

Research on Catalyst Effect of Home-stay Industry from the Perspective of Rural Revitalization

-- Taking Xinduqiao as an Example

Ziling Shang

School of Architecture, Southwest University for Nationalities, Chengdu, 610000, China

Abstract: The proposal of rural revitalization strategy will lead the construction of ethnic townships to a higher quality and efficient path. Western Sichuan ethnic areas are rich in tourism resources, and tourism has gradually become its pillar industry. As its branch, the home industry is a practical path to drive villagers to achieve common prosperity, a powerful starting point to promote rural revitalization, and a catalyst carrier to promote the economic activation of ethnic towns and villages. In this paper, the applicability of catalyst theory in China's minority towns and villages is taken as the entry point, and the homestay industry in Xinduqiao Town is taken as the catalyst carrier. Through literature research, case analysis and field research, this paper explores the generation of catalyst effect and the influence of catalyst elements in the homestay industry, and puts forward suggestions for innovative development.

Keywords: Rural revitalization, Homestay industry, Catalyst theory, Xinduqiao.

1. Introduction

1.1. Research Background

Since the 18th CPC National Congress, ecological civilization construction has risen to a national strategic height. With the proposal of the rural revitalization strategy at the 19th CPC National Congress, how to coordinate the internal relationship between rural revitalization and clear water and green mountains, promote the construction of beautiful countryside as a whole, and build livable homes has become a new proposition of The Times. As a realistic space for urban people to pursue "poetic dwelling", homesthouse is also a spiritual carrier for connecting homesickness, promoting the two-way flow of urban and rural capital, talents and other factors, and a means and focus for the construction of beautiful countryside and ecological civilization.

With the rapid development of whole-area tourism and rural tourism, the equal promotion of urban and rural infrastructure and public services is intensified. For ethnic minority areas in Sichuan, they have rich tourism resources and huge development potential of the tourism industry. The home-stay industry is a realistic way to drive villagers to achieve common prosperity and a powerful starting point to promote rural revitalization. At the same time, Sichuan Province, as an international metropolis, has the characteristics of a large multi-ethnic province. Through the development of tourism industry and home-stay industry in ethnic areas, it can promote its innovation, transformation and upgrading development, which will certainly promote the economic development and international reputation of the country and Sichuan.

1.2. Research Purpose and Significance

1.2.1. Research Purpose

Xinduqiao Town is located at the intersection of National Highway 318 South and North lines, enjoying the reputation of "the world of light and shadow", "Photographer's paradise" and so on. Abundant natural landscape resources and

mysterious Tibetan cultural resources bring up its huge potential for tourism development. As one of its branches, the home-stay industry is also gradually emerging in the local area.

(1) Based on the catalyst theory, the catalyst effect of Xinduqiao residential industry is analyzed

With the proposal of rural revitalization and the rise of catalyst theory, tourism has gradually become a pillar industry in ethnic areas. Rural homestay as a new form of rural tourism has been highly valued. Therefore, this paper aims to take the catalyst theory as the starting point, take the homing industry as an important dynamic catalyst point in the development process of Xinduqiao area, and use literature research, field research and case analysis to explore the catalyst effect and catalyst elements in the development process.

(2) Based on the perspective of rural revitalization, the paper puts forward suggestions on the innovation and development of home and lodging industry

The development of homestay industry is an important driver of the rural revitalization strategy. Through current situation analysis and case study, this topic explores the catalytic role of the homestand industry in Xinduqiao Town as a catalyst carrier in promoting the local economy and culture, finds the existing catalyst elements, puts forward its existing problems, and then gives corresponding development suggestions, aiming at helping the benign economic and social development of ethnic areas and promoting the activation development of ethnic areas. Some theoretical assistance and practical direction are given to local governments, and some feasible suggestions are given to ethnic minority areas in similar situations.

1.2.2. Research Significance

(1) Theoretical Significance

Based on the background of rural revitalization and the catalyst theory as the starting point, this paper expounds the development of homestay industry in Xinduqiao area through literature reading, field research and other forms, analyzes the catalytic role of homestay industry through case studies,

explores its catalyst elements and explores the path of renewal and development. Xinduqiao is an ethnic village with rich tourism resources but lack of development. The case study of Xinduqiao can provide reference for the B&B industry and economic development in ethnic areas. Through the application of catalyst theory in rural homestay industry, the application range of catalyst theory is enriched.

(2) Practical Significance

The state has always had firm confidence in and enthusiasm for the development of ethnic minority areas. In the fifth Central Ethnic Work Conference, "to cast a strong sense of community of the Chinese nation as the main line of the Party's ethnic work" became the focus of the conference. Only by casting a strong sense of community of the Chinese nation and all ethnic groups into one strand, can we build a Great Wall of thought to maintain ethnic unity and promote ethnic development. Exploring the tourism development potential of Xinduqiao area and promoting the local economic and cultural development plays an important role in promoting the ethnic unity of our country.

Ethnic customs are the treasure of the country, the development of the nation is related to the national economic context, home industry promotes the economic and cultural development of ethnic areas. Under the background of rural revitalization, based on the catalyst theory, the author believes that the study on the influencing factors of Xinduqiao's local homing industry as a catalyst carrier in the process of development, and the proposed renewal of development path can promote the development of tourism in ethnic areas and the protection of ethnic minority culture. To a certain extent, it can provide a basis for government departments to formulate future tourism development strategies, and also provide a mirror image for other ethnic areas to develop tourism industry.

1.3. Research Contents and Methods

1.3.1. Research Contents

(1) Catalyst Effect of Homestay Industry

The application of catalyst theory in urban and rural planning originated in the United States. After it was introduced into China, it was gradually applied in rural planning, construction and revitalization. The theory of "catalyst" is actively introduced in rural planning. Under the condition that a dynamic point serves as "catalyst", local rural construction activities can catalyze and drive the overall development of the countryside. A benign catalyst rural planning will play a positive role in promoting rural revitalization and promote the sustainable and gradual development of rural structure. Under the background of rural revitalization strategy, rural homestays, as a new form of business, have emerged in villages all over the country and are favored by the government, capital and tourists. Therefore, combining with the theory of catalyst, this paper explores the catalytic effect of rural homestays.

(2) The Catalyst Element of Home and Stay Industry

Under the policy support of strengthening the Chinese national community and rural revitalization, this topic selects the homestay industry as the catalyst carrier of Xinduqiao area, studies the revival and driving role of this new industry on the scope of Xinduqiao area, and explores the influencing

factors of the homestay industry as the catalyst carrier in the development process through case statement and analysis. From the two perspectives of physical form catalyst elements and non-physical form catalyst elements, this paper analyzes potential catalyst elements in the residential industry of Xinduqiao Town, and puts forward corresponding countermeasures and suggestions to make it play an important role in promoting rural revitalization as a dynamic catalyst carrier.

1.3.2. Research Methods

Firstly, by means of data collection and field investigation, the development status and problems of homestay in Xinduqiao area were summarized to explore its catalyst effect. Secondly, through case analysis, this paper analyzes the catalyst elements that show development potential in the process of Xinduqiao area's homestay industry playing its role as catalyst carrier, and puts forward strategic suggestions for innovative development.

(1) Literature Research Method

By using Chinese digital resource libraries such as CNKI, Wanfang and Weipu, library digital resource databases and paper literature resources, I collected preliminary data. By reading and analyzing literature contents, I grasped the development status at home and abroad of catalyst theory and tourism development in ethnic minority areas on the whole, and sorted out and understood related concepts and definitions. On this basis, the specific research ideas and technical methods of this paper are formed.

(2) Field Study Method

Through field visits and investigations, the research area's development background, development status, tourism resources and home industry were investigated, collected and sorted out, and the results were comprehensively analyzed.

(3) Case Analysis

Through the representative Xinduqiao homestay industry in-depth research, so as to obtain the overall understanding of the method; Select representative research objects and collect the object data comprehensively to explore and reflect the general understanding of regularity.

1.4. Research Theory

The catalyst theory came into being in the process of solving the problem of environmental deterioration in the process of urbanization in European countries. The urban catalyst theory was introduced for the renewal of old cities, aiming at discussing the available elements in cities and studying the optimization of urban development mode under the actual background of adapting to urban development. The research is mainly divided into two categories: architectural elements and non-material catalysts.

Since the introduction of catalyst theory in the early 21st century, detailed research on it has been carried out in multiple branches, including urban planning, urban transportation, protection of historical areas, organic renewal of old cities, etc. In recent years, research perspectives have focused more on the renewal of traditional villages reflecting local conditions, hoping to update traditional villages from the bottom up and enhance their value. The applications with higher academic value are shown in the table below.

Table 1. The research of catalyst theory on the exploration of traditional village renewal

Author	Content
Xiaoxu Geng(2016)	The catalyst theory is applied to traditional villages to study the renewal strategy and implementation path of Pingshan Village, so as to promote the revitalization and development of all aspects of the village.
Liang Ling (2018)	The "village touches the media" is proposed to introduce new village functions and provide new opportunities for village development by borrowing the development idea of urban catalyst.
Xingxing Wang(2018)	With the guidance of catalyst theory, this paper aims to solve the protection and development dilemma of Yanjiaqiao, a traditional village, and find an appropriate sustainable development strategy for ancient villages.
Lieping Zhen(2019)	Taking Peitian Village of Fujian Province as the research object, this paper explores catalyst elements in Futian Village, and conducts a series of shaping to guide the occurrence of appropriate catalyst chain reaction practice cases, and proposes renewal strategies and ideas suitable for the sustainable development of village characteristics.

At present, the reference of catalyst theory and the study of homestead industry are gradually becoming mature in Chinese academic circles. The research of catalyst theory has a considerable scale in urban planning and design, and is gradually applied to the protection of old cities and the renewal of traditional villages. With the introduction of favorable tourism policies and the proposal of new policies on poverty alleviation and rural revitalization, this paper combines the catalyst theory with the innovative development of the home-stay industry in order to put forward countermeasures and suggestions suitable for the development of the tourism industry in Sichuan ethnic areas.

Xinduqiao Town; The region for the mountain cold temperate climate, annual average temperature 5.2°C, May to October mild climate, vegetation, grass growth, cattle and sheep everywhere, November to April climate cold, silver frost diffuse wrapped, do not have a flavor.



Figure 1. Picture of the Case

2. Case study of Catalyst Action in Xinduqiao Homestay

2.1. Case Overview

2.1.1. Brief Introduction of Case

(1) Natural Environment

Xinduqiao Town is located in the shallow hilly plateau valley area, with an average elevation of 3460 meters, and a large elevation difference brings rich biological resources, vegetation resources and Chinese medicinal materials to the town. It is located in the middle reaches of the Liqu River, west of the Fuduo Mountain in Kangding City and at the fork of the North-South road of the Sichuan-Tibet Route. The riverbed is flat and open. The main transit roads in the territory are National Road 318 and National Road 248, among which the famous 318 National Road has brought convenient traffic conditions and rich tourist resources for

(2) Social and Cultural Development

Xinduqiao town belongs to western Sichuan Tibetan area, in addition to the natural scenery, the most characteristic is its Tibetan culture and cultural heritage, its Tibetan residential houses are very characteristic, spacious white wall yard and zhu lacquered gate, houses mostly made of stone, chaoyang, Windows and eaves with red, black, white and other colors to depict the symbol of thriving population, grain harvest meaning of the sun and moon or triangle pattern.

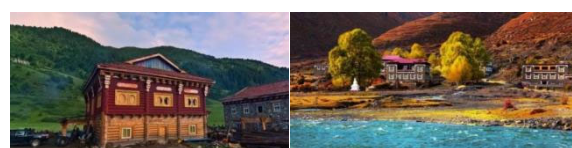
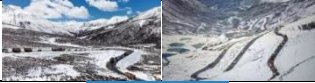







Figure 2. Tibetan Folk Houses in Xinduqiao

Table 2. Related Cultural Heritage of Xinduqiao Town

Name	Category	Location
Sichuan Tibetan Folk Songs	Traditional Music	Garze Tibetan Autonomous Prefecture
Tibetan Thangka	Traditional Art	Garze Tibetan Autonomous Prefecture
Tibetan Medicine	Traditional Medicine	Garze Tibetan Autonomous Prefecture
Folk faith and custom (Kangding mountain will turn)	Folk	Kangding County Ganzi Prefecture

Table 3. Related scenic spots of Xinduqiao

Scenic spot	Picture
The mountain passes in Ziduo	
Holy land of Muya	
Gongga Mountain viewing platform	
Tagong grassland, Tagong Temple	
Yala Snow Mountain	
Blackrock City	

2.1.2. An Overview of B&B Development

In response to the tourism policy of Sichuan Province, Xinduqiao Town has developed its tourism industry by relying on its famous scenic corridor and national Highway 318, which drives local villagers to participate in the path of

poverty alleviation and prosperity in the form of homestayings. In this paper, "homestay" and "within 2.5km as the linear distance" are used as keywords, and the official homestay tourism websites used by the public, such as Ctrip and Meituan, are searched to investigate their infrastructure, room price range and network rating for further analysis.

Table 4. Homestays in Xinduqiao Area

Number	Name	Infrastructure	Price	Score
1	Shengda Happy Home Stay	Internet, TV, hot water, towels	100-120	4.1
2	Snow Area Warm Homestay	Free parking, Internet, TV, hot water, towels	120-150	3.8
3	The Meadow B&B	Internet, TV, air conditioning, hot water, toiletries, sanitary ware	135-158	3.9
4	Praise the Consa B&B	Free parking, TV, bath	/	4.8
5	Dartbarn B&B	Free parking, Internet, TV, bathroom	174-273	4.3
6	Xuan Wei 318 dining house Hostel	Internet, TV, bathroom	115	3.4
7	Yangla B&B	Free parking, Internet, TV, bathroom	260-786	4.9
8	The Gian B&B	Free parking, Internet	189-219	5.0
9	Zeren Homestay	Network and towel	89	3.7
10	Lamu B&B	Free parking, Internet, hot water, towels	90-548	3.8
11	Tashi's home stay	Free parking, luggage storage, Internet, TV, air conditioning	318-358	4.6
12	Muya Ruyi Homestay	Free parking, Internet, TV, bathroom	878-989	4.8
13	Zhuoma Tibetan homestay in Kangding	Free parking, Internet, TV, air conditioning, bath	170-245	4.9
14	Kangding wood Ya backpack B&B	Paid parking, Internet, TV, hot water, towels	100-238	4.5
15	My younger sister's home stay	Internet, TV, bath	98	4.2
16	Kangba Magnolia Boutique B&B	Free parking, Internet, TV, heating, bath	368-598	4.8
17	Sousa B&B	Free parking, luggage storage, knife cutting board	110-128	4.9
18	A B&B with a view from the clouds	Free parking, Internet, TV, air conditioning, bath	364-450	4.7

2.2. Case Study

According to the unified arrangement of Sichuan Provincial Party Committee and provincial government, Dujiangyan has undertaken the task of assisting Kangding City in poverty alleviation since August 2016. Centering on the central task of poverty alleviation, Dujiangyan has implemented the matching support of industrial development, education security and medical security for Kangding City, with planning as the guide, projects as the support and funds as the guarantee, and based on the reality of both parties. The goal of "completing the five-year task in two years" was put forward and implemented. Important achievements were made in connecting the needs of assistance, formulating the assistance plan, implementing the assistance funds and implementing the assistance projects, which sounded the trumpet for the poverty alleviation campaign in Kangding.

2.2.1. Development Analysis

Kangding Zha Xijia B&B is located in Xiner Village, Xinduqiao Town, adjacent to scenic spots and schools, with convenient transportation and beautiful scenery. The owner of the B&B is named Silang Quncuo. As there is no single skill, by 2016, Silang Quncuo's family income was only about 5,000 yuan, belonging to the local poor family. The successful development of homestay of Silangquncuo family is mainly due to the following four factors.

The first is policy and financial support. The Dujiangyan Tibetan Aid Work Team focused on the goal of "two without

worries and three guarantees", helped to register poor households to get out of poverty, and tailored a tourism-based industrial development road according to the local reality. Through planning and construction, we will strengthen supporting infrastructure, organize and carry out reception training of folk houses, and help villagers open homestays. Under the guarantee of Dujiangyan City's aid fund to Tibet, Quncuo built a residential house with the help of a small poverty alleviation loan, and thus "Zhaxi Home B&B" came into being.

The second is the owner's own positive response. In 2017, Quncuo's family officially dropped out of the poverty list. After three years of efforts, Quncuo renovated the living room on the second floor based on the background of B&B development, hoping that tourists can not only live in Tibetan folk houses, but also taste Tibetan food and feel the charm of Tibetan culture in various aspects. Now, her family's annual income has more than 10 times that of 2016. "With good policies, people can make money at home without having to go out to work, and their annual income can reach about 80,000 yuan," she said.

The third is convenient transportation. Zhaxi Family Residence is close to National Road 248, 318 and Shanghai-Nie Line, and is located in a relatively flat valley, which is conducive to the construction of parking lots and the accessibility of going out, so as to facilitate the driving and parking of vehicles.



Figure 3. Zhaxijia homestay traffic location map

The fourth is the advantage of geographical location. Zhaxijia B&B is located near Xinduqiao Town government, within 2-3km as the crow flies from nearby scenic spots, with convenient transportation. For example, it is 2.7km away from Xinduqiao Town and 2.3km away from Gongga Snow Mountain Viewing platform. The excellent geographical location also enables the visitors to enjoy the blue sky, white clouds, green trees and grass when they open the window. In good weather, they can also see Gongga Snow Mountain directly. The landscape conditions are superior.

2.2.2. Problem Analysis

Most of the B&Bs in Xinduqiao Town similar to Zhaxijia B&Bs have similar development advantages, such as convenient transportation and beautiful scenery. Moreover, because the residents' homes were built in an early age, most of them are directly located in or near the scenic corridor,

which can realize the view with Windows open and meet the needs of people fleeing the city for leisure tourism. Besides, Xindu Bridge scenic Loop is not a scenic spot, but a road full of scenery. You can walk anywhere without admission fee, and living in a B&B can easily experience this point. But at the same time, the development of homestay in Xinduqiao area also faces some problems.

(1) Digital Technology is Underused

At present, Xinduqiao Town has built more B&Bs, and more store owners timely adapt to the development of The Times, registered the B&B information in Ctrip, Meituan and other popular booking systems, and detailed the B&B infrastructure, price range, geographical location and other information, in order to attract customers. But in the process of collecting information, the author found two problems. First, although some B&Bs can be queried in the official website, they only have name information, lack of quotation,

basic information and other content for customers to choose, so the management is chaotic. Second, the description of the merchant does not match the infrastructure equipment registered by the official. For example, the merchant mentions that the store has air conditioning, parking space and other infrastructure facilities, but the official information provided by the audience is more intuitive, but points out that the store does not have parking lot and air conditioning facilities, and the information connection between the two sides does not match.

(2) Inadequate Maintenance of Public Spaces

Xinduqiao Town has rich natural resources and cultural resources, but in tourism development and B&B construction, maintenance and utilization are insufficient. First of all, in the construction of village modernization, the construction of modern cement road hardening project has greatly facilitated the use of traffic, but the single cement hardening has overshadowed the traditional rural style of the village, which is inconsistent with the protection of the authenticity of the village. Second, in the construction of villages, in addition to better public space construction and transformation on scenic corridors where tourists gather, there are dilapidated facilities, messy roads, garbage stacking and other phenomena in more towns and villages, which is not conducive to the construction of tourism image of towns and villages.

(3) Insufficient Utilization of Superior Resources

Xinduqiao Town has a beautiful landscape and ecological environment, which is a unique advantageous resource for the development of village tourism. However, as a scenic corridor, Xinduqiao Town does not make sufficient use of advantageous resources at present, with each landscape node showing isolated growth and weak overall correlation. Although it has enough ecological advantages, it does not have a good grasp of resources but no economic advantages. At the same time, as a Sichuan Tibetan township, this area has rich Tibetan cultural resources and unique charm of Muya culture, but in the tourism construction, the natural scenery and cultural resources are separated, the joint development is insufficient, the strength of cultural inheritance is weak.

(4) The Marketing Campaign Was Inadequate

Under the influence of special climatic conditions, Xinduqiao area forms the off-peak season of tourism under the influence of natural conditions. For example, the local climate is relatively mild and the scenery is beautiful from May to October every year. Therefore, the local area adopts relatively simple marketing means and image to passively enjoy the economic benefits brought by price increase and full room, but it fails to make good planning and carry out marketing activities in the off-season.

2.3. Analysis of Catalyst Elements

The catalyst theory can find out the appropriate vitality point through case analysis, which can be used as the influence element of catalyst carrier for renewal, transformation and activation. In this section, by referring to the selection of catalyst elements by relevant scholars and combining with the characteristics of the development of homestay industry in Xinduqiao Town, the homestay industry is regarded as the catalyst carrier, and the potential catalyst elements in the homestay industry in Xinduqiao Town are analyzed from the perspectives of material form catalyst elements and non-material form catalyst elements.

2.3.1. Non-physical form Catalyst Element

(1) Regional Culture

Regional culture, as a primitive catalyst, is the soul of the development of tourism industry in ethnic areas. Regional culture can be divided into dominant culture and recessive culture. The dominant culture is mainly the architectural style and the spatial texture of town development, while the recessive culture is mainly folk activities, residents' lifestyle, eating habits and so on. The activation of regional culture as a catalyst element can reflect the regional spirit and form an attractive atmosphere, which has a certain catalytic effect.

(2) Functional Requirements

One of the important factors for the vitality of township industry development is that the functional setting meets the needs of tourists and residents. Therefore, the activation of functional elements can greatly bring new vitality to the development of home and stay industry. For example, through functional adjustment, bring new vitality to the home industry; Or adapt to industrial development by meeting the new functional needs of township development, stimulate and guide the function orientation of the overall policy, and adapt to the positioning of the overall local tourism strategy development.

2.3.2. Material form Catalyst Element

(1) Architectural Space

Building is one of the most important components in the development of homesay industry. When activated by building as a catalyst element, it can quickly radiate other elements close to it. The good income brought by a high-quality building can influence the surrounding elements to make the same changes. Architecture is also an important part of the cultural landscape of the township. Characteristic architectural forms and excellent quality and beautiful architectural appearance are the main contents of the whole township landscape, which greatly affects the development of local tourism industry and home industry.

(2) Landscape Setting

Landscape is an important part of public space in towns and villages. The activation of landscape as a catalyst element can quickly bring vitality to the homestay industry. The landscape is mainly divided into hard landscape and soft landscape. The hard landscape includes road, landscape sculpture, public service facilities, sign guide system, etc., while the soft landscape includes plant landscape, water landscape, etc. The maintenance and updating of landscape can effectively promote the development of homestay industry.

3. Suggestions on the Innovation and Development of Catalyst Mechanism of Home-stay Industry

The tourism development of Xinduqiao town has its particularity. It is not a scenic spot or scenic spot, but a landscape corridor with no entrance and exit, scenic spots, cultural resources and natural scenery everywhere. Therefore, the renewal and development of the B&B industry in this area should be carried out around the catalyst elements and development characteristics.

3.1. Activate Catalyst Element and Guide Catalyst Effect

Based on the background of catalyst theory, homestay industry, as the catalyst carrier for the development of Xinduqiao Town, has a process of reactive operation in the production and rise of the industry, and in this process, there are catalytic elements with development potential and vitality,

which affect the future development of the homestay industry. Therefore, to explore the catalytic process of the renewal of Xinduqiao homestay industry. It should mainly activate and guide the catalyst elements contained in it.

3.1.1. Inherit Regional Culture

The activation of cultural catalyst elements needs to be realized in the form of material form catalyst elements, which are embodied in the form of material carriers such as national buildings, roads, landscape sculpture and vegetation, or the activation of catalyst elements through the development of some regional cultural activities.

The homestay industry in Xinduqiao Town is built on the basis of the residents' original houses, integrating local cultural elements and living habits, leading tourists to experience Tibetan culture in the room layout, decoration and catering, which can not only protect the overall style and cultural traditions of the town, but also enable tourists to experience the local traditional culture and lifestyle. Most Tibetan courtyards are equipped with certain space. The interior landscape design, integration of cultural elements and the holding of folk activities can make tourists more deeply feel the charm of regional culture, adapt to the characteristics of Xindu bridge-connected corridor tourism, and make tourists feel the infiltration of traditional culture in the natural scenery of the corridor.

3.1.2. Meeting Functional Requirements

The activation of catalyst elements is mainly realized through the adjustment and updating of industrial functions, which is specifically reflected in clarifying the direction and positioning of industrial development, adjusting industrial functions, effectively stimulating vitality and bringing catalytic effects. For example, by satisfying the functional positioning of rest and sightseeing, adjusting the direction of the construction of home and lodging industry, better development can be achieved.

Influenced by scenic and corridor tourism, the functional positioning of Xinduqiao homestay industry mainly serves the rest and sightseeing of tourists, and the functional adjustment should also focus on strengthening the comfortable feeling of rest and the convenience of sightseeing. In the investigation of the current situation, it can be found that most homestays in Xindu Bridge do not provide heating and air conditioning services, and the local climate is special, the temperature difference between day and night is large, and the temperature at night is low. In order to improve the sense of body in the accommodation, the construction of the rest function should be strengthened. The scenic corridor of Xindu Bridge is full of scenery, and most B&B can directly enjoy the grandeur of the snow mountain and the expanse of the grass in the courtyard. Therefore, in order to improve the comfort and convenience of tourists' viewing, parking area and leisure viewing area can be divided within the courtyard to strengthen the construction of sightseeing function.

3.1.3. Maintaining Building Space

The activation of catalyst elements in architectural space is mainly realized through the restoration and optimization of B&B buildings, which is embodied in timely restoration and design of individual B&B buildings suitable for local cultural development, timely restoration of damaged building details and decorations, and style control of surrounding buildings and Spaces.

The external structure of the building is the tourists' first impression of the local culture. The unified appearance of the

building with cultural features can improve the quality of the spatial texture of the township and attract tourists to stay. The repair of architectural details can enhance the overall attraction of homestay, improve the living safety, reflect the regional culture and decoration technology, play the role of cultural protection and inheritance, improve the comfort of tourists and promote the development of the homestay industry.

3.1.4. Optimize Landscape Settings

The activation of catalyst elements in landscape setting is mainly realized through the optimization and upgrading of hard landscape and soft landscape respectively, which is embodied in integrating regional cultural elements in landscape design, maintaining ecological environment and stimulating the vitality of landscape resources.

The optimal setting of hard landscape is mainly reflected in hardening, paving and improving road accessibility. Set landscape sculpture, integrate Tibetan cultural elements; Optimize public service facilities, improve infrastructure construction, improve the comfort of tourism; The signage guide system should be built to display and introduce the landscape resources contained in the landscape corridor, so as to improve the tourism convenience. The optimal setting of soft landscape is mainly reflected in strengthening vegetation planting and protection, reflecting the expanse of plateau grassland; Strengthen the purification and protection of water landscape, improve the landscape value, landscape maintenance and renewal can effectively promote the development of home industry.

3.2. Introduce Digital Technology to Optimize Publicity and Marketing

The rise of the Internet era has a profound impact on the development of Xinduqiao homestay industry. Homestay information registration, image publicity and marketing have become important means for Xinduqiao Homestay to expand its influence and popularity.

3.2.1. Strengthen Management of Digital Systems

When collecting and analyzing the development status of Xinduqiao homing industry, problems such as information mismatch, incomplete information, chaotic price positioning and ineffective management are found, which reflect that this region has a certain understanding and application of Internet technology, but the application mode and management are not perfect.

First of all, we should improve and update the information of Duqiao Town homestay login, so that tourists can query all the local homestay on the official website; Secondly, confirm whether the information provided by the B&B is consistent with the official registration information, so as to avoid misunderstanding and trouble when tourists book the B&B. The third is to strengthen the construction of Internet users' dormitory management system, to limit and regulate the quotation range of B&B room reservation, to fix the problems such as high price and too large price fluctuation, and to complete the quotation of part of B&B room types, so as to facilitate the comparison and selection of tourists and optimize the good impression of tourists.

3.2.2. Strengthen Publicity and Marketing Efforts

Xinduqiao area has a special climate, mild climate and beautiful scenery from May to October, which attracts most tourists and concentrates tourists. From November to April of the next year, the temperature is lower, less official tourism

publicity, fewer tourists, forming an obvious tourism peak season in the local. As a matter of fact, Xindu Bridge from November to April next year has magnificent snow scenery, unique vegetation and water landscape. Good publicity and marketing can also become high-quality tourism resources in this region.

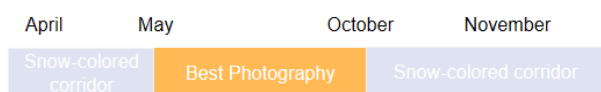


Figure 4. Publicity scheme of Xindu Bridge in off-peak season

From May to October, when various landscape resources of Xindu Bridge are in good condition, the series of scattered scenic spots should be strengthened, the advantages and characteristics of national highway passing and scenic corridor should be fully utilized, the tourism positioning with the theme of "best photography" should be established, and the parallel ways of walking, cycling and driveway should be designed so that people can freely choose the stay time and access way of each scenic spot. And through the landscape identification system more convenient to understand the characteristics of scenic spots and series.

From November to April of the next year, Xindu Bridge is covered with white frost, frozen water and snowy mountains. It has its own characteristics, but its popularity and marketing strength are weak. It can first establish a tourism positioning with the theme of "snow corridor", and attract tourists from areas with rare snow to enjoy snow Tours through the form of Internet celebrities and official publicity.

4. Conclusion

In the context of the era when homestay has gradually become an important driver of China's rural revitalization, this paper introduces the catalyst theory that gradually focuses on the study of towns and villages, analyzes and explores the catalyst effect and catalyst elements of homestay industry on the tourism development of Xinduqiao area, and puts forward suggestions on the innovation and development of the catalyst mechanism in this area. In order to further enrich the application range of catalyst theory, promote the construction of beautiful countryside, and help the development of rural revitalization strategy.

Acknowledgment

Fund Project: This project is supported by the Graduate Innovative Research Project of Southwest University for Nationalities (Project Number: YB2022143). The project name is "Research on Catalyst Effect of Home-stay Industry from the Perspective of Rural Revitalization -- Taking Xinduqiao as an Example".

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