Research on the Design and Characteristics of Vacation Homestays in Southeast Asian Style

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Abstract
From the perspective of place identity theory, the key for an unknown place to attract tourists is to establish the"place identity". Therefore the design and development of vacation homestays should fully demonstrate the regional cultural characteristics. Southeast Asia is one of the most diverse places in the world with regards to geography, race, culture and religion. Vacation homestays in Southeast Asia show typical regional styles in terms of natural beauty, ethnic characteristics, religious culture, and fine decoration, providing a rich cultural experience for world tourists traveling to this region.

Keywords
Southeast Asian style; Vacation homestay; Design style; Nature; Diversity

Regional Cultural Characteristics Have a Profound Impact on Homestay Design

Homestays refer to the use of free rooms in their own residences, combined with local culture, to operate and provide accommodation, catering and other service places in the form of family sideline operations; emphasizing the freedom of property rights and sideline operations. In addition to common hotels and hostels, other small hotel accommodation and reception facilities with unique attractiveness; emphasizing the characteristics of the theme, in my country generally refers to the broad sense of bed and breakfast. Various countries or regions have sojourner buildings with the same functions as "homestays", but their formation and definition are different, and the functional services provided are also different. B&Bs are called accommodations with warmth and life with soul. B&Bs, as a business form of rural tourism, should not only be used as a supplement to hotel accommodations in the design and development process, but should give full play to their geographical advantages and demonstrate local characteristics. To build it into a farm life experience

place with stories and nostalgia to meet people's spiritual demands, thereby enhancing the added value of the homestay. The enthusiasm of "returning to the countryside" turns people's perspectives to the countryside, to traditional culture, and to find the soil that nourishes the soul in the complex world. The homogenized urban style further urges people to escape from the hustle and bustle of the urban prison, and want to return to nature and the countryside. The authenticity and unique advantages of regional culture have led to the transformation of the way people live. From the traditional sightseeing type to the in-depth experience type, from the fancy tour to the in-depth experience of the local special culture, the demand for tourism accommodation services also tends to be personalized and high-quality. Environmental psychology believes that there is a relationship between people and the environment. People live or work in one place for a long time and have various relationships with people and things in this place, and they will influence each other and even give each other a certain meaning. Therefore, from the perspective of the theory of "place identity", the foundation for an unfamiliar place to attract holiday tourists lies in the establishment of "place identity". Based on this concept, both in design and operation, the homestay should be built into a place that can fully demonstrate Cultural venue.

The Characteristics and Composition of Southeast Asian Culture

The languages, cultures, religions and customs of different ASEAN countries and ethnic groups are different, and the regional cultural resources are endowed with high endowments, covering painting, architecture, music, dance, drama, sculpture, clothing, handicrafts, etc., through tourism activities around the world Through these regional cultural resources, tourists can see a colorful ASEAN, discover and experience the long-standing regional culture of the ten ASEAN countries. Southeast Asian society is one of the most culturally diverse places in the world. Whether it is geography, race, culture or religion, it is a diverse and colorful region. As our Southeast Asian historian Mr. Chen Xujing said: "In Southeast Asia, there is more than culture. And there has been a very high culture, not only history, but also a long history." From cultural historical monuments to modern street art, from mysterious religious art culture to secular folk art, the charming and splendid ASEAN art civilization is in the world. In the cultural treasure house, they all shine. The ten ASEAN countries are all multi-ethnic countries. For example, Burma has more than 100 ethnic groups, Indonesia has more than 300 ethnic groups, and the entire ASEAN region has thousands of ethnic groups. The various ethnic groups have passed on from generation to generation to create a magnificent regional cultural heritage. With art and charming charm, the development of the landscape tourism industry is presented to the people of the world. ASEAN is rich in regional cultural resources and has a long time span. Bronze and pottery were discovered at the Nong Nota site in Thailand, which dates back to more than 3000 BC on the vertical axis, bronze ware unearthed from the Feng Yuan site in northern Vietnam, more than 3000 BC, and Laos. The 2500-3500-year-old stone cylinders in Xieng Khouang Province, and the 2500-year-old Shwedagon Pagoda in Yangon,

Myanmar... These cultural heritages spanning thousands of years are fascinating. ASEAN is one of the most popular tourist destinations in the world. ASEAN countries also attach great importance to the development of their own tourism industry. The tourism industry of ASEAN countries continues to develop at a rate higher than the world average growth rate. The "ASEAN Tourism Strategic Plan (2016-2025)" jointly issued by the 10 ASEAN countries emphasizes that ASEAN promotes the development of tourism toward a single destination. This is not only an internal requirement for the construction of the ASEAN community, but also conducive to the integration and sharing of countries in the region. Tourism resources, forming the resultant force and cluster effect of development.

The Design and Characteristics of Southeast Asianvacation Homestays

Rich Natural Beauty

The biggest feature of the Southeast Asian style holiday home design is the natural beauty of the tropical rainforest and the rich ethnic characteristics. Everyone likes its unique charm and tropical style and overwhelms the simple style that is popular. The living style of vacation homes in Southeast Asia is closely related to ecological nature. Ecological homes built from natural bamboo, wood, rocks, and soil constitute the main characteristics of vacation homes in Southeast Asia. Because of the natural relationship, the design of holiday homes in Southeast Asia Basically, they are built with plants, such as bamboo, wood, rattan, thatch, etc., and they have developed in terms of technology and craftsmanship. Therefore, they constitute a significant element of the "primitive" vacation homes in this region of Southeast Asia. Such as the bamboo buildings in Bali, Indonesia. From ancient times to the present, bamboo and wood have been an important material for traditional house construction. This is due to the rich resources of bamboo and wood in Southeast Asia, which can be obtained locally, and it is also adapted to the local hot and rainy climate characteristics. For example, bamboo buildings in Bali, Indonesia, and many residential buildings in Thailand and Myanmar use teak, because teak has the characteristics of corrosion resistance and non-deformation. In addition, teak has the characteristics of oily and bright, uniform color, straight texture, etc., it has also become a good material for making furniture. In addition, the bamboo and wood furniture, musical instruments, cooking utensils and other exquisite utensils in the dwellings are also signs and characteristics of Southeast Asia. In Vietnam, there is also a unique tree house (Ngôi nhà trên cây) developed into a tourist homestay hotel, which can not only be used for accommodation, but also can be used as a landscape for people to take pictures, giving tourists a very peculiar feeling, as if bringing people back all at once To the primitive age. These tree houses are built to bring people closer to nature, such as the tree houses in Huyện Thuận Bắc in Ninh Thuan Province, and the Ngọc Thuỵ Gia Lâm tree house group, which is 15 kilometers away from Hanoi. The design style of each room

in the tourist homestay transformed from a tree house here is different, focusing on integration and closeness with nature, bringing tourists a fresh and natural leisure experience. Can Tho Tree House B&B, one of the five municipalities in Vietnam, is built on top of ancient trees and designed in the shape of a bird's nest. It has also become a place for online celebrity travel. The main frame of the "road" up to the tree house is made of iron and surrounded by bamboo, which not only forms a unique architectural style, but also provides safety guarantee for tourists at high places.

Diverse Ethnic Characteristics

Southeast Asia is mostly islands or peninsulas, social and economic development is not balanced, and people's residence is relatively scattered. Southeast Asian countries are all multi-ethnic countries (for example, Indonesia has more than 100 ethnic groups), and there are ethnic groups with a population of more than 1 million. 24, not including foreign ethnic groups such as Chinese and Indians. Immigrants from Southeast Asia include Westerners, Chinese, and Indians. They are numerous and have complex ethnic relations. There are currently hundreds of ethnic groups in Southeast Asia. For example, Robert A. Scarapino, a scholar of Asian studies in the United States, described: There are many types and wide ranges, covering almost all types that humans have seen." Southeast Asia has many creative ethnic groups, and there are many unique religions and beliefs. The design of vacation homes with strong ethnic characteristics comes into people's vision. Such as the natural and simple Balinese style, the Pattaya style furniture that shows the noble atmosphere, the breathtaking peel furniture, the rough veneer furniture, the fresh and rustic water plant furniture, the rattan furniture of different shapes, the vivid mahogany furniture, The precious and elegant teak furniture and the charming veils are dazzling.

Religious Culture

Religion has always been regarded as a collection of art categories. From ancient times to the present, literature, architecture, painting, etc. have all been brilliantly expressed here. ASEAN's religion, as a cultural form, has deeply influenced the political history and social life of ASEAN countries for thousands of years. Various religions directly or indirectly affect government decision-making and social development through doctrine and the inspiring power of believers. ASEAN The social history of each country largely depends on the history of the development of religion. There are many ethnic groups in Southeast Asia, and their religious beliefs are also diverse due to the long-term influence of foreign culture. Southeast Asia is a place where various religions merge. Religions are very complex and diverse. Modern Southeast Asia is mainly divided into three religious areas: Indochina is a Buddhist area, the Malay Peninsula is an Islamic area, and the Philippines is a Christian area, with the most Muslims. , Accounting for about 20% of the world. Southeast Asia has the largest Islamic country in the world, a magnificent religious building complex in

the world, and the only Christian country in Asia. The various religions here have a very important influence on local politics, economy, society and culture. The culture that religion serves wherever it goes will also follow, and religion and culture can play a role as a spiritual pillar. For example, Buddhism has a profound impact on Southeast Asian vacation homes, most importantly in decorative arts, and in The internal space form shows the setting of a Buddhist hall. In the Buddhist areas of the Indochina Peninsula, almost every family has Buddhist temples. As Buddhist believers, people usually go to monasteries to worship the Buddha and participate in dharma meditation, and they also have to practice Buddha meditation in several homes. Having a Buddhist hall in your home not only shows that you are a disciple of the Buddha, and that you have a refuge for your faith, it also shows that the Buddhist believers respect and respect the Buddha. For example, in the Lisu guest house in Thailand, a Buddhist hall is separated from the center of the bedroom part. The partition between the bedroom part and the living room part does not adopt ordinary siding, but uses the changes in elevation of the two parts to imply. The board wall is still used between the bedroom and the Buddhist hall, which may be in homage to the Buddha. The Burmese on the Indo-China Peninsula believe in Theravada Buddhism, which is reflected in the form of the Ganlan dwellings, which requires a special Buddhist niche on the east side of the interior.

Gorgeous and Fine Decoration

Southeast Asian jewelry is full of Zen and expresses the body and mind. Decoration is the basic element of Southeast Asian vacation homes. It includes doors and windows, beams, pillars, eaves, partitions, screens, furniture and other wooden components, which are attached to architectural entities or architectural components. Not only is it inseparable from the building, it has a certain protective effect on the building, but also the development and deepening of the architectural model. It has a certain practical value and a high artistic appreciation value. The decoration of Southeast Asian vacation homestays not only inherits the essence of traditional national decorative arts, but also has its own rustic characteristics in terms of expression and skills. It is especially good at making full use of the texture and craftsmanship of materials for artistic processing, and appropriately selecting traditional paintings, sculptures, and colors. Various art forms such as, patterns, patterns, etc., integrate the strengths of various artistic characteristics and use them flexibly, so as to achieve the coordination and unity of architectural character and beauty. At the same time, the use of symbols, allegories and hopes and other techniques to combine the traditional religious beliefs, ethics and aesthetic will of the nation, and finally achieve the unity of the practicality and artistry of decoration, the unity of economy and aesthetics, and the nationality and region. Combination of sex. For example, the design of a Thai vacation homestay is influenced by Hindu epics and myths in the decorative arts, such as snakes, ganeshas, Garuda, various goddesses, turtles, gods monkeys, and birds and beasts. Various symbols are displayed, creating rich decorative details.

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