, ecological integration is relatively low. Some homestays overly emphasize the construction of artificial landscapes yet fail to fully embody the harmonious relationship with mountains, the sea and tropical plants, resulting in that holistic environmental characteristics are not distinct enough. Finally, tourist experiences fall short of expectations. Landscape design is mostly confined to the level of pretty appearance, and lacks interactivity and a sense of participation. This makes it impossible for tourists to gain deep experience through the landscapes, thus affecting the overall satisfaction.

4.Strategies for Landscape Construction of Hainan Homestays Based on Tourist Experience Enhancement

4.1 Cultural Integration Strategy

The construction of Hainan homestay landscapes should be based on the regional cultural roots to fully explore unique resources such as Li and Miao nationality cultures, fisherman culture, and local folk customs, and transform them into landscape languages with spatial expressive force. Hainan homestays can transform traditional elements, such as decorative motifs on the brocade of the Li nationality, boat house elements, and local dialects into modern design, and integrate these cultural symbols into featured landscapes, paving patterns, courtyard decorations, and interface designs, creating a strong local character. Meanwhile, landscape design should focus on traditional-modern integration. It should not only embody the spiritual core of regional culture but also conform to the aesthetic orientation and needs of contemporary tourists for functions [2]. It can use modern techniques such as lighting, materials and colors to enhance cultural expression, and make the homestay space become an important vehicle for showing local cultural memories to further enhance tourists' sense of cultural identity and the depth of their spiritual experience.

4.2 Ecological Integration Strategy

Ecological integration is the key to enhancing the landscape quality of homestays, with the focus on achieving harmonious coexistence between man and nature. Hainan's unique geographical conditions endow the design of homestays with diverse ecological environment. There are not only range upon range of green hills, but also vast expanse of coastlines, as well as rich and varied tropical vegetation. Landscape design should integrate these natural elements in accordance with local conditions to form ecological landscape systems with regional distinctiveness. For instance, in mountain homestays, the height difference of the terrain can be utilized to design viewing platforms, winding paths and multi-leveled courtyard space in order to achieve a seamless transition between architecture and mountain topography. Tourists can experience the density and layers of the tropical rainforest while walking. Coastal homestays should pay attention to the extension of sight line for the sea and the openness of the landscape interface, and integrate the sound of the sea, sea breeze and the rhythm of vegetation to provide immersive experience of "nestling under a mountain to enjoy the sight of sea", by establishing viewing platforms, seaside walkways and green areas on the beach. At the same time, it is necessary to give priority to select and use native plants of Hainan, such as coconut palm (*Cocos nucifera*), bougainvillea (*Bougainvillea spectabilis*), flame trees (*Delonix regia*) and betel palm (*Areca catechu*) to form vegetation landscapes with tropical features.

4.3 Experience-Oriented Strategy

The experience-oriented strategy emphasizes the engagement and immersion of landscapes, and provides multi-dimensional experience through spatial scene design. Hainan homestays can integrate local ecological and cultural resources to establish participatory space, such as camping lawns, farming experience areas, weaving workshops for the brocade of the Li nationality, and fishing gear display corners, enhancing the interactive experience and immersion of tourists. Meanwhile, the richness of experience can be enhanced through multi-sensory design methods such as visual sense, auditory sense, olfactory sense and touch sense [3]. For instance, the paths in coconut forests illuminated by night-time light, the rest platforms filled with the fragrance of flowers, and the open-air hot spring pools accompanied by the sound of the sea, all can offer visitors unique spatial memories. In addition, attention should be paid to the rational organization of landscape routes and functional space to make tourist circulation paths to interweave with scenic sightlines, thereby forming a gradual sensory change in the spatial experience. By creating a story-like spatial rhythm and multi-level experience scenarios, homestays cannot only become places for rest but also be "living art space" where one can experience nature, appreciate culture and awaken the senses.

4.4 Brand Differentiation Strategy

The brand differentiation strategy contributes to enhancing the market competitiveness and tourists' cognition degree of homestays. Landscape design should build a brand identity system with a unique visual image and cultural connotation, and form a distinct "spatial business card" through the whole creation of landscape style, color tone, plant configuration and decorative details ^[4]. Hainan homestays can leverage their geographical and cultural advantages to form diverse brand types, such as "Mountain and Forest Secret Area Type", "Coastal Slow Travel Type", "Rural and Pastoral Type", to enhance theme characteristics and emotional memories.

Meanwhile, personalized landscape design is conducive to promoting emotional resonance and brand promotion among tourists, and can make tourists gain profound psychological satisfaction during their brief stay through meticulous landscape narratives and humanistic care, thus forming a positive cycle of "experience-memory-revisit". The continuous influence of a landscape brand not only stems from the uniqueness of its visual identity, but also depends more on the integrity and emotional warmth of spatial experience. The brand building of Hainan's homestay landscapes should take regional cultures as the soul, natural ecology as the body, and tourist experience as the core to achieve the unity of cultural value, ecological value and economic value.

5. Conclusion and Prospect

In conclusion, the landscape construction of Hainan homestays should center on the tourist experience, and fully integrate with regional cultures, ecological environment and spatial art. By deeply exploring local cultural symbols, strengthening the ecological coordination between mountains, seas and tropical vegetation, creating immersive interactive experience, and building a differentiated brand image, not only can the sense of cultural identity and emotional resonance of the homestays be enhanced, but also their sustainable development and competitiveness can be promoted. In the future, the landscape design of Hainan homestays should further explore the application of digital and intelligent technology in experience creation, and facilitate the transformation of design from visual aesthetics to a direction that emphasizes both emotional experience and cultural value, thereby providing a more exemplary practical pathway for the integration of culture and tourism and rural vitalization in Hainan.

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