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# Research on Modeling of Cultural B&B Image Identity of The Hollow Village in B&B Design

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**Abstract:** B&B is a kind of new hotel building which provides accommodation to tourists to help them enjoy local culture and experience different life. At present, the travel form is more diversified, fixed visit to scenic spot is being transformed into the travel form that can relax our mind and body, help us experience life and be close to nature. Under such conditions, with its uniqueness, B&B has a rapid development in China's major tourist cities. Therefore, the research on modeling of cultural B&B image identity of the hollow village in B&B design is conducted in this paper. On the one hand, it can meet people's requirements to experience regional traditional life, on the other hand, it drives the transformation of traditional B&B protection method from the static protection model in past to the dynamic protection model, which promotes B&B to release new vitality.

**Keywords:** B&B design; The hollow village; Cultural B&B; Image identity; Modeling

## 1. Introduction

At present, the travel form is more diversified, fixed visit to scenic spot is being transformed into the travel form that can relax our mind and body, help us experience life and be close to nature. Under such conditions, with its uniqueness, B&B has a rapid development in China's major tourist cities. Until 2017, there were more than 40,000 B&B in our country, employee nearly 850,000, and the market size has reached 11.2 billion yuan. The B&B industry in China is developing in an all-round way. Early B&B in the narrow sense refer to the use of free rooms in self-owned dwellings, combined with local humanities, natural landscapes, ecology, environmental resources, and production activities such as fishery, animal husbandry, agriculture and forestry, accommodation place is provided to client for local life. In the broad sense, B&B refers to a small tourist accommodation facility that is uniquely attractive except for the most common hotels. The emphasis is on the characteristics of the theme. In China, B&B is generally explained in the broad sense. After appeared on the stage of our country's tourism industry, B&B showed a strong vitality, and now it is in an explosive growth period. As a new type of accommodation business, how to design the B&B space is really worth exploring.

In China, most B&B are are designed for renovation based on old residential buildings. In fact, not all old buildings have good foundations. Especially in the process of urban construction and development, it is

often to push down and reconstruct the old building. As a result, the continuation of historical culture is gradually lost in the city, and there is a fault in the human memory that the building bears. Based on the development of B&B and my interests and professions, this phenomenon was considered and combined with the direction of research, the research topic on modeling of cultural B&B image identity of the hollow village in B&B design is proposed.

## 2. Modeling of Cultural B&B Image Identity of The Hollow Village In B&B Design

### 2.1. Model of cultural B&B image identity

On the basis of literature research, this paper proposes a research model. The model includes three parts: the experience environment of B&B, customer personal characteristics and customer experience. The experience environment of B&B consists of four dimensions: environment and atmosphere experience, facilities and product experience, service experience and activity experience. These four dimensions are proposed based on the the synthesis of customer experience and the characteristics of B&B. On the one hand, the experience quality of the customers is mainly affected by the experience of these four dimensions; on the other hand, as a non-standard accommodation product, B&B mainly provides customers with accommodation, and food and leisure products and services as assist. The customer experience refers to five different experience modules put forward by experience marketing expert Bernd

H.Schmitt in the book “Experiential Marketing”, namely, sensory experience, thinking experience, action experience, emotional experience, and associated experience. The personal characteristics of the customer consist of the demographic characteristics of the customer, the experience of staying at B&B, and the motivation for staying at B&B. The experience of the customers will be influenced by the experience environment of B&B and the personal factors of the customers. Likewise, the differences in the personal attributes of the same customers will also affect their understanding of the B&B experience environment.

**2.2. Identity model establishment of B&B site selection**

Good natural and humanistic condition means that the natural landscape and environment of B&B are beautiful with strong rural style. The most important is that the site is located in a well-preserved traditional residential settlement, which provides a good space carrier for the featured B&B; good infrastructure refers to the convenient location, well-developed transportation network, stable power and network supply and other infrastructure. The provision of these hardware is a necessary condition for the function exertion of the characteristic B&B, and it can also improve the quality of life of the local residents; stable customer source is the basis for maintaining the operation of the characteristic B&B. The site selected by featured B&B is always the traditional townships with more mature tourism development in order to attract more tourists. According to the differences in the surrounding environment around the site of B&B, the characteristic B&B are macroscopically divided into rural-style B&B and town-style B&B.

From the perspective of site selection of the microscopic featured B&B, as the relationship between the characteristic B&B and the residential settlement is different, the site selection can be divided into the central type and the surrounding type. The central type refers that the characteristic B&B is in the middle of a residential settlement, environment is quiet, but the sight is obstructed and difficult to find. This model has advantages in the town-style B&B, which can avoid the interference caused by the surrounding transportation vehicles. The surrounding type refers that the characteristic B&B is located in the junction of residential settlements and the surrounding environment, which has more contact with the outside world, is location-oriented, and common in the rural-style B&B, with such site, the beautiful idyllic scenery can be caught by eyes. The space layout of B&B is shown in Figure 1.

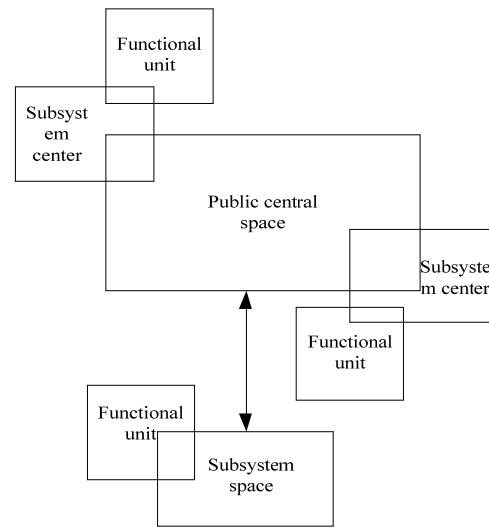


Figure 1. Space layout of B&B

**2.3. Identity model establishment of B&B vertical face**

The characteristic B&B is usually surrounded by traditional residential buildings. Visitors cannot view the overall appearance of the residential areas from various perspectives. In addition, in order to coordinate with the surrounding traditional settlement styles, the vertical face of the traditional residential houses is not changed much. The vertical face forms mainly include two aspects. The first is the change in the vertical face of the traditional residential building according to functional requirements. For instance, in order to improve the quality of the internal lighting, windows are opened in the old house or the scale and materials of the original windows are changed. Another example is that some B&B have the second floor air conditioner externally attached to the building facade, the wood lattices are used to cover the air conditioner, or for the purpose of shielding the pipelines on the external walls, the green vine vegetation is used to cover the wall to obtain a good visual perception; the second is the influence of the extension of external vertical face on the overall vertical face. The technical indicators of B&B are shown in Table. 1.

Table. 1 Technical indicators

Planning land use	Area (hectare)	Percentage (%)
Land for roads	5.57	11.08
Land for buildings	7.02	13.97
Land for park	0.53	1.06
Land for water area	1.05	2.10

**2.4. Indoor identity model establishment of B&B**

The characteristic B&B inherits the traditional and elegant features of traditional residential houses in the interior decoration, and presents a variety of styles

according to the tastes and preferences of B&B operators. The interior decoration of traditional residential houses is simple and elegant with unique style. In the furniture layout, authentic solid wood furniture in the Ming and Qing Dynasties is matched with fashionable fabric sofas and lamps, which gives people a mixed experience both ancient and modern. In the decoration and furnishings, the old objects in the Ming and Qing Dynasties were mainly used, such as the couplets and paintings on the walls and the vases and clocks on the shelves. The interior decoration style of B&B presents distinctive personal features. First of all, in the choice of furniture, a variety of styles and elegant modern fabric sofas and tables and chairs are selected; secondly, in the kitchen and bathroom walls, colorful tile finishes are used, which on the one hand, meets the requirement of the waterproof and damp-proof performance of space, on the other hand, adds highlights to the overly dark decorative environment; finally, in terms of interior furnishings, traditional and modern furnishings are blended, old-fashioned lanterns, hanging pictures, new-style cast-iron chandelier and local customs images of Nanping are placed harmoniously together. Xishe B&B has a bold and innovative style of decoration, which is a metaphor for the mutual collision between the local traditional culture and the coastal urban culture.

### 2.5. Identity model establishment of B&B guest room

The tourists are diversified and pursue a personalized accommodation experience. Therefore, the standard hotel room design in the past obviously does not meet the space design requirements of B&B guest rooms, the form and scale of traditional residential bedroom space does not conform to modern lifestyle, for example, the modern guest room needs the setting of a separate bathroom, such factors will cause the flexible change of room space. In most of the characteristic B&B, several types of room such as single room, standard room, triple room, large bed room and family suites are set up according to the characteristics of the tourists and their own space constraints. In addition to the above-mentioned types of room commonly found in B&B, there is another type of skip-floor guest room, which is mainly converted from the wing-rooms on both sides of the ground floor hall. The wing-rooms height is about 4.2 meters, which is generally too spacious as a general bedroom. Therefore, staircases are added to increase the interlayer, bed is put in the bottom and interlayer, it's suitable for families as space is compact and warm, such type of guest room fully enhances the efficiency of space utilization. The design process of B&B is shown in Figure 3.

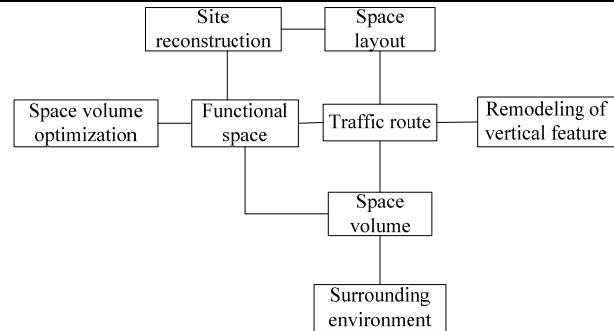


Figure 2. Design process of B&B

### 2.6. Identity model establishment of B&B public space

The characteristic B&B which inherit the features of traditional residential houses are different from the standard residential buildings. They have a variety of public leisure spaces, which on the one hand provides the residents with various activities space, and on the other hand enriches the internal spatial level of B&B building. Traditional residential houses are mostly around patios and courtyards. Space units are separated by physical walls. Each room has a small area and it is difficult to form a large public open space. Through reorganization, rich and open public space is created by characteristic B&B. Through actual case studies, it has been found that public space in B&B buildings exists in three ways. The open type: by getting through the physical walls of the two sides and connecting the hall with the wing-room to form a public leisure space with a large area. The space and the space of the patio are integrated and penetrate each other. The connection type: using the connection space or corner space between rooms to transform and form a small area of public leisure space, which are mostly located in the convergence of independent spaces. The independent type: special public spaces such as restaurant, tea room, etc. are formed by addition adjacent to the main residential building, which are separated from the surrounding space as separated space unit.

### 2.7. Modeling process of cultural B&B image identity

As the age is developing and changing, the new replaces the old. Old buildings are gradually being replaced by new and modern buildings. While building the modern city, urban characteristics are gradually disappearing. When people living here are tired of these similar urban environments and think about how to revitalize the representative historical culture of the city, the old buildings have attracted again the attention of the public. The old buildings are the products of urban development process. They hold the culture and people's customs of certain period. The rational transformation, reconstruction, and reuse of these old buildings are a

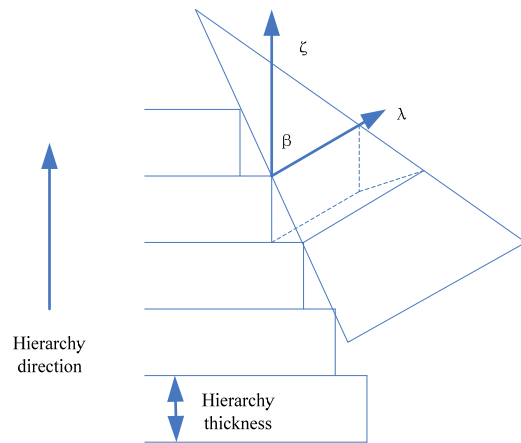
channel for propagating and inheriting the city’s history and culture, also the recognition of the existence value of the building for decades. B&B holds that the meaning of travel is to understand the world and to explore and perceive history. Therefore, some old buildings that are reasonable reconstructed can deepen people’s understanding of the city’s historical culture from the aspects of the accommodation experience, and inherit and carry forward the city’s cultural history through travel as well as continue architectural cultural values. Both physical and mental experience can be realized by relaxing, exchanging and experiencing the charm of the old building in B&B converted by old building. At the same time, the homestay reconstructed by old hotel, old residential houses, daily residential buildings, has the nature very similar to B&B, the functional differences between the old and new is relatively small, transformation and reconstruction is relatively easy, just a simple adjustment can meet the requirements of B&B. As a new building function, B&B can provide real and practical financial support for old buildings, explore the remaining economic value of old buildings, and with appropriate management methods, create the necessary economic benefits for old buildings and meet the needs of construction operations. From this, it can be seen that the recycling of old buildings into B&B not only preserves the historical and humanistic values of old buildings, but also fully exploits their remaining economic value, and achieves the purpose of reusing the old buildings in a reborn way and extending the life cycle. The layout pattern and characteristics of B&B are shown in Table. 2:

**Table2. Layout pattern and characteristics of B&B**

Layout pattern	Characteristics
In form of 田	Simple layout and small area
In form of 回	Strong enclosure and boxy space
In form of H	Able to isolate interference
In form of 日	Good effect in ventilation and lighting

The hall on the first floor of B&B is a public communication space. The landscape tree is set in the visual center of the gate entrance, and the wooden grille screen is used as a background which can block the stairs and leisure area in the rear area, and also separate the front and back areas of the hall on the first floor with transparent visual effects. The dismantling of partial floorslabs on the second floor made the space between the first and second floors well-proportioned, and the original structural trusses of the old buildings are shared. In the space scene, a lot of fun and interest can be added to promote the connection of different spaces. Stairs have a clear directionality, so the stairs in the center area do not face the entrance of the gate directly, but are parallel to the gate. Stairs are made of non-slip wear resistant solid wood treads with soft colors: the

triangle area below is used as the display area, cubby-holes made of natural wood are neatly arranged, in which variety of books, collectibles, Emeishan tourism products, frames and other items are well stored, displayed, and used. While reasonably using the space, space levels are increased. As shown in Figure 3.



**Figure 3. Staires design of B&B**

The furniture is new Chinese style products, which emphasizes the contemporary and comfort. The natural relaxed atmosphere can be well integrated into the resort's grand environment while avoiding excessively heavy or strongly symbolic furniture disturbing the atmosphere of B&B. The ground material is made of black marble to precipitate spatial texture. The wall surface is covered by simple white latex paint. The stainless steel track spotlight is the main lighting of the leisure and entertainment area with flexible direction and wide coverage area.

The overall style of the restaurant is new Chinese style, consistent with the overall style. Black marble is laid on the ground and white latex paint is used for preliminary treatment on the walls, and the top of the building remains on top. The wall surface is decorated with the same decorative board as the top surface to make two different decorations. The design is inspired by the traditional screen partition. New Chinese-style circle chair is selected, accompanied by earth-colored brocade cushions, which is retro but not old, both aesthetic and practical.

New Chinese style is also used for guest room, the wooden furniture is simple and natural. The ceiling doesn't share the original top of the building. The original top is of high height, air-conditioning energy consumption may be wasted, heat can not be preserved. At the same time, the space atmosphere is too empty and there is no sense of security. Therefore, a false ceiling is made at the top of the room again, which is aligned with the center axis of the room, and the bedside wall



hangings, bedside cabinets, and bed linens are symmetrically placed around the center axis. While making the false ceiling, the three-level ceiling is used to reduce the height of the floor to increase the level of space, and the spotlight enhances the brightness of the entire space. The dark grey solid wood floor retains the original texture of the wood and is warm and comfortable. The graphic design of B&B is shown in Figure 4.

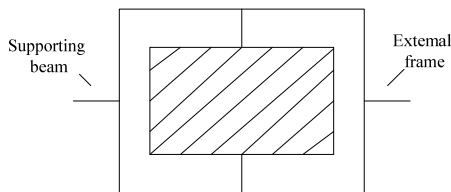


Figure 4. Graphic design of B&B

The position and form of window have no much limits. The window frame that protrudes from the wall on the one hand provides shielding, isolates the rainwater flowing on the external wall, on the other hand, serves as a decoration of building facade. The window is used as a medium between outdoor and indoor space, combined with wooden furniture and human behavior, it's no longer a simple bay window shape. The thermal design of B&B is shown in Figure 5.

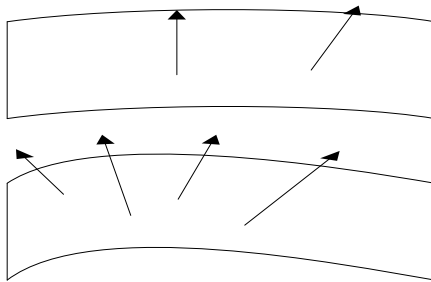


Figure 5. Thermal design of B&B

To meet the needs of guests for leisure, entertainment and excursions, simple landscape is planned around the building. Compared with the surrounding landscape planning projects of common tourism accommodation, the landscape design of B&B is rather special. It aims to convey the theme of B&B, communicate with interior spaces, and display regional culture. Therefore, the landscape design of B&B is to create a rich and complete site environment where the indoor and outdoor spaces complement each other. From the perspective of space, terrain, water, vegetation and other landscapes, the theme of B&B is clearly conveyed to the experienter. The combination modes and characteristics of B&B are shown in Table. 3

Table. 3 Combination modes and characteristics of B&B

Combination modes	Characteristics
Transverse combination	Convenient for receiving the sun from south
Vertical combination	Poor lighting, strong feeling of depth in space, easy to organize
Interlaced combination	Flexible organization, suitable for various terrain

### 3. Conclusion

In China, B&B is still a kind of new tourism accomodation building. Under the background of diversified development of tourism, B&B appeared on the stage of tourism, and shows vigorous vitality. With the economic limits, most of B&B in our country is the recycling of old buildings after reconstruction, accordingly, in this paper, from the perspective of recycling of old buildings, B&B design concept based on building recycling is proposed. During the research process, based on building recycling, detailed design methods such as reconstruction on space layout of old buildings, functional space reconstruction, traffic route reorganization, decreases and extension of space volume, reconstruction of verticle face features and recycling of surrounding environment are proposed, combined with the argument of design cases, this paper is proved to be practical. Theory is correlated with practice, and practice reflects the scientificity of theory.

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