Research on the Realistic Dilemmas and Implementation Strategies for High-Quality Housing Development in Jiangxi Province

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Abstract: China's housing sector is currently at a critical juncture, shifting from large-scale, volume-driven construction to a focus on quality improvement and upgrading. Residents' housing needs have evolved from simply "having a place to live" to "living in a good home." Therefore, establishing a high-quality residential system under a new model of high-quality real estate development has become a key driver for the industry's transformation and upgrading. This paper systematically examines the core elements of high-quality housing and, drawing on the regional characteristics of Jiangxi Province, analyzes the practical challenges in improving housing quality. Ultimately, it proposes localized implementation strategies from the perspectives of establishing a regional evaluation system, full-lifecycle quality control, optimizing market supply, and collaborative governance among diverse stakeholders. The research conclusions aim to provide insights for local housing and urban-rural development departments in optimizing policies and for construction companies in developing high-quality housing products.

Keywords: High-Quality Housing; Good Housing; Full Life Cycle; Implementation Strategies.

1. Introduction

As China's urban housing system reform continues to deepen, the phase of large-scale expansion in the housing market has essentially come to an end, and the quantitative demand for living space has been largely met. The development logic of the residential real estate industry is gradually shifting toward a phase of high-quality development centered on quality upgrades [1]. The shift in the country's primary social contradiction has indirectly driven a transition in residents' housing needs from "quantity" to "quality," with multidimensional demands-such as housing safety, health and comfort, low-carbon sustainability, and property management services-becoming increasingly prominent. Therefore, against the policy backdrop of establishing a new model for real estate development, the residential sector urgently needs to break away from the traditional development path characterized by "high debt, high turnover, and high leverage." Building "good homes" that meet residents' expectations for a better life, and continuously optimizing and enhancing housing quality, have thus become key breakthroughs in the transformation and upgrading of the real estate industry, with high-quality housing emerging as a crucial direction for building corporate core competitiveness.

However, looking at the actual situation in the real estate market, structural issues such as the homogenization of housing products and concept-driven marketing have not yet been fully resolved. Multiple stakeholders-including developers, construction firms, and design firms-have not yet reached a consensus on the definition of high-quality housing, and residential pain points left over from extensive, unsustainable development still persist [2]. In response to the national policy on high-quality development of the housing sector, Jiangxi Province has issued supporting design guidelines for improving the quality of commercial housing, establishing a policy framework for upgrading residential quality within the province. However, the corresponding evaluation system and end-to-end control mechanisms are still being refined. Furthermore, differences in understanding among various stakeholders persist, and evaluation tools that balance construction objectives with the residential experience have yet to be finalized. Consequently, the implementation and promotion of residential quality improvements

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continue to face practical challenges.

Based on relevant research by scholars both domestically and internationally, existing studies on high-quality housing have largely focused on economically developed regions nationwide, while discussions on localized implementation strategies for central provinces-particularly Jiangxi Province-remain relatively limited [3]. Based on this, this paper draws on the regional characteristics of Jiangxi Province to systematically analyze the practical contradictions in the advancement of high-quality housing construction and explore implementation pathways that align with local residential needs. The aim is to provide decision-making references for the high-quality development of Jiangxi's housing industry and to offer lessons learned for research on housing quality development in similar provinces.

2. Literature Review and Definition of Key Concepts

2.1 Review of Domestic and International Research

Research on high-quality housing has been conducted both domestically and internationally. According to certain researchers, the concept of housing quality is multifaceted and changes depending on economic conditions, regional traditions, and population characteristics. Other researchers classify housing quality into three key aspects: intrinsic quality, environmental quality, and social quality [4], emphasizing factors such as building safety, spatial design, and indoor conditions, but also on social factors such as location and amenities, neighborhood relations, and value for money; Other studies have categorized housing quality into distinct factors like safety, durability, livability, energy efficiency, and maintenance expenses [5, 6].According to some researchers, high-quality housing should include aspects like ecological sustainability, safety and resilience, health and comfort, resource efficiency, and intelligent harmony, starting from abstract principles [7].Other research utilizes Maslow's hierarchy of needs to categorize housing requirements into various levels. A different set of studies examines the subject through tangible components, creating a checklist of housing quality factors at three spatial levels: individual housing units, community settings, and urban environments [8].Research to date mainly emphasizes identifying elements that impact housing quality and the refurbishment of aging residential zones, often relying on quantitative evaluations such as weighted indicators and questionnaires [9].

To summarize, current domestic and international studies on high-quality housing have primarily focused on the national macro-level or economically advanced areas, with limited attention to central provinces, especially in terms of the provincial level of Jiangxi-remain relatively scarce. Thus, conducting a systematic analysis of the practical challenges faced during the promotion of high-quality housing construction in Jiangxi Province is essential. Exploring pathways for implementation that address the specific housing needs of provincial residents is essential for fostering the high-quality advancement of the housing sector in the region. This study aims to define and outline the scope of high-quality housing based on the regional traits of Jiangxi Province and highlight the practical challenges in enhancing housing quality in the local setting. It will enrich theoretical research findings in the field of high-quality housing in the central region and provide a reference for similar provinces conducting related research.

2.2 Defining the Core Characteristics of High-Quality Housing

Based on a synthesis of academic perspectives from both domestic and international sources [10, 11], as well as national and local policy directions, and taking into account the living environment and residents' lifestyles in Jiangxi Province, this paper defines high-quality housing as follows: Throughout the entire life cycle of a residential property, it adopts a people-centered approach and adheres to the principles of safety and durability, health and comfort, green and low-carbon living, smart and convenient living, and environmental friendliness. It encompasses the full cycle, from design and planning to production, construction, usage, and maintenance, addressing both the technical aspects of the building and the lived experiences of its occupants.

This approach addresses the housing demands of local families, integrating hardware functionality with community support to achieve a living space that harmonizes people and the natural world. This definition includes two aspects: instrumental characteristics and value

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characteristics. This implies that housing construction must fulfill set targets, including green building, engineering benchmarks, and durability, while also considering the real needs of the people who will live there. They must go beyond simply fulfilling architectural technical requirements and instead focus on improving the quality of life while steering clear of the mindset of 'valuing metrics over experience.' Therefore, it is critical to develop a regional evaluation tool that encompasses the construction and operation stages, allowing the government to perform pilot evaluations and assisting enterprises in refining their residential offerings.

3. Analysis of the Practical Challenges in Building High-Quality Housing in Jiangxi Province

3.1 Lack of a Regional Guidance System and Unified Evaluation Criteria for High-Quality Housing

China has released national standards for green building assessment and residential performance testing, yet these standards alone are insufficient to build a dedicated evaluation system for high-quality housing. Jiangxi Province currently takes the ‘Jiangxi Provincial Design Guidelines for Improving the Quality of Commercial Residential Properties (Trial)’ as its main basis. This guideline targets the design phase and offers general directional requirements. Meanwhile, key participants across the industry, including design institutes, real estate developers, construction enterprises and property management companies, interpret the definition of high-quality housing in varied ways. They also have major disputes over the selection of core evaluation indicators. It is therefore necessary to develop a regional evaluation system that spans the construction and operation periods. The system will facilitate pilot assessment by administrative authorities, support enterprises to upgrade residential projects, and deliver better market guidance.

3.2 Overemphasis on Front-End Design Guidance Leads to Gaps in Full Lifecycle Chain Management

Existing policy guidance is largely focused on the conceptual design phase, with insufficient quality controls during construction and post-construction operation and maintenance phases; the full-chain quality control mechanism remains underdeveloped. Some projects demonstrate impressive metrics during the conceptual design phase, but inadequate control over common construction defects during the construction process leads to a disconnect between design and actual construction. Furthermore, high-quality residential construction extends beyond the handover stage; post-handover property management, facility maintenance, and community environment upkeep directly determine long-term living quality. However, current practices generally prioritize construction over operations and maintenance. After residential units are delivered, there is a lack of mechanisms for tracking and providing feedback on actual operational quality. Consequently, the quality advantages achieved during the initial construction phase are gradually eroded due to the absence of proper post-delivery operations and maintenance. Insufficient implementation of full-process quality control and full-lifecycle inspection technologies has resulted in a disparity between the high quality touted in project promotions and residents’ actual living experiences.

3.3 Resistance to Market Entity Transformation and a Mismatch between Supply and Local Housing Demand

The real estate industry is stuck in the long-standing mindset of large-scale, high-turnover development. Some developers have reservations about the costs and returns associated with high-quality housing, resulting in a lack of internal motivation for transformation. Some projects directly copy housing schemes from advanced regions, rather than adapting design solutions to fit Jiangxi’s subtropical climate, typical household structures and local living habits. This practice has triggered widespread homogenization in residential development. In the market, high-quality housing is sometimes reduced to a marketing concept. Many developers merely stack smart home hardware and attach green building labels, while ignoring the real residential demands of local residents. Practical layout design, moisture prevention, natural ventilation, and age-friendly and child-oriented design are often overlooked. This gives rise to so-called “pseudo high-quality housing” on the supply side, widening the gap between housing supply and residents’ genuine living needs.

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3.4 The Multi-Stakeholder Collaborative Governance Mechanism is Incomplete, and Supporting Policy Safeguards need to be Strengthened

Many parties are involved in advancing high-quality housing development, ranging from government authorities, real estate developers, design institutes and construction enterprises to property service providers and residents. Even so, an effective coordination mechanism among these participants is still missing. For government bodies, existing work mainly stays at the level of directional guidance. Targeted incentive policies and supporting market regulation measures are not well-developed. Few favourable incentives are available for high-quality residential projects, and regulators also lack effective tools to curb false marketing that only hypes concepts. In addition, industry associations have not given full play to their strengths in disseminating technical standards and demonstrating benchmark projects. Furthermore, as the end users, residents have limited channels to voice their concerns, making it difficult to incorporate their living experiences into the residential design and development process. Consequently, a truly collaborative effort among all stakeholders has yet to be fully established.

4. Strategies for Improving the Construction of High-Quality Residential Buildings in Jiangxi Province

In response to the aforementioned practical challenges, this paper will draw on the current state of real estate development in Jiangxi Province to propose implementation strategies for improvement in four areas: the establishment of an evaluation system, full-lifecycle management, optimization of market supply, and multi-stakeholder collaborative governance.

First, establish a high-quality residential evaluation and guidance system tailored to Jiangxi Province's regional characteristics. In developing this system, emphasis should be placed on two key aspects: whether construction objectives have been met, and whether residents enjoy a comfortable living environment. Focusing on six areas—ecological livability of residential communities, safety and durability of housing, health and comfort of housing, industrialized construction methods, resource conservation and environmental protection, and smart housing technology-the system should encompass both construction and operation to establish an evaluation framework suited to the province's specific conditions. Building on this foundation, existing standards for green buildings, healthy housing, and housing performance assessment should be integrated. Particular attention should be paid to Jiangxi's climate-characterized by high temperatures and high humidity-as well as the living habits of the province's residents, to identify truly applicable evaluation indicators. Initial industry-guidance guidelines should be developed, with continuous refinement through pilot programs in the subsequent stages.

Second, we must integrate the entire life cycle chain and strengthen quality control throughout the entire process of design, construction, and operation and maintenance. Quality control for high-quality housing must begin at the design stage. We must conscientiously implement the "Jiangxi Province Design Guidelines for Improving the Quality of Commercial Housing (Trial)" and incorporate key evaluation criteria for high-quality housing into design reviews, thereby addressing potential housing issues-such as unreasonable floor plans, inadequate moisture control and ventilation, and insufficient public amenities-at their source. During the construction phase, we must widely promote and apply locally mature technologies such as green construction and prefabricated interior finishing. We should also carry out targeted campaigns to address common engineering quality issues and ensure strict quality control throughout the entire construction process. At the same time, we must break away from the old habit of "prioritizing construction over operation and maintenance." The quality of property services and facility maintenance capabilities should also be included as evaluation criteria for high-quality housing. We must establish dynamic feedback channels for post-delivery living quality, using residents' actual experiences to drive continuous improvement of housing products and form a closed-loop management system encompassing "design-construction-operation and maintenance."

Third, market players should be encouraged to drive the upgrading of the housing sector and deliver housing products that match local demand. Taking Jiangxi's household features and climatic traits as the starting point, these enterprises need to carry out ongoing research to identify and address local residents' common

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housing problems, and strike a balance between quality enhancement and construction efficiency. Priority should be given to core demands including housing functionality and structural reliability, so as to develop high-quality residential products that fit the practical living needs of local people. Meanwhile, the government can make good use of industry associations such as the Jiangxi Provincial Society of Civil Engineering and Architecture and the Real Estate and Construction Innovation Consortium as intermediary platforms. Through case sharing and technical training, these organizations can sort out successful experiences and promote applicable technologies from provincial pilot projects. In this way, the whole industry can be steered toward a positive development ecosystem that puts real residential quality first.

Fourth, policy support mechanisms need to be steadily improved to build a multi-party collaborative governance system. The government should further develop an incentive-and-restraint dual-track mechanism. For projects reaching the criteria for high-quality housing, preferential measures can be rolled out, such as benchmark project certification and pilot support. Meanwhile, market supervision needs to be tightened to curb deceptive marketing practices where enterprises merely hype the "high-quality housing" concept. This helps maintain a healthy market and industrial order. On this basis, a joint governance platform covering governments, enterprises, industry associations and residents shall be set up. Channels for residents to express their housing demands will be further optimized, and homeowners' real experience and feedback will be taken as important references for policy adjustment and product upgrading. Such arrangements can mobilize joint efforts from all sides and push forward the sustained improvement of residential quality standards.

5. Conclusion

Against the backdrop of a new model for real estate development, building high-quality housing is a practical necessity for Jiangxi to achieve the goal of "livable housing" and promote the transformation and upgrading of the housing industry. Based on the province's actual conditions, this article examines the practical challenges currently encountered in the implementation of high-quality housing projects. The study found that the construction of high-quality housing cannot rely solely on policy guidance at the design stage. Instead, an evaluation system featuring two-way guidance should be established in accordance with Jiangxi's local characteristics, integrating quality control throughout the entire process-from design and construction to operation and maintenance. Through coordinated efforts among multiple stakeholders, policy requirements for high-quality housing construction can be effectively implemented at the project level. In the future, by conducting ongoing tracking and research on representative projects within the province, evaluation standards and supporting implementation rules can be dynamically refined to explore and establish an implementation pathway for high-quality housing construction that aligns with the characteristics of the Central Region.

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These should be brief and placed at the end of the text before the references.

For example:

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