

## PROCEEDINGS ARTICLE

# Study on the Impact of Environment Design of Experiential Theme Homestay on the Psychology of the Subject

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## ABSTRACT

With the improvement of people's own consumption level in China, the demand for accommodation is also increasing. People begin to pay more and more attention to nature, and the development prospects of experiential theme homestays will be broader. In this context, experiential theme homestays provide urban people not only a living space, but also a process of relaxing, enjoying personalized services, experiencing local culture, and participating in special activities. Therefore, the design of theme homestays attracts people's attention. Experiential theme homestays have become more choices for people precisely because they focus on the creation of the environment. In this study, it is hoped to summarize the environment design strategies of theme homestays through the research on homestays and people's psychology, and provide some reference values for their development.

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## 1. INTRODUCTION

Since the reform and opening up, great progress has been made in the development of China. People's wealth has continuously accumulated, making their material living standard more prosperous than before, but their spiritual satisfaction is far from enough. With the modernization, suburban tourism is a way to satisfy people's spiritual relaxation in today's life, so it is favored by many people. As cities are gradually becoming crowded, the environment is also polluted, and people's daily work is busy, making urban residents more yearning for a living environment close to nature. The design of experiential theme homestays can provide people with opportunities to get close to nature and relax their minds and bodies, and has also attracted people's attention and respect.

Against this background, design of theme homestays must be taken seriously, and unique colors should be used in interior design. When consumers choose homestays, they no longer pursue the "living", but relaxing body and mind through personalized services and feel living experience in different environments.

## 2. SIGNIFICANCE OF DEVELOPING THEME HOMESTAYS

Given the development status of theme homestays, through research and discussion on the design of theme homestays, this study introduces the concept, type and characteristics of homestay space design and some problems existing in current homestay design. It summarizes some excellent design strategies for the creation of theme homestay environments, reflects on the problems and obtains some design methods that can be used for reference, in order to highlight the characteristics of homestays in the design and provide consumers with an indoor space environment where they feel the beauty of nature and relax their minds.

## 3. CONCEPT OF HOMESTAY

The concept of homestay comes from the Japanese "minshuku", a form of accommodation in which the owner of the house is directly involved in the reception of tourists. Common commercial homestay rooms generally do not exceed 4 floors, and the

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building area is often less than 800 square meters. Besides, it will be fully integrated with the humanities and natural landscapes where the homestay is located, and the use of homestay resources can enable tourists to fully experience the local lifestyle [1].

#### **4. DIFFERENCE BETWEEN HOMESTAY AND HOTEL DESIGN**

According to the concept of homestay, it can be known that the homestay operation focuses on the residents' experience of local natural customs, which is different from the natural features of the residents' original place of residence and brings a new living experience to the homestay residents. Because the owner of the house is directly involved in running the homestay, the enthusiasm of the owner often plays an important part in the operation of the homestay. The localized homestay economy does not require extravagant and glamorous decorations and all-embracing service processes, which saves huge upfront expenses for the operation of the homestay, with a stark difference from the current hotels and hostels. In fact, homestays are initially formed in China, the research on homestays in China has not been deep enough.

Judging from the number of literature studies, there are currently fewer domestic articles on homestay. From the perspective of architectural design, there are very few articles discussing it. Most studies on small rural hostel buildings define the objects as "farmhouses" and "inns" [2]. Hotel design generally focuses on economic benefits and pays attention to standardization, rather than focusing on features and experience in the design process like homestay.

#### **5. RESEARCH STATUS OF INTERIOR DESIGN OF THEME HOMESTAY ROOMS IN CHINA**

Nowadays, due to the development of rural tourism and the promotion of strategies such as characteristic towns, China has begun to pay more attention to the construction of homestay. Programs on the theme of homestay renovation and homestay design competitions emerge, and the number of academic articles on homestays is also increasing. Compared with hotels, homestay is newly formed, so the amount of domestic research on farmhouse entertainment, hotel and other related industries is more than that of homestay. At the beginning, homestays basically appeared in the form of family parergon. As more and more people loved and looked for homestays, homestays became popular. At the same time, the profits brought by homestays were also very

considerable, which led to the operation of homestays changed from the parergon to the principal work. And then, there are more businessmen renting houses as homestays. Too much competition among peers makes the characteristics of homestays the key [3].

#### **6. CASE STUDY OF EXCELLENT THEME HOMESTAYS IN CHINA**

Research on the theory of homestay has continuously developed, which is accompanied by the prosperity of the actual construction, and a number of excellent homestay buildings have emerged in China. For example, Fig. 1 shows the interior view of Banshan Resort Hotel at Shaohua Mountain in Shimen County. In the interior design, the material is stone, which is different from the traditional building wall. The stone material brings a new look and feel, texture and touch, which makes the building express a new connotation, and show a different mood and agile atmosphere. In Fig. 2, the design of the "L"-shaped bay window forms a unique viewfinder, which not only filters out the surrounding clutter, but is also visually refreshing. The entire design is unique, leaving out the beauty of the distant mountains. In fast-paced life, people are exhausted. They prefer a quiet, comfortable and natural residence, which helps them forget the fatigue of work and stay away from the noise of the city.



**Figure 1.** Banshan Resort Hotel at Shaohua Mountain in Shimen County.



**Figure 2.** Window Homestay at Mogan Mountain.

## 7. INTERACTION BETWEEN HOMESTAY ENVIRONMENT DESIGN AND DESIGN ART PSYCHOLOGY

### 7.1. Environment and Psychological Environment

In most cases, the environment refers to the space in which people live, but it also includes natural factors that affect people's behavior or psychology. This is also called the environment, and more commonly, the psychological environment. People do not reflect all the things in life, but the environment that affects people's psychology is also a part of the whole living environment. In the same objective environment, the impact on everyone is not the same.

Generally, the environment includes society, nature, family and work environment. They affect people's behavior and psychology from different perspectives and fields. Some of them will contain both positive effects and some negative effects. A good environment can make people feel happy and relaxed, while some closed environments can make people feel depressed. Therefore, the environment plays an important role in the behavior and psychology of the subject, and it has also become an indispensable research content in the design. In the design, it is necessary to consider how to give full play to the advantages of the environment, so that it would have a positive impact on people to the greatest extent [4].

### 7.2. Mental Function of the Physical Environment

Since ancient times, the environment has had an impact on human survival and development that cannot be ignored. People have always wanted to conquer nature and change the environment. Marx also once said: "Man creates the environment, but at the same time the environment shapes man." The society people live in is a social environment. In fact, the social environment has a certain degree of influence on people's psychological development. However, the physical environment, which is dominated by natural factors, has an impact on people's psychology, in a sense, perhaps no less than the impact of the social environment. What can directly affect people's psychology is the physical environment, which affects people's emotions and mental states, and then affects the study and work.

As a part of the natural environment, the physical environment includes the artificial physical environment and the natural physical environment.

The artificial physical environment is formed by artificial factors. Since the emergence of human beings, the earth has been changed, and things have been created through the continuous efforts of human hands, such as farmland, gardens, villages, cities, etc.

### 7.3. Expression of Artificial Environment in Environmental Design

Artificial environment generally has two meanings. In a broad sense, artificial environment generally refers to the environmental system formed by people creating materials and accumulating material culture on the basis of natural materials through their own labor and transformation in order to meet their own needs. In a narrow sense, artificial environment refers to the space environment surrounded by setting boundaries artificially, such as housing and civil buildings, or transportation environment.

The influence of the design of artificial environment on the subject's psychology cannot be ignored. For the site selection and design of buildings, any form of architecture is unavoidable, and it is necessary to induce psychological reactions through visual stimulation. For example, the library is a place for people to study and work, and a place to spread cultural knowledge. When choosing a site, it is necessary to choose a location with low noise and good light. Also, the Temple of Heaven in Beijing is a place where people pray and place good wishes, so the architectural design adopts a high terrain, and uses a huge stone platform to set off, in order to produce the effect of looking up. Therefore, people have awe and piety psychology, and the building looks more grand and sacred.

In addition, the choice of plants around the building also needs to be adapted to local conditions. Designers should be good at using plants to create or improve the environment, to achieve unexpected results. A good plant configuration can make up for some of the shortcomings of the design itself. The combination of tall and short plants can create a safe and comfortable space for people to relax or rest, which can make people feel safe both visually and psychologically.

### 7.4. Relationship Between Atmosphere Design and Subject Psychology in Space Design

Atmosphere is usually defined as a highly individual atmosphere, with characteristic of a particular source. Environmental atmosphere refers to a comprehensive and unique psychological experience brought to the

subject based on the environment. Atmosphere is precisely one of the important factors that bring consumers' subjective feelings. Design of atmosphere generally needs to consider two factors. First is the layout of the space, especially for commercial spaces; second is the interior furnishings and soft furnishings. The design style of the display itself is an important factor in forming a specific atmosphere.

In the process of space design, due to the increasing spiritual needs of today's people, the atmosphere of the space environment is often valued by people, and when designing soft furnishings, most obvious is the color environment. Color is influenced by external stimuli and then reflected in people's mind. Through colors, people have association, imagination and symbol [5]. People's psychology and emotions are also affected by color. For example, red and yellow tend to make people feel enthusiastic and unrestrained, bringing excited and enthusiastic emotions; while green and blue can make people calm and stable.

A well-designed environment can both bring the subjects a comfortable and pleasant physical and mental experience and spiritual satisfaction. On the contrary, inappropriate environmental atmosphere may affect the subject's mood, causing some negative effects and making people psychologically unhappy. For example, a lot of red or bright colors are used in the hospital, making patients who are depressed themselves more emotionally disturbed. So the choice of color is very important.

## 8. DESIGN STRATEGIES FOR BUILDING A HOMESTAY ENVIRONMENT

When designing theme homestays, great attention should be paid to embodying the architectural features and making the buildings harmonious with the surrounding environment. At the same time, attention should also be paid to the coordination among colors, decorative styles and furnishings and buildings. The interior colors should be simple and excellent decorative colors. The wall is one of the entities with the largest interior design area. The selection of wall color is an irreplaceable factor in interior design. The main color of the wall plays a leading role in the creation of space atmosphere in interior design. The right wall color can directly express the theme style of the homestay and reflect the distinctive connotation of the owner, allowing the guests to enjoy a different feeling.

### 8.1. Color — Visual Experience

Color is one of the most important components of interior space design, which can produce the most

intuitive impression on people. The simple color design is integrated with the characteristics of the surrounding environment. Through the different collocation and processing of colors, it may have a good visual effect. Different colors bring different visual effects and visual feelings to people. For example, red, orange and yellow bring people a warm feeling, while cyan, green and blue make people calm. Excellent color selection and design can play a leading and beautifying role in space, in order to highlight the thematic nature of space [6]. As a current fashion trend, homestay space should be relatively bold and unique in terms of color.

### 8.2. Material — Experience of Space

The current theme homestay space mainly uses wood, iron and glass in material selection, which can better reflect the modern style of the homestay. At the same time, the combination of the three materials in the space can make the space bring people a warm feeling. Wood comes from nature, which will make people feel close and warm from the heart; the addition of iron integrates modern style into the design of interior space; glass, as a transparent material commonly used, can make people intuitively observe the living environment, in order to get close to nature and harvest the super-relaxation of the mind. The rational use and ingenious combination of these materials in the interior space make a warm, natural, quiet and super-elegant living room atmosphere to be constructed.

In the choice of building materials, it is necessary to consider using some natural materials. People can feel its texture through sight or touch. For different regions, it is suggested to choose the most representative local materials, to more clearly reflect the local cultural characteristics and local feelings.

### 8.3. Artistic Conception — Sublimation of Emotion

Throughout history, among all designs, only the design of "artistic conception" is really moving. Zong Baihua, the famous aesthetic master, mentioned in his book "The Birth of Chinese Artistic Conception": "with the combination of subjective life sentiment and objective natural scenery, a lively, exquisite and deep spiritual world will be created." In other words, only the integration of "emotion" and "scenery" can constitute a "mood". In addition, it is suggested to pay attention to the design of light and shadow in the space of the homestay, such as using large floor-to-ceiling windows, seeing light and shadow in any part of the room, and creating a quiet space atmosphere, so that the space has shown a life atmosphere, which can also evoke people's emotional resonance.

In fact, there are many spaces around us that focus on the application of light and shadow. "Light" can make people feel warm and cozy, and can create a good space atmosphere; at the same time, the appropriate use of "light and shadow" in the design scheme, such as "light and shadow" in the eaves, walls, floors, or windows, can also make the building more three-dimensional. Therefore, people's visual experience is enhanced. The most famous among cases is the "Church of Light", which gives the whole building a more solemn appearance.

In addition to the introduction of light and shadow, the overall atmosphere of a space would be enhanced by the application of "water" to a certain extent; many spaces use water features, either static or dynamic water. Besides, it might be combined with plants, rockeries or sculpture. In many homestays, some will introduce swimming pools and pool landscapes. With the sound of flowing water, the scenery in front of people may bring a sense of peace and tranquility, and also give the space a distinctive flavor.

## 9. CONCLUSION

With the upgrading of social consumption, various demands such as the combination of culture and consumption have driven the development of experiential theme homestays, and experiential theme homestays have been favored by people today. The theme homestay is different from the standard hotel, and it can bring people a good spiritual experience and material enjoyment. In terms of the environmental design of homestays, there are various cases in China and foreign countries. It is concluded that most of excellent homestay spaces must be based on three terms of color, material and artistic conception, and combined with local characteristics to

create the spirit of the place. Homestays should not only satisfy the material and spiritual needs of users, but also focus on emotional needs. Now, it is suggested to think from the perspective of tourists, understand what they want, and create a people-oriented homestay space.

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