

THE AESTHETICS OF HOMESTAY DESIGN: EXPLORING THE CULTURAL AND EMOTIONAL SIGNIFICANCE OF HOMESICKNESS

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Abstract

This study is an aesthetic study of the form of homestay based on the concept of nostalgia, aiming to inherit and develop the home stay industry, including economic and cultural development, and promote the development and innovation of homestay. The purpose of this paper is to study the aesthetic design theory of homestay architecture from the perspective of homesickness concept. Analyze the nostalgic memory in the aesthetic design and the design strategy of Yangshuo homestay, and provide a new design scheme for the form of homestay. In the specific research process, through the perspective of nostalgia, explore the form design characteristics of homestay enterprises of Guangxi.

The results of this study show that aesthetic design based on nostalgia can effectively promote the development and innovation of homestay and improve its competitiveness and cultural connotation. In the design process, we should pay attention to the excavation and inheritance of nostalgic memory, and integrate modern design elements to innovatively create a home stay form design solution to meet the contemporary needs of Yangshuo. In addition, it is necessary to explore the development characteristics of Guangxi home stay design from the perspective of nostalgia.

Keywords: homesickness, home, form design

Introduction

Homesickness is a kind of yearning and nostalgia for the hometown, which can make people miss and miss the local customs, relatives and friends, childhood games and past memories when they are wandering in a foreign land. Concept is the concept or belief about values, beliefs and ideals formed by people in a specific social and cultural environment, and is the guiding principle for people to think about problems and actions. This paper discusses the relationship between homestay and ecological and cultural protection in the concept of homesickness, and how to plan and design homestay in the concept of homesickness. The current problem to be solved is that most rural homestay facilities only focus on functional considerations and ignore artistic design and planning, resulting in low occupancy rates and customer satisfaction. Therefore, we need to better plan and design the form of home stay to protect the cultural heritage and achieve sustainable development. This paper puts forward the integration of the concept of homesickness, which can not only meet the functionality of the homestay, but also meet the beauty, but also protect the regional cultural characteristics, and the formation of "homesickness memory"

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emotional resonance, cultural identity, scene reproduction and other means, so as to improve customer satisfaction and occupancy rate.

This study will through the literature research, field research and case study, the concept of homesickness involved in Guangxi home stay facility form aesthetic study, focus on the role of homesickness concept in Guangxi home stay facility form design, and put forward the relevant strategies and methods, for the Guangxi home stay facility building form provides related theoretical basis and practical experience, and provide reference for the development of residents.

1. The connotation and characteristics of homesickness culture involved in the architectural form design of homestay

This article discusses the meaning and characteristics of integrating the concept of "homesickness culture" into the architectural form of homestay. It discusses how the design and atmosphere of B & B arouse the nostalgia and sense of belonging. Integrating the homesickness culture into the architectural form requires the following features: architecture should return to nature and highlight the regional cultural characteristics; follow the principles of simplicity, comfort and nature; create a unique atmosphere to create a sense of "home", make the guests feel warm and comfortable, and have a sense of belonging at home. The connotation and characteristics of homesickness culture involved in homestay form aesthetics are mainly reflected in the following three aspects: 1) the design and style of homesickness concept is very unique, usually using black, white and gray colors, simple and elegant lines, unique nostalgic style; 2) the decoration and layout of homestay usually take traditional culture and local characteristics as the theme, natural, simple and simple style, reflecting the emotional and humanistic characteristics of local culture; 3) In terms of service and experience, homestay usually provides local food, cultural experience, handicraft products, etc., so that guests can fully experience the local culture and lifestyle.

The characteristics of the above three aspects make homesickness culture well reflected and developed in the aesthetics of homestay. They are not only the inheritance and promotion of traditional culture, but also an interpretation and expression of humanistic feelings and life style.

2. Principles of homesickness culture in the design of home-stay form

Rural homestay architectural design activities, can be generally divided into two types of trends. The first is the original type of the original township. The homestay buildings are rebuilt and updated organically based on the original residential buildings, focusing on the preservation and restoration of the original residential houses. In view of this trend, we suggest that more local cultural elements and historical elements should be added on the basis of retaining the original buildings, so as to make the homestay buildings more with local characteristics and historical value. Another type is the art-design homestay, which is refined from traditional culture and used for building new homestay buildings in practice, so as to respond to the pursuit of homesickness homestay to provide more high-quality and high-end services. For this trend, we suggest that on the basis of maintaining traditional culture, attention should be paid to integrating contemporary art elements into architectural design, so as to make homestay architecture more contemporary and modern style.

In the study of homestay form design, we need to think comprehensively about the three aspects of nature, humanities and architecture, in order to achieve a more perfect and meaningful design. Therefore, we need to consider the following three aspects:

1) Natural environment: Designers should take sustainable development as the guidance, follow the principle of protecting the ecological environment, plan and design the natural and cultural environment with a respectful attitude, and improve the original natural environment on the basis without destroying the original natural landscape. According to the terrain principle, in order to better adapt to the characteristics of the land form, designers can adopt different architectural styles for different areas. For example, in the mountain area, homestay is more than mountains and rivers, such as Yangshuo Sugar House homestay (as shown in the picture). Adapt to the climate principle, climate characteristics have a great influence on the design of homestay, the amount of rainfall will affect the design of homestay eaves and drainage. The roof slope is relatively large, easy drainage, and the eaves are wider, can block the sun and wind and rain. Combined with the natural principle, as a homestay construction should adopt the design principle of "the custom is the screen, the custom is received", and use the scenery to coordinate with the surrounding landscape. The surrounding scenery is beautiful, the homestay can be designed large area glass Windows, to the maximum extent that the inside house can see the outside view.

2) Humanistic feelings of the most directly reflected in the "people", extended for residential, local. In the rural ecological environment, the vast land becomes the most intuitive regional impression, which shows the countryside, reflected in the style of local dwellings, but also contained in its pastoral wild interest, folk customs and rural life. Home stay is a kind of life experience, is a kind of organic sustainable development ecology, and in a stable state of long-term social development. Continuing the principle of folk custom, many homestay rooms are located around ancient villages or ancient scenic spots, and their architectural design generally attaches importance to customs. The architectural form of homestay should consciously restore the folk phenomenon of the corresponding times. For example, the official residence based on the quadrangle building retains the folk customs of the courtyard. With the integration of cultural and creative principles, homestay is essentially a kind of living space, and tourists can experience the lifestyle of local residents by living in the homestay. Therefore, the interior design of the home stay facility should reflect the life atmosphere of the local residents. For example, indoor lamps and lanterns can use local cultural and creative products bamboo lanterns, and the background wall with paper cutting art elements

3) In terms of architectural form, continue the overall space texture and form principle of space. For the location and layout of the traditional residential gathering place, the location and layout of the traditional residential gathering place should be considered. The location of homestay is generally located in the center of the residential gathering, and these areas retain the traditional characteristics more completely. The principles of public neighborhood space reconstruction,

The layout of homestay is restoring the local traditional courtyard space at the same time. Many homestay in Yangshuo directly light the wing room in the house, transforming the patio into a meeting room. To inherit the principle of traditional architectural form, the traditional architectural form also needs to be inherited. The facilities such as carving, color painting and doors and Windows in the local architectural environment are used to show the style and characteristics of traditional villages from the details. In addition, the local materials of building materials is also an important feature of homestay design, so as to better integrate into the local environmental atmosphere.

Research objective

To study the role of homesickness culture in the form aesthetics of homestay in Guangxi and provide reference for the form design of homestay.

Literature review

1. Research on the involvement of homesickness culture in architectural design

(1) In terms of homesickness architecture, In 2012, Cao Lijian proposed the concept of homesickness architecture in a Study on the Classification and Value of Homesickness Architecture in Xiongan New Area, which was defined as "an architectural form with local emotion, cultural memory, identity and other characteristics". The elements of homesickness architecture include but are not limited to traditional architectural style, regional cultural symbols, natural scenery, local lifestyle, etc. In architectural design, attention should be paid to the application of homesickness elements to make the building more in line with people's emotional needs.**Error! Reference source not found.**(Cao Lijian, 2012)

(2) in the novel in the old art in the theory and method of interior design, the paper about "based on homesickness emotional soul demand, at the same time to the present environment damage, garbage pollution, historical memory lost regret, tries to waste utilization, precious spirit, nostalgia and poetic dwelling harmony material art theory and method of space design, the core of the old art in interior design on the shape of" spirit ", from two aspects of theory and practice."Firstly, the definition of the old objects, the aesthetic standard of the old objects in the space, reflects the expression of the old objects in the space, and distinguishes the difference between" old objects "and" waste ". Old objects refer to relics from previous generations, cultural relics from the past, and keepsakes from the past. It includes historical relics, original land, old national infrastructure, as well as relics of ancestors and all original items. It represents the culture and history of our ancestors, and is also a precious treasure and memory for people.**Error! Reference source not found.**(Yu Xinying, 2018)

3) in "based on the protection of cultural heritage in national architectural heritage and living environment" as rich cultural resources advantage of Guangxi, how to excavate local culture, sorting, protection and research, to build up the living environment design research and creative practice system, as well as has the regional characteristics of southwest, south China minority "cultural field" has become an important research direction in the new period. **Error! Reference source not found.**(Lin Hai, 2021)

2. Research on the landscape design of home-stay facilities

(1) Liu Panpan's Research on the Sound Landscape Design of Zhujiayu Village based on "Homesickness Memory" attaches the increasing attention to environmental ecology in the development of the new era. General Secretary Xi Jinping's concept of 'clear waters and green mountains are gold and silver mountains' has gradually put the relevant construction of rural areas on the agenda. Compared with cities, villages originally have unique natural conditions. However, due to the process of urbanization, the rural construction and development has shown signs of pursuing economic benefits and ignoring the environment, which can easily lead to the loss of the original charm and characteristics. Moreover, most environmental construction takes visual effect transformation as the core and pays attention to people's experience needs."In China, the rural revitalization strategy has set new development requirements for agriculture, farmers and rural areas. In rural construction, environmental and ecological issues are the top priorities.**Error! Reference source not found.**(Liu Panpan, 2018)

(2) Due to different factors such as cultural background and regional environment, some foreign scholars also have relevant studies on the design of home stay, but none of them involves the landscape design research based on the concept of homesickness. For example: (Switzerland) Stefan Carmen, "The Beauty of home stay 2".(English) Wendy Palin, The Beauty of home stay 3.(English) Robert Holden, in Landscape Design.

In addition to papers, there are also relevant teaching materials for landscape design teaching in foreign universities, such as: "Hero Ando On Architecture" (Japan) published by China Architecture Industry, which is also related to the content of landscape design of home stay, but focuses on the work process of homestay building and other contents. Among them, the materials used in the construction of many homestay in Guangxi are the opinions of this work. For example, the wall of Guilin homestay in Guangxi retains the texture of cement. Foreign research institutions also have related research on the form and culture of Chinese homestay.

(3) Zhang Zhihui, based on the concept of rural complex, homesickness, homesickness experience, rural landscape painting, homesickness documentary and questionnaire, constructed the carrier system of homesickness landscape, defined the main types of homesickness landscape carrier elements; Based on empirical cases, proposed the expression model of homesickness landscape carrier.

Research Methodology

This study was based on the villages in Yangshuo, Guangxi. Through literature research and field observation, this paper proposes the innovation of the form design of home stay in Guangxi in the new era, and how to rebuild the landscape of home stay, and demonstrates the role of homesickness culture in the landscape design of home stay in Guangxi. The collected data were analyzed by literature analysis, descriptive analysis, and field and qualitative studies. Taking "Yangshuo" in Guilin, Guangxi as the research object, the cultural connotation and architectural form of homesickness are deeply studied.

Yangshuo in Guilin is a famous tourist resort in China, the tenth year of sui Kaihuang (590), the county government moved from Xiping to now Yangshuo town, the county government was built in the Yangjiao mountain, with "Yangjiao" homophonic "Yangshuo" as the county name. Yangshuo County, hence the name, the name has been spread through various dynasties.




Figure 1: homestay
Source: researcher mapping



Figure 2: Yangshuo, Guilin
Source: Baidu photo

Domestic and foreign literature was collected to supplement the development of homesickness cultural landscape, the characteristics of rural architectural culture, and the significance of ethnic cultural tourism, and to obtain relevant data. Study supplementary information, organize and screening materials contributing to your own research and provide feasibility for subsequent homesickness culture research and design practices. Through the investigation of representative homestay such as sugar house, cloud cottage and secret garden, the cultural elements of homesickness are collected, which provides a basis for the design demonstration research (see Table 1 and table 2).

Table 1 Survey list of homesickness elements

Homesickness elements	key	Survey location	key
eaves tile		Guangxi Yangshuo Sugar House	
The mud brick		Yunlu homestay	
natural stone		Xin'an Street	

Source: Study staffing

Table 2 Presents the emotional form of homesickness

Form of expression	content	Homesickness sensory presentation
Physical form	Spatial form (landscape)	Multi-sensory
	Material and color	Vision,tactile
	Plants,animals	Multi-sensory
	Household items,tools of labor	Vision, tactile
Immaterial form	Folk culture (empe fairs, festivals,crafts.)	Multi-sensory
	Communicative activities (chess and cards, children's games, etc)	Multi-sensory
	Local sounds (dialects,cries,birds and insects,rain)	aural
	Township soundsco(oking smoke, soil, eating habits, etc)	taste

Source: Study staffing

Research results

- 1).Elaborate on the design concept of homesickness. Provide more concrete examples of how homesickness emotion is integrated into homestay landscape design.
- 2).Discuss the implications of architectural homogenization and how it can be avoided in homestay designs.

3. Design and practice of Guangxi homesickness culture

3.1 The form and characteristics of traditional buildings in Guangxi are introduced into the architectural form design of home stay facilities

Guangxi's traditional architecture is an important component of Chinese architectural culture, with unique characteristics in terms of architectural form, structure, materials, and decorative details.As shown in Figure 3: Traditional architectural structures in Guangxi

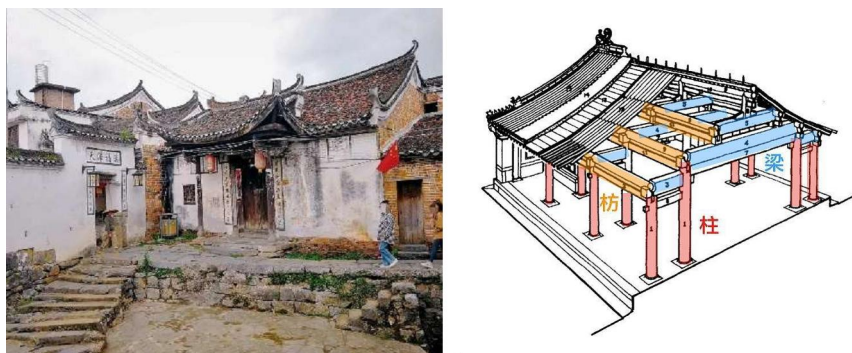


Figure 3: Traditional architectural structures in Guangxi

Source: baidu

In terms of architectural form, Guangxi's traditional architecture takes on various forms, with the most prominent feature being the use of wooden and dougong structures. This type of structure was very popular in the construction of the time, as they could provide good support and stability. In addition, traditional architecture also has strict symmetry and proportion, which are strictly followed in design and construction

to ensure the overall beauty and coordination of the building. In terms of materials, Guangxi's traditional architecture mainly uses materials such as wood, brick, stone, and tiles. These materials have a long history in China's architectural history and are widely used. These materials not only have good durability and stability, but also provide a unique natural beauty that complements the surrounding environment. At the same time, these building materials also reflect the nostalgia culture of architecture.

In addition, the decorative details of Guangxi's traditional architecture are also very exquisite, including carving, painting, and copper and iron forging techniques. These details are widely used in the exterior and interior decoration of buildings, adding more artistic charm and historical and cultural heritage to the architecture. As shown in Figure 4, Guangxi's traditional architecture is a very distinctive form of architecture that plays an important role in the development of Chinese architectural culture and is also an important component of Guangxi's cultural heritage. In addition to the morphological characteristics of the traditional architectural roof and cornice design, the layout and design of the building are usually related to the natural environment and terrain, such as the design of garden architecture. Landscape design plays an important role in the history of Chinese architecture, showing the essence of regional culture and technology. As shown in Figure 5, the landscape design is not only a simple decoration, but also an important part of the entire building. It complements the morphological characteristics of traditional architecture and highlights the harmonious coexistence between architecture and nature. This design approach not only enhances the aesthetics of the building, but also makes it more environmentally friendly and sustainable. In conclusion, landscape design is of great significance for the harmonious coexistence and environmentally sustainable development of architecture.



Figure 4: Planning diagram of home stay
Source: Researcher



Figure 5: Design and planning diagram of homestay
Source: Researcher

3.2 Interior design of the home stay facility

Interior design is the use of material technology and architectural design principles to create a reasonable indoor environment that meets people's material and spiritual needs based on the nature of the building's use and its environment. Applying homesickness culture to the interior design of homestay: 1) It is a popular trend to integrate traditional architectural elements into the interior design of homestay. For example, the ceiling and walls of the room can be designed to use the wooden and bucket arch structures

of traditional buildings. In addition, traditional cultural elements can be combined with, such as Chinese painting, paper cutting, embroidery, bamboo lanterns to decorate the room to increase the national characteristics and affinity of the room. At the same time, it is also very important to choose suitable lamps, curtains, beds and other accessories, which can make the whole room more harmonious, comfortable and beautiful, and create a space atmosphere with nostalgia emotion.(As shown in Figure Figure 6).

3.3 Design at the door of the homestay

In the facade design of the homestay, there are several elements that can arouse people's feelings of homesickness and home. Using warm, natural materials, such as wood and stone, you can create a warm and comfortable atmosphere. In addition, adding personalized decorations, such as family photos or retro decorations, allows guests to feel like they live in a home with a cultural identity, rather than an ordinary hotel.(As shown in Figure Figure 7).The carrier of nostalgia is objects, and nostalgia is integrated into buildings by old things. We use old things in buildings, such as the brick, wood and stone of 50 years ago used in Yangshuo Sugar House in Guilin, as shown in the table 1. In addition, traditional architectural forms are applied to homestay, such as residence homestay, Siheyuan structural buildings, doors and Windows, and other details are made and expressed in the Ming Dynasty.



Figure 6: Indoor planning diagram of homestay
Source: Researcher



Figure 7: Design and planning diagram of homestay façade
Source: Researcher

4. The role of homesickness culture in the design of homestay form

Homesickness culture plays an important role in the design of Guangxi homestay form. Through the design demonstration, it is found that it is the core, reflecting the historical and cultural precipitation of the place. Homesickness culture is a unique expression of traditional rural culture, which provides tourists with cultural experience and enriches tourism resources. As a representative of Chinese traditional culture, homesickness culture is an important part of the form design of home stay. Homesickness culture plays an important role in the design of homestay in Yangshuo, Guangxi: 1) Homesickness culture is an important form of home stay industry culture, Can inherit and inherit the aesthetics and life style of the Eastern culture; 2) Homesickness culture, through the development of relevant cultural and creative industries, Promote the economic development of the traditional villages, Increase the local economic income; 3) Homesickness culture has also become an important carrier and symbol of the Chinese traditional culture, It reflects the diversity and uniqueness of Chinese traditional culture; 4) Homesickness culture is widely used in the decoration of buildings and homes, Added a unique cultural atmosphere and artistic value to

the traditional village; 5) In the construction process of home stay, The cultural confidence and cultural value embodied in homesickness culture, Yangshuo will continue to encourage people in Guangxi to continue to inherit and develop national culture.

5. Design and evaluation of homesickness culture in the form of home stay

Homesickness culture is a traditional Chinese culture, with a rich history and a unique artistic expression. Through the design practice research, it is found that the home stay industry is helpful to inherit and develop the homesickness culture, so that more people can understand and appreciate this unique culture. The following are the measures and design evaluation of homesickness culture involved in the form design of homestay: Measures: 1) Integrate local traditional cultural elements into the design, such as traditional architectural style, folk art works, etc. These elements can not only add to the local features of the room, but also allow visitors to gain a deeper understanding of the local culture and history. 2) Make use of local natural resources and cultural landscape to create a unique and attractive homestay environment. For example, if the homestay is located in a mountainous area, a terrace can be set up outside the room, so that visitors can enjoy the beautiful mountain scenery. 3) Provide relevant cultural experience activities for home stay, such as traditional handicraft production, folk music performance, etc. These activities can allow visitors to better understand the local culture and history and increase opportunities for visitor participation and interaction.

Design evaluation: 1) Through the intervention of homesickness culture, the design of home stay has more regional characteristics and cultural connotation. Visitors can stay in the homestay, experience the local culture and history, and increase their understanding and understanding of the local area. 2) Improve the added value and attraction of home stay, and increase the experience and return rate of tourists. By providing a unique environment and cultural experience activities, homestay can make visitors feel more comfortable and satisfied, thus increasing the rate of return. 3) It has promoted the inheritance and development of local culture and contributed to rural revitalization.

Conclusions

Through the research on the design and application of the homestay form of homesickness culture and the design evaluation of homesickness culture on the homestay industry, the feasible planning and suggestions for the construction of homestay in Yangshuo, Guangxi are put forward. For Yangshuo, Guangxi, the development of rural cultural tourism and the protection and inheritance of cultural resources also have a certain reference and inspiration effect.

This study demonstrates the practical application of homesickness culture in the form of homestay in Yangshuo, Guangxi, which provides an effective means for the protection and inheritance of homesickness culture. Through the case study of Yangshuo Village in Guangxi, the conclusions are as follows: 1) the role of homesickness culture in reflecting the cultural and artistic value in the form design of homestay in Guangxi; 2) homesickness culture can effectively promote the development of Guilin tourism, improve the tourism experience and cultural connotation, and improve the living environment and life quality of the village.

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