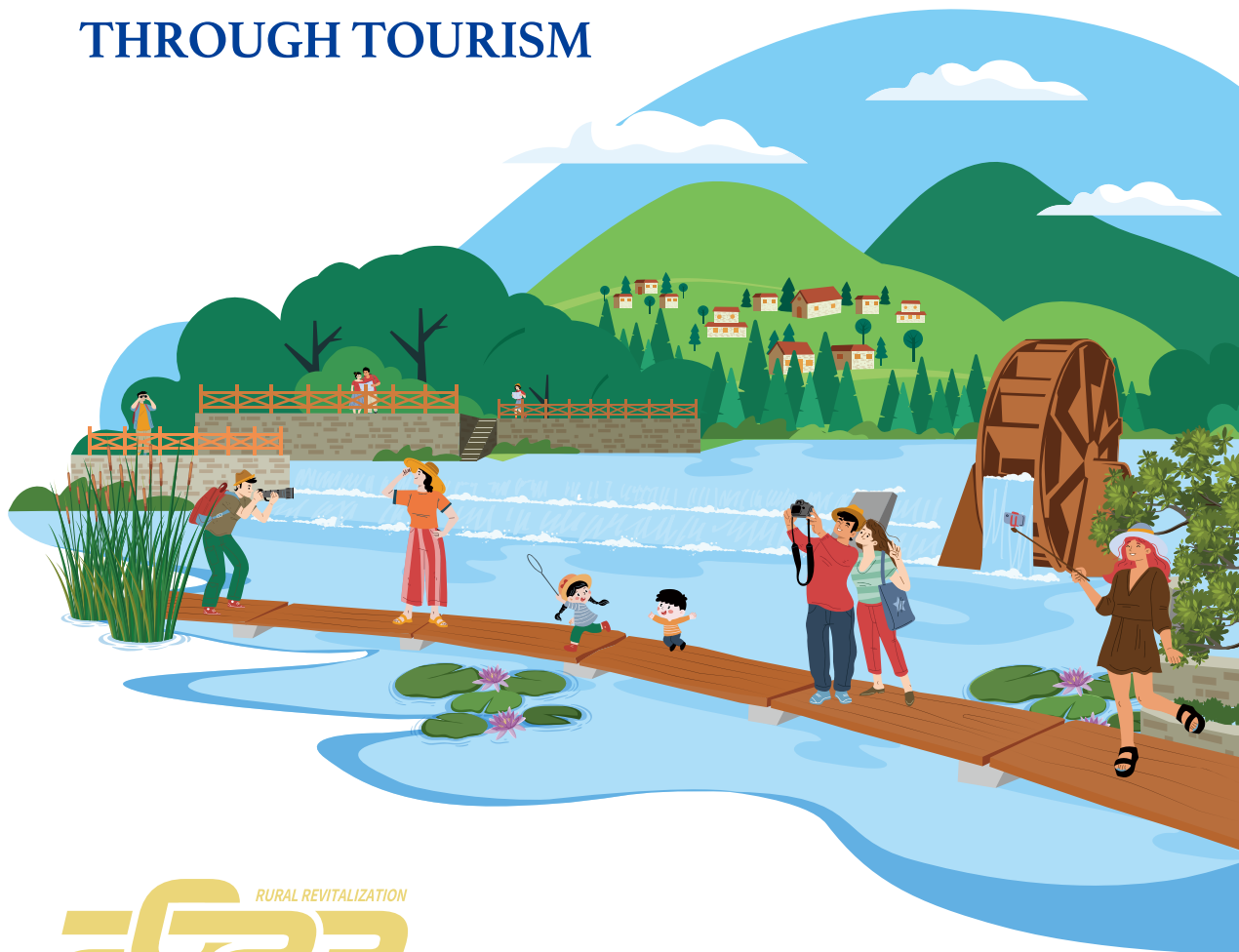




# 世界旅游联盟 旅游助力乡村振兴案例

WTA BEST PRACTICES  
OF RURAL REVITALIZATION  
THROUGH TOURISM





**WORLD TOURISM ALLIANCE**





旅游让世界和生活更美好  
BETTER TOURISM, BETTER LIFE, BETTER WORLD

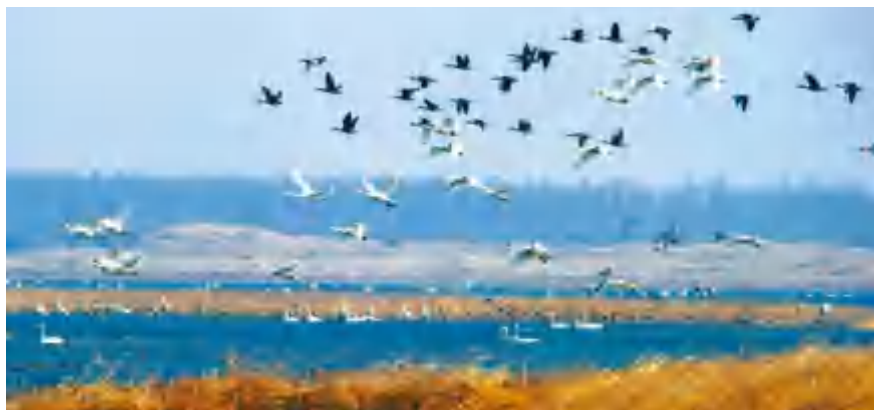
# 前言 / Preface



2023年是联合国可持续发展目标实施中期评估年，也是中国巩固拓展脱贫攻坚成果同乡村振兴有效衔接的关键之年。在全球经济下行的大环境下，旅游业全面复苏、稳步增长，有效破除新冠肺炎疫情和地区冲突带来的不利影响，积极促进经济增长和社会发展，在全球减贫事业中的作用愈发凸显。

旅游业作为综合性产业，具有高关联性和强带动作用，通过“旅游+”，整合区域资源，实现产业联动，形成融合发展结构，促进产业优化升级，为贫困人口创造了就业机会，带来了可观收益，推动贫困地区经济协调发展；同时，旅游业作为典型的资源节约型和环境友好型产业，与绿色可持续发展理念不谋而合，有利促进了贫困地区基础设施建设的提升，生态环境的改善以及传统文化的保护和创新，对于助力乡村振兴，实现共同富裕有独特作用。

世界旅游联盟自成立以来，始终将“旅游促进减贫”视为自身重要使命，积极倡导旅游减贫理念、研究旅游减贫实例、总结旅游减贫经验、探索旅游减贫模式。2018-2022年，世界旅游联盟已收录了全球100个“世界旅游联盟旅游减贫案例”和100个“世界旅游联盟旅游助力乡村振兴案例”，为旅游减贫事业贡献了范例和智慧，获得了业内的广泛关注和高度评价。为持续发挥典型案例的示范带动效应，2023年在中国文化和旅游部、国家乡村振兴局、世界旅游联盟会员单位、中国各省级文化和旅游主管部门等多方支持下，世界旅游联盟继续联合中国国际扶贫中心，以可持续性、可复制性、可量化、创新性、材料的完整性和积极的社会影响等为标准，遴选出50个典型案例，汇编成《2023世界旅游联盟——旅游助力乡村振兴案例》，并选取部分案例作为蓝本拍摄制作第四季旅游助力乡村振兴微纪录片《旅游让世界和生活更美好》，向全球推广中国旅游减贫的经验与成果，助力全球贫困治理和联合国2030年可持续发展目标实现。





The year 2023 marks the midpoint to review the implementation of the United Nations Sustainable Development Goals (SDGs), and also a key year for China to consolidate and build on the achievements made in poverty alleviation so as to promote rural revitalization. Despite the global economic downturn, the tourism industry has bucked the trend and fully recovered and grown steadily. It has overcome the adverse impact of the pandemic and regional conflicts and actively driven economic growth and social development, playing an increasingly prominent role in global poverty reduction.

The tourism industry is comprehensive, highly associated with and can strongly drive the growth of other industries. By adopting the “tourism+” approach, it has integrated regional resources, realized integrated development of industries, formed an integrated development pattern, and promoted the optimization and upgrade across industries. All this has brought job opportunities and considerable income to the poor and facilitated economic growth in impoverished areas. The tourism industry is also a typical resource-saving and environmentally-friendly industry. Its development is conducive to the pursuit of green and sustainable development, and has helped improve infrastructure conditions and ecological environment, preserve traditional culture and seek innovations in poverty-stricken areas. The tourism industry plays a unique role in promoting rural revitalization and achieving common prosperity.

Since its establishment, the World Tourism Alliance (WTA) has been the face and voice of “poverty alleviation through tourism”, actively advocated the role of tourism in poverty reduction, studied relevant cases, summed up experience and lessons, and explored feasible models. From 2018 to 2022, the WTA selected 100 best practices worldwide of poverty reduction through tourism and another best ones of rural revitalization through tourism. The release of these best practices has contributed to poverty reduction through tourism with real-life examples and wisdom, and received wide attention and high praise from business insiders. In order to continue to play the demonstration and driving effect of best practices, in 2023, with the support of the Ministry of Culture and Tourism of China, the National Rural Revitalization Administration, the WTA Members, and the provincial-level culture and tourism authorities of China, the WTA continued to work with the International Poverty Reduction Center in China on the selection and release of best practices. Measured by their sustainability, reproducibility, quantifiability, innovation, material integrity and positive social impact, 50 best practices were selected and included in the *2023 WTA Best Practices of Rural Revitalization through Tourism*. Based on some of these practices, the WTA produced the fourth season of *Better Tourism, Better Life, Better World*, a mini-documentary series dedicated to poverty reduction through tourism, to share China’s experience and achievements in fighting poverty through tourism, and contribute to global poverty governance and the realization of the SDGs.

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# 山东淄博市高青县蓑衣樊村： 锚定黄河文旅 谱写乡村蝶变

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## 摘要

山东省淄博市高青县蓑衣樊村大力发展乡村旅游，锚定“黄河文旅”定位，实现了农业、文化、旅游等多个领域的融合发展，村集体收入由 10 年前几近为零、人均可支配收入不足 0.2 万元，到现在的村集体收入超过百万元、人均可支配收入达到 3.5 万元的巨大转变。蓑衣樊村的变化是我国农村发展的一个缩影。蓑衣樊村依托并不突出的资源禀赋，克服重重困难实现巨变的发展方式，也为众多村庄实现乡村振兴提供了可借鉴可复制的经验。





## 挑战与问题

山东省淄博市高青县蓼衣樊村地处黄土尘沙区，因其土地盐碱严重、土地产值较低、基础设施落后等特点，是远近闻名的贫困村，面临诸多问题。一是土地面积锐减，村民收入骤降。蓼衣樊村正处于淄博市引黄济淄工程水源入口处，先后修建了两座沉沙池用以清淤黄河水，原来村中2/3的土地成了沉沙池，耕地面积骤减，切断了村民们仅有的收益来源。二是基础设置较差，环境卫生堪忧。部分村民搞起养殖业，到处是粪便泥污，蚊蝇成群臭味扑鼻，对当地生态产生了极其严重的负面影响。三是无序竞争严重，服务配套缺位。村里旅游产业刚有起色时，出现了一批鱼馆和农家乐，由于没有统一化管理和规范化运营，逐渐演变为恶性竞争。

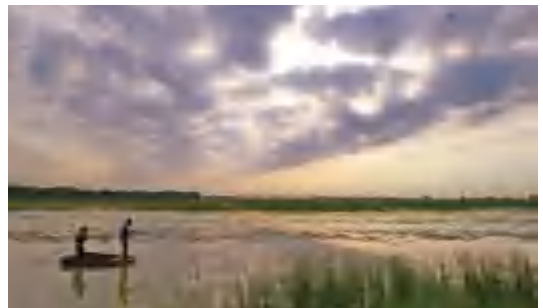
## 措施

**1. 创新经营模式。**在村支部的带领下，村集体组建了“旅游专业合作社”和“文化旅游公司”，动员群众以各种方式入股，按股分成。公司雇佣村民成为员工，鼓励村民开办农家乐、民宿。“公司+农户”的乡村旅游发展模式将农户转变为旅游服

务的提供者和旅游公司的持股东，从而激发了村民干事创业的热情，全村凝心聚力发展乡村旅游。同时公司牵头做好人员培训、监督管理、服务保障等工作，全方位提升游客体验。

**2. 培育特色产业。**蓼衣樊村成立公司将全村1,570亩土地全部流转和规模化经营，形成了稻田养蟹和藕池养虾的立体种养产业，产出效益比流转前提高了将近3倍。同时蓼衣樊村与周边天鹅湖国际温泉慢城、黄河安澜湾等景区错位发展，推出独具“湿地渔家”特色的乡村旅游产品，把村内1,500亩无公害大米种植基地和500亩稻田蟹养殖基地开发成中小学生体验水稻插播和收获的实训课堂。

**3. 突出景观特色。**蓼衣樊村结合自身水资源优势，清理河道10余公里，坚决清除村内污染源，切实维护好生态环境。改造和新建旅游道路4



公里，种植苗木、灌木 5,000 余株，统一引导和帮助村民美化庭院和美化街道，实现村内巷路硬化、美化、绿化，全面提升村居环境。突出“黄河文旅”特色，围绕景点分布，科学建设旅游交通线路，与天鹅湖湿地慢城桥路相连、水路相通，形成了“春有小荷尖尖草长莺飞、夏有接天莲叶芙蓉出水、秋有稻谷飘香莲藕似玉、冬有蒹葭苍苍残荷子立”的北方独特美景。

## 成效

蓑衣樊村的改革经过十余年的努力，彻底让昔日脏乱差的小村庄发生了翻天覆地的变化，社会、经济、环境等各个方面都收获了巨大效益。村里建成村民文化广场、儿童之家、村民阅览室、老年人活动室等设施。截至 2022 年底，蓑衣樊村已发展特色餐馆、农家乐、民宿 40 余家，建成别墅木屋 10 套、东方红会议室、人民公社大食堂，可同时容纳 500 人开会就餐、200 人住宿。全村年旅游收入达 1,300 余万元，村集体增收近 80 万元，22 户农家乐年均收入 17 万元，16 户民宿年均收入 8 万元，全村超 90% 的村民直接或间接从事乡村旅游行业，人均收入 3.5 万元以上。蓑衣樊村先后获得了“国家级美丽乡村”“全国乡村旅游重点村”“中国美丽休闲乡村”等 8 项国家级荣誉称号。

## 经验与启示

**1. 创新机制。**蓑衣樊村以企业为“领头雁”，以“公司+农户”为主要形式，带动更多的农民变



为股民。由“一盘散沙”到“统一运作”，逐步实现农村产业的产业化、规模化和标准化。因地制宜培育发展新产业新业态，为乡村全面振兴提供强劲动能。

**2. 丰富业态。**蓑衣樊村非常重视旅游业态的迭代，目前涵盖休闲观光、科普研学、美食体验、旅游节会、农事体验、亲子采摘、民宿体验、儿童娱乐等八个文旅大类，旅游承载力显著提升。

**3. 文化铸魂。**蓑衣樊村依托黄河风情，厚植文化底蕴，注重农耕文明、田园风光、乡村生活等乡土元素的保护，在旅游项目、民宿风格、旅游产品中融入了“黄河水乡”元素；促进苇蒲草编、粗布纺织、灯笼轧制、糖画制作等传统手工业发展；扶持白莲藕种植、淡水鱼养殖等特色农副产品生产，地方传统特色文化得到了很好的挖掘和传承。

## 下一步计划

一是彰显乡土特质。蓑衣樊村将紧紧抓住“黄河文旅”的宏观定位，突出“蓑衣水乡、心灵家园”核心竞争力，注重打造与黄河文化和早齐文化紧密相连的旅游产品。二是突出科技赋能。蓑衣樊村将依托科技赋能进一步完善配套设施和优化服务环节，依托网络加大营销推介力度，积极利用抖音、小红书等自媒体与有影响的本地网红、大V 等合作，策划形式多样的微营销活动。

# Suoyifan Village, Gaoqing County, Zibo City, Shandong Province:

Focusing on the positioning as a tourism destination along the Yellow River to drive rural transformation

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## Abstract

Suoyifan Village of Shandong Province has been vigorously developing rural tourism. Staying committed to its positioning as a tourism destination along the Yellow River, it has realized the integrated development of agriculture, culture, tourism and other fields. The village collective's income was almost zero 10 years ago, and the per capita disposable income was less than RMB 2,000, compared to more than RMB one million and RMB 35,000, respectively nowadays. The transformation of the village is a microcosm of China's rural development. With not so outstanding resource endowment, the village has overcome many difficulties, and achieved profound transformation, providing replicable practices for many other villages to learn from for the purpose of rural revitalization.





### Challenges and Problems

Located in the loess sandy area, Suoyifan Village used to be known for its poverty which was caused by its serious land salinity, low land output value and backward infrastructure. It used to face many problems. **First**, the land area and the income of villagers shrank. Located at the entrance of the water source of the project of diverting water from the Yellow River to Zibo, it has built two sediment ponds successively to dredge the water of the Yellow River, which occupy two-thirds of the village land. The sharp drop in the cultivated land area cut off the villagers' only source of income. **Second**, the infrastructure was in poor conditions, and the sanitation conditions were worrying. Some villagers have switched to poultry raising and livestock husbandry, which has resulted in fecal and mud everywhere, swarms of mosquitoes and flies, and foul odors, and caused seriously



negative impact on the local ecology. **Third**, competition was disorderly, and service facilities were lacking. When the tourism industry was taking off, a number of fishing club and agritainment appeared, but without centralized management and standardized operation, they gradually fell into vicious competition.

### Measures

**1. Reform the business model.** Under the leadership of the village Party branch, the village collective set up a tourism specialized cooperative and a culture and tourism company, and mobilized the masses to buy shares in various forms; dividends are allocated as per the shares they hold. The company hires villagers as employees and encourages villagers to open farmhouses and homestays. Under this rural tourism development model that features cooperation between the company and farmers, the latter become tourism service providers and shareholders of the tourism company, and thereby their enthusiasm is stimulated. The whole village is of the same mind in developing rural tourism. At the same time, the company takes the lead in personnel training, supervision, management, and service delivery to improve the tourist experience in all respects.

**2. Cultivate specialty industries.** The village founded another company to operate all the 1,570 *mu* of land in the village through transfer of land use rights, on which the three-dimensional farming industry is cultivated,



including the rice-crab co-culture system and the lotus root-shrimp co-culture system, nearly tripling the output value. At the same time, the village has differentiated itself from the surrounding scenic spots such as Swan Lake International Spa Slow City and Anlan Bay of the Yellow River, launched “Wetland Fisherman” tourism products with its own characteristics, and turned the 1,500 *mu* pollution-free rice planting base and 500 *mu* of rice-crab co-culture base into a hands-on training field for primary and secondary school students to experience rice planting and harvesting.

**3. Highlight landscape features.** To give play to its advantages in water resources, Suoyifan Village has cleaned up more than 10 kilometers of river course, resolutely eliminated pollution sources in the village, and taken effective measures to improve the ecological environment. It has reconstructed and built four kilometers of tourist roads, planted more than 5,000 seedlings and shrubs, guided and helped villagers beautify courtyards and streets, and hardened, beautified and greened lanes and roads in the village, comprehensively improving the living environment. Highlighting the characteristics of cultural and tourism resources along the Yellow River, it has scientifically designed tourist transportation routes by taking into account the distribution of scenic spots, and connected with the Swan Lake Wetland Slow City with bridges, roads and waterways. Here you can find the unique beauty of the Northern China: small lotus leaves and grasses growing and warblers flying in spring; a seemingly endless surface of lotus leaves and flowers in summer; fragrant rice and jade-resembling lotus roots in fall; and tall-standing reeds and withering lotus leaves in winter.

## Results

After more than ten years of hard work, Suoyifan Village, once poor and dirty, has undergone earth-shaking changes and reaped great benefits in social, economic, environmental and other aspects. Now the village is equipped with a villagers’ culture square, a children’s home, a villagers’ reading room, and an activity room for the elderly. By the end of 2022, it had more than 40 characteristic restaurants, farmhouses, and homestays, and built 10 wooden villas, the Dongfanghong conference room, and the People’s Commune Canteen, capable of accommodating 500 meeting attendees and diners and receiving 200 overnight guests at the same time. The annual tourism income of the village has reached more than RMB 13 million, and the village collective has increased its income by nearly RMB 800,000. The 22 farmhouses make RMB 170,000 per year each, and the 16 homestays, RMB 80,000. More than 90% of the villagers are directly or indirectly engaged in the rural tourism industry, with a per capita income of more than RMB 35,000. Suoyifan Village has won eight national honorary titles, including the “National Beautiful Village”, “National Key Village for Rural Tourism” and “Beautiful Leisure Village of China”.

## Experience and Inspirations

**1. Introduce new mechanisms.** With enterprises as the “leading geese” and the “company + farmers” model as the main form, Suoyifan Village has engaged more



farmers to become shareholders. From scattered operations to centralized operations, it has gradually realized the industrialized, scale-up and standardized development of rural industries. It cultivates new industries and new business forms according to local conditions, providing strong momentum for rural revitalization in all respects.

**2. Enrich business forms.** Suoyifan Village attaches great importance to the iteration of tourism business forms. It currently covers eight major categories of culture and tourism industry: leisure tourism, popular science & study tour, food experience, tourism festivals, agricultural experience, parent-child U-pick tour, homestay experience, and children’s entertainment, and its tourism carrying capacity has been significantly improved.

**3. Shape its identity with cultural heritage.** Making use of its proximity to the Yellow River, Suoyifan Village taps into its cultural heritage, works hard to protect local elements such as the farming culture, pastoral scenery, and rural life, and integrates the elements of the “Water Town along the Yellow River” into tourism projects, homestay decorations and tourism products. It promotes the development of traditional handicrafts such as reed straw weaving, coarse cloth weaving, lantern making, and chaff painting making; supports the production of characteristic agricultural and sideline products such as the planting of white lotus roots and the breeding of freshwater fish. Local traditional characteristic culture has been well preserved and inherited.



### Next Steps

**First,** it will highlight its rural characteristics. Suoyifan Village will firmly grasp the positioning as a “Tourism Destination along the Yellow River”, highlight its core competitiveness as a “water town and spiritual home”, and focus on developing tourism products closely linked with the Yellow River culture and the culture of the ancient State of Qi. **Second,** it will highlight its scientific and technological empowerment. Empowered by technology, it will further improve supporting facilities and service links, increase marketing intensity on the Internet, and actively use self-media such as Douyin and Xiaohongshu to cooperate with local and national social media influencers and jointly plan various forms of micro-marketing activities.





# 浙江舟山市嵊泗县花鸟乡： 民宿和艺术融合赋能乡村振兴

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## 摘要

浙江省舟山市嵊泗县花鸟乡紧紧围绕两山理论，始终坚持“生态优先、精细治理、创新驱动、艺术赋能、共建共享”五大理念，以“中国高辨识度的标示性艺术海岛”为总定位，精心耕耘海岛民宿产业，大力推动艺术赋能行动，逐步构建生产、生活、生态“三生融合”体系，努力探索边远海岛乡村振兴路径。





## 挑战与问题

浙江省舟山市嵊泗县花鸟乡是舟山群岛最北部的一个离岛，下辖 2 个行政村，现有户籍人口 806 户 1,937 人，常住人口仅 700 多人，60 周岁老人占比超过 60%，是一座名副其实的空心岛。花鸟乡开发建设面临两大困扰：一是缺乏思路，从哪做、怎么做毫无头绪；二是缺乏动力，人口大量流失以及全体干部职工齐心向前谋发展的合力不足。

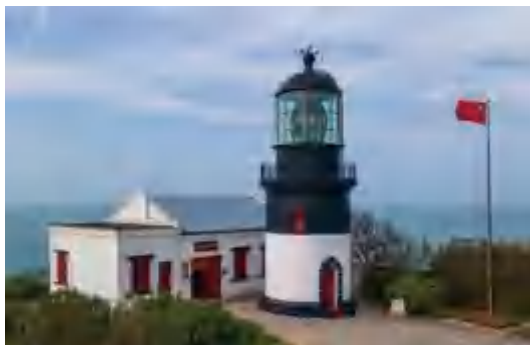
## 措施

**1. 统一机制运行闲置农房。**建立农房租赁平台，对岛内所有具备利用价值的闲置农房按照合理的市场价格进行统一租赁、收储和管理，投资者可通过租赁平台自由挑选房屋成为“房客”，村民利用自家闲置农房当起“房东”，实现资源要素的双向流动。花鸟岛农房单面积租赁价格稳定在 0.5-1 元/平方/天，优先租赁家庭困难户的闲置农房。目前该平台共收储农房 300 多套，其中 192 套已发展成为民宿、餐饮、海鲜干货、零售店和旅拍工作室。

**2. 统一规则推动集群发展。**一是严把闲置农房改建民宿审批关，经营业主必须提供资格证明、开设理念、设计方案、施工详图等相关资料，确保民宿主体风貌与整岛环境融合、排污设施符合要求等。所有民宿必须定期保养修缮，确保整体美观。二是着眼于民宿集群化发展，出台《花鸟岛定制旅

游民宿纳管标准》《花鸟旅游示范岛民宿等级划定标准》，规范化管控民宿产业整体品质，纳管标准明确了卫生环保、安全经营、主体建筑、服务管理等方面要求，按照设施水平、服务品质等将纳管民宿划分为三个等级，等级与客源安排、车辆保障、服务配套、宣传营销紧密挂钩。

**3. 统一定位点亮海岛生活。**一是先后投入 2 亿元对花鸟乡进行环境公共设施完善，邀请艺术家上岛，设立美术、摄影、文学等艺术家工作室，将艺术元素融入基础设施、民宿改造和景点提升，串联起“处处皆景、美美与共”的景区化环境。二是整合乡村民俗展示和乡土文化传承，提升海岛辨识度。以“艺术主题岛”为整岛定位，把渔俗、渔歌、渔家风情同文化、商业、休闲、创作等区块巧妙融合，积极引进酒吧、书吧、西餐厅等都市文化项目，形成融汇互通的发展格局。三是将当代艺术与渔村文化融合展现，定期举办艺术节、音乐演出、艺术沙龙、诗歌分享会，开展“百年花鸟灯塔追光”活动，增强游客的体验感和获得感。



## 成效

花鸟乡获评国家4A级旅游景区，2021年全年实现地区生产总值1.6亿元，比2016年增长61%；实现地方财政收入1,500万元，比2016年增长4.4倍；常住居民人均可支配收入30,110元，比2016年增长41%；接待国内外游客5.27万人，实现旅游收入0.79亿元，分别比2016年增长4.36倍和5.04倍。2021年全年固定提供就业岗位167个，旺季月收入5,500元/月，人均可支配收入同比增长8%，集体经济收入超过50万元，推动困难群众年收入增幅达40%~50%。

## 经验与启示

**1. 提升品质。**花鸟乡小微综合体民宿占比总量60%以上，部分民宿获评省级白金宿、金宿、银宿，高品质民宿占比居全县首位。花鸟乡同时积极引进won西班牙融合餐厅、楠湾19号法式西餐厅、威士忌酒吧、吉米家冰淇淋店等，不断提升业态层次。

**2. 创新模式。**不断强化“花鸟模式”，县旅投公司与上海漫居投资公司组建花鸟微度假旅游发展有限公司，进一步优化顶层设计、发展规划及旅游资源的统筹调配，有效提升整岛运营能力。首创海岛“定制旅游”模式，实施专船、专车、专人、专宿“四专”服务。科学把住发展容量关，根据花鸟岛生态承载能力，整岛民宿总量严格控制床位数在1,300张以内，每日进岛游客控制在600人以内，



对进出岛游客进行人为导流，为游客最大程度提供私享空间。

**3. 营造氛围。**花鸟乡艺术体验氛围浓郁，通过举办“鲸落有声”“海的声音”“爱情体验”等艺术家驻地创作展，不断提升艺术气质。打造混知书局、深夜食堂、全家福照相馆等功能多样的业态，同步结合全乡夜景亮化提升，创造移步易景的艺术氛围，入选国家地理评选的国内最美五大海岛。

## 下一步计划：

一是夯实民宿品牌。统筹政府引导和市场作用，通过减量提质转型，适度改造保留一批、嫁接融合升级一批、严格规范关停一批，稳定民宿发展。加强民宿项目整体包装策划，加大专业运营团队的招引力度，有效盘活闲置资产，挖掘村集体经济的增长点，真正形成花鸟独有的区域民宿品牌。

二是提高文旅产品竞争力。推动温泉酒店、北岙商旅综合体项目落地，优化产品供给。加快推进休闲渔船更新换代，向上争取游艇、帆船、海钓的行业规范化管理试点，积极推出生产型、休闲型、竞技型等不同层次的差异化产品。

三是增强艺术赋能转化率。注重当代艺术与在地文化的有机结合，使艺术真正为乡村振兴赋能。以最美户外婚姻登记办证基地建设为契机，重点以“一条主题游线、一个爱情地标、一个花园街区、一座爱情博物馆、一批时尚业态和一场爱情主题活动”等六个一为抓手，全力深化“爱情艺术岛”主题岛屿建设。

# Huaniao Township, Shengsi County, Zhoushan City, Zhejiang Province:

Homestay–art integration empowers rural revitalization

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## Abstract

Upholding the belief that lucid waters and lush mountains are invaluable assets, Huaniao Township of Zhejiang Province has always been adhering to the principles of “ecological conservation first, targeted governance, innovation-driven and art-empowered development, and cooperation for shared benefits”. Positioned as “a highly recognizable landmark art island in China”, it works hard to cultivate the island homestay industry, vigorously promotes art empowerment actions, gradually builds a system that integrates business, lifestyles and ecology, and strives to explore the path to rural revitalization on remote islands.



## Challenges and Problems

Huaniao township is the northernmost outlying island on the Zhoushan Archipelago, with two administrative villages under its jurisdiction. It has a registered permanent population of 1,937 in 806 households, with only more than 700 permanent residents, and more than 60% of its population are aged 60 years or over. It is indeed a hollowed-out island. It used to face two major problems in the pursuit of development. **First**, it was clueless about what to do and where to start. **Second**, it lacked motivation, as a large number of its population had migrated elsewhere, and the cadres and masses lacked the drive to move forward together and seek development.

## Measures

**1. Establish a unified mechanism for the operation of idle farmhouses.** A farmhouse leasing platform was set up to contract, lease and manage all idle farmhouses that still had value for use on the island in a centralized way, with reasonable market prices charged. Investors can freely choose houses on the platform to become “tenants”, and villagers who own these farmhouses become “landlords”, so that the resources and factors can flow both ways. The rental price of farmhouses on the island has remained stable at RMB 0.5-1 per square meters per day, and priority is given to idle farmhouses owned by those in difficulty. At present, the platform



has contracted more than 300 farmhouses, of which 192 have been repurposed into homestays, restaurants, dried seafood stores, retail stores and vacation photography service studios.

### 2. Establish uniform rules to drive cluster development.

**First**, strict rules are established regarding the review and approval of the renovation of idle farmhouses into homestays. The homestay operator must provide relevant materials such as qualification certificates, business proposal, renovation plan, and construction details, and make sure that the style of the homestay generally blends with the island environment, and the sewage discharge facilities meet government requirements. All homestays must be inspected regularly for maintenance and repair, and kept in a good, eye-appealing state. **Second**, with an eye on the cluster development of homestays, the *Criteria for the Sewage Generated by Customized Tourism Homestays on Huaniao Island to Be Discharged into Municipal Sewage Pipelines and*





*Criteria for the Classification of Homestays on Huaniao Tourism Demonstration Island* were issued, to regulate the overall quality control of the homestay industry. The former clarifies the requirements in such areas as public health and environmental protection, safe operations, main buildings, and service management, and divides the homestays into three levels according to the level of facilities and service, and the classification results are closely linked to customer source arrangements, vehicle supply, service delivery, advertising and marketing.

**3. Identify the island positioning to light up the island life.** **First**, RMB 200 million was spent to improve the environmental public facilities in Huaniao Township. Artists were invited to the island, to open studios in fine arts, photography, literature, etc. Artistic elements are incorporated into infrastructure, homestay renovation and scenic spot improvement, to make the whole island a scenic area with attractions everywhere. **Second**, the display of rural folk customs and the inheritance of rural culture are integrated to enhance the recognition of the island. The island is positioned to be an “art theme island”. Accordingly, the fishing customs, fishing songs and fishermen’s customs are ingeniously integrated with cultural, commercial, leisure, and creative blocks, and urban cultural projects such as bars, book bars, and western-style restaurants are actively introduced to form a development dynamic of integration and connectivity. **Third**, contemporary art is integrated with the fishing village culture. Art festivals, music performances, art salons and poetry sessions are regularly held, and the Light-Chasing at the Centennial Huaniao Lighthouse activity was organized to enhance the tourist experience.

## Results

Huaniao Township is rated as a national AAAA tourist scenic area. In 2021, the township’s GDP reached RMB 160 million, an increase of 61% over 2016; local fiscal revenue totaled RMB 15 million, 4.4 times more than that in 2016; the per capita disposable income of permanent residents was RMB 30,110, an increase of 41% over 2016. It received 52,700 domestic and foreign tourists, and generated a tourism revenue of RMB 79 million, an increase of 4.36 times and 5.04 times respectively over 2016. In 2021, 167 permanent jobs were created across the township, with an average income of RMB 5,500 per month in the peak season, a year-on-year increase of 8% in per capita disposable income, and the collective economic income exceeded more than RMB 500,000, with the annual income of the people in need up by 40-50%.

## Experience and Inspirations

**1. Quality improvement.** In Huaniao Township, more than 60% of the homestays are micro- and small-sized homestay complexes, and some homestays have been rated as provincial-level platinum, gold and silver homestays, boasting the highest proportion of high-quality homestays in the county. Huaniao Township has actively introduced WON the Spanish-cuisine restaurant, Haven19 the French-cuisine restaurant, a whiskey bar, Jimmy’s ice cream shop, etc., and continuously improves the level of business forms.

**2. An innovative model.** The Huaniao Model has been continuously improved. The Shengsi Tourism

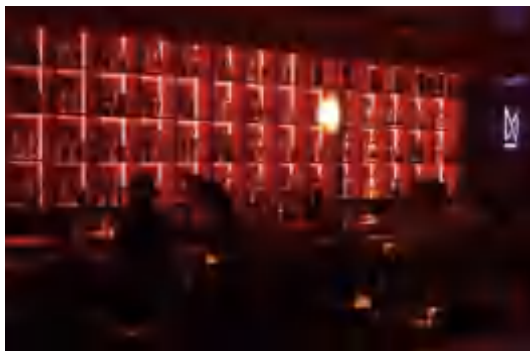


Investment Company and Shanghai Manju Investment Company established the Huaniao Mini-Vacation Tourism Development Co., Ltd. to optimize the top-level design, development plans and overall allocation of tourism resources. The joint venture has effectively improved the operating capacity of the whole island. It was the first to introduce the “customized island tourism” model, and provides dedicated ships, vehicles, service personnel and homestays to the tourists. It also controls the development capacity in a science-based manner. According to the ecological carrying capacity of Huaniao Island, the total number of beds on the whole island is strictly controlled within 1,300, and the number of daily tourists to the island within 600. The tourists entering and leaving the island are artificially diverted to provide tourists with as much private space as possible.

**3. Atmosphere building.** Huaniao Township boasts a strong artistic atmosphere. It has hosted exhibitions of artworks created locally, such as “The Whale Falling with a Splash”, “The Sound of the Sea” and “Love Experience”, to build up the artistic atmosphere. It has introduced a variety of services such as Hunzhi Books, Late-Night Canteen, and a family photo studio, etc. Meanwhile, the township lighting project is implemented to improve the night view and create an artistic atmosphere and beautify the environment. Huaniao was voted as the five most beautiful islands in China by *National Geographic*.

### Next Steps

**First,** consolidate the homestay brand. Huaniao Township shall coordinate the government guidance and the role of the market, transform and retain some



homestays, integrate and upgrade some others, and strictly regulate and shut down some more as appropriate, to stabilize the development of homestays. It shall strengthen the overall packaging of homestay projects, step up to attract professional operating teams, make good use of idle assets, tap the growth points of the village collective economy, and truly form a unique homestay brand of Huaniao.

**Second,** improve the competitiveness of cultural and tourism products. It shall work to implement the hot spring hotel project and the Beiao business and tourism complex project and optimize the product supply. It shall move faster to upgrade recreational fishing vessels, apply for participating in the pilot project of standardized management of yachts, sailing ships and sea fishing, and actively launch differentiated products at different levels such as products for production, leisure and competition purposes.

**Third,** enhance the return rate of art empowerment. It shall work on the organic combination of contemporary art and local culture to truly empower rural revitalization with art. While striving to make the island the most beautiful outdoor base for issuing the marriage registration certificate, it shall focus on developing one theme tour route, one love landmark, one garden block, one love museum, a number of fashion businesses and one love theme event, and make every effort to build up the reputation as an “island of love and art”.

# 飞猪： 数字攻略文旅服务平台助力乡村振兴

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## 摘要

飞猪联合阿里巴巴公益，在湖南省湘西土家族苗族自治州永顺县打造乡村振兴样板，阿里巴巴公益派驻资深员工作为乡村特派员，在产业、人才、科技等多方面助力永顺乡村振兴工作；在阿里巴巴乡村特派员的支持下，飞猪依托平台，推进乡村“旅游+产业”的深度融合，构建乡村“益起寻美”数字攻略文旅服务平台。通过数字攻略文旅服务平台，游客实现吃、住、行、游、购、娱的全场景体验，推动农文旅产业融合，形成乡村旅游产业链，努力实现从景点旅游向全域旅游的重大转变。







## 挑战与问题

湖南省湘西土家族苗族自治州永顺县旅游资源丰富，但除了家喻户晓的芙蓉镇，游客对其他旅游景点了解较少。将芙蓉镇、猛洞河、老司城、不二门、塔卧、小溪等精品景区景点“串珠成链”，构建独具特色、独立完整的旅游体系是永顺县文旅发展的重点。为扩大永顺县旅游知名度，带动县域发展，飞猪需要利用数字攻略地图，为游客提供个性化服务，持续丰富数字攻略的优质内容和实现精准引流。

## 措施

**1. 打造数字定制旅游。**游客使用数字攻略文旅服务平台不仅可以预定永顺的景区门票、酒店、美食和农产品，线上导览实景建模的景区，还能在火车站对高铁到达永顺县的游客进行数字攻略强触达，依托平台的消费洞察能力，为他们量身定制乡村旅游行程，包括农耕体验，文化体验、美食品尝等，提升游客乡村旅游体验。

**2. 打造区域公共品牌。**飞猪联合阿里巴巴“寻找远方的美好”团队，以“传奇永顺县魅力芙蓉镇”为主题，综合永顺文化、历史、产业等元素，为永顺设计区域公共品牌，永顺的农副产品、景区、城市美化等都计划启用区域公共品牌标识。

**3. 打造线上线下融合新体验。**为了提升景区的旅游体验，满足年轻人的拍照喜好，飞猪联合阿里巴巴公益和阿里巴巴技术官共同上线“云游永

顺”Vlog 智能短视频和“凌云镜”景区慢直播系统。直播系统立足永顺丰富的自然风光和历史文化，通过物联网、人工智能和大数据的技术能力，建立运营触点，形成游前吸引点和游中体验点，并通过“云游永顺”vlog 短视频，自动剪辑个人精美短视频，形成游后传播点，为游客带来线上线下融合的新体验。

**4. 打造农特产品直播带货。**永顺县人民政府联合阿里巴巴公益举办“云游芙蓉食在永顺”专场直播活动，网红主播通过淘宝直播平台宣传推介永顺县老司城、芙蓉镇等人文景观，直播带货销售永顺猕猴桃、莓茶、油茶、腊肉等系列农特产品。

## 成效

数字攻略文旅服务平台已成为永顺的“第二官网”，不仅帮助提升了永顺文旅的形象和品牌价值，还为永顺县搭建展示区域形象和更多业务内容的平台。根据飞猪平台数据统计，永顺县 2023 年 4 月 1 日至 5 月 3 日，门票、线路、酒店在线成交额同比 2022 年增长 470%，高于行业平均水平。





“云游芙蓉食在永顺”阿里公益县域专场直播带货共销售 5,000 多件农产品，销售额达 16 万元左右。

### 经验与启示

**1. 做好永顺文旅顶层设计。**永顺县深度挖掘优势旅游资源，加快补齐短板弱项，以数字攻略文旅服务平台为契机，全力打通县域景区景点“内循环”。围绕全域旅游总体布局，通过数字攻略文旅服务平台等数字化形式进行全盘规划，系统性做优旅游业发展顶层设计，并不断完善。

**2. 做好数字化旅游体验。**数字化时代，游客越来越多寻求通过互联网以及其他数字媒体平台上

的信息来丰富旅游体验。因此，景区需要构建数字媒体平台，丰富旅游场景，并充分利用网站、移动应用程序、社交媒体、在线广告等满足不同渠道的游客。同时，对于游客在平台上的各种反馈和评论进行及时的回应和解决，有助于建立游客对景区的信赖度和忠诚度。

### 下一步计划

为有力推动旅游产业可持续发展，在阿里巴巴乡村特派员的持续助力下，飞猪与阿里巴巴公益将继续利用自身优势持续推动“线上文化产品+线下旅游场景”协同发展，丰富飞猪“益起寻美”数字攻略文旅服务平台。利用阿里巴巴平台资源加强全域宣传，基于平台的消费洞察，针对性发布资讯，提升永顺旅游知名度；及时更新数字攻略文旅服务平台中景区介绍、门票预订、线上预约等功能，完善供应链；开展线上摄影大赛等多样化、趣味性的互动活动，增强用户粘性；创新旅游产品，包括VR/AR 体验、虚拟游览等，提供更加丰富的旅游体验，充分带动游客消费。



# Fliggy:

## Promoting rural revitalization with the digital travel guide platform

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### Abstract

Fliggy and Alibaba Philanthropy have partnered up to make Yongshun County, Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province, a model for rural revitalization. Alibaba Philanthropy dispatches senior employees there as rural commissioners to assist with Yongshun’s rural revitalization in industrial development, talent cultivation, science and technology, and other aspects. Supported by dispatched senior employees of Alibaba, Fliggy promotes the deep integration of rural tourism and other industries on its platform and has launched a digital travel guide platform called “Yiqi Xunmei”. The map guides tourists through all the scenarios of catering, accommodation, travel, sightseeing, shopping and entertainment, promotes the integration of agriculture and tourism industries, and helps form the rural tourism industry chain, and shift the focus from scenic spot-based tourism to all-for-one tourism.





### Challenges and Problems

Yongshun County is rich in tourism resources, but apart from the well-known Furong Town, its tourist attractions are mostly lesser known to the outside world. For Yongshun, the priority of tourism development is to “string beads into a chain”, that is, stringing boutique attractions such as Furong Town, Mengdong River, the Site of Laosicheng Tusi Domain, Buermen National Forest Park, Tawo site, and Xiaoxi Nature Reserve, and form a unique, standalone and complete tourism resource system. In order to increase the popularity of Yongshun as a destination and drive the development of the county, Fliggy needs to use the digital travel guide platform to provide personalized services for tourists, continue to generate high-quality content of digital travel guides and divert traffic in an accurate way.

### Measures

**1. Customize travel plans with the help of digital technology.** Tourists can use the digital travel guide platform to book scenic spot tickets, hotels, food and specialty agricultural products produced in Yongshun, and

have a virtual tour of scenic spots modeled in real scenes. When tourists arrive at the high-speed railway station in Yongshun, digital travel guide platform help to find out their needs and preferences, and customize their rural travel itineraries, including farming experience, cultural experience, catering services, etc., to enhance the rural tourist experience for the tourists.

**2. Build a regional public brand.** Fliggy and Alibaba’s “design for county” team jointly designed a regional public brand for Yongshun, with the theme of “Legendary Yongshun County, Charming Furong Town”, by incorporating local culture, history, industry and other elements. And the logo of the regional public brand is planned to appear on local agricultural and sideline products, at scenic spots, and in the urban landscape.

**3. Create a new experience that integrates online and offline.** In order to enhance the tourist experience at scenic spots and meet the youngsters’ needs to take selfies and post them on social media, Fliggy, Alibaba Philanthropy and Alibaba technology officer jointly launched the “Yunyou Yongshun” vlog product and the “Lingyunjing” scenic spot slow live-streaming system. Based on the rich natural scenery and historical and cultural legacy of Yongshun, the live-streaming system establishes contact points with consumers with the help of the Internet of Things, artificial intelligence and displays attractions to lure tourists. The “Yunyou Yongshun” vlog product can automatically produce personal short videos for post-tour communication, bringing a new tourist experience that blends online and offline.

**4. Launch live-streaming sessions to sell agricultural products.** The People’s Government of Yongshun County



and Alibaba Philanthropy jointly held a special live-streaming session dedicated to food in Furong Town and Yongshun. Internet celebrities promoted Yongshun’s historical and cultural attractions such as the Site of Laosicheng Tusi Domain and Furong Town on Taobao’s live-streaming platform, and Yongshun’s specialty products such as kiwifruit, Mei tea, tea seed oil, preserved pork, and so on.

### Results

The digital travel guide platform has become the alternative website of Yongshun, not only enhances the image and brand value of Yongshun as a tourist destination, but also builds a platform for Yongshun to present itself and more business content. According to Fliggy’s statistics, from April 1 to May 3, 2023, the online turnover of tickets, tours and hotels in Yongshun increased by 470% compared with 2022, higher than the industry average. Alibaba’s live-streaming sales session dedicated to agricultural products in Yongshun sold more than 5,000 agricultural products, with the sales of about RMB 160,000.



### Experience and Inspirations

**1. Make solid top-level design for Yongshun’s tourism industry.** Yongshun deeply taps its advantageous tourism resources, accelerates to make up for its shortcomings, and makes use of the digital travel guide map to connect all the tourist attractions in the county. Focusing on the master plan for all-for-one tourism, Yongshun has formulated an overall plan based on the digital travel guide platform, and systematically and continuously improved the top-level design of tourism development.





**2. Deliver a sound digital tourist experience.** In the digital age, tourists are increasingly looking to enrich their experience with information available on the Internet and other digital media platforms. Therefore, scenic spots need to build digital media platforms to enrich tourism scenarios, and make full use of websites, mobile applications, social media, and online advertising to meet the needs of tourists from different channels. At the same time, they must timely respond to and solve tourists' comments and concerns on the platforms, which will help win tourists' trust and loyalty.

release targeted information, and enhance the popularity of Yongshun as a destination. They will timely update the scenic spot profiles, ticket booking, online reservation and other functions in the all-for-one tourism, and improve the supply chain. Colorful and interesting interactive activities such as online photo contests will be hosted to enhance user stickiness, and innovative tourism products, including VR/AR experiences, virtual tours, etc., launched to enrich the tourist experience and stimulate tourist consumption.

### Next Steps

In order to effectively promote the sustainable development of the tourism industry, with the continuous help of Alibaba's rural commissioners, Fliggy and Alibaba Philanthropy will continue to use their own advantages and promote the coordinated development of "online cultural products + offline tourism scenarios", and enrich the contents of Fliggy's "Yiqi Xunmei" digital travel guide platform. They will use Alibaba's platform resources to promote all-for-one tourism, use big data,

# 安徽芜湖市南陵县霁里村： 山水“原乡”点亮乡村发展新路径

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## 摘要

安徽省芜湖市南陵县烟墩镇霁里村坚持“中国原乡·爱你霁里”的主题定位，在旅游发展过程中践行“原乡”理念，即原来的村庄、原来的风景、原来的味道、原来的生活，致力于在保留村庄原本特色的基础上，实现利益主体的和谐共生。霁里村通过创建“政府+旅游公司+农民合作社+互联网+农户”的利益联结机制，最大化旅游发展的社会效益，使儿童、妇女、贫困户等弱势群体在旅游发展中获得更多培训、教育和生活福祉，极大地提升了村民的生活质量和幸福感，走出一条山水“原乡”的发展新路。





## 挑战与问题

安徽省芜湖市南陵县烟墩镇霭里村发展面临以下问题：一是所处的皖南地区有以西递、宏村为代表的世界文化遗产，霭里村在地域文化方面的竞争优势不明显；二是虽然外来资本和人才能为本地旅游发展提供专业知识和经营理念，但同时也可能会挤占本地村民参与旅游发展的空间；三是旅游发展不可避免地需要利用各类旅游资源，可能对原有自然环境带来负面影响。

## 措施

**1. 守住“原味”乡村。**霭里村自然生态环境优良，森林与山脉浑然结合，人文和自然景观交相成辉。霭里村在发展过程中严格落实“两山”理念，严守生态保护红线，把握宜居宜游主线，精心实施农村人居环境治理工作，保持原乡格局。霭里村围绕“一核双廊五区两中心”，以小格里森林公园为核心，以乡村田园观光廊道（山下）和山野休闲康养廊道（山上）互联，打造门户形象展示区、乡旅休闲服务区、乡创民俗体验区、乡风人文度假区和山林生态保育区，全力建设霭里田园综合体。

**2. 守护“原朴”文化。**霭里村人文炳蔚，曾为诗仙李白游历之地、文人罗隐栖身之处。霭里村村民自发收集整理诗仙桥、母子井、方圆亭等历史故事；自发组建乡村农民艺术团，精心编排反映传统文化的文艺节目；自发修缮家谱家训，完善家风建设；连续举办“村长有约”到霭里庆丰收、“村长有约”到霭里过小年、中国农民丰收节等系列活动，把节庆活动作为展示乡土文化的重要平台。如今霭里村的文化已走进千家万户，霭里村的故事也打动了无数游客前来旅游观光。

**3. 践行“原本”治理。**霭里村一直将三长（党小组长、村民组长、网格长）共建共治作为乡村善





治的重要抓手，按照“五有”标准（有品质、有能力、有威信、有热情、有意愿）和坚持“三推”程序（个人推介、组织推荐、村民推选）选拔“三长”。在乡村治理的过程中，充分激发三长主体的内生动力，调和各方矛盾，有效解决发展中的人地、主客等矛盾。

## 成效

霭里村作为全国乡村旅游重点村，带动烟墩镇文旅产业持续向好，是镇域经济发展的中坚力量。一是通过技能培训、专项资金、激励入股等方式鼓励村民参与旅游发展和开展旅游创业，直接带动本地就业创业达 1,300 多人次。旅游总收入年年攀升，2022 年达 4,000 余万元，其中开发的茶饮系列、野生葛系列、酱坊系列、烘焙系列、原食材系列、香氛系列六大类产品累计销售 600 万余元，为霭里村创业实体实现年平均 10 万元的毛收入增长。二是通过旅游发展促进本地文化资源的传承和活化利用，让村民在发展中意识到古桥、古井、古树等物质文化遗产和“祭灶王”等非物质文化遗产



的重要价值，增强村民对自身文化的归属感和认同感，实现了文化遗产和保护。

## 经验与启示

**1. 众筹发展。**霭里村通过政府拨款、村集体出资、村民众筹的方式整合发展资金，形成利益共同体，全民参与、共谋出路，走出一条既原滋原味，又共富共赢的全新道路，实现文旅融合与乡村振兴双赢的目标。

**2. 公司运作。**霭里村 2020 年 3 月成立芜湖霭里文化旅游开发有限公司，探索统一盘活利用农村闲置宅基地和闲置住宅的新思路，将芜湖霭里文化





旅游开发有限公司打造成为联系当地农户与外来经营主体的桥梁。公司通过“村集体土地+外来经营主体”、“农户+村集体+贫困户”以及“农户自营”等多种模式，实现经营者增收、村集体和村民增收的双赢效益。

**3. 市场主导。**当前国内研学旅游新模式对文旅行业的长效发展具有重要意义，学生和家長作为旅游市场中的新型消费者，数量众多且潜力巨大。霭里村充分挖掘优良的自然资源、文化资源和红色资源，结合市场发展机遇，加大与专业机构合作，与各级学校紧密联系，设立研学项目，丰富文旅融合发展的新业态。



### 下一步计划

霭里村将顺应大势，勇于担当，继续以山水“原乡”为核心，着力打造产业强、生态美、乡风好、治理优、百姓富的幸福乡村。一是倾力打造全域旅游规划。进一步整合思路，实施“基础提升、景点打造、产业升级”三大工程，加快完善“食、住、行、游、购、娱”旅游要素产业链，开发特色生态旅游线路与研学实践教育线路，设计系列特色旅游文化活动，不断增强人气。二是做强做优文旅全产业链。进一步深挖特色产业、资源潜力、新媒体应用，加大特色农产品开发、品牌建设、经营管理，鼓励各经营主体和农户提升精品民宿、特色休闲农庄品质，不断提升乡村旅游的品位和档次，激发乡村旅游内生动力，共谱霭里新篇章。

# Aili Village, Nanling County, Wuhu City, Anhui Province:

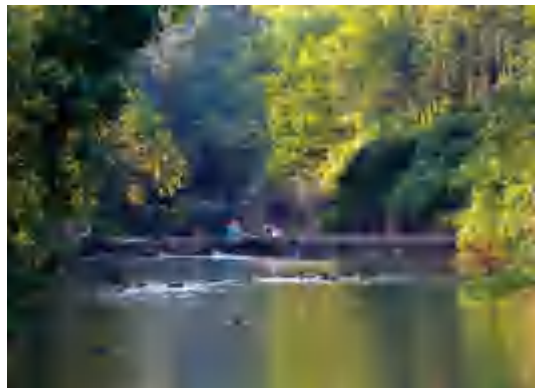
The authentic countryside lights up a new path of rural development

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## Abstract

Aili Village of Yandun Town, Anhui Province, adheres to the positioning of “Authentic Countryside of China” – with the authentic village, the authentic scenery, the authentic taste, and the authentic rural life – and embodies this concept in the process of tourism development. It is committed to realizing the harmonious coexistence of all stakeholders while retaining the original characteristics of the village. It has built a benefit linkage mechanism that brings together the government, tourism companies, farmer cooperatives, Internet and rural households, to maximize the social benefits of tourism development, generate more training, education opportunities and improve the lives of vulnerable groups such as children, women and poor households through tourism development. All this has greatly improved the quality of life and sense of happiness of villagers, and blazed a new path for the development of the “authentic countryside”.





### Challenges and Problems

Aili used to face the following problems in its development. **First**, it is located in southern Anhui where the world cultural heritage sites of Xidi and Hongcun are, and Aili pales in front of them in terms of distinct local culture. **Second**, although external capital and talent have brought with them professional expertise and business ideas, they may crowd the villagers out of the local tourism development. **Third**, it is inevitable to use various tourism resources while developing tourism, which may have a negative impact on the original natural environment.

### Measures

**1. Keep the original countryside flavor.** The village has an excellent ecological environment: forests and mountains are seamlessly combined, and humanity and natural landscapes intertwined. In the pursuit of development, Aili acts strictly upon the belief that “lucid waters and lush mountains are valuable assets”, and safeguards the red line of ecological protection. With focus on the main task of creating a livable and tourist-friendly environment, it takes meticulous actions to improve the rural living environment, and preserves the original village fabric. Focusing on “one core, two corridors, five areas and two centers”, and with Xiaogeli Forest Park at the core, it connects the pastoral sightseeing corridor (at the mountain foot) and the mountainous leisure and health preservation corridor (on the mountain), and works to create the village image display area,

the tourist leisure service area, the rural folk custom experience area, the culture-themed resort area and the mountain and forest ecological conservation area, in a bid to build the Aili pastoral complex.

**2. Preserve the pristine culture.** Aili has rich cultural heritage. It was the place where Li Bai (known as a poetic genius in China) once visited and Luo Yin (a famous Tang Dynasty poet) once inhabited. The villagers spontaneously collected and sorted out historical stories about the Shixian Bridge, Mother-and-Son Well, and the Fangyuan Pavilion, and formed farmers’ art troupes and orchestrated artistic programs reflecting traditional culture. They also took the initiative to renovate their genealogical tree, collection of family instructions, and family tradition. Activities such as “Meet with the Village Chief”: Celebrate the Bumper Harvest in Aili, “Meet with the Village Chief”: Celebrate Xiaonian, the Minor Spring Festival in Aili, and the Chinese Farmers’ Harvest Festival were staged one after another; festive events have become an important platform to display local culture. Nowadays, the culture of Aili Village has entered thousands of households, and the village stories have touched countless sightseeing tourists.

**3. Promote localized governance.** The village always regards the collaboration and co-governance of the three chiefs (the Party group leader, villagers’ group leader, and



grid leader) as an important guarantee of good governance in the village. The three chiefs must meet criteria of integrity, ability, prestige, enthusiasm and willingness, and be selected by the process of individual recommendation, organizational recommendation, and villager voting. In the process of rural governance, the inner drive of the three chiefs are fully tapped, to help mediate the contradictions in the village, and effectively solve the contradictions between people and land, and between locals and immigrants in development.

### Results

As a key village for rural tourism in China, Aili has driven the continuous development of the culture and tourism industry of Yandun Town, and is the backbone of the town's economic development. **First**, it encourages villagers to participate in tourism development and start their own tourism business by offering them skills training, special funds, and equity incentives, etc., directly generating more than 1,300 local employment and entrepreneurship opportunities. The total tourism revenue has risen year by year, reaching more than RMB 40

million in 2022. In particular, the sales of six categories of products exceeded RMB 6 million, including tea, wild kudzu, sauce, bakery, raw ingredient and fragrance product lines, contributing an average annual gross income growth of RMB 100,000 for the entrepreneurs in Aili. **Second**, it promotes the inheritance and utilization of local cultural resources through tourism development. It makes villagers aware of the important value of tangible cultural heritage such as ancient bridges, wells and trees, and intangible cultural heritage such as the practice of "Offering Sacrifices to the God of Kitchen", and enhance their sense of belonging and identity with their own culture, contributing to cultural inheritance and conservation.

### Experience and Inspirations

**1. Crowdfunding for development.** Aili pools funds for development through government funding, village collective funding, and crowdfunding among villagers, thus forms a community of interests, and involves all villagers to seek a way out. It has embarked on a new path that retains the original features in pursuit of common



prosperity, so as to promote the integration of culture and tourism, and advance the rural revitalization.

**2. Corporate operation.** In March 2020, the village founded Wuhu Aili Culture & Tourism Development Co., Ltd. to explore new ideas for the centralized use of rural idle homesteads and vacant houses, and improve the communications between local farmers and external business entities. The company has employed various models such as “village collective land + external business entities”, “farmers + village collectives + poor households” and “farmers’ self-operation”, and increased the income of operators, village collectives and villagers.

**3. Market orientation.** At present, the emerging model of domestic study tour is of great significance to the long-term development of the culture and tourism industry. Students and parents, as new-type consumers in the tourism market, are numerous in number and have great potential. Aili fully taps into its excellent natural resources, cultural resources and CPC revolutionary history, and integrates market development opportunities to strengthen cooperation with professional institutions. It has established close contacts with schools at all levels, set up study tour projects, and diversified new business forms promoting the integrated development of culture and tourism.

### Next Steps

Aili Village will follow the general trend, takes upon responsibility, continue to position itself as the “authentic countryside”, and strive to build rural areas with industrial prosperity, pleasant living environment,



social etiquette and civility, effective governance, and prosperity. **First**, it will do its best to prepare an all-for-one tourism plan. It will integrate ideas, implement the three major projects to improve the foundation, create scenic spots, and upgrade industries, and move faster to improve the tourism industrial chain covering the links of “food, accommodation, travel, sightseeing, shopping and entertainment”. It will develop characteristic eco-tourism routes and study tour and field practice routes, design a series of characteristic tourism and cultural activities, and continuously enhance popularity. **Second**, it will strengthen the whole culture & tourism industry chain. It will further tap into characteristic industries, the potential of resources, and new-media applications, and step up the development, branding, operation and management of characteristic agricultural products. It will encourage all business entities and farmers to improve the quality of boutique homestays and characteristic leisure farms, continuously improve the taste and grade of rural tourism, stimulate the inner drive of rural tourism, and write a new chapter of the development of Aili.

# 四川广元市利州区白朝乡： 月坝特色小镇赋能乡村振兴

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## 摘要

四川省广元市利州区白朝乡依托月坝湿地，以月坝高山湿地为核心，以生态康养为主要功能，形成“游古村、揽月坝、探溶洞、踏青流、享田园”的乡村旅游产品体系，打造集康养度假、民俗体验、旅居养老、休闲农业等多功能于一体的中国乡村旅游目的地和康养旅游示范基地。白朝乡最大限度利用现有资源，坚持以生态为根，保护为重，大力发展生态康养旅游产业，逐渐探索出合作社引领、全民参与的乡村振兴新模式。





## 挑战与问题

四川省广元市利州区白朝乡面积 146.25 平方公里，辖 13 个村（社区）共计 6,493 人，是利州区贫困面最大、贫困程度最深、贫困成因最复杂、脱贫难度最大的贫困乡。白朝乡以种植小麦、玉米、红苕、豆类等作物为主，虽然也有香菇、木耳、核桃、黄羊等产业，但规模小、产量低、效益差。白朝乡交通闭塞导致资金、技术、人员进不来，货物也出不去。由于缺乏产业支撑，村里大多数农户都出门务工，村子只剩一个空壳。

## 措施

**1. 建设生态康养宜居村庄。**白朝乡确立发展生态康养旅游为核心产业，提出“月坝特色小镇”的建设构想，规划“一带、三片、六核心”的功能布局，覆盖白朝、宝轮、赤化 3 个乡镇 10 个村。在高山湿地的定位引领下，月坝把高山湿地、森林小镇、旅游新村、现代农业园区等有机结合，建成 1,000 亩水面、2,000 亩沼泽地、总面积达 12 平方公里的月坝高山湿地康养胜地。

**2. 组建月坝富民专业合作社。**白朝乡月坝村成立由村集体、贫困户、非贫困户、大户等参加的

富民专业合作社。发展过程中月坝富民专业合作社的领导班子明确管理职责，创新管理模式，健全运营机制，吸引各方资金、土地、劳动力、房屋、旅游资源等入股，使资源变资产，资金变股金，农民变股民，建立农民增收的长效机制。

**3. 建立高素质专业队伍。**白朝乡通过举行人才联谊会、返乡农民工座谈会等，摸排人才底数，储备各类优秀人才 700 余名，把人才分为专业技术人才、优秀退伍军人、服务产业人才等多个类别。白朝乡让人才按需分配到不同岗位，参与辖区开展的农业产业、旅游产业等发展平台。2020 年白朝乡依托月坝现代农业园区，通过现场实训，培训产业人才 40 余名，依托“农民夜校”举办各类培训班，培养食用菌、石斛、果树种植等人才 200 余名。





## 成效

白朝乡月坝旅游新村开工建设至今，宝轮至月坝湿地31.4公里的“宝七路”已贯通，700亩的深水区、500亩的沼泽区、200亩的浅水区已经形成月坝湿地雏形，12户的“正月十五”民宿、10户罗家老街民宿和13个小吃商铺已正式对外营业。2022年以来，白朝乡8个村集体经济收益300余万元，辐射带动1,000余名群众分享产业发展红利，人均实现务工就业收入1万元，全乡804名村民脱贫，成为全市探索打造新型村集体经济发展的“领头羊”。白朝乡发展贴标“四川扶贫产品”农特产业13类，带动全乡1,600余名群众就业，全年人均增收1.2万元以上。白朝乡被纳入全市新型农村集体经济整乡示范建设，月坝村推荐为全国乡村振兴示范村。

## 经验与启示

**1. 发动群众。**全民参与是合作社发展之源，月坝村全民入股，不仅盘活闲置资产，壮大集体经济，还为发展乡村旅游注入了一支强大的生力军。他们忙碌在各个角落，为合作社发展壮大贡献自己的力量。

**2. 发展产业。**做精产品是合作社发展之力，做实品质是合作社发展之魂，在经营上合作社坚持



用本地特色农产品，不在原材料上打折扣，坚持诚信，做强月坝特色农产品品牌，形成产销一体、农旅融合的产业发展模式。

**3. 培养人才。**人才引进是合作社发展之根，培养合作社领头人和骨干力量，通过政策吸收外来创业人才为合作社发展提供人才支持。

## 下一步计划

下一步白朝乡将继续以旅游业高质量发展促进乡村振兴为目标，做强生态康养旅游产业，围绕建设月坝湿地康养旅游度假区，建立健全管理机制、加快补齐发展短板、全面拓展业态。持续推动一、二、三产业融合，推动形成“三农”发展新格局，巩固拓展脱贫攻坚成果和全面推进乡村振兴战略。



# Baichao Township, Lizhou District, Guangyuan City, Sichuan Province:

Yueba Characteristic Town empowering rural revitalization

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## Abstract

Baichao Township of Sichuan Province, with the Yueba alpine wetland at the core and aimed to be mainly an ecotourism destination for health preservation, has formed a rural tourism product system including visits to ancient villages, Yueba, karst caves and mountain streams, and enjoying the countryside life. It is working to grow into a multi-functional rural destination and a wellness tourism demonstration base offering such services as wellness vacation, folk experience, sojourns, elderly care, and leisure agriculture. Baichao Township makes maximum use of existing resources, prioritizes ecological protection, vigorously develops the wellness tourism industry, and has come to establish a new model of rural revitalization led by cooperatives and participated by all the villagers.



## Challenges and Problems

Baichao Township covers an area of 146.25 square kilometers and has jurisdiction over 13 villages (communities) with a population of 6,493. It is the poorest township in Lizhou, with the largest poverty coverage area, the deepest degree of poverty, the most complex causes of poverty and the greatest difficulty in poverty alleviation. In addition to the main crops like wheat, corn, red moss and beans, Baichao Township grows mushrooms, fungus and walnuts and breeds Mongolian gazelle, though, with small scale, low yield and poor benefit. The poor access to transportation infrastructure makes it impossible to bring in funds, technology, and people, or to deliver the goods out. Without proper industries, the village has lost most of the villagers who have left for jobs elsewhere, and become hollowed out.

## Measures

**1. Build livable eco-villages suitable for health preservation.** Baichao Township has determined to develop wellness tourism into a core industry and develop the Yueba Characteristic Town. The characteristic town will consist of one belt, three areas and six cores, and cover 10 villages in three townships of Baichao, Baolun and



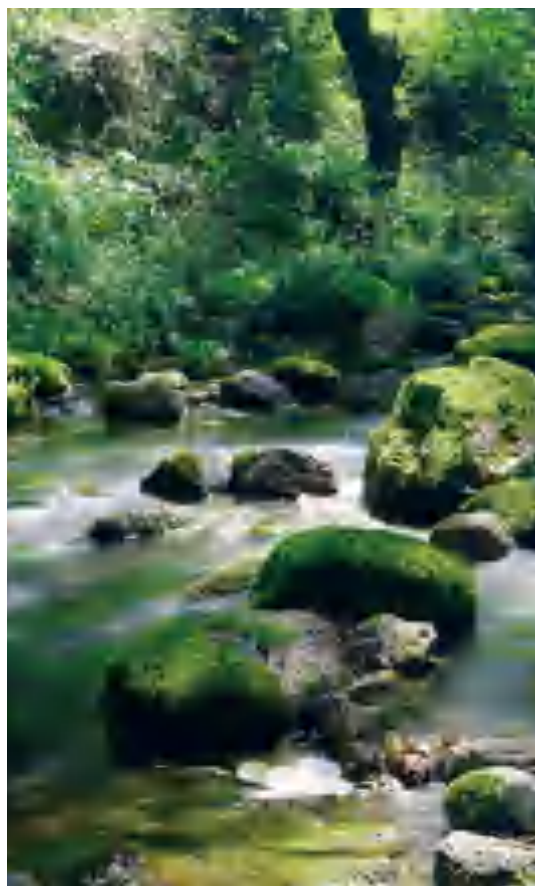
Chihua. The characteristic town has organically combined the alpine wetland, forest town, new tourism villages and modern agricultural parks to build a health resort with 1,000 *mu* of water surface, 2,000 *mu* of swampland and a total area of 12 square kilometers.

**2. Establish the Yueba Fumin Specialized Cooperative.** Yueba Village established a specialized cooperative consisting of the village collective, poor households, non-poor households, and major households. The leadership of the cooperative clarified management responsibilities, introduced new management models, improved operation mechanisms, and attracted investment in the forms of funds, land, labor, houses, and tourism resources from



all parties concerned, so as to turn resources into assets, funds into shares, and farmers into shareholders, and establish a long-term mechanism for increasing farmers' income.

**3. Establish a high-quality professional team.** Baichao Township organized social networking activities and symposiums for returning migrant workers, etc., to grasp the basic situation of human resources, recruited more than 700 capable personnel and divided them into different categories: professional and technical talents, veterans, service personnel, and others. It then assigned them to different positions according to actual needs, to participate in the platforms for the development of agriculture and tourism in the jurisdiction. In 2020, at the Yueba Modern Agriculture Park, Baichao Township trained more than 40 industrial specialists. It also held various training courses at the Farmers' Night School and trained more than 200 specialists on the cultivation of edible fungi, dendrobium and fruit trees.



## Results

Since the construction of Yueba New Tourism Village started, the 31.4-kilometer “Baoqi Road” from Baolun to Yueba Wetland has been through, the wetland has taken shape with 700 *mu* of deep water area, 500 *mu* of swamp area and 200 *mu* of shallow water area, and 12 homestays under the brand of “15th Day of the 1st Lunar Month”, 10 homestays on the Luoja Old Street and 13 snack shops have officially opened. Since 2022, the income of eight village collectives in Baichao Township has exceeded RMB 3 million, benefiting more than 1,000 people with industrial development. With the per capita labor income of RMB 10,000, there are 804 villagers in the township who have been lifted out of poverty, making Baichao a pioneer in the city's exploration of a new development model for village collectives. Baichao Township has developed 13 categories of agricultural and specialty industries labeled as “Sichuan Poverty Alleviation Products”, which have created more than 1,600 jobs and increased the annual per capita income by more than RMB 12,000. Baichao Township is designated by the city as a demonstration site for the development of new-type rural collective economy, and Yueba Village is recommended as a national demonstration village in rural revitalization.

## Experience and Inspirations

**1. Mobilize the masses.** Public participation is the basis for the development of the cooperative. By turning all the villagers into shareholders, Yueba Village has not only put idle assets into good use and strengthened the



collective economy, but also brought a strong force into the development of rural tourism. The villagers can be seen everywhere, doing their part to make the cooperative grow bigger and better.

**2. Develop industries.** High-quality products are what drive the development of the cooperative. In its operation, the Yueba cooperative insists on using local characteristic agricultural products and high-quality raw materials and not cheating consumers, to build up the brand of Yueba characteristic agricultural products, and form an industrial development model that integrates production and marketing, agriculture and tourism.

**3. Cultivate human resources.** Human resources are the root nurturing the growth of the cooperative. Yueba has been cultivating the leaders and backbone of the cooperative, and has introduced favorable policies to attract entrepreneurs from outside to work in the village and provide talent support for the cooperative.



comprehensively expand business forms, with the development of Yueba Wetland wellness resort at the core. It will continue to promote the integrated development of primary, secondary and tertiary industries and the formation of a new development pattern regarding agriculture, rural areas and farmers, consolidate and expand the achievements in poverty alleviation, and implement the rural revitalization strategy in all respects.

### Next Steps

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Baichao Township will continue to aim for the high-quality development of tourism to promote rural revitalization, strengthen the wellness tourism industry, establish sound management mechanisms, move faster to make up for its weaknesses in development, and



# 江苏南京市 江宁区黄龙岷茶文化村： 茶旅融合蝶变美丽乡村

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## 摘要

江苏省南京市江宁区黄龙岷茶文化村坚持以绿色发展为引领、农业产业为支撑、美丽乡村为依托，科学规划茶乡产业与乡村旅游发展模式，通过村企共建、农民主体的运营模式，按照“完善配套、提升供给、产业融合”的原则，以文旅产业为抓手，探索茶产业+可持续发展道路，打通绿水青山和金山银山的转化通道，打造宜居、宜业、宜游的美丽黄龙岷。





## 挑战与问题

江苏省南京市江宁区黄龙岷茶文化村占地 0.91 平方公里，茶园 2,000 多亩，总人口 2,155 人。村庄东邻战备水库，西接牌坊水库，四周茶山，竹林环绕，环境优美，生态资源丰富。然而村庄地处偏僻的丘陵地带，地域封闭、交通落后、基础薄弱、信息闭塞，长期处于自然发展状态。当地气候、土地适合种植茶树，农作物单一，产品附加值低，村民经济收入水平低，多数村民外出打工谋生，村庄空心化严重，缺少可持续发展的产业、机制和动力。



## 措施

**1. 创新发展模式。**黄龙岷运用村企共建方式，创新合作模式，在党支部统一领导下，联合企业、茶叶合作社、农家乐行业协会、茶叶品质研究所、景区管理办公室、景区物业管理公司等 6 部门，搭建“1+6”管理平台，强化村庄环境卫生、生态治理、文化传承、旅游服务等功能，助推乡村旅游品质提升。

**2. 完善基础设施。**黄龙岷尊重村庄原有的生态肌理、环境优势和农业特色，开展厕所革命、房屋出新、雨污分流及杆管线下地等环境整治工程；坚持“经济发展交通先行”思路，实施“生态旅游绿道工程”，建成 100 公里美丽乡村循环线、45 公里自行车专用线和 22 公里最美夜跑道；建成涵盖千亩茶园观光道、千年古官道、仙林竹阴道、诗画黄龙潭的生态观光区；建成涵盖茶文化博物馆、茶缘阁、黄龙大茶馆、乡村民宿的黄龙岷茶文化慢生活旅游区，同时完善餐饮、住宿、停车场等旅游配套设施，打造黄龙岷特色乡村旅游体系。

**3. 促进茶旅融合。**黄龙岷以 120 亩集体茶园作为试点，与南京农业大学茶业研究所合作，建立



种、管、养、采、炒标准化茶叶体系，打造“龙针”、“龙毫”特色黄龙岷茶叶品牌。运用“互联网+”，开展茶叶、茶干、笋干等特色农产品网络销售，推动农民增收。发挥节庆、假日效应，开展黄龙岷茶文化旅游节、茶乡音乐节、国风艺术节、自行车赛事、夜跑、江宁周末露营等活动，促进农旅深度融合。黄龙岷充分挖掘文旅资源，对山林、茶园、水库等生态资源进行创意设计，打造“住茶园、赏茶景、购茶产、品茶饮、玩茶俗”茶文化旅游产品精品线路。

## 成效

黄龙岷茶文化村生态环境持续优化。现有生态茶园 2,600 多亩、竹林 2,000 亩，松林 1,000 亩，绿化覆盖率达到 85%。村内道路由泥汙路提档为二、三级公路标准，建设 5,200 平方米露营地和 10,194 平方米的生态停车场等旅游配套设施，成

为设施完备、景致宜人、生态友好、美丽宜居的美丽乡村。村民收入稳步增加。黄龙岷创新土地流转机制，累计流转土地 6,425 亩用于旅游项目开发。全村有 43 户开起了茶楼、餐厅、客栈等特色经营项目，自主创业比例超过 80%，创业户年收入突破 30 万元。茶叶销售总额平均每年增幅近 20%，村民人均年收入从原来 1.8 万元增加至 4.3 万元。辐射带动周边 200 多名大学生和 1,500 多名村民实现就业创业和致富增收。

## 经验与启示

**1. 坚持产业导向。**黄龙岷通过总体规划布局，以“生态产业化、产业生态化”为导向，茶产业为支撑，打造集观光休闲、乡村民宿、科普研学、红色教育、自驾露营、康养体育等功能于一体的旅游度假胜地。坚持深化“旅游+”“+旅游”产业融合模式，打造新产品、开发新线路、培育新业态，以旅游建设带动乡村人文、环境、经济的可持续发展。

**2. 坚持思路创新。**黄龙岷面临资金紧张、资源要素缺乏等困难。一是积极统筹形成乡村振兴建设合力。政协、统战、宣传、文化（含诗社、作协、文学馆等）、供销及交通等部门纷纷“下乡”，为乡村振兴出谋划策，各展其长。二是丰富旅游经





营业态。引入社会资金、电商平台、专业团队、创客队伍等社会投资和运营主体，共同参与村庄的投资、建设和运营，丰富景区旅游业态，提升乡村旅游内涵。

**3. 坚持以人为本。**黄龙岷茶文化村建设过程中，重视村民主体地位，鼓励村民积极参与旅游建设，共享乡村旅游资源和成果。对收益快、村民可自主经营的农家乐项目，村集体主动退出；对投资大、标准高的民宿、文化类新业态，村集体率先进入，做好示范引导。



### 下一步计划

一是加强旅游宣传力度。黄龙岷以独特的自然人文景观、民俗风情以及传统手工艺品等旅游资源为依托，与旅游电商、现代物流企业建立紧密合作关系，加大线上线下宣传力度，加强品牌营销，推动乡村旅游与现代信息技术结合，促进“旅游+农业+互联网”融合发展。二是推进综合配套建设。延伸拓展旅游辐射范围，建设岷下精品民宿村，提

档升级茶文化博物馆、童趣园等项目。三是提升旅游服务水平。紧贴游客需求，建立基层服务人员管理和培训机制，提高经营管理和服务水平，推动乡村旅游提质升级，打造精品旅游目的地，为乡村振兴旅游富民持续提供动力。



# Huanglongxian Tea Village, Jiangning District, Nanjing City, Jiangsu Province:

Shaping a beautiful countryside through tea–tourism integration

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## Abstract

Huanglongxian Tea Village of Jiangsu Province scientifically plans the development of the tea industry and rural tourism industry while promoting green development, with the agricultural industry as the support, and based on the beautiful countryside environment. Under the operation model featuring cooperation between the village and enterprises and with farmers as the mainstay, it works to improve supporting facilities, increase the supply and promote the integrated development of industries. Starting with the tourism industry, it has explored the path of tea industry plus sustainable development, opening up the channel of turning lucid waters and lush mountains into economic benefits, and making Huanglongxian a beautiful place suitable for living, working and traveling.



## Challenges and Problems

Huanglongxian Tea Village covers an area of 0.91 square kilometers, with more than 2,000 *mu* of tea gardens and a total population of 2,155. The village is adjacent to the Zhanbei Reservoir in the east and the Paifang Reservoir in the west, surrounded by tea hills and bamboo forests, with a beautiful environment and rich ecological resources. On the other hand, it is located in a remote hilly area, with backward transportation conditions and poor infrastructure. It is uninformed and has long been in a state of natural development. The local climate and soil conditions are suitable for planting tea trees. Local crops lack diversity, and the added value of agricultural products is low. Hence before developing the tea and tourism industries, the villager had meager income, and most had to migrant to cities to make a living. The village was hollowed out seriously, and lacked necessary industries, mechanisms and motivation for sustainable development.



## Measures

**1. Introduce a new development model.** Under the unified leadership of the Party branch, Huanglongxian Village worked with enterprises and introduced a new cooperation model. It has jointly established a “1+6” management platform with six groups of stakeholders, namely enterprises, tea cooperatives, the farmhouse industry’s association, the tea quality research institute, the scenic area administrative office, and the scenic property management company, to improve the village’s environmental sanitation, ecological governance, cultural



inheritance, and tourist services, and thus improve the rural tourist experience.

**2. Improve infrastructure.** Respecting the village’s original ecological texture, environmental advantages and agricultural characteristics, Huanglongxian launched projects to improve its environment, including the Toilet Revolution, house renovation, rainwater and sewage separation, and moving poles and pipelines underground. Believing that “transportation infrastructure shall come first for economic development”, it implemented the Eco-tourism Greenway Project, and built a 100-kilometer rural circulation line, a 45-kilometer bicycle line and a 22-kilometer night-time running track. An eco-tourism area is in place, covering a sightseeing path through the thousand-*mu* tea garden, the thousand-year-old official road, the Xianlin bamboo-shaded path, and the picturesque Huanglong Pond. There is also a slow-life tourist area consisting of the tea culture museum, the Chayuan Pavilion, Huanglong Tea House and rural homestays. Meanwhile, tourist facilities such as catering, accommodation facilities and parking lots were improved, to create a rural tourist service system with Huanglongxian’s own characteristics.



**3. Promote the tea-tourism integration.** At the 120-*mu* collective tea garden, Huanglongxian cooperated with the Tea Industry Research Institute of Nanjing Agricultural University and the two jointly piloted a standardized tea production system covering planting, management, cultivation, picking and frying, and launched local tea brands such as “Long Zhen” and “Long Hao”. Adopting the “Internet +” approach, Huanglongxian organized online sales of tea, dried tea, dried bamboo shoots and other specialty agricultural products to increase farmers’ income. On festivals and holidays, it organized the Tea Culture and Tourism Festival, the Music Festival, the Chinese-Style Art Festival, biking events, night jogging events, and Jiangning weekend camping events, to promote the deep integration of agriculture and tourism. Huanglongxian has dug deep into its cultural and tourism resources, creatively designed ecological resources such as mountains and forests, tea gardens, reservoirs, etc., and developed a boutique route allowing tourists to live in the tea garden, appreciate the tea garden scenery, buy tea products, and enjoy tea and the tea ceremony.

## Results

The ecological environment of Huanglongxian Tea Village continues to improve. At present, there are more than 2,600 *mu* of eco-tea gardens, 2,000 *mu* of bamboo forest, 1,000 *mu* of pine forest, and the green coverage rate reaches 85%. The roads in the village have been upgraded from muddy roads to second- and third-level highway standards, and 5,200 square meters of campsites and 10,194 square meters of eco-parking lots and other

tourist facilities have been built. The village now boasts sound and complete facilities and pleasant scenery, and is eco-friendly, beautiful and livable. The income of the villagers has been increasing steadily. Huanglongxian introduced a new mechanism for land use right transfer, and a total of 6,425 *mu* of land transferred for tourism development. There are 43 households that have opened tea houses, restaurants, and inns, more than 80% of the villagers have started their own business, and the annual income of the self-employed households has exceeded RMB 300,000 per household. The average annual growth rate of tea sales is nearly 20%, and the per capita annual income of villagers has increased from RMB 18,000 to RMB 43,000. The tea industry has driven more than 200 college students and more than 1,500 villagers to increase income through employment and entrepreneurship.

## Experience and Inspirations

**1. Stay industry-oriented.** Huanglongxian has prepared a master plan, with focus on “industrial ecology and eco-friendly industries”. With the tea industry as the support, it works to develop a tourist resort that offers a wide range of services including sightseeing, leisure, rural homestays, popular science education, study tours, education on the CPC history, self-driving tours, camping, health preservation and sports. It continues to improve the “tourism +” and “+ tourism” industrial integration models, develop new products, new routes, and new business forms, and promote rural cultural, environmental and economic sustainability through tourism development.



**2. Continue to introduce innovative ideas.** In response to such difficulties as lack of funds and resources, Huanglongxian actively coordinated stakeholders to produce synergy for rural revitalization. Departments of the CPPCC, the United Front, Publicity, Culture (including poetry clubs, writers' associations, literature museums, etc.), Supply and Marketing Cooperatives, and Transportation have all sent officials to the countryside to contribute their wisdom and expertise to rural revitalization. Meanwhile, it has introduced social investment and operation entities such as social funds, e-commerce platforms, professional teams, and maker teams to jointly participate in the investment, construction and operation of the village to enrich the operational types of tourism in the scenic spots and the connotation of rural tourism.

**3. Stay people-centered.** In the development of Huanglongxian Tea Village, the villagers' main role is highlighted and they are encouraged to actively participate in tourism development, and share rural tourism resources and achievements. The village collective has taken



the initiative to exit from farmhouse projects which have quick returns and can be operated by villagers independently, while investing in high-standard homestays and cultural projects that require a large investment, to set an example and develop demonstration projects.

### Next Steps

**First**, step up efforts to promote Huanglongxian as a tourist destination. Relying on unique natural and cultural landscapes, folk customs, traditional handicrafts and other tourist resources, the village will work closely with tourism e-commerce platforms and modern logistics enterprises, strengthen online and offline publicity and brand marketing, apply more information technology to the rural tourism industry, and promote the integrated development of tourism, agriculture and Internet. **Second**, advance infrastructure construction. Huanglongxian will extend and expand the influence of its tourism industry, build the Xianxia boutique homestay village, and upgrade projects such as the tea culture museum and the children's amusement park. **Third**, improve tourist services. It will keep the needs of tourists in mind, establish a management and training mechanism for frontline service personnel, improve the level of operation and management, improve the rural tourist experience, build itself into a boutique destination, and continue to inject impetus into income increase through tourism development and rural revitalization.



# 云南曲靖市罗平县板桥镇： 云上花乡田园综合体全域旅游

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## 摘要

云南省曲靖市罗平县秉承“城乡统筹、产村互动、农旅融合”的发展理念，围绕国家全域旅游示范区产业发展定位，依托百万亩油菜花海和金鸡峰丛景区，在板桥镇建设了以“花间赏、云上住、维古养、龙潭忆”为主题的云上花乡田园综合体乡村振兴示范园项目，全力打造乡村的产业、人才、文化、生态、组织振兴五类示范。板桥镇以全域旅游带动乡村振兴，促进群众增收致富，镌刻了“乡村美、产业旺、人和谐、生活富”的乡村新画卷。





## 挑战与问题

云南省曲靖市罗平县板桥镇位于县城东部，具有典型的喀斯特地貌特征。村里耕地内有大量石头，且存在季节性缺水困难，对发展农业有较大影响。群众收入主要以种养殖业和外出务工为主，人均年收入 21,220 元。村民靠发展农业仅能维持温饱，农业难以成为群众增收致富的依托。罗平县旅游以春天油菜花“一花独大”观光旅游为主，季节性明显，业态单一，其他旅游资源开发不足，游客体验度低。

## 措施

**1. 推动组织振兴。**突出党建引领，采取镇村组联动、村企合作等方式，构建“支部+公司+合作社+农户”的利益联结机制，成立村集体经济合作社，进行自主开发或者引进企业合作开发和投资运营，按照协议向合作社提供利润分成。

**2. 推动产业振兴。**板桥镇在云上村重点建设“旅居游学”为主题的劳动教育实践、田园风情摄影、科普教育实践、青少年户外素质拓展四类基地和精品民宿；在维古村重点建设“康养体验”为主题的中药材种植基地、中药材展示馆、康养民宿、养生理疗馆及食药同源特色餐厅。

**3. 推动人才振兴。**板桥镇建立在外乡贤人才库，把乡贤和能人请回来。开展干部规划家乡、培训讲座、座谈交流等系列活动，激发干部和群众干

事创业的热情。整合教育培训资源，举办民族舞蹈、小儿推拿等主题培训，让群众动起来。积极改善招商环境，提升政府服务质量，保障投资要素供给，把商人引进来。

**4. 推动生态振兴。**板桥镇保护乡村原有的自然风貌、风格、风俗，留住“乡愁”，实施共享菜园、中药种植园等景观还原工程，组织群众建设小菜园、小花园、小果园、农家民宿等。

**5. 推动文化振兴。**板桥镇通过各类团建和研学活动，让乡风乡貌变得文明祥和。建设乡村旅游产品数字化、智慧化推介，让手机成为农民的“新农具”。开展村民自治、法治、德治建设，推行村规民约等制度，常态化开展群众文艺活动。

## 成效

通过五个振兴示范，板桥镇有效盘活维古村、云上村集体山林土地和群众闲置资源，实现村级集体经济全覆盖，2022 年两个村集体经济均达 30 万元。26 户农户开办了民宿、便利店、小吃店、烧烤店等业态，18 户农户正在筹建经营项目。截至 2023 年 3 月，乡村振兴示范园累计吸引 5 万余人次游客、130 余个团体前来观光、体验，整个园区累计营业额突破 1,000 万元，实现园区内户均增收 3,800 余元。200 余人在家门口上班，月收入 2,000 元至 4,000 元。村内实现农户土地流转有租金、自主经营有收入、合作经营有分成、就近务工有工资、全体社员有分红，全民共享乡村振兴成果。



## 经验与启示

**1. 坚持以农为本。**板桥镇准确把握“三农”工作重点，坚持质量兴农，突出农业绿色化、优质化、特色化、品牌化，发展油菜花、金丝皇菊、小黄姜等中药材产业。以“望得见山，看得见水，记得住乡愁”为基本要求，有效保持田园风光，尊重自然格局，推进农村生态功能产业化。

**2. 坚持市场运作。**构建推动绿水青山转化为金山银山的体制机制，积极引导社会资本投入农业农村，充分发挥市场在农业农村生态资源配置中的决定性作用，推动生态资源价值有效转化，提高资源资产回报水平，形成可持续运行的农旅融合田园综合体推广模式。

**3. 坚持促农增收。**只有在传统农业上叠加旅游功能，才能形成独具特色的乡村旅游体验和观光点，吸引游客进村入户。板桥镇不断完善农旅融合运营利益联结机制，通过就近就业、保底分红、股份合作等多种方式，让农民通过地租、创业和务工等方式增收，不断提升农民的获得感、幸福感和安全感。

**4. 坚持示范引领。**板桥镇践行五大发展理念，将旅游与乡村振兴深度融合，打造了维古村、云上村2个有特点、有优势的自然村，形成高度统一、

整体发展的示范点，有效促进农业产业生态圈、农村经济圈、文旅生活圈共同发展，形成示范带动效应。

## 下一步计划

一是打造农业科技创新示范基地。重塑罗平县油菜、蜂蜜、小黄姜产业，开发一批具有科技含量、符合市场需求、具有较强竞争力的新产品，进一步延伸产业链，提高产品附加值。采取“龙头企业带动、中小企业支撑、创新平台提升”的模式，打造高端食品加工基地。破解油菜花“一花独大”的瓶颈，调整种植结构，实现春天油菜花满园、夏天油葵绽放、秋天金丝皇菊盛开，让金色变成云上花乡最靓丽的底色。

二是推动文旅、农旅、康旅相互融合。依托油菜花海、金鸡峰丛旅游资源打造全域旅游，构建田园综合体旅游区域服务体系。突出旅游康养、健康休闲两大主题，大力开发户外运动、航空露营、房车露营、田园观光、农事体验、自助采摘等体验式健康休闲产品，举办植物疗养，自行车、慢跑、登山等运动健身康养、劳动体验、农作放松康养旅游活动。





# Banqiao Town, Luoping County, Qujing City, Yunnan Province:

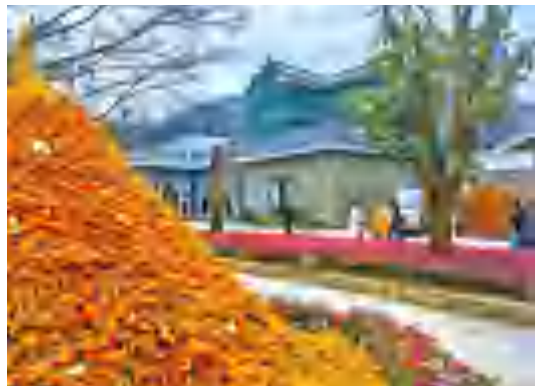
Yunshang Huaxiang rural complex promotes  
all-for-one tourism

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## Abstract

Luoping County of Yunnan Province pursues development featuring urban-rural coordination, industry-village interaction, and integration of agriculture and tourism. Staying true to its positioning for industrial development as a national all-for-one tourism demonstration zone, and based on the million-mu rape flower sea and Jinji Peak Forest scenic area, Luoping County built the Yunshang Huaxiang Pastoral Complex Demonstration Park Project for Rural Revitalization with the theme of “flower appreciation, residence amid clouds, health preservation in Weigu, and memory of Longtan” in Banqiao Town, and made every effort to build five types of models for industrial development, talent cultivation, culture development, ecological conservation and organizational revitalization. Banqiao drives rural revitalization with all-for-one tourism, increases the income of the masses, and creates a new chapter of rural development featuring a beautiful environment, prosperous industries, harmonious community and abundant life.





### Challenges and Problems

Banqiao is located in the eastern part of the county seat of Luoping and has typical karst geomorphological features. There are a large number of stones in the arable land in the village, which, plus the seasonal water shortage, has great impact on the development of agriculture. The locals make their living mainly by farming, breeding and working as migrant workers, with a per capita annual income of RMB 21,220. Villagers can only maintain the subsistence level by engaging in agriculture which is not a reliable source of income. The tourism industry of Luoping mainly relies on the tourists lured by the massive rape flowers in spring alone. The business, which is obviously seasonal and lacks diversity. Other tourism resources are underdeveloped, and the tourist experience is poor.

### Measures

**1. Promote organizational revitalization.** The guiding role of Party building is highlighted. Methods such as township-village-group linkage and village-enterprise cooperation are adopted, and an interest linkage mechanism is in place that involves the Party branch, companies, cooperatives and farmers, and village collective economic cooperatives are established to carry out independent development or introduce enterprises for joint development and operation, and allocate profits to cooperatives as agreed.

**2. Promote industrial revitalization.** In Yunshang Village, the focus is given on the construction of four

types of bases and boutique homestays with the theme of “sojourning and study”: labor education practices, pastoral-style photography, popular-science education practices, and outdoor quality development for the youths. In Weigu Village, with the theme of “health-conscious experience”, the priority is given to building a traditional Chinese medicinal (TCM) herbs planting base, a TCM herbs exhibition hall, a health preservation-themed homestay, a health and physiology treatment hall, and a specialty restaurant featuring TCM herbs as ingredients.

**3. Promote the talent cultivation.** Banqiao has established a talent pool of local elites who are working off the town and invited them back to the village. It hosted a series of activities such as cadres planning for hometown development, training lectures, seminars, etc., to stimulate the enthusiasm of cadres and masses to work and make a difference. Education and training resources were integrated, training on ethnic dance and pediatric massage was organized to mobilize the masses. The local government actively improved the investment environment and the quality of government services, ensured the supply of investment factors, and attracted businesspersons.

**4. Promote ecological conservation.** Banqiao protects the original rural natural landscape, styles and customs to awaken people’s nostalgia for the rural life. Landscape restoration projects such as shared vegetable gardens and TCM herbs plantations are implemented, and the masses are engaged in managing and running small vegetable plots, small gardens, small fruit orchards, farm houses, etc.





**5. Promote cultural revitalization.** Banqiao has improved the rural civility and harmony through various team building and study tour activities. It promotes rural tourism products with the help of digital and intelligent technologies, and makes mobile phones a new agricultural instrument for farmers. It strengthens villagers’ autonomy, promotes rule of law and rule of virtue, implements village regulations and folk conventions, and regularly organizes cultural and artistic activities for the masses.

million, with an average income of more than RMB 3,800 per household in the Park. More than 200 people have found work in their village, earning RMB 2,000-4,000 a month. The villagers can generate income in the form of rent by transferring their land use right, from self-owned business, in the form of dividends from joint business, in the form of wage by working nearby, and in the form of dividends from cooperatives. Hence all are enjoying the fruits of rural revitalization.

### Results

Through the abovementioned five types of demonstration projects for rural revitalization, Banqiao has made effective use of the collective mountain forest land and idle resources of the masses in Weigu and Yunshang, achieving full coverage of the village-level collective economy. The collective economy of the two villages reached RMB 300,000 in 2022; 26 farming households have opened homestays, convenience stores, snack bars, and barbecue restaurants, etc., and 18 more are preparing to launch their own business. As of March 2023, the Rural Revitalization Demonstration Park had attracted more than 50,000 tourists and more than 130 groups, and the cumulative turnover of the park has exceeded RMB 10

### Experience and Inspirations

**1. Put agriculture first.** Banqiao accurately grasps the focus of the work concerning agriculture, rural areas and farmers, highlights quality improvement in the development of agriculture, and strives to develop green, high-quality, characteristic and branded agriculture, especially the TCM herbs plantation industry, such as the rape flower, *Chrysanthemum morifolium Ramat*, and *Curcuma longa*. Keeping in mind the basic requirement of “making it possible for people to enjoy the natural landscape and retain their love of nature”, Banqiao effectively maintains the idyllic scenery, respects the natural landscape, and promotes the industrialization of rural ecological functions.

**2. Adhere to market-oriented operation.** Institutions and mechanisms are in place to turn lucid waters and lush mountains into invaluable assets. Social capital is actively guided to invest in agriculture and rural areas. Banqiao gives full play to the decisive role of the market in the allocation of agricultural and rural ecological resources, promotes the effective transformation of the value of ecological resources, improves the return on resource assets, and forms a sustainable model for promoting the agriculture-tourism integration rural complex.

**3. Continue to increase farmers' income.** Only by superimposing tourism functions on traditional agriculture can we form a unique rural tourist experience and sightseeing spots, and lure tourists to the villages. Banqiao has continuously improved the interests-linkage mechanism for integrated operations of agriculture and tourism. It enables farmers to increase their income through land rent, entrepreneurship and labor through various methods such as in-village employment, guaranteed dividends, and equity-based cooperation, and constantly improves their sense of gain, happiness and security.

**4. Set models for demonstration and guidance.** Banqiao pursues innovative, coordinated, green, open and shared development, deeply integrates tourism into rural revitalization, and has promoted two natural villages with characteristics and advantages, namely Weigu and Yunshang, forming demonstration points that are highly unified and develop as a whole. All this has effectively promoted the common development of the agricultural industry ecosystem, rural economic circle and tourist service circle, and produced the demonstration and stimulation effects.



### Next Steps

**First**, build an agricultural technology innovation demonstration base. Luoping shall reshape its rapeseed, honey and *Curcuma longa* plantation industries, develop a number of products that are more high-tech, more in line with market demand and more competitive, further extend the industrial chain, and increase the added value of products. It shall adopt the model that are guided by leading enterprises, supported by small and medium-sized enterprises, and upgraded by innovation platforms to build a high-end food processing base. It shall address the bottleneck to development and diversify the plantation structure away from rape flowers, with rape flowers blooming in spring, oil sunflowers in summer, and *Chrysanthemum morifolium* Ramat in fall, with golden-yellow flowers all year around in Yunshang.

**Second**, promote the integrated development of culture-themed tourism, agritourism and health-themed tourism. Relying on the tourism resources of the rape flower sea and Jinji Peak Forest, we will promote all-for-one tourism and build a regional tourist service system for the rural complex. We will highlight the two themes of health preservation and leisure, vigorously develop experiential pro-health and leisure products such as outdoor sports, aviation-themed camping, caravan camping, pastoral sightseeing, farming experience, and U-pick experience, and hold health-conscious activities such as the plant therapy, biking, jogging, mountaineering and other fitness activities, labor experience, and farming experience.

# 江西南昌市安义县： 安义古村群景区助力乡村振兴

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## 摘要

江西省南昌市安义县自 2001 年开发以来，以古村文化为依托、生态农业为基础，充分利用安义古村群独特的资源优势，深入挖掘古村的人文历史底蕴内涵，加强古村落内文化旅游资源整合力度，打造集生态观光、休闲度假、农耕体验、民俗表演于一体的“古村+”精品旅游线路，打造古村自然生态休闲观光旅游目的地。安义县围绕“安义古村群”品牌，先后荣获国家 4A 级旅游景区、全国乡村旅游重点村、中国美丽休闲乡村等称号，推动安义县旅游产业大发展，走出了一条安义特有的乡村振兴之路。





## 挑战与问题

江西省南昌市安义县发展面临以下问题：一是历史文化资源相对分散，开发利用水平低。二是旅游产业要素不足，旅游业态单一，对游客的吸引力不强。三是贫困人口参与旅游开发的动力不足。如何提升贫困人口参与旅游开发的意愿，是旅游振兴工作的重点与难点。

## 措施

**1. 发展安义古村群景区。**安义古村群地处安义县东南的石鼻镇境内，东临西山梅岭、西傍南潦河，自然环境优美，古村群景区由罗田、水南、京台三个自然村落构成，三村呈鼎足之势，景区面积3平方公里，规划面积8平方公里。安义古村群秉承打造赣文化高地理念，深度挖掘文化底蕴，打造旅游新业态，完成罗田赣商集市区、水南浪漫休闲区、京台文化艺术区三区战略布局，并打造千亩花田喜地花海，将三个村连成一片。

**2. 丰富古村旅游业态。**安义古村群引进全国民宿十佳品牌镇远镖局，对原有残破老建筑进行修复性改造，建成了民宿民俗聚落群，填补了景

区吃住业态空白；建成了京台文化大院，并将其打造为省级研学旅行基地；建成了水南赣派小吃街等业态，特色的赣派美食让游客的味蕾得到满足和享受。

**3. 挖掘古村文化。**古村建筑以“三多”为特色，即祠堂多、民居多、商号多。安义古村群中保存完好的明清古建筑有近百栋，其布局结构、建筑风格均与北京四合院有异曲同工之妙。古村内至今还保存着明清时代的古书院、古民居、古祠堂等一大批古文化遗存。此外古村内还保留许多具有地方特色的传统手工艺、民间工艺和民间文化，比如竹丝雕，这种工艺品主要是用经过特殊处理后的竹丝编织而成，做工非常精细，在当地已经有近300年的历史。



## 成效

目前景区就业的当地村民有 140 人，平均工资 2,000 元；在项目用工方面也优先照顾本地村民，2022 年古村花海和民宿民俗聚落项目，解决村民务工 1 万余人次，务工收入 130 余万元，赚的最多有 4 万，最少的也有 2 万元。原来村里土地租金价格普遍在 100-200 元，现在通过土地流转的形式出租给古村公司，每亩每年租金 500 元，村民将旧闲置房出租给古村旅游公司改造民宿，每平方米每月有 5 元的租金，以后每两年递增 10%，77 岁的贫困户黄名照每年能获得租金 4,200 多元。安义县通过发展乡村旅游业，盘活了闲置资源，实现村集体和村民双增收。

## 经验与启示

**1. 保护与开发相结合。**安义县通过把古村保护与开发相结合，依托古村落旅游资源，挖掘当地文化资源，在对古村落进行修缮保护的同时，重视对古村落的开发利用，让古村焕发出新的生机与活力。

**2. 公司与农户相结合。**安义县以“公司+农户”模式运营安义古村群景区，以项目资金的入股方式建设乡村旅游项目，贫困户通过土地流转、参



与务工、办农家乐和民宿等方式增收，以点带面发展乡村旅游。

## 下一步计划

一是加大招商力度，吸引更多社会资本投资古村。积极与中国旅游投资集团有限公司对接，以安义县古村群为核心景区，推进实施项目建设，解决项目建设资金缺口问题。二是加大旅游宣传营销力度，提高古村知名度。三是加强从业人员培训，提升服务水平。充分利用现有资源，邀请专家对乡村旅游从业人员开展培训，不断提高他们的业务水平和服务质量。



# Anyi County, Nanchang City, Jiangxi Province:

## Developing the Ancient Village Cluster Scenic Area to facilitate rural revitalization

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### Abstract

Since the development project was launched in 2001, Anyi County of Jiangxi Province has, based on its ancient village culture and eco-agriculture, made full use of the unique resources of the Anyi Ancient Village Cluster, deeply tapped into the cultural and historical heritage of the ancient villages, and strengthened the integration of their cultural and tourism resources. It has launched an “ancient village +” boutique route that integrates eco-tourism, leisure & vacation, farming experience and folk performances, striving to create a leisure travel destination featuring the ecological environment of ancient villages. Centering on the brand of “Anyi Ancient Village Cluster”, Anyi has successively been awarded the titles of National AAAA Tourist Attraction, National Key Village for Rural Tourism, and China’s Beautiful Leisure Village, promoting the development of its tourism industry and embarking on a path of its own characteristics to rural revitalization.







### Challenges and Problems

Anyi County faces the following problems in its pursuit of development. **First**, its historical and cultural resources are relatively scattered, and the level of development and utilization is low. **Second**, the tourism industry lacks factors and business diversification, thus not appealing to tourists. **Third**, the poor lacks the motive to participate in tourism development. How to enhance their willingness to participate in tourism development is the priority and challenge for Anyi to develop its tourism industry.

### Measures

**1. Develop the scenic area of Anyi Ancient Village Cluster.** The ancient village cluster is located in the southeast of Shibi Town, Anyi, east of Meiling Scenic Area, and west of the Nanliao River, with a beautiful natural environment. The cluster consists of three natural villages: Luotian, Shuinan, and Jingtai, forming a triangle shape. The scenic area covers a land of three square kilometers, and a planned area of eight square kilometers. Aimed to build a cultural highland in southern Jiangxi, the ancient village cluster deeply taps into cultural heritage, and has introduced new tourism business forms, and formed a marketplace of local specialty products in Luotian, a romantic leisure zone in Shuinan, and a culture

and art zone in Jingtai. In addition, a thousand-*mu* sea of flowers is planted to connect the three villages.

**2. Diversify the tourism business scene at ancient villages.** Anyi Ancient Village Cluster introduced Zhenyuan Biaoju, one of the top ten homestay brands in China, restored and transformed the existing dilapidated old buildings, and built a homestay and folk customs cluster, filling in the gap of catering and accommodation industries in the scenic area. The Jingtai Culture Courtyard was built and has become a provincial-level study tour base. In Shuinan’s Jiangxi-style snack street, the tourists can indulge their appetite with characteristic food of Jiangxi.

**3. Tap into the ancient village culture.** All the three ancient villages have many ancestral halls, residential houses, and old storefronts. There are nearly 100 well-preserved buildings that could be dated back to the Ming





and Qing dynasties in the Anyi Ancient Village Cluster, and they resemble courtyards in Beijing in terms of layout, structure and architectural style. In the ancient villages, there are a lot of cultural heritage sites such as ancient academies, residential houses, and ancestral halls first built in the Ming and Qing dynasties. In addition, they also preserve a lot of traditional handicrafts, folk crafts and folk culture with local characteristics. One of them is bamboo weaving, and its products are exquisitely woven from specially treated bamboo filaments, and require superb craftsmanship. This handicraft has a history of nearly 300 years in Anyi.

## Results

At present, the scenic area hires 140 local villagers, with an average salary of RMB 2,000. Other tourism projects also give priority to local villagers in employment. In 2022, the flower sea and homestay and folk customs clustering project created more than 10,000 jobs for villagers who earned more than RMB 1.3 million from their labor, with RMB 40,000 at most and RMB 20,000 at least each. By leasing the land use rights to the ancient village tourism company, the villagers can earn RMB 500 per *mu* per year, compared to previous land rent price of RMB 100-200 per *mu*. The villagers can also rent their vacant houses to the company which will convert them into homestays, and get paid RMB 5 for each square meter per month, with an increase of 10% for every two years. The 77-year-old poor Huang Mingzhao now

receives more than RMB 4,200 per year from the rent. Through the development of rural tourism, Anyi County has put its idle resources into good use and increased the income of the village collective and villagers.

## Experience and Inspirations

**1. Integrate conservation and development.** Anyi County promotes the protection and development of ancient villages at the same time. Based on the tourism resources of ancient villages, it taps into local cultural resources. While repairing and protecting ancient villages, it steps up their development and utilization, to give them a new life.

**2. Promote cooperation between the tourism company and farmers.** Anyi County adopts the “company + farmers” model in the operation of the Ancient Village Cluster Scenic Area. It invested project funds to advance rural tourism,





and enabled poor households to increase income through land use rights transfer, labor, and the operation of farmhouses and homestays, etc., to gradually expand the scope of rural tourism.

### Next Steps

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**First**, it will intensify efforts in investment attraction and attract more social capital to invest in the development of ancient villages. It will actively work with CTG Investment, and advance the tourism development project,

with the ancient village cluster at the core, and resolve the shortage of capital for the project. **Second**, it will increase marketing effort to improve the popularity of ancient villages. **Third**, it will make full use of existing resources, invite experts to train rural tourism practitioners, and improve their professionalism and services.



# 湖北十堰市丹江口市骡马沟村： 生态旅游助力乡村振兴

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## 摘要

湖北省十堰市丹江口市骡马沟村坚持理念创新和生态保护，以美丽乡村为载体，实行村民整体搬迁和统一建房，家家住别墅，建成了一个村在园中、房在花中、人在景中的现代新型生态村庄。骡马沟村建成武当大明峰国家 4A 级旅游景区，营造农耕、乡居、特色乡村生态文化旅游，在守住青山绿水的同时，为村民拓展增收致富渠道，实现集体经济的快速发展，和村民财富的快速积累。





## 挑战与问题

骡马沟村位于湖北省十堰市武当山背后的官山镇，面积 22.7 平方公里，耕地 1,173 亩，林地 29,685 亩，全村共 4 个小组，246 户 931 人。2014 年人均可支配收入仅 5,000 多元，建档立卡贫困人口 175 户 618 人，贫困发生率 68.23%，是官山镇重度贫困村。村民住的是土坯房，走的是泥巴路，喝的是河沟水，供电无保障，土地贫瘠，生产生活条件十分艰苦，青壮年迫于生计都外出打工，整个山村成典型的空巢村。

## 措施

**1. 持续改善生态环境。**骡马沟村以乡村振兴、美丽乡村建设等为抓手，累计投入 1,200 万元，对生态破坏严重的地块重点实施水土治理、植被恢复和植树造林，目前全村绿色生态覆盖率达到 95%；投资 4,600 余万元，新修骡马沟村 5.5 公里景观公路；投资 3,000 万元神仙河治理 5,000 米水系。现在骡马沟村堤岸、民俗墙、廊桥、古亭相映成趣，白天溪水潺潺绿树成荫，夜晚彩灯映照多姿多彩。

**2. 持续提升村庄卫生。**骡马沟村投资 500 万元对生活污水处理管网和垃圾处理系统进行了优化

改造，建设了机械处理污水厂。配备新型垃圾桶、垃圾箱和村庄保洁员；与景区公司联合制定了环境卫生保洁制度等“村规民约”，对家家户户环境卫生一月一检查一评比，奖惩兑现，以奖促治、以罚促治。现在骡马沟村天更蓝、水更清、空气更清新、食品更安全、交通更顺畅，村民更有获得感、幸福感和安全感。

**3. 持续促进乡村旅游。**骡马沟村采取政府政策支持+公司扶持资助+农户旧房拆迁补偿自筹的方式，结合扶贫搬迁，扶持农户开办农家宾馆、农家乐及发展旅游配套服务。骡马沟村以服务景区接待为标准，统一规划、统一设计，投入资金 290 余万元配套建设美丽庄园，先后为小区建设文体广场、休闲游园、民俗路灯、文化围墙等旅游功能设施；投入 100 余万元进行园林和民俗文化建设；



打造整齐精致的“民宿别墅群”，开办农家乐、小花园、小果园、小菜园和小药园。

**4. 持续建设大明景区。**骡马沟村利用身处武当山腹地的地缘优势和辖区内雄奇秀丽的大明峰为“卖点”，招商引资，联系从骡马沟走出去创业成功的民营企业家回乡创业，签订了开发武当大明峰生态文化旅游景区协议。武当大明峰生态文化旅游景区2015年8月开发建设以来，已累计投资8亿余元，建设了大明小镇、万米栈道、观光索道、玉顶玉殿等主要项目。尤其从伊朗进口300多吨白雪公主玉打造的大明玉殿，是继600年前明成祖北建故宫南修武当至今，目前我国乃至世界唯一的玉殿，与武当山金殿形成金玉良缘，成为集自然生态观光、民俗农耕体验、休闲度假康养于一体的旅游景区。

## 成效

骡马沟村通过生态旅游景区开发建设的带动，2019年该村经济总收入1,862万元，人均10,023元，比2014年增长67.16%，实现整体脱贫目标，而且辐射带动周边4个重点贫困村744户2,295人脱贫，普惠带动官山镇1.3万余群众脱贫。骡马沟村集体建立“利民客栈”，扶持兴办了村苗木花卉、特色养殖、生态种植等5个专业合作社，吸纳贫困户157户573人入社，人民生活水平显著提高，100%农户住上了别墅。村民通过从事旅游服务、旅游配套产业、发展特色种养殖产业、合作社入股分红等多渠道实现就业和增加收入，贫困闭塞的骡



马沟一跃成为富裕村，“生态环境”变成“生态经济”，“绿水青山”变成了“金山银山”。

## 经验与启示

**1. 环境美是基础。**以美丽乡村为载体，按照“山村当作城镇建、山水当作园林建、庭院当作花园建”的基本思路，按照一户一院、一院一景、一景一特，骡马沟村实行整体搬迁和统一建房，家家住别墅，建成了一个村在园中、房在花中、人在景中的现代化新型生态村庄。

**2. 生活富是目标。**坚持“生态为本、产业为基、百姓为根”思路，建成武当大明峰国家4A级旅游景区，营造农耕、乡居、特色乡村生态文化旅游，为农村居民拓展增收致富渠道，在守住青山绿水的同时，实现集体经济和村民富裕的快速发展。

**3. 青山绿是关键。**骡马沟村对生态破坏严重的地块重点实施水土治理、植被恢复和植树造林。大力实施造林绿化，开展1,000亩退耕还林建设和植树造林5,600多亩，打造自然生态的绿色村庄。

## 下一步计划

骡马沟村将继续围绕大明峰景区做好配套服务，重点规模发展生态观光农业、精果林业、生态养殖业、民俗农家旅馆和配套服务业，持续推动乡村振兴。一是着力盘活经营好已高标准治理的2,000亩土地，争取国家生态农业项目支持，适度发展千亩林特色产业园和特色农业园；二是大力发展生态养殖产业，继续扶持已发展的五个养殖专业合作社；三是全面建设精品旅游区，与大明峰旅游开发公司协力奋进，共同努力把大明峰打造成为国内外胜名的旅游目的地。

# Luomagou Village, Danjiangkou City, Shiyan City, Hubei Province:

## Developing ecotourism to promote rural revitalization

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### Abstract

Luomagou Village of Hubei Province continues to innovate and persist with ecological conservation. With the beautiful countryside as the carrier, it has relocated villagers and built new homes for them. Now all the villagers live in villas, and the village has become a modern scenic garden full of flowers. Luomagou is home to the national AAAA tourist attraction Daming Peak of Wudang Mountain, develops rural ecotourism featuring farming and rural homestay experiences. While conserving the lush mountains and lucid waters, it has expanded the villagers' income source, and realized the rapid development of collective economy and common prosperity among villagers.





## Challenges and Problems

Luomagou Village is located in Guanshan Town, behind Wudang Mountain, with an area of 22.7 square kilometers, including 1,173 *mu* of arable land and 29,685 *mu* of forest land. There are 246 households of 931 persons, divided into four groups. In 2014, the per capita disposable income was only more than RMB 5,000, and there were 618 registered poor people of 175 households, with a poverty incidence rate of 68.23%, making it a poverty-stricken village in Guanshan Town. Back then, the villagers lived in adobe houses, trod on dirt roads, fetched water from rivers and ditches for drinking, and had no stable power supply. The land was fertile. The production and living conditions were harsh. The young and middle-aged migrated for work, leaving the entire village hollowed out.

## Measures

### 1. Continue to improve the ecological environment.

Luomagou Village has implemented projects to promote rural revitalization and build a beautiful countryside. It has invested RMB 12 million in water and soil pollution control, vegetation restoration and afforestation in areas with serious ecological damage, and its green coverage rate has reached 95%. It also spent more than RMB 46 million building a 5.5-kilometer scenic road, and another RMB 30 million improving the environment of the 5,000-meter water system of Shenxian River. Today's Luomagou features beautiful embankments, folk customs display walls, a covered bridge and an ancient pavilion, with the stream babbling under tree shades in the daytime, and the entire village lit up by neo-lights at night.

### 2. Continue to improve sanitation conditions.

Luomagou Village invested RMB 5 million to optimize the domestic sewage treatment pipe network and garbage disposal system, and built a mechanical sewage treatment plant. It is equipped with the latest model of garbage bins and has appointed dedicated sanitation workers. It jointly formulated with the scenic spot operation company the village rules governing environmental sanitation. Monthly inspections and evaluations are organized to check the environmental sanitation of every household, with rewards and punishments issued to recognize and incentivize the good practices and punish the bad ones. Nowadays, the sky is bluer, water cleaner, air fresher, food safer, and traffic smoother, and villagers have a stronger sense of gain, happiness and security.

### 3. Continue to promote rural tourism.

By combining policy support, company subsidies and the compensation for the demolition of old houses and relocation of farmers, Luomagou relocated more impoverished people living under adverse natural conditions, and supported farmers to open inns, farmhouses and provide tourist services. To meet the reception standards of scenic spots, it planned, designed, and invested more than RMB 2.9 million in building a residential complex, and successively equipped





it with a public square, a leisure park, street lamps featuring folk customs, walls displaying local culture, and other functional tourist facilities. It invested more than RMB 1 million in garden landscaping and building the folk culture. It has built a neat and exquisite cluster of homestay villas, and opened and run farmhouses, small-scale gardens, orchards, vegetable gardens and medicinal herbs gardens.

**4. Continue to improve the Daming Scenic Area.**

Luomagou Village attracts investment by taking advantage of its location in the hinterland of Wudang Mountain and the majestic and beautiful Daming Peak in its jurisdiction. Specifically, it contacted successful entrepreneurs who were natives of the village to come back and start a business in their hometown, and signed an agreement to develop Daming Peak Ecotourism Scenic Area. Since the project started in August 2015, it has invested more than RMB 800 million, and the Daming Town, the 10,000-meter plank road, the tourist ropeway, and the Jade Hall are built. In particular, the Daming Jade Hall built with more than 300 tons of imported Snow White Marble Slab from Iran is the only jade hall in China and even in the world after the Emperor Zhu Di of Ming Dynasty ordered the construction of the Forbidden City in the north and Wudang Mountain in the south 600 years ago. The Jade Hall echoes the Gold Hall on Wudang Mountain. The scenic area now features ecotourism, folk customs



and farming experience, leisure, vacation and health preservation.

**Results**

Driven by the development of the ecotourism scenic area, Luomagou Village registered a revenue of RMB 18.62 million in 2019, or RMB 10,023 per capita, an increase of 67.16% over 2014, and achieved the goal of emerging above poverty as a whole. It also helped lift 2,295 people from 744 households in 4 key poor villages nearby, and more than 13,000 people in the rest of Guanshan Town out of poverty. The village collective founded the “Limin Inn”, and supported the establishment of five cooperatives dedicated to seedlings and flowers,



characteristic breeding, eco-planting and so on. These cooperatives engaged 573 people from 157 poor households. The living standards have been significantly improved, and all the farmers have moved into villas. Villagers have increased income by engaging in tourist services or other supporting industries, engaging in characteristic farming/breeding industries, or by receiving dividends from cooperatives. The once impoverished and isolated Luomagou is now a prosperous one. It has built an ecological economy based on its ecological environment, and generated economic benefits from its lucid waters and lush mountains.

## Experience and Inspirations

**1. A beautiful environment is the foundation.** With the beautiful countryside as the carrier, Luomagou adopts the approach of “turning mountain villages into towns, rivers and mountains into landscapes, and courtyards into gardens”. It relocated all the villagers into the newly built villas, each of which was designed with a courtyard and a unique view. The village has become a modern eco-village. The whole village is like a big garden, with villas surrounded by flowers.

**2. Economic prosperity is the goal.** Adhering to the “environment-conscious, industry-based, and people-centric” principles, it has developed the Daming Peak National AAAA Tourist Attraction and rural eco-tourism featuring farming and rural homestay experiences. It has expanded income sources for rural residents, and realized the rapid development of collective economy and common prosperity while conserving lush mountains and lucid waters.



**3. Green mountains are the key.** Luomagou Village has concentrated on soil and water conservation, vegetation restoration and afforestation in areas with serious ecological damage. It vigorously implements afforestation and greening projects, and has returned 1,000 *mu* of cultivated land to forest and afforested more than 5,600 *mu*.

## Next Steps

Luomagou Village will continue to improve tourist services with the Daming Peak Scenic Area at the core, with focus on the large-scale development of agritourism, fine-fruit forests, eco-breeding, folk farmhouses and supporting services, and continue to promote rural revitalization. **First**, it will strive to make good use of the 2,000 *mu* of land that has been treated with high standards, strive to introduce national eco-agriculture projects, and appropriately develop 1,000-*mu* forestry industrial park and characteristic agricultural parks. **Second**, it will vigorously develop the eco-breeding industry and continue to support the existing five breeding cooperatives. **Third**, it will build a boutique scenic area in all respects, and work together with Daming Peak Tourism Development Company to build Daming Peak Scenic Area into a famous tourist destination at home and abroad.

# 携程集团： 携程度假农庄助力乡村振兴

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## 摘要

携程度假农庄是携程集团 2021 年 3 月启动的落地“乡村旅游振兴战略”的具体行动。截至 2023 年 5 月，全国已上线 23 家携程度假农庄，分布于 11 个省、自治区。携程度假农庄落地乡村，不仅为目的地乡村带来客流，同时带来了更先进的旅游产业运营理念和方式，带动目的地乡村民宿转型升级，更吸引了一批年轻人返乡就业，持续赋能乡村振兴。





## 挑战与问题

携程集团董事局主席梁建章先生在走访考察了多个急需扶持的乡村旅游目的地后，发现大多乡村虽然拥有优质的旅游资源，但普遍存在基建不足、人才紧缺、规划缺失、资本匮乏等问题。尤其是很多乡村旅游目的地没有承接旅游度假的住宿服务，部分乡村尽管能提供有限的住宿产品，但住宿体验不佳。

## 措施

**1. 提供选择性的农庄落地模式。**携程度假农庄作为一个全新的乡村休闲度假产品，分为两种运营模式。一是自营模式，由携程出资建设和运营管理，选址主要考量目的地是否有扶贫需求，是否具备相应的农业、旅游、文化等资源。二是联营模式，携程集团联合目的地政府、国企或其他单位共同打造特色乡村民宿，通过新型装配式建筑民宿集群引入、闲置农房民宿改造、原有民宿升级改造等措施，打造“携程度假农庄”高品质五星级住宿产品，完善目的地住宿生态，提升旅游接待能力，为旅行用户提供特色舒适的住宿体验，同时带动当地整体旅游增收，实现旅游富民。

**2. 实施专业化的农庄运营管理。**携程“携程度假农庄”逐步形成“安全+服务”、“产品+营销”、“品牌+生态”的模式，以农庄为核心，逐步形成“微度假区”，吸引更多社会资本和头部品牌进入，为旅行用户提供特色舒适的住宿体验，打造吃住行游购娱一体化的高端度假生态。

**3. 构建高质量的乡村旅游产品体系。**一是聚焦目的地乡村特色优质旅游资源，定制研发乡村特色主题旅游线路，将乡村康养、家庭亲子、田园旅居、民俗体验、休闲农庄、乡村民宿/度假村、亲子/自然教育基地、文创、非遗、特色美食等，串联成可预订的旅游线路产品，重点打造一批农业生态观光游、民宿文化体验游、乡村康养休闲游、农耕生活体验游、乡村主题研学游、美丽乡村休闲游等乡村深度体验类产品线路。二是深度挖掘乡村目



的地特色民俗文化、优选特产等，为乡村目的地定制设计目的地特色文创伴手礼，打造目的地专属品牌标识。依托平台搭建集品牌宣传、产品展示、产品预订为一体的目的地文创特产品牌旗舰店，拓宽文创特产伴手礼等产品的销售通路。

**4. 打造全方位的目的地营销推广。**一是携程依托社区海量优质内容和优质用户，配合主题线路产品挖掘输出优质 PGC、UGC 内容，打造覆盖吃、住、行、娱、游、购的全方位所在地旅游攻略，激发用户的出行灵感、加速出行决策。二是携程依托全媒体资源平台，定制目的地乡村振兴3 年营销战略规划，逐步实现“品牌认知→内容种草→消费转化”的传播策略，从基础阵地逐步建设、爆款活动流量导入到优质内容持续输出、四季主题营销常态转化，持续力推乡村目的地旅游及周边产品，助力乡村目的地快速出圈，从而带动当地旅游知名度和整体旅游收入双增长。

## 成效

自携程“乡村旅游振兴”战略启动以来，截至 2023 年 5 月全国已上线 23 家携程度假农庄并正式投入运营，分布于 11 个省、自治区，以携程度假农庄为核心，开展一系列周边民宿产业帮扶、产品线路打造、旅游人才培训、目的地整体营销等活动，对当地产生了实际带动作用。目前 23 家携程度假农庄，共吸纳所在地区的村民就业达 200 余人，本地村民占农庄员工总数的 80% 以上。以安徽金寨为例，自 2021 年 7 月携程度假农庄安徽



金寨大湾店上线以来，重点帮扶指导了周边 5 家民宿，带动周边 2 公里内民宿平均价格上涨 30%。2021 年安徽省六安市全年旅游收入 337 亿元，全年旅游人次 4,220 万人，同比增长分别为 16.20% 和 14.67%。安徽金寨大湾店本地员工人均增收 6,900 元/年。2022 年，安徽金寨大湾店庄与大湾村供销社达成合作，一次性采购农副产品 60 余万元；通过向当地农户采购肉蛋禽蔬等食材、与洗涤剂厂合作布草清洁等方式，共带动当地收入总计达 123 万元。安徽金寨大湾店共举行 6 场民宿技能专场培训，上门指导周边民宿 18 次，店内集中统一培训 83 次，总计覆盖培训人次 498 人。

## 经验与启示

**1. 盘活目的地文化资源。**作为非标住宿产品，用户对乡村民宿提供的服务越来越超出纯住宿的需求，乡村民宿成为连接游客和目的地文化的新桥梁。携程度假农庄联合各地非遗传承人、文旅局、博物馆、民俗馆、文化馆、创意集市等多个合作方，结合农耕文化、非遗文化、节气文化，已研发设计约 20 项民俗体验活动，包括非遗体验、农耕体验、农作物采摘、手作工坊等。

**2. 注重智库建设。**携程集团联合国内外知名高校、权威机构等行业专家智库，建立乡村振兴学院，开发多种适合乡村旅游产业发展的基础课程，提供产学研一体化的旅游人才培养服务，设立乡村旅游创新人才千人计划，形成富有生命力的乡村振兴创新机制。同时携程集团以乡村振兴特派员、乡

乡村振兴专家顾问团等方式，深入乡村当地实地考察探访，以专业角度为乡村目的地文旅发展提供建议与思路。

**3. 促进人才培养。**携程度假农庄乡村振兴学院体系由店内培训体系、周边民宿帮扶体系两大部分组成。通过一整套完善的店内员工培训体系和考核机制，使当地员工提高自身的专业技能，满足高品质用户对于休闲度假的服务标准和需求。再以农庄为孵化点，引入更多的专家智库资源，通过实践培训为当地农民传授服务、运营等方面专业技能。通过组织民宿行业沙龙、周边民宿走访帮扶等形式，传授酒店/民宿运营管理经验，包括服务提升、硬件改造、价格调整、卫生指导、特色餐饮、产品上线等，打造人性化、特色化、专业化的服务品质。

### 下一步计划

民宿产业在促进农村一二三产业融合发展上的作用日益凸显，乡村民宿正从乡村旅游的补充性产品转变为核心吸引力。对于一家扎根实体的互联网公司，携程最大的社会责任是始终保持和时代要求



相呼应，坚持社会价值和商业价值有机结合，助力合作伙伴获得更大的增长。未来携程将再接再厉，积极履行社会责任，积极打造以携程度假农庄为代表的高端乡村民宿，不断探索实现自身价值的同时，围绕国家乡村振兴的宏伟目标，建立更美好的旅游生态，让乡村旅游真正成为推动乡村振兴的金钥匙。



# Trip.com Group:

## Country retreats launched to boost rural revitalization

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### Abstract

The country retreats program is a concrete action taken by Trip.com Group in March 2021 to promote rural tourism revitalization. As of May 2023, Trip.com Group had launched 23 country retreats in 11 provinces and autonomous regions. They bring not only the tourist flow, but advanced tourism operation philosophies and methods to the destination villages, and drive the transformation and upgrading of homestays in the destinations. They have attracted a large number of young people to return to their hometowns for work, and continue to empower rural revitalization.





## Challenges and Problems

After visiting many rural destinations in urgent need of assistance, Mr. Liang James, Board Chairman of Trip.com Group, found that most villages, despite their high-quality tourism resources, were short in infrastructure, manpower, planning, and capital. In particular, many rural destinations did not have accommodation facilities to serve tourists and vacationers, and even in some villages which do have such facilities, the accommodation experience was poor.

## Measures

**1. Provide two operating model to choose from.** As a new rural leisure and holidaymaking product, the Trip.com Group Country Retreat program offers two business model. One is the self-owned business model, under which the country retreats are funded, constructed and run by Trip.com Group. While selecting the project site, the company mainly considers whether the destination is impoverished, and whether it has the necessary agricultural, tourism, cultural resources, and so on. The other is the joint operation model, under which Trip.com Group works with destination governments, state-owned enterprises or other units to build characteristic country homestays, and turn them into Trip.com Group Country Retreats – the high-quality five-star accommodation product – by introducing clusters of new prefabricated homestay buildings, renovating idle farmhouses and homestays, and upgrading existing homestays. In this way it has helped improve the destination’s accommodation services and increase its tourist reception capacity. It also

provides its users with a characteristic and comfortable stay, and meanwhile increase local tourism income on the whole and enrich the villagers.

### **2. Implement professional operation and management.**

The Trip.com Group Country Retreat program has gradually formed the models featuring “safety + service”, “product + marketing” and “brand + ecosystem”. With the country retreat as the core, a “micro-resort” has come into being, attracting more social capital and leading brands to join and provide Trip.com Group users with a unique and comfortable accommodation experience, and to create a high-end resort that offers a wide range of services covering food, accommodation, transportation, sightseeing, shopping and entertainment.

### **3. Build a portfolio of high-quality rural tourism products.**

**First**, with focus on the high-quality tourism resources with the destination’s rural characteristics, Trip.com Group has customized and developed rural theme tourism routes that string such services and facilities for health preservation, family and parent-child activities, sojourning, folk custom experience, leisure farms, homestays/resorts, parent-child/nature-based education bases, cultural and creative business, intangible cultural heritage, specialty food, etc., and opened them to make reservation. Particular effort is made to develop a number of agri-ecotours, homestay-based cultural experience, health-themed and leisure tours, farming experience tours, theme study tours, “Beautiful Countryside” leisure tours and other in-depth experiential products. **Second**, by deeply exploring the characteristic folk culture and selecting specialties of rural destinations, Trip.com Group





has designed customized characteristic cultural and creative souvenirs for rural destinations, and designed special brand logos for them. On the Trip.com Group platform, a flagship store is launched to display and sell cultural and creative products from the destinations, promote brands, provide product reservation service, and thus broaden the sales channels of cultural and creative products and souvenirs.

**4. Promote the destinations via various channels all-around.** **First,** Trip.com Group, with its massive high-quality contents and users, digs out and publishes high-quality PGC and UGC contents about themed tourism routes, and produces comprehensive travel guides covering food, accommodation, travel, entertainment, sightseeing and shopping services and facilities, to inspire the users so that they will make travel decisions more quickly. **Second,** relying on its omni-media platform, Trip.com Group has customized the three-year marketing plan for rural revitalization of each destination, and gradually established the public communication strategy of “brand recognition → content dissemination → conversion to consumption”. From gradual base building and traffic diversion from popular activities to the continuous production of high-quality content and all-season marketing, it continues to promote rural destination tourism and sideline products, and helps rural destinations quickly win recognition, thereby building up the visibility and increasing the overall tourism revenue of the destinations at the same time.

## Results

Since Trip.com Group launched the Rural Tourism Revitalization strategy, as of May 2023, it had officially put 23 country retreats into operation in 11 provinces and autonomous regions. With these country retreats as the core, it has organized a series of activities such as assistance to surrounding homestays, developing products and routes, training tourism specialists, and destination marketing, delivering positive effect on the project areas. So far the 23 country retreats have provided jobs to more than 200 local villagers who account for more than 80% of their staff. For example, since Trip.com Group opened its Country Retreat Dawan in Jinzhai, Anhui in July 2021, it has helped five homestays nearby, and thanks to it, the average room charge of homestays within 2 kilometers of the country retreat has increased by 30%. In 2021, the annual tourism revenue of Lu’an City, Anhui reached RMB 33.7 billion, and the annual number of tourists 42.2 million, a year-on-year increase of 16.20% and 14.67% respectively. The average income of local employees in Country Retreat Dawan increased by RMB 6,900 per year. In 2022, Country Retreat Dawan partnered with Dawan Village Supply and Marketing Cooperative, and purchased from the latter agricultural and sideline products worth more than 600,000 yuan at one go. It also purchased meat, eggs, poultry and vegetables from local farmers, and outsourced linen cleaning to local laundry factories, contributing RMB 1.23 million to local revenue. Country



Retreat Dawan has held six homestay skills training workshops, made 18 visits to surrounding homestays to offer on-site guidance, and organized 83 in-house training sessions, benefiting a total of 498 participants.

## Experience and Inspirations

**1. Make good use of the cultural resources in destinations.** Homestay is a non-standard accommodation product, and users are increasingly expecting more from it other than accommodation services. Rural homestays have become a new bridge connecting tourists and the destination culture. Together with various partners such as inheritors of intangible cultural heritage, culture and tourism authorities, museums, folk customs exhibition halls, culture centers, and creative fairs, and drawing inspiration from the farming culture, intangible cultural heritage and solar term culture, the Trip.com Group Country Retreat program has developed and designed about 20 folk customs experiential activities, covering intangible cultural heritage, farming, picking agricultural produce, and DIY workshops, etc.

**2. Develop think tanks.** Trip.com Group, together with experts and think tanks affiliated with well-known universities and authoritative institutions at home and abroad, has established the Rural Revitalization Academy, developed a variety of basic courses suitable for the development of the rural tourism industry, and trained tourism specialists through cooperation with universities and research institutes. It has also launched the Thousand Innovative Talents Program for Rural Tourism and formed a vigorous innovation mechanism for rural revitalization. At the same time, Trip.com Group has sent commissioners and expert advisory groups to conduct field surveys in rural areas and provide professional suggestions and ideas for the development of rural destinations.

**3. Promote talent training.** The training system of the Country Retreats Rural Revitalization Academy is composed of two parts: in-house training and assistance to surrounding homestays. Trip.com Group has developed a sound comprehensive set of in-house staff training system and assessment mechanism, to help local employees improve their professional skills and meet the service



standards and needs of high-quality users for leisure and vacation products. Then with the country retreat as the incubator, it has introduced more experts and think tanks to train local farmers on professional skills in service and operation. It has also organized industry salons, visits to surrounding homestays, etc., to share its hotel/homestay operation and management experience, including how to improve services, transform the hardware environment, adjust prices, improve hygiene, prepare specialty dishes, and launch products, etc., to deliver people-centered, characteristic and professional services.

## Next Steps

The homestay industry is playing a growing role in promoting the integrated development of primary, secondary and tertiary industries in rural areas, and rural homestays are moving from the periphery to the center of rural tourism. As an Internet company rooted in the real economy, Trip.com Group believes that its greatest social responsibility is to always respond to the call of the times, align social value and business value, and help partners achieve greater growth. In the future, Trip.com Group will continue to fulfill its social responsibilities, actively build high-end rural homestays represented by its country retreats, continue to explore and realize its own value, and build a better tourist service ecosystem to serve the national goal of rural revitalization, and turn rural tourism into a golden key to rural revitalization.

# 吉林白山市靖宇县花园村： 松花江畔景区化村庄振兴样板

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## 摘要

吉林省白山市靖宇县花园口镇花园村以乡村生态保护和开发为着眼点，以农文旅融合为主抓手，以花园村山清水秀的原生态资源作为乡村活化的主线，对村落进行原味改造，打造“看得见山、望得见水、记得住乡愁”的文旅产业，使花园村从名不见经传的小村庄逐渐成为网红热门打卡地，实现社会效益和经济效益双丰收。



## 挑战与问题

吉林省白山市靖宇县花园口镇花园村地处长白山西坡，靠近头道松花江和抚长高速公路，在持续推进美丽乡村建设工作中虽然取得了显著成效，但与深入实施乡村振兴战略目标相比，仍存在一定差距。一是乡村公共服务薄弱。乡村交通道路与停车场、公共厕所、垃圾箱、人居环境以及乡村公共休闲空间的配套建设水平不高，严重影响了乡村整体形象，影响了游客的乡村旅游体验。二是乡村旅游资源没有有效盘活，居民缺乏依靠旅游去辅助农业转型升级、促进农村经济社会协调发展的意识。三是乡村传统文化保护传承不足，散落在乡间的非物质文化遗产缺乏传承、展示与产业化发展的平台。

## 措施

**1. 提升村容村貌。**花园村充分借助松花江生态旅游风景区 AAAA 创建工作的有利契机，新建生态停车场、太阳能路灯、充电桩、雨水井、监控设备及管理用房，加大村庄绿化、美化力度。同时用文字、绘画、情景展现等方式，将中国传统哲学、乡村哲学、民俗哲学、百姓生活哲学等内容植入花园村整个村庄建设中，使花园村基础设施、村容村貌日趋完善。

**2. 完善旅游设施。**花园村以景区打造为抓手，修建了游船码头、游客服务中心、景区步道、旅游厕所等设施，开发了松花江水上航线、人文哲学小村、星空共享农场、映山红广场等景观，购进画舫船、



电瓶船、景区观光车等，极大完善了旅游设施。

**3. 丰富旅游业态。**花园村围绕“心往长白山·松花江上游”，借助“长白山之夏”“长白山之冬”节庆品牌，不断丰富游船节、蓝莓节、露营节等沉浸式体验，大力开展森林康养游、水上赛事游、运动休闲游、民宿度假游、乡村体验游等项目，积极承办“长白山之夏”开幕式、“松花江冬捕节”等活动，彻底打响花园村品牌。同时全面启动“吃住行游购娱”一船通（一票通）旅游新业态，让游客尽享白山松水美景，更好兑现良好生态价值。

## 成效

目前花园村有专门从事旅游餐饮服务的餐馆 6 家，能够开展旅游接待的庭院民宿 32 家，集餐饮、住宿、娱乐于一体的高端民宿 1 家。村内民宿单日可接纳游客 100 余人，民宿的发展带动村民年均增收近万元。2021 年花园村接待游客 1.2 万

人次，带动村民人均增收 500 元，回引返乡创业和务工人员 5 人；2022 年接待游客 7.5 万人次，带动村民人均增收 1,200 余元，回引返乡创业和务工人员 18 人；2023 年接待游客 15.4 万人次，带动村民人均增收 1,500 余元，回引返乡创业和务工人员 32 人。

## 经验与启示

**1. 因地制宜。**遵循乡村自身发展规律，充分体现农村特点，顺应乡村文化肌理，保留乡风、乡味、乡情、乡貌和乡愁，发展有历史记忆、地域特色、品质业态的景区化村庄，避免一窝蜂式的照搬照抄和大拆大建。

**2. 生态优先。**注重生态环境和人居环境的提升，坚守生态保护底线，把真山真水真空气、原汁原味原风情作为景区村庄建设最大的优势、最好的品牌，把“绿色惠民、富民强村”的理念贯穿于景区和村庄建设的全过程。

**3. 创新发展。**始终坚持创新理念、创新思路、创新举措，积极有效突破土地、资金等瓶颈制约和制度障碍，推行“公司+专业合作社+农户”等新型发展模式，带动村民增收致富，提高乡村旅游资源转化为美丽经济的创新能力。

**4. 主客共享。**一方面从村民的角度，村庄是享受美好生活、品质生活的生态空间；另一方面从游客的体验角度，充分满足游客日益增长且不断更新的旅游新需求，推动乡村旅游供给侧改革，促进乡村旅游提档升级。乡村振兴打造主客共享的旅游目的地，让村民和游客共享美好生活。

## 下一步计划

下一步靖宇县将把握时机，不断突破。一是围绕市场需求，首先要完善配套服务设施。加快完善导览标识、旅游厕所等设施，为域内外游客提供更加便捷舒适的游览环境；还要鼓励支持景区周边农户因地制宜开展本土餐饮、风情民宿等特色化服务，在松花江生态旅游景区及周边扩充高质量餐饮、住宿等服务项目，满足游客多样化需求。二是围绕旅游供给，丰富产品体系。首先要松花江优质水产品与渔猎文化、冰雪旅游深度融合，变资源优势为经济效益，打造好水域、好鱼种、好品牌、好效益，探索一条具有靖宇特色的渔业可持续发展道路；还要另一方面深度开发松花江 80 公里游船线路，丰富水上航运功能，完善沿江景点打造，全力打造“松花江三峡”文旅IP，加快松花江旅游带建设，切实打造长白山北部生态经济区发展新引擎。



# Huayuan Village, Jingyu County, Baishan City, Jilin Province:

A rural revitalization model on the banks of the Songhua River

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## Abstract

Huayuan Village of Jilin Province focuses on rural ecological conservation and development, the integration of agriculture and tourism, and its original ecological resources while promoting rural revitalization. It has transformed the village look while keeping original flavor, and developed a tourism industry that makes it “possible for people to enjoy the natural landscape and retain their love of nature”. Huayuan Village has gradually gained popularity on the Internet, become a must-visit for many, and generated both social and economic benefits.





## Challenges and Problems

Huayuan Village sits on the western slope of Changbai Mountains, close to the first branch of Songhua River and the Fusong-Changchun Expressway. Although it has achieved remarkable results in building a beautiful village, it is still considerably behind the goals of fully implementing the strategy of rural revitalization. **First**, rural public services were weak. The supporting infrastructure, including rural roads and parking lots, public toilets, garbage bins, living environment and rural public leisure space was poor in quality, which seriously affected the overall image of the village and the rural tourist experience. **Second**, rural tourism resources were not effectively utilized, and residents lacked the awareness of promoting agricultural transformation & upgrading and the coordinated economic & social development through tourism development. **Third**, the protection and inheritance of rural traditional culture was insufficient, and it lacked a platform for inheriting, displaying and industrializing the intangible cultural heritage scattered in the village.

## Measures

**1. Improve the village appearance.** Seizing the opportunity brought by Songhuajiang Scenic Area's applying for the status of a national AAAA attraction, Huayuan Village has added eco-parking lots, solar street lights, charging piles, rainwater wells, monitoring equipment and management rooms, and stepped up in greening and beautifying the village. At the same time, the contents of traditional Chinese philosophy, rural

philosophy, folklore philosophy, and the life philosophy of the common people are embedded in the village design and development by means of text, painting, scene representation, etc. The village infrastructure and appearance are becoming better and better.

**2. Improve tourist facilities.** While developing scenic spots, Huayuan Village has built the cruise ship terminal, the tourist service center, scenic trails, and tourist toilets, among other facilities, developed Songhua River cruise routes, the Village of Humanities and Philosophy, the Starry Sky shared farm, the Azalea Square and other attractions, and purchased traditional-style tourist boats, battery boats, battery carts, etc., greatly improving tourist facilities.

**3. Enrich the operational types of tourism.** Making full use of its proximity to Changbai Mountains and Songhua River, and the festival brands of "Summer in Changbai Mountains" and "Winter in Changbai Mountain", the village has enriched immersive experiences by hosting the cruise festival, the blueberry festival, and the camping festival, and vigorously promoted forest tours for health preservation, water event tours, sports & leisure tours, homestay & vacation tours, and other rural life experience tours. It has also undertaken the opening ceremony of "Summer in Changbai Mountains" and the "Winter Fishing Festival on Songhua River", building up its visibility as a destination. Meanwhile, it has launched an all-access pass covering food, accommodation, travel, sightseeing, shopping and entertainment services, allowing tourists to fully enjoy the beautiful scenery of Changbai Mountains and Songhua River, while it can better capitalize on the sound ecological environment.



## Results

Huayuan Village has six restaurants specializing in providing catering services to tourists, 32 courtyard homestays that can accommodate tourists, and 1 high-end homestay that offers catering, accommodation and entertainment services. The village's homestays can receive more than 100 tourists in a single day, and have increased the annual income of villagers by nearly RMB 10,000. In 2021, Huayuan Village received 12,000 tourists, increased the per capita income for villagers by RMB 500 and attracted five migrant workers to come back and start their own business or work in the village; in 2022, it received 75,000 tourists, increased the per capita income of villagers by more than RMB 1,200, and attracting 18 migrant workers back; and in 2023, it received 154,000 tourists, the per capita income of villagers increased by more than RMB 1,500, and 32 migrant workers returned.

## Experience and Inspirations

**1. Adapt to local conditions.** Huayuan Village follows the law of rural development, fully reflects the characteristics of the countryside, preserves the texture of rural culture, and retains rural customs, flavors, feelings and appearance, and people's love of nature. It strives to develop into a scenic village with historical memory, regional characteristics, and high-quality businesses, and avoid blind copying and large-scale demolition and construction.



**2. Prioritize ecological conservation.** Particular effort is made to improve the ecological and living environment. The village safeguards the priority of ecological conservation, and considers the beautiful landscape, fresh air, and authentic countryside life as its biggest asset and best brand. Throughout the whole process of attraction and village construction and development, it has always acted on the belief that “green development will benefit and enrich the people and the village”.

**3. Promote innovation-driven development.** Huayuan Village always embrace innovative ideas, approaches and measures, and has actively and effectively broken bottlenecks and institutional obstacles regarding land and capital, and introduced the new development model that brings together companies, specialized cooperatives and farmers. It has increased the income of villagers, and improved the innovation ability to generate economic benefits from rural tourism resources.

**4. Create shared benefits for villagers and visitors.** For the villagers, the village is an ecological space to enjoy





a better life. On the other hand, from the perspective of tourists, it needs to fully meet the growing and ever-evolving needs of tourists. Therefore, it needs to continue with the supply-side reform of and promotes the upgrading of rural tourism. In the pursuit of rural revitalization, it works to grow into a tourist destination with shared benefits and a better life for both villagers and visitors.

### Next Steps

In the next step, Jingyu County will continue to seize opportunities and make breakthroughs. **First**, to meet the market demand, it shall improve supporting service facilities. Specifically, it needs to move faster to improve the wayfinding signs for tourists and the tourist toilets, to provide a more convenient and comfortable environment for tourists from inside and outside the region. It is also necessary to encourage and support farmers around scenic spots to provide specialty catering and accommodation services based on local conditions, and expand high-quality catering, accommodation facilities in and around the Songhuajiang eco-tourism scenic area to meet the diversified needs of tourists. **Second**, it shall enrich the product portfolio and increase the supply of tourism products. It is necessary to deeply

integrate the high-quality aquatic products of Songhua River with fishing and hunting culture and winter tourism, generate economic benefits from advantageous resources, create a good water environment for high-quality fish species, establish good brands with sound profitability, and explore a path for the sustainable development of fishery with Jingyu's characteristics. Meanwhile, it plans to develop the 80-kilometer cruise route on the Songhua River, enrich the functions of water navigation, improve the scenic spots along the river, make every effort to build the "Three Gorges on Songhua River" brand, accelerate the development of the Songhua River Tourism Belt, and effectively foster a new engine for the development of the eco-economic zone in the north of Changbai Mountains.



# 四川雅安市名山区： 茶业全域旅游赋能乡村振兴

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## 摘要

四川省雅安市名山区茶文化历史悠久，辖区内蒙顶山是世界茶文化发源地和世界茶文明发祥地，拥有优越的自然生态环境和厚重的历史文脉。从唐至清，蒙顶山茶延续 1,169 年被列为皇室贡品从未间断，故宫博物院编写的《故宫贡茶图典》44 种精品贡茶中有 8 种来自名山区。近年来，名山区突出茶文化超级 IP，以系统思维优化文旅产业布局，建成全国首个茶叶主题的国家茶叶公园，走出一条“茶区变景区、茶园变公园、观光变体验”的茶业全域旅游发展道路。





## 挑战与问题

四川省雅安市名山区因蒙顶山而得名，因茶产业而闻名，人工种茶历史追溯千年，茶文化底蕴深厚，全区95%的农户种茶、茶园面积达1.6亩/人，农民收入中茶叶鲜叶收入占90%，旅游收入仅占10%，农民增收陷入僵局。如何将万亩生态茶园美景转变为特色旅游体验产品，充分呈现以茶为特色的旅游业态，将“茶叶”打造成为“茶业”，把茶资源最大限度转化为旅游经济，让农民综合收入大幅增加，成为名山区亟待解决的重大课题。

## 措施

**1. 强化茶文化挖掘。**名山区聚焦茶文化保护、展示和传承，全力推动蒙顶山茶文化在传承创新中焕发活力。一是强化茶文化保护。名山区全面梳理蒙顶山茶文化历史脉络，梳理以茶祖文化、贡茶文化、禅茶文化、茶马文化为内核的蒙顶山茶文化体系，撰写蒙顶山茶文化科普读物、蒙顶山茶系列行业标准。二是强化禅茶文化展示。名山区投资近2亿元打造蒙顶山佛禅寺、智矩寺、永兴寺等茶文化

体验中心，重塑薷茶、采茶、制茶、供茶、祭茶五大禅茶场景，推动蒙顶山成为热门禅茶、贡茶旅游目的地。三是强化茶文化传承。蒙山茶传统制作技艺、南路边茶制作技艺入选联合国教科文组织非物质文化遗产名录，名山区培育一批非遗传承人，建成非遗工坊，全面提升非遗传习和制茶文化影响力。

**2. 延伸茶产业链条。**名山区全面推进茶业提质增效，实现茶业大区向茶业强区跨越发展。一是提升茶基地，建成39.2万亩绿色生态茶园，人均茶园面积、良种化率、机械化率居全国第一。二是推动茶转型，投资6.45亿元建成4个茶叶集中加工园





区，蒙顶山茶现代农业园区成功创建全省首个省级五星级现代农业园区。三是壮大茶龙头企业，成功培育国家级龙头茶企1家、省级龙头茶企13家，3家茶企品牌入围中国茶企品牌价值百强榜。四是做深茶科技，建成四川最大的国家级茶树良种繁育场、西南最大的茶树基因库，年出圃特色茶苗16亿株，占全省90%以上，获评全国茶树良种繁育基地县。

**3. 擦亮茶品牌亮点。**一是打造茶文化消费场景。名山区坚持把茶文化元素、蒙顶山茶文化记忆融入到城市建设各方面，在蒙顶山、牛碾坪、跃华茶庄等主要景区打造互动体验型茶消费空间，提升“茶消费”附加值，全力推进茶文化名城建设。二是培育研学旅游亮点。名山区建成2个省级研学精品基地，先后与10余家教育集团合作，打造研学旅游热点，2022年累计接待研学游客50余万人次。三是做靓茶文旅融合。名山区全域建成全国首个茶叶主题的国家茶叶公园，率先推进茶园绿道建设，打造150公里中国至美茶园绿道，串联特色街区、民宿露营、游乐演艺和茶研学体验等四个消费场景。

## 成效

名山区将茶业与旅游等产业深度结合，推动一二三产业融合发展，有效提升产业发展的综合效益。2022年名山区茶产业综合产值突破80亿元，

带动全区14.5万农村居民共享茶旅融合发展成果，农村居民人均可支配收入从2015年的11,002元增长到2022年的20,429元。

## 经验与启示

**1. 规划先行。**名山区立足资源禀赋、文化底蕴，以茶带旅、以旅促茶，以“茶区变景区、茶园变公园、茶山变金山”作为乡村振兴工作目标，高水平、高质量编制《雅安市名山区巩固脱贫攻坚成果同乡村振兴有效衔接规划》，对全域乡村的空间形态、产业布局、生态保护、基础设施和公共服务等进行全面策划、科学规划和系统设计，突出乡土文化底蕴，彰显资源特色优势，绘制乡村崭新画卷。

**2. 茶景增色。**名山区在蒙顶山、清漪湖等重点景区周边实施茶园全覆盖工程，打造集农业观光、休闲体验、康体养生、茶旅互融于一体的生态



茶产业文化旅游经济走廊，打造“茶中有花、花香茶海、色彩纷呈、四季辉映”的茶乡美景。

**3. 创新业态。**名山区先后投入 20 亿元打造蒙顶山千亩山茶花、大地指纹等一批网红打卡点，推出 5D 观影、元宇宙体验、星空露营等一批新产品，在万亩茶园及周边建成精品民宿 32 家，骑龙金鼓、蒙顶半山、银木月亮湖、红草清漪四大民宿集群初具雏形，节假日入住率超过90%。



### 下一步计划

名山区将以创建国家全域旅游示范区为契机，以旅游业高质量发展促乡村振兴为目标，树牢全区域、大旅游理念，谋全域、树精品，打造县域经济富民新引擎，加快建成以茶为特色的国际休闲旅游度假目的地。一是高起点打造新场景新业态。统筹推进夜间经济、月光经济、文创经济、研学经济、假日经济，大力培育露营、研学、夜游、避暑等新业态，引领区域经济产业全面转型升级。二是高水平加快茶旅项目进度。加快推进蒙顶山创建国

家5A级旅游景区、百丈湖国际旅游度假区等重点文旅项目建设，以大项目带动新的消费热点。三是高质量推进旅游品质提升。坚持城市建设与茶旅发展有机融合，将旧城改造与特色街区打造及夜间经济发展相结合，创新培育“夜经济”集聚区，激发城市发展活力。筹划举办“季季有主题、月月有展会、周周有场景”系列活动，以创意新玩法、新方式提升知名度，推出一批特色体验项目、特色餐饮，炒热带旺全区茶旅市场。



# Mingshan District, Ya'an City, Sichuan Province:

Promoting all-for-one tourism based on the tea industry to empower rural revitalization

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## Abstract

Mingshan District, Ya'an City of Sichuan Province has a long-standing tea culture, and Mengding Mountain in its jurisdiction is believed to be the birthplace of the world's tea culture, with a superior ecological environment and profound historical and cultural heritage. From the Tang Dynasty to the Qing Dynasty, Mengding Mountain tea remained a royal tribute for 1,169 years, and 8 of the 44 kinds of fine tribute teas listed in the *Illustrated Catalogue of Tribute Tea Products in the Forbidden City* compiled by The Palace Museum came from Mingshan. In recent years, Mingshan has stepped up efforts to promote its super IP of tea culture, improve the distribution of the cultural and tourist resources with systematic thinking, build the country's first national tea park, and embark on the path of holistic tourism destination by turning the tea area into scenic spot, tea garden into park, and sightseeing into tourist experience.





## Challenges and Problems

Mingshan District of Ya'an City is named after Mengding Mountain and is famous for its quality tea that could be dated back to thousands of years ago. Across the district, 95% of the farmers grow tea, the per capita tea garden area is 1.6 *mu*. However, tourism income only accounted for 10% of the their total income. Comparing to 90% from fresh tea industry, the growth of farmers' income has reached a deadlock. A major urgent problem for Mingshan was how to transform the beautiful scenery of massive eco-tea gardens into characteristic tourist experience products, fully develop tea-themed tourism businesses and the tea industry, and make full use of tea resources while developing the tourism economy, to greatly increase the comprehensive income of farmers.

## Measures

**1. Delve deeper into the tea culture.** Mingshan District focuses on the protection, display and inheritance of tea culture, and makes every effort to revitalize Mengding Mountain tea culture through inheritance and innovation. **First**, strengthen the protection of tea culture. Mingshan District comprehensively sorted out the history of Mengding Mountain tea culture, and the tea culture system with the tea-growing ancestor, tribute tea, Zen tea, and Ancient Tea Horse Road at the core, and compiled popular readers on Mengding Mountain tea culture and industry standards for Mengding Mountain tea products. **Second**, emphasize the display of Zen tea culture. Mingshan District invested nearly RMB 200 million in building tea culture experience centers such as Fochan Temple, Zhiju Temple, and Yongxing Temple in the Mengding Mountain, and reshaping the five representative scenes for Zen

Tea plantation including leaves-pulling-up, tea-picking, tea-making, tea-serving and tea ceremony, to promote Mengding Mountain as a popular destination famous for Chan-tea and tribute tea. **Third**, strengthen the inheritance of tea culture. The traditional processing techniques of Mengding Mountain tea and Tibetan dark tea are inscribed on the UNESCO Intangible Cultural Heritage List. Mingshan has cultivated a group of intangible cultural heritage inheritors, and opened a number of intangible cultural heritage workshops, to comprehensively enhance the influence of intangible cultural heritage practices and tea-making culture.

**2. Extend the tea industry chain.** Mingshan District has comprehensively promoted the efficiency of the tea industry and striven for the leap from a huge tea producer to a highly competitive one. **First**, upgrade the tea base. It has built 392,000 *mu* of eco-tea gardens, ranking first in the country in per capita tea garden area, improved seed rate and mechanization rate. **Second**, promote the transformation of the tea industry. It has invested RMB 645 million in building four centralized tea-leave processing parks, and the Mengding Mountain Tea Park has been rated the province's first five-star modern agricultural park. **Third**, empower the leading tea enterprises. It has cultivated 1 national leading tea enterprise, 13 provincial leading tea enterprises, and 3 local tea brands have been shortlisted for the top 100 most valuable tea brands in China. **Fourth**, develop sophisticated tea technology. It has built the largest national tea cultivars farm in Sichuan and the largest tea gene bank in southwest of China. The tea cultivars farm produces 1.6 billion characteristic tea seedlings every year, accounting for more than 90% of the province's



total, and winning Mingshan the honor as the national tea cultivars base county.

**3. Building bright points for the tea brand. First,** create tea consumption scenes. Mingshan District persists with integrating tea culture elements and the memory of Mengding Mountain tea culture into all aspects of city development, and has created interactive, experiential tea consumption spaces in major scenic spots such as Mengding Mountain, Niunianping, and Yuehua Tea Estate, to increase the added value of tea products, and promote Mingshan as a hub of tea culture. **Second,** make study tours the highlights of local tourism industry. Mingshan District has built two provincial-level boutique study tour bases, and has cooperated with more than 10 education groups in organizing study tours. It received more than 500,000 study-tour participants in 2022 alone. **Third,** promote high-quality integration of the tea culture and the tourism industry. Mingshan District has built the country's first national tea theme park, and taken the lead in building a 150-kilometer sightseeing greenway through the tea gardens, which will connect four consumption scenarios such as characteristic blocks, homestay & camping, amusement & performances, and tea-themed study tours and experiences.

## Results

Mingshan District deeply combines the tea industry with the tourism and other industries, promotes the integrated development of primary, secondary and tertiary industries, and has effectively enhanced the comprehensive benefits of industrial development. In 2022, the comprehensive



output value of the tea industry in Mingshan District exceeded RMB 8 billion, benefiting 145,000 rural residents with the fruits of the integrated development of tea and tourism industries. The per capita disposable income of rural residents increased from RMB 11,002 in 2015 to RMB 20,429 in 2022.

## Experience and Inspirations

**1. Planning ahead.** Based on resource endowment and cultural heritage, Mingshan District takes the approaches of allowing the tea industry and the tourism industry to reinforce each other, and aims to turn tea gardens into scenic spots and parks for economic benefits while promoting rural revitalization. It issued the Plan for Consolidating the Achievements of Poverty Alleviation and Promoting Rural Revitalization in Mingshan District of Ya'an City up to high standards. The Plan is comprehensive, scientific and systematic in designing the spatial and industrial layout, ecological protection, infrastructure and public services of the whole countryside, highlights local cultural heritage and advantageous resources and draws a new picture of rural development.

**2. Creating tea garden landscape.** Mingshan District has implemented a project to cover all major scenic spots such as Mengding Mountain and Qingyi Lake with tea gardens, and create an eco-tea industry economic corridor featuring agritourism, leisure experience, health preservation and wellness facilities, and tea-tourism integration, with a beautiful tea village landscape where tea trees thrive in the sea of colorful flowers all year around.





**3. Innovating business formats.** Mingshan District has invested RMB 2 billion to build a number of Internet-popular attractions such as the sea of camellia in the Mengding Mountain and the “Earth’s Fingerprints” tea garden. It has launched a number of products such as 5D movie viewing, meta-universe experience, and starry-sky camping, and built 32 boutique homestays in and around tea gardens, with four homestay clusters, namely Qilong-Jingu, Mid-level Mengding, Moon Lake in Yinmu, and Hongcao-Qingyi, taking shape. The occupancy rate on holidays has exceeded 90%.

### Next Steps

Mingshan District will seize the opportunity brought forth by the drive to turn the district into a national all-for-one tourism demonstration zone, aim at rural revitalization through high-quality tourism development, and establish the approach of all-for-one tourism. It will develop a master plan covering the whole district, develop high-quality products, create a new engine for the growth of the county economy to enrich the people, and build an international tea-themed leisure tourism and holiday-making destination. **First**, Mingshan District will create new scenarios and develop new business forms that meet high standards. It will coordinate efforts to develop the night economy, moonlight economy, cultural and creative economy, study tour economy, and holiday economy, vigorously cultivate new business forms such as camping,

study tours, night tours, and summer getaways, and lead the comprehensive transformation and upgrading of local industries. **Second**, Mingshan District will speed up the progress of the tea tourism projects at a high level. In particular, it will accelerate the implementation of key tourism projects, such as Mengding Mountain’s application for the status of a national AAAAA tourist attraction and the Baizhang Lake International Resort project, and drive new consumption hotspots with large projects. **Third**, Mingshan District will further improve the tourist service quality. It will persist with the organic integration of urban development and the development of tea and tourism industries, combine urban renewal with the construction of characteristic blocks and the development of night economy, cultivate agglomeration areas of the night economy, and stimulate the vitality of urban development. It will hold exhibitions, consumption scenarios and other events on a weekly, monthly and quarterly basis, gain popularity with original methods, and launch a number of experiential projects and specialty dishes, to attract more tourists to the tea and tourism market in Mingshan.

# 途牛旅游网： 天津桐画精品民宿助力乡村振兴

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## 摘要

桐画是途牛旅游网旗下民宿品牌，以“一店一品”为品牌特色，在设计和运营上充分融合目的地的自然环境、人文历史、建筑风格、旅游资源和客群特征等元素，是途牛助力乡村旅游业态发展的重要举措。2021年，途牛将桐画精品民宿落地天津蓟州区西井峪村，将传统农家院深度改造为高质量的乡村民宿。在桐画精品民宿发展的带动下，当地乡村旅游成功从农家乐升级为“民宿+X”的深度乡村度假体验。



## 挑战与问题

天津市蓟州区西井峪村地处中上元古界国家地质公园保护区内，采石和运输是西井峪村村民唯一的经济来源。2005年因环保需求关闭采石厂后，从2005年至2015年，村里发展了30多家农家乐。随着乡村旅游市场逐渐由观光向休闲、度假复合型转变，游客越来越关注乡村的住宿品质和游玩体验。西井峪村的农家乐因卫生环境、接待服务等品质上的“痛点”，大部分都经营倒闭。当地村委会清晰认识到发展精品民宿的重要性，开始寻求与专业旅游团队的合作。如何结合西井峪村的旅游发展规划，将专业团队的优势与本地资源结合，发展更多旅游业态，带动乡村民宿提质升级，提升游客体验，是西井峪村面临的巨大挑战。

## 措施

**1. 盘活闲置农居。**天津桐画民宿所在的西井峪村靠近北京和天津交界，地理位置优越，是承接



京津冀周边游需求的优质目的地。村内有大量老旧房屋和空置房屋，途牛共承包了六个院子，其中一个用作餐厅，出品地道的品质农家菜，另外可供住宿的5个院子风格各异，或日式或地中海风情或中国传统民居建筑风格，在当地民宿中独树一帜。

**2. 突出设计特色。**在民宿建筑设计方面，桐画融合村落的“石头”特色，并加以改良，兼具实用性和观赏性。房屋保留了部分老石墙，在墙体中增加保温材料，在墙体外部增设玻璃隔窗，住客可以像欣赏一幅画卷一般直观地感受“石头村”的石头文化。改造后的老墙还能起到保温和防蚊的作用，这一巧思引发了村里诸多民宿效仿。

**3. 提升民宿品质。**桐画在民宿内部设计和布草方面，通过精选软硬件配备提升用户入住体验。每套民宿都有独立小院和会客厅，配备现磨咖啡机、品牌洗护用品、戴森吹风机、自动马桶，让客人享受五星级酒店的入住体验。桐画精品民宿给西井峪带来更多客流，有效带动了西井峪整体旅游服务接待规范的提升，成为当地民宿行业的标杆以及乡村旅游的新地标。

**4. 邀请媒体体验。**2021年9月，《中国旅游报》、《北京青年报》、《新京报》、品橙旅游、闻旅、《北京商报》等多家北京区域的主流媒体及行业旅游类媒体应途牛邀请到访西井峪村，三天两晚沉浸式体验天津桐画精品民宿及走访周边景点。媒体对村委书记、村镇自营旅游公司、民宿经营者、民宿工作人员等进行了多方沟通和深度采访，主动发布10余篇专题报道，引发社会关注，增进消费者认知。



**5. 扩大线上宣传。**疫情期间，桐画民宿管家及时将工作场景延伸到线上平台，通过短视频平台宣传西井峪村和桐画民宿，把西井峪的美好风景、特色民俗通过直播间分享给粉丝。其中西井峪网红打卡点“西崖远眺”累计在直播间获得了超20万次点赞，收获了大量的关注和稳固的口碑。“民宿+X”带动西井峪乡村旅游发展，让更多研学游、摄影游、亲子游等客群聚焦于此。

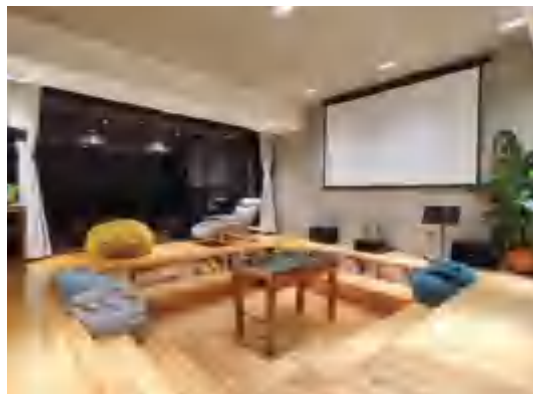
### 成效

一是促进了当地旅游客流增长。桐画精品民宿开业期入住率超过50%，开业半年入住率突破95%，2023年一季度营收环比增长79%，已成为当地民宿行业的标杆。二是促进了村民就业。桐画精品民宿的民宿管家和后勤保障岗位九成是当地村民，通过专业化培训，具备酒店管理和知识后上岗。三是促进了村民收入增长。三年前西井峪村里每套院子的年租金只有2万元，现在每套宅院年租金在10万元左右，精品民宿不但给村民带来了可观的房租收入，村里的房产也得到了增值。同

时桐画民宿管家们通过尝试直播带货，严格把关选品，将核桃油、蘑菇酱、蓟县蜂蜜等当地的农优特产通过直播间送到了广大用户的饭桌上，帮助村民二次增收。

### 经验与启示

**1. 坚持乡村民宿的可持续发展。**桐画精品民宿因地制宜，在民宿选址时充分考虑乡村资源禀赋、客源市场、交通道路等条件；在民宿改建时注重村落历史风貌保护，防止大拆大建，合理利用



自然环境、人文景观等资源，以“微改造”凸显“石头村”的石头文化；注重当地的人才培养，利用企业自营的四川青城山“桐画”酒店资源和丰富的管理经验，强化民宿管家专业化培训，有效激励村民从事乡村民宿相关岗位，促进乡村民宿健康持续发展。

**2. 打造标准化高质量乡村民宿品牌。**致力打造“桐画”乡村精品民宿IP，以“一店一品”为品牌特色，在设计和运营上充分融合目的地的自然环境、人文历史、建筑风格、旅游资源和客群特征等元素，打造高标准民宿集群，成为当地民宿行业的标杆以及乡村旅游的新地标，有效带动西井峪村民宿群的高质量发展，有效提升村里整体旅游服务接待规范，促进客流量的提升。

**3. 深耕“民宿+X”乡村产业融合发展。**以村民、村委、游客三方满意度为重要目标，拓展“民宿+”特色产品，开展特色文化体验、农副产品销售，促进资源联动发展，聚焦打造美好生活消费新场景、发展旅游消费新业态，为村民持续增收提供更多渠道，为游客提供更加多元的选择与体验。

## 下一步计划

随着发展乡村民宿的相关政策及措施不断推进，乡村民宿将迎来高质量发展新阶段。途牛也将“民宿+X”作为企业乡村振兴工作的重点，积极探索“持续做、长期做、深入做”的共赢发展新模式。途牛将持续以乡村民宿为着力点，充分发挥互联网平台在数字化、整合营销以及产品创新和服务品质上的核心优势，不断创新乡村旅游产品，在提升民宿品质的同时，整合当地特色生态和休闲农业，把乡村、民宿、景区联动起来，为乡村产业的可持续发展开拓更多空间，通过农文旅融合新业态有效提升乡村品牌价值，为提质乡村旅游作出积极贡献。



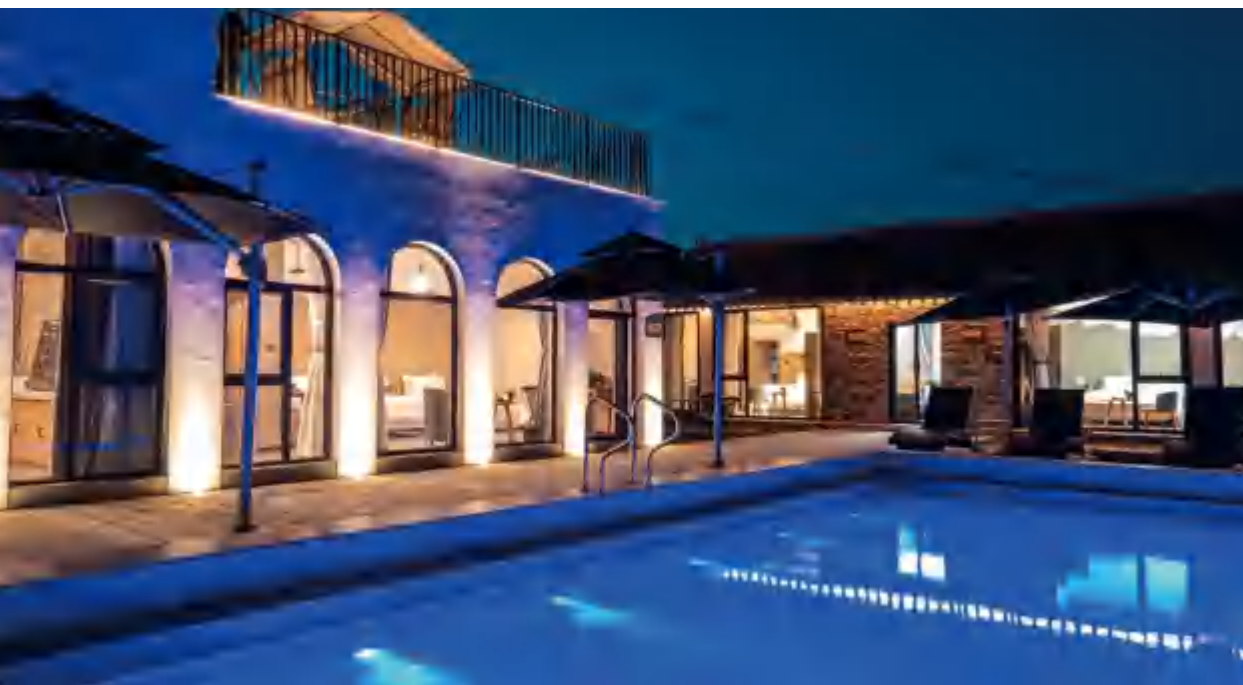
# Tuniu.com:

## Tonghua Boutique Homestay Tianjin contributes to rural revitalization

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### Abstract

Tonghua is a homestay brand owned by Tuniu.com. It stands out with “one homestay, one design”, and its design and operation fully integrate the destination’s natural environment, culture, history, architectural style, tourism resources and customer group profiles. It plays an important role in the effort of Tuniu.com to develop rural tourism. In 2021, Tuniu.com introduced Tonghua Boutique Homestay to Xijingyu Village, Tianjin’s Jizhou District, transforming traditional farmhouses into high-quality rural homestays. Driven by the development of Tonghua Boutique Homestay, local rural tourism industry has been upgraded from the farmhouse business to a “homestay + X” rural vacationing experience.





### Challenges and Problems

Xijingyu Village is located in the Middle and Upper Proterozoic National Nature Reserve, and local villagers used to live on only quarrying and transportation. After the quarry was shut down in 2005 for environmental reasons, more than 30 rural homestays emerged in the village from 2005 to 2015. As the rural tourism market gradually shifts focus from sightseeing to the combination of leisure and vacation, tourists are attaching more and more importance to the quality of accommodation and visit experience. Most of the farmhouses in Xijingyu Village had to close down after failing to address their pain points such as sanitation and reception services. This brought home to the villagers' committee the importance of developing boutique homestays and they began to seek cooperation with professional tourism teams. How to combine the advantages of the professional teams with local resources according to the tourism development plan of Xijingyu



Village, develop more tourism business forms, drive the upgrading of rural homestays, and improve the tourist experience posed a huge challenge to the village.

### Measures

**1. Put idle farmhouses into good use.** Xijingyu Village, where Tonghua Boutique Homestay Tianjin is located, sits conveniently near the border between Beijing and Tianjin, and is a high-quality destination for tourists from Beijing, Tianjin and Hebei Urban Agglomeration. There are a large number of old and vacant houses in the village, and Tuniu.com has contracted six of them: one is converted into a restaurant and serves authentic farm dishes, and the other five are turned into homestays of different styles ranging from Japanese, Mediterranean to traditional Chinese architectural style, distinguishing themselves from other local homestays.

**2. Highlight design features.** In terms of the architectural design of the homestay, the Tonghua team incorporated the “stone” element of the village and made the stone design both practical and ornamental. Part of the old stone walls was kept intact, added with thermal insulation material. Glass windows were installed outside the wall, allowing patrons a picturesque view of stones, thus to appreciate the stone culture of this “stone village”. The renovated walls are also capable of heat preservation and mosquito prevention. This clever transformation has inspired many homestay owners in the village to follow suit.

**3. Improve the quality of homestays.** In terms of interior design and linen of the homestays, the Tonghua team enhances the resident experience with carefully-selected software and hardware facilities. Each homestay has a standalone courtyard and living room, equipped with a coffee maker with ground, branded toiletries, Dyson hair dryer, and automatic toilets, allowing guests a five-star hotel experience. Tonghua Boutique Homestay has attracted more passenger flow volume to Xijingyu Village, effectively promoted the village to improve its overall tourism service reception services, and become a benchmark in the local homestay industry and a new landmark of rural tourism.

**4. Invite journalists to visit.** In September 2021, journalists of *China Tourism News*, *Beijing Youth Daily*, *Beijing News*, PinChain, wenlvpai.com, *Beijing Business Today*, among other mainstream media in Beijing area and tourism media, at the invitation of Tuniu.com, visited Xijingyu Village for a three-day-and-two-night stay at Tonghua Boutique Homestay in Tianjin and arrange tour at surrounding attractions. The journalists held talks and deeply interviews with the secretary of village committee, village-operated tourism companies, homestay operators and staff, etc., and published more than 10 special coverages, attracting public attention and enhancing consumer awareness of Tonghua Boutique Homestay.



**5. Expand online promotion.** During the COVID-19 epidemic, the homestay steward responded promptly and extended the work scene to online platforms, promoting Xijingyu and Tonghua Boutique Homestay on the short video platforms, and introducing the village's beautiful scenery and characteristic folklore to fans via live streaming. In particular, Xijingyu's popular attraction "Look Far into the Distance from Xiya" has received more than 200,000 likes in the live-streaming session, gaining a lot of attention and a solid reputation. The "Homestay + X" approach has driven the development of rural tourism in Xijingyu Village, and attracted more customer groups of study tours, photography tours, and parent-child tours.





## Results

**First**, Tonghua Boutique Homestay has boosted the growth of local tourist flow. Its occupancy rate exceeded 50% shortly after it was opened, and jumped to over 95% in the first half year, and its revenue registered a quarter-on-quarter growth of 79% in the first quarter of 2023, setting an example for local homestay industry. **Second**, it has promoted the employment of villagers. 90% of the homestay stewards and logistics personnels are local villagers, who received professional training on hotel management and service before taking up their posts. **Third**, it has contributed to the income increase of villagers. Three years ago, the annual rent of each courtyard in Xijingyu Village was only RMB 20,000, compared to about RMB 100,000 nowadays. The boutique homestay project has only brought considerate rental to villages, but also driven up the market value of village properties. At the same time, the homestay stewards have tried to sell commodities through live-streaming. They strictly select products, and have chosen local agricultural specialties such as walnut oil, mushroom paste, and honey for sale in live-streaming sessions, bringing them to the

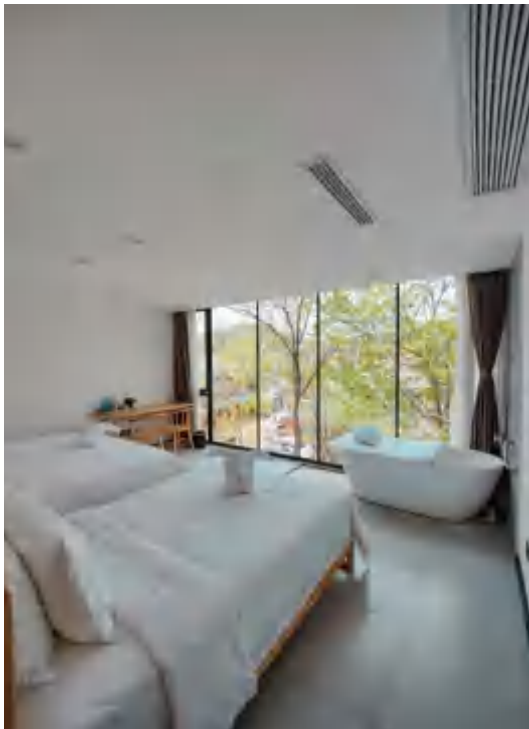


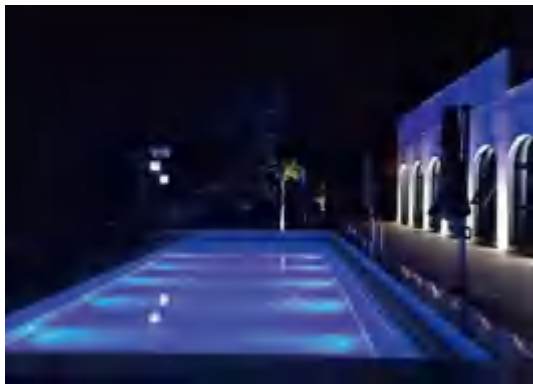
dinner tables of consumers and helping villagers expand their income source.

## Experience and Inspirations

**1. Promote the sustainable development of rural homestays.** While choosing the homestay site, the Tonghua team fully considered local conditions, including rural resources, origin markets of tourists, roads and transport conditions. In the reconstruction period, constructors worked hard to preserve the historical look of the village, avoided blind, massive demolition and construction, rationally used the natural environment, cultural landscape and other resources, and highlighted the stone culture of the “stone village” through micro-transformation. They valued the training of local specialists. By making use of the resources of self-operated Tonghua Hotel Qingcheng Mountain in Sichuan Province and rich management experience, they strengthened the professional training of homestay stewards, effectively motivated villagers to work for related homestay position, and promoted the healthy and sustainable development of rural homestays.

**2. Build a standardized high-quality rural homestay brand.** Committed to building up the Tonghua boutique homestay brand featuring “one homestay, one design”, the team fully incorporated the natural environment, culture, history, architectural style, tourism resources and customer group profile of the destination in homestay design and operation, in an effort to create a high-standard homestay cluster, set a benchmark in the local homestay industry and create a new landmark of rural tourism. All





this has effectively driven the high-quality development of Xijingyu's homestay cluster, improved its overall tourism services, and increased the tourist flow.

### **3. Persist with the “homestay + X” approach to promote integrated development of rural industries.**

Aimed at the satisfaction of villagers, the villager's committee and tourists, the Tonghua team has expanded “homestay+” specialty product portfolio, provided tourists with characteristic cultural experience, and organized the sales of agricultural and sideline product, to promote the coordinated development of resources. With focus on creating new scenes of consumption for a better life, it develops new tourism business forms, diversifies the income sources of villagers, and provides tourists with more diversified choices and experiences.

## **Next Steps**

With the continuous implementation of favorable policies and measures, rural homestays will usher in a new stage of high-quality development. Tuniu.com has made “Homestay + X” the focus of its rural revitalization work, and is actively exploring a new win-win development model based on “sustainable, long-term, and detail-oriented practices”. Tuniu.com will continue to focus on rural homestays, give full play to the core advantages of internet platforms in digitalization, integrated marketing, product innovation and service improvement, and continue to introduce new rural tourism products. While working to improve the quality of homestays, it will integrate local characteristic ecology and leisure agriculture, link villages, homestays and scenic spots, open up more spaces for the sustainable development of rural industries, and effectively enhance the value of rural brands through new business forms integrating agriculture, culture and tourism, and contribute to higher-quality rural tourism.



# 贵州黔东南州施秉县白垛村： 红色黑冲·世遗白垛

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## 摘要

贵州省施秉县白垛乡白垛村是世界自然遗产地、国家 4A 级旅游景区，同时还是国家长征主题文化公园建设点、贵州省第一批红色美丽村庄试点、爱国主义教育基地和重点红色文物保护单位。白垛乡努力抢抓当前“红色江山”与“绿色生态”两个机遇，坚持发挥好红六军团黑冲战斗遗址的红色文化资源和喀斯特世界自然遗产地的绿色生态禀赋，以红色之旅带动绿色之旅，奋力推进乡村振兴发展新格局。





## 挑战与问题

贵州省施秉县白垛乡白垛村距县城 18 公里，辖区总面积 55.8 平方公里，辖 19 个组、2,424 人。随着红色旅游业的快速发展，白垛村接待游客人数逐年递增，但仍存在整体旅游体验项目方式单一、特色旅游纪念品种类较少、淡旺季游客流量落差大等问题。另外，喀斯特地貌导致土壤蓄不住水，种不了庄稼，只能种植对土质要求不高的烟草，而种植烟草会进一步导致土地板结，越种土壤越贫瘠，从而形成一个死循环。村内青壮年为改善生活纷纷外出务工，村落逐步失去活力，“空心村”问题愈发突出。

## 措施

**1. 旅游+ 红色产业。**白垛村投资 1,600 万元完善交通、环卫、电气等基础项目建设，推进“一场、一园、一址、一馆、一站、一屋、一路”红色基础设施建设，充分利用红色资源，不断丰富美丽村庄红色内涵，把白垛村建设成为党员干部理想信念、党性教育、党史学习教育的红色教学基地，大量接待各类学习和培训任务。

**2. 旅游+ 绿色产业。**白垛村借助庭院美化建设契机，打造生态康养民宿产业，实现“一户一景、一房一韵、一院一品”；将乡村旅游与农耕体验、红色研学、生态康养、特色民宿等业态融合，持续延长绿色经济的产业链条；全面启动省级全域旅游示范区创建，推出“春探人间花海、夏品特色水果、秋走研学之旅、冬寻雪中美景”特色乡村旅游精品线路，实现四季精彩不落幕，奏响乡村振兴“奋进曲”。

**3. 旅游+ 金色产业。**以白垛村何家坳烤烟育苗棚为试点，通过“烟苗、蔬菜、瓜果”四季轮种方式，不断提高土壤利用率。同时因地制宜发展黄金脆梨、黄桃等精品水果 1,400 亩，年产值约 800 余万元。通过推动烤烟、精品水果等农业发展形成了一幅熠熠生辉的金色产业画卷。



## 成效

截止 2023 年 5 月，白垛村共接待县内外各单位组织党史学习教育现场教学、培训等 160 余期 11,600 余人次，成为附近游客的红色教育“网红打卡地”，并带动了当地农家乐、民宿等旅游经济增收 30 余万元。自项目启动以来，当地村民参与项目建设共计 192 人，收入劳务工资 206 万余元，村民人均增收 1.07 万元。白垛村获评贵州省第三批乡村旅游重点村，人居环境得到进一步提升，美丽庭院数量明显增多，村民衣食住行各个方面都有质的飞跃。

## 经验与启示

**1. 坚持可持续发展理念。**一是牢固树立“绿水青山就是金山银山”的生态发展理念，全领域、全过程、全方位加强生态建设，让绿色成为白垛最宝贵的财富、最鲜明的底色、最靓丽的名片。二是认真研究吃透国家政策，立足于白垛得天独厚的“三色产业”优势，瞄准红色文化、高效农业、乡村旅游、人居环境等重点领域，精心谋划一批大项



目、好项目，做到争取一批、建设一批、推进一批、储备一批，形成良性循环，实现项目可持续发展。

**2. 用好“红绿金”三色资源。**依托黑冲红色资源和白垛世界自然遗产地绿色生态资源优势，积极推动红色游、康养游、森林游、农业观光游、研学体验游等乡村旅游新体验，引导群众支持、参与、获利。着力把“红色黑冲·世遗白垛”品牌塑造成为全县旅游新的增长极；坚决守护金色粮仓，做强做优金色烟叶，提质增效金色水果。坚持把解决好“三农”问题作为重中之重，加快推进传统农业向现代高效农业转变。

## 下一步计划

一是持续突出优势，大力发展以红六军团战斗遗址为核心的红色产业，以喀斯特世界自然遗产为优势的绿色产业，和以烤烟、精品水果、中药材为特色的金色农业，推动优势产业发展实现更大突破，实现经济保持中高速增长。二是实施好乡村振兴“十百千”示范工程升级版，健全完善好农村管理制度，全面优化提升内部环境和对外形象，不断提升产业吸附力、项目承载力、服务保障力，拓宽高质量旅游发展新空间。三是借助数字科技，创建有声图书馆和红色 APP，助力乡村智慧旅游发展。以“互联网+旅游+乡村”为思路，帮扶乡村旅游、乡村发展与数字科技融合，推出具有交互性、沉浸式、体验性特点的数字乡村旅游产品，构建乡村旅游“一站式、智能化、个性化”智慧服务系统。

# Baiduo Village, Shibing County, Qiandongnan Prefecture, Guizhou Province:

A CPC history education base and a world heritage site

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## Abstract

Baiduo Village of Guizhou Province is home to a world natural heritage site, a national AAAA tourist attraction, and a national Long March theme park. It is listed among the first pilot villages of the beautification project for old CPC revolutionary bases, patriotism education bases and key units for the preservation of cultural relics of the CPC in Guizhou. Baiduo Village strives to seize the two opportunities brought by its CPC revolutionary history and its ecological resources, and continues to leverage the cultural legacy of Heichong, once a battlefield fought by the Red Sixth Army Corps, and the karst world natural heritage site. It works to drive the development of eco-tourism with educational tours themed on the CPC revolutionary history, and forge ahead the new development paradigm for rural revitalization.





### Challenges and Problems

Baiduo Village is 18 kilometers away from the county seat, with an area of 55.8 square kilometers and a population of 2,424 divided into 19 groups. With the rapid development of red tourism, the number of tourists visiting the village has increased year by year, but the overall tourist experience and characteristic tourist souvenirs still lack diversity, and there is a big gap in the tourist flow in off and peak seasons. Moreover, the karst land is hard to hold water, not suitable for growing crops, except for tobacco which has low requirements for the soil quality. Growing tobacco, however, can lead to land compaction, and the more tobacco is grown, the more barren the land becomes, thus creating a vicious cycle. The young and middle-aged have left to find livelihoods elsewhere. The village has gradually lost its vitality, and become increasingly hollowed-out.

### Measures

#### 1. Tourism + the CPC revolutionary legacy.

Baiduo Village invested RMB 16 million to improve the transportation, sanitation, electricity and other infrastructure conditions, and advance the construction of infrastructure with the modern revolutionary legacy. It makes full use of local CPC revolutionary legacy, constantly taps into the revolutionary history of the beautiful village, and strives to build Baiduo Village

into an educational base for Party members regarding ideology, Party commitment, and Party history. It has hosted a large number of learning and training programs.

**2. Tourism + green industries.** While beautifying courtyards, Baiduo Village took the opportunity to build an eco-friendly, health-conscious homestay industry, with “one view for one homestay, one style for one room, and one feature for one courtyard”. It integrates rural tourism with the farming experience, study tours themed on local revolutionary legacy, eco-friendly health preservation, and characteristic homestay industries, and continue to extend the industrial chain of green economy. It has kicked off the project to apply for the status of provincial-level all-for-one tourism demonstration zone, and launched boutique routes that allow tourists to enjoy the sea of flowers in spring, local specialty fruits in summer, study tours in autumn, and beautiful snow scenery in winter, to





entertain them all year around, and thus contribute to rural revitalization.

**3. Tourism + agriculture.** A pilot project is launched in Hejia'ao of Baiduo Village. At the flue-cured tobacco nursery shed, tobacco seedlings, vegetables, melons and fruit trees are rotated from season to season to increase the soil utilization rate. At the same time, according to local conditions, 1,400 *mu* of fine fruits such as the golden pears and yellow peaches are grown, with an annual output value of about RMB 8 million. By promoting the cultivation of flue-

cured tobacco and fine fruits, Baiduo Village has painted a golden picture of agricultural development.

## Results

As of May 2023, Baiduo Village had received more than 11,600 participants in more than 160 on-site education and training sessions organized by units at all levels inside and outside the county. It has become a popular weekend destination for tourists interested in learning local revolutionary legacy, thanks to which, local farmhouses and homestays have seen their income increase by more than RMB 300,000. Since the project to develop local tourism was launched, it has engaged 192 local villagers, paid more than RMB 2.06 million of labor wages, and increased the per capita income of local villagers by RMB 10,700. Baiduo Village was selected into the third batch of key villages for rural tourism in Guizhou. Its living environment has been further improved, the number of beautiful courtyards has increased significantly, and the villagers have seen a substantial leap in all aspects of their life, including clothing, food, housing and transportation.





## Experience and Inspirations

### 1. Continue to pursue sustainable development.

**First**, Baiduo Village firmly believes that lucid waters and lush mountains are invaluable assets, strengthens ecological conservation in all fields and dimensions and throughout the whole process, and turns ecological resources into its biggest asset, most distinctive feature, and biggest appeal. **Second**, it carefully studies and fully understands state policies. Considering its unique advantages, it focuses on such key areas as the CPC revolutionary heritage, high-efficiency agriculture, rural tourism, and living environment, and has meticulously planned a number of large, high-quality projects. Efforts are made to form a virtuous cycle to plan, introduce, advance and implement projects on a rolling basis and to achieve sustainable development of the projects.

### 2. Make good use of resources of three categories.

Relying on Heichong’s modern revolutionary legacy and the ecological resources of Baiduo World Natural Heritage Site, the village actively promotes new tourism products such as tours themed on local revolutionary legacy, health-conscious tours, forest tours, agri-tourism, and study tours, and nudge the villagers to support, participate in and profit from these activities. It strives to develop travel themed on the revolutionary heritage and the World Natural Heritage into a new growth pole of tourism in the county. It resolutely safeguards its crops cultivation industry, strengthens the tobacco industry, and improves the efficiency of fine-fruits growing. It always places the solution of issues concerning agriculture, the countryside and farmer on top of its agenda, and is moving faster to modernize and improve the efficiency of agriculture.



## Next Steps

**First**, Baiduo Village will continue to highlight its advantages and vigorously develop the tourism industry with the former battlefield of the Red Sixth Army at the core, the green industries that builds on the superior karst world natural heritage site, and agriculture dominated by the growing of flue-cured tobacco, fine fruits and traditional Chinese medicinal herbs, so as to promote its advantageous industries to make further progress and achieve medium- and high-speed economic growth. **Second**, it will do a good job in implementing the upgraded version of the “Ten-Hundred-Thousand” demonstration project for rural revitalization (the project involves ten demonstration counties, 100 demonstration townships and 1,000 demonstration villages), improve the rural administration system, and comprehensively enhance the internal environment and external image. It will work continuously to improve its appeal to industries, its project carrying capacity and service capacity, and broaden the space for high-quality tourism development. **Third**, it will use digital technology to develop audio libraries and an APP dedicated to local revolutionary heritage, and promote the development of rural smart tourism. It will adopt the “Internet + tourism + village” approach, support the integration of rural tourism, rural development and digital technology, launch digital rural tourism products that are engaging, immersive and experiential, and develop a one-stop, personalized smart tourist service system.

# 河北唐山市迁安市大五里镇： 全域旅游助力乡村振兴

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## 摘要

河北省唐山市迁安市大五里镇坚持党建引领，以旅游优势资源为基础，村企融合为突破，农文旅融合为方向，发展“旅游+”多种路径增长点，以项目建设为抓手，三大景区为龙头，全力推进乡村振兴。





## 挑战与问题

河北省唐山市迁安市大五里镇是国家级地质公园和省级森林所在地，镇域内秀峰美林、峡谷深溪、太古地貌、古木怪石、诗酒文化、红色文化等资源得天独厚，总面积 54.39 平方公里。然而在钢铁大发展时代，大五里镇曾一度高炉林立、铁水横流，钢铁产业在给大五里带来繁荣的同时，也带来了产业低端难以为继、资源枯竭难以为继、生态破坏难以为继的问题。同时大五里镇的旅游开发也面临同质化、规模小，资金匮乏和人才缺失等问题。

## 措施

**1. 谋划振兴思路。**面对资源枯竭、生态破坏等发展瓶颈，大五里镇党委、政府以“早转型早主动、早升级早发展”为工作思路，谋划全域振兴。一是通过景区建设带动乡村振兴，二是借势高速串联乡村振兴，三是依托文化塑造乡村振兴。大五里镇全力争取 16 个村计划投资 902 万元进行整体开发，加快提升基础、改善环境。同时将文化旅游人才、现代农业人才列为重点人才支持工程，聘请专业人士，开展乡村旅游培训、农家餐饮服务技能培训，通过减收房屋租金等方式吸纳大学生、专业艺术人才等来村创业。

**2. 培育龙头景区。**大五里镇与北京首旅、北京绿行两家设计院积极对接，力求高起点、高标准规划好景区扩容，拓展全域旅游大格局。主要依托山叶口、塔寺峪、挂云山三大景区，辅之以首钢尾

矿库、张家峪、花果山的小区块开发，以及津安钢铁工业游和贯头山文化名酒工业游，共同构成了大五里镇旅游发展的新格局。

**3. 盘活旅游资源。**大五里镇建设数字智慧停车场、特色民宿、餐馆等，全镇民宿项目完成签约 26 家、改造完成 4 家；20 余农家乐成为本地特色美食销售推广的重要平台；建成软枣猕猴桃、板栗核桃、大樱桃和皇冠梨等 6 个采摘园；打造塔寺峪红色研学游基地和国防教育基地；景区在重要节日开展剧目展演、非遗展示、文创品展销、民俗体验等文体活动，成为撬动旅游增收的新杠杆。

## 成效

大五里镇先后建成国家 4A 级景区 1 家（山叶口），3A 级景区 2 家（塔寺峪、挂云山），为迁安市 A 级景区最多的乡镇，以绿道为轴串联三大景区的“一轴三区”全域旅游框架基本形成。以三大景区为依托，近年来全镇年接待游客最高峰达 120 万人次，旅游综合收入达到 6,600 万元。目前全镇已有 16 个村集体收入超过 5 万元，山叶口村集体收入更是突破 30 万元。



## 经验与启示

**1. 文化赋能产品。**不断创新旅游产品，加强对中华老字号、地理标志产品等传统文化产品的品牌培育和保护。精益求精打造板栗饽饽系列产品，培育板栗饽饽非物质文化遗产，打造美食品牌和增加品牌文化附加值。制作五彩石系列手工艺品，增加旅游产品的文化创意。培育蔡记手信、山叶臻品农产品加工品牌，传承传统文化技艺，推动传统文化产品产业化。

**2. 活动赋能发展。**积极举办国家级重要赛事、京津冀网红直播节。精心办好“城乡联动、康乐同行”，开展端午节、七夕节等“我们的节日”系列精彩纷呈的文体活动，吸引越来越多的游客前来观光，推进大五里镇全域旅游的发展。

**3. 文明赋能服务。**依托村文化综合服务中心，设置游客服务站、村史馆、图书馆电子阅览室、多功能活动室及文化广场等基础设施，集信息咨询、宣传教育、公共阅读、讲习课堂、志愿服务、展览展示、影视放映、培训辅导、文化娱乐于一体的文旅服务中心，为群众提供全方位的乡村旅游服务。



建立完善村规民约，组织开展美丽庭院、最美家庭、好媳妇、好儿女、好公婆、星级文明户评选活动，引导农民讲文明、树新风，促进旅游服务水平的提升。

## 下一步计划

一是强化顶层设计，激发旅游新活力。立足全域做规划，由点到面齐发力，聘请专业公司整体谋划，科学推进景区建设、产品结构、品牌形象、服务体系、要素齐全、融合发展“六大升级”，打破同质化发展的桎梏，加速实现全域旅游差异化、高质量发展。二是加快旅游项目开发，提高集群竞争力。加快推进龙山湿地开发、龙佑湾水上旅游、张家峪千野湖景区等重点旅游项目落地，进一步补齐业态短板，打造旅游产业集群发展优势，推动“过境游”向“过夜游”跨越。三是完善提升基础设施建设，实施旅游路网配套、污水处理配套、精品民宿配套、特色餐饮配套四大提升工程，全面提升景区承载力、扩容力。大五里镇将突出特色优势，激发全域旅游势能，深入落实“旅游+”战略，加速文旅融合提质，把大五里打造成旅游业态全、旅游形象好、游客幸福感强的高品质旅游综合体，进一步建强产业支撑，全力以赴打造村村富裕、处处精彩、全域美丽的乡村振兴国家样板。



# Dawuli Town, Qian'an City, Tangshan City, Hebei Province:

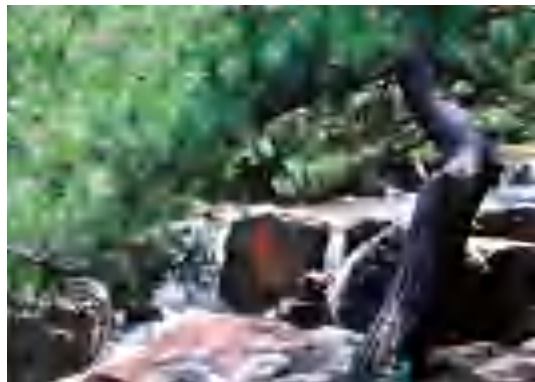
Promoting rural revitalization through all-for-one tourism

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## Abstract

By the guidance of Party building and based on its advantageous tourism resources, Dawuli Town of Hebei province promotes village-enterprise. Based on its advantageous tourism resources, it promotes village-enterprise integration, strives for the integration of agriculture and tourism, and develops “Tourism+” multiple growth points. While promoting project development, especially the development of the three major tourist attractions, it is sparing no effort in driving rural revitalization.





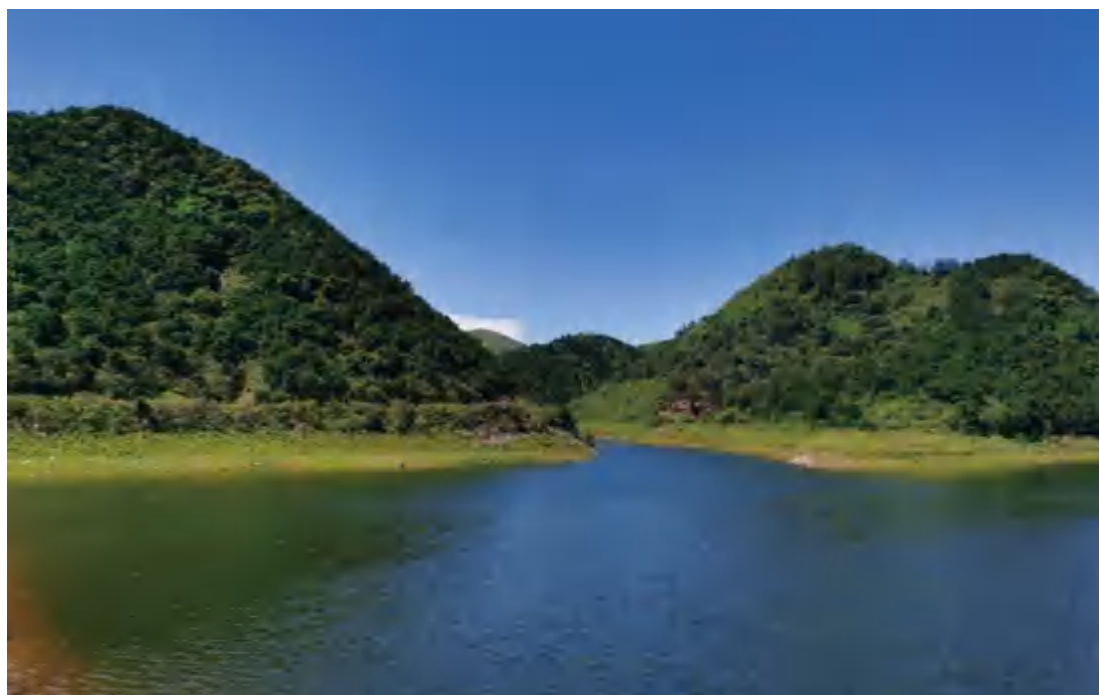
### Challenges and Problems

Dawuli Town is home to a national geopark and a provincial-level forest, and endowed with unique resources such as picturesque peaks and forests, deep valleys and streams, Archeozoic landform, ancient trees, strange-shape stones, the poetry and wine culture, the CPC revolutionary memory. It covers an area of 54.39 square kilometers. In the golden age of iron and steel, Dawuli was lined with blast furnaces. The iron and steel industry brought prosperity to Dawuli, but it also caused problems to its sustainable development, such as low-end industries, the depletion of resources, and ecological

damage. At the same time, its tourism development faced problems such as homogenization, limited scale, and the lack of funds and talents.

### Measures

**1. Plan for revitalization.** In the face of development bottlenecks such as resource depletion and ecological damage, the Party committee and government of Dawuli Town adopted the motto “the sooner, the better”, and planned for town-wise revitalization. **First**, it drives rural revitalization through the development of scenic spots. **Second**, it rides on the growth momentum and quickly advance projects for rural revitalization. **Third**, it uses its cultural legacy to shape the future of rural revitalization. Dawuli Town has enlisted 16 villages to invest RMB 9.02 million in overall development, accelerated the upgrading of infrastructure, and improved the environment. At the same time, it leaned support to the recruitment and retainment of tourism specialists and modern agricultural specialists, and hired professionals to provide training on tourism and catering service skills. It offers rent discounts to college students and professional artists to attract them to start businesses in the villages.



**2. Cultivate leading scenic spots.** Dawuli Town actively consulted two design institutes under BTG and Beijing Green Mobility, to plan the expansion of scenic spots up to high standards, and expand the all-for-one tourism market. Local tourism market features three major scenic spots: Shanyekou, Tasiyu and Guayun Mountain, supplemented with smaller attractions such as Shougang’s tailings pond, Zhangjiayu and Huaguo Mountain, as well as tours to Jin’an Steel’s industrial site and Guantoushan winery.

**3. Make effective use of tourism resources.** Dawuli Town has built smart parking lots, characteristic homestays, and restaurants, signed 26 homestay projects and completed the renovation of four of them. More than 20 farmhouses have become important platforms for the sales of local specialties. There are six orchards where *Actinidia arguta*, chestnut trees, walnut trees, *Cerasus pseudocerasus* and the crown pears are grown. Tasiyu has become a study tour base themed on the CPC history and a national defense education base. At scenic spots, cultural and sports activities such as repertoire performances, intangible cultural heritage displays, display and sales of cultural and creative products, and folk customs experiences are organized on major festivals, diversifying the source of tourism revenue.

## Results

Dawuli Town has one national AAAA scenic spot (Shanyekou) and two AAA ones (Tasiyu and Guayun Mountain), leading Qian’an in terms of the number of A-level scenic spots. These three scenic spots are connected by one greenbelt, thus forming the basic framework of



all-for-one tourism. Thanks to these three scenic spots, it received 1.2 million tourists in a peak year, and the comprehensive tourism income has reached RMB 66 million in recent years. At present, 16 of its village collectives have registered a revenue of more than RMB 50,000, and the collective income of Shanyekou Village has exceeded RMB 300,000.

## Experience and Inspirations

**1. Empower tourism products with cultural heritage.** Dawuli continuously introduces new tourism products, strengthens the cultivation and protection of traditional cultural products such as time-honored Chinese brands and geographical indication products. It also keeps improving the bobo bun series with chestnut stuffing, tries to make it an intangible cultural heritage element, build a food brand and increase the brand’s added value with cultural connotation. It has developed a series of handicrafts with colorful stones, among other cultural and creative tourism products. It cultivates processed agricultural product brands Cai’s Souvenirs and Shanye Zhenpin, inherit traditional cultural skills, and promote the industrialization of traditional cultural products.

**2. Empower development by hosting activities.** Dawuli has actively held national sporting events and the Beijing-Tianjin-Hebei Live-Streaming Festival. With the aim of the mass leisure in both urban and rural, other wonderful cultural and sports activities, such as the Dragon Boat Festival and the Qixi Festival, are also being actively organised, attracting more and more tourists, and promoting local tourism development.

### 3. Empower services by enhancing rural civility.

The village comprehensive cultural service center is equipped with infrastructure such as the tourist service station, the village history museum, the library, the electronic reading room, the multi-functional room and the culture square, and has become a tourist service center offering a wide range of services including information, public communication & education, public reading space, lectures, volunteer services, exhibitions & performances, film screenings, training & counseling, and entertainment. Dawuli has formulated and improved village rules and established practices, and organized activities to recognize model courtyards, model households, model daughters-in-law, model sons and daughters, model in-laws, and star-rated civilized households, to nudge farmers to improve etiquette and their civic awareness, and thus to enhance tourist services.

#### Next Steps

**First**, strengthen the top-level design and stimulate vitality in developing tourism. Plans should be made with the whole area taken into account. Specialized companies



should be hired to make proposals, scientifically promote upgrades in six aspects: scenic spot infrastructure, product portfolio, brand image, service system, factors, and integrated development, to break away from homogeneous development, and accelerate differentiated and high-quality development of all-for-one tourism. **Second**, speed up the development of tourism projects and improve the competitiveness of clusters. Dawuli should move faster to implement key tourism projects such as Longshan Wetland, Longyou Bay Water Tourism, and Zhangjiayu Qianye Lake Scenic Area, further make up for the shortcomings with existing business forms, build advantages in the development of tourism industry clusters, and promote the leap from “transit tourism” to “overnight tourism”. **Third**, improve and upgrade infrastructure, especially the roads, sewage treatment facilities, boutique homestay facilities, and specialty catering facilities, and comprehensively increase the bearing capacity and expansion capacity of scenic spots. Dawuli will highlight its characteristic advantages, stimulate the potential of all-for-one tourism, continue to implement the “Tourism+” strategy, and accelerate the high-quality integration of culture and tourism. Dawuli will strive to become a high-quality tourist complex with a complete tourism state, a good tourism image and a strong sense of happiness for tourists. It will further strengthen its industrial development, and go all out to build itself into a national model of rural revitalization with common prosperity and a beautiful environment.



# 新疆克拉玛依市乌尔禾区： 探索民族地区城乡融合与就地现代化

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## 摘要

2022年，新疆维吾尔自治区克拉玛依市乌尔禾区的查干草村和哈克村人均年净收入超过4万元，成为中国西北部民族地区的乡村振兴标杆。为了实现全区整体脱贫致富，乌尔禾区政府积极作为，联合金融机构、国有投资公司、村集体经济组织、非营利组织等支援单位，以金融和文旅产业为支点，打造“西部乌镇”项目，整合开发本地生态空间资源和农村社区资源，积极保护当地多样性的生态产品价值和多民族共生文化价值，走出一条城乡融合、人与自然和谐共生的就地现代化振兴之路。





## 挑战与问题

新疆维吾尔自治区克拉玛依市乌尔禾区人口包括汉族、蒙古族、维吾尔族、哈萨克族、回族、东乡族、锡伯族等，幅员 95.80 平方公里，耕地共计 1.06 万亩。乌尔禾区的自然景观多样，其 50 公里范围内有戈壁、草原、绿洲、湖泊、峡谷、盐湖等地形地貌，多种野生动植物在此栖息，包括云石斑鸭、鹈鹕、水獭等。2018 年前乌尔禾区经济发展相对落后，本地生态资源和农村社区资源均未被充分开发，农民收入低、农村人口老龄化严重、农业产业结构单一、就业难创业难等问题十分突出。

## 措施

**1. 开发农村社区资源。** 乌尔禾区建设现代化生活小区与养老社区，凤翔小区项目给予每户村民 3 万元财政装修补贴并进行统一装修。同时该项目在小区内配套医院、学校、超市、社区食堂等基础设施为村民提供现代化生活条件。此外该项目还建

成占地 4 万平方米的“海棠别院抱团式居家养老社区”，内含 18 个小院落共 100 套房，供 60 岁以上老年人免费居住。

**2. 建设文旅经营性资产。** 一是落地可容纳 1 万名游客的西部乌镇文旅体验综合项目；二是建设新疆唯一 5C 级自驾车旅居车营地的乌尔禾国际房车露营公园，内含 298 个住宿营位，可提供 800 张床位，并配套大型游客接待中心等设施；三是打造雅丹地貌魔鬼城 5A 级景区和白杨河峡谷 3A 级景区。

**3. 实施金融赋能。** 中国农业发展银行克拉玛依分行作为金融赋能的支援单位，授信拉动 20 亿



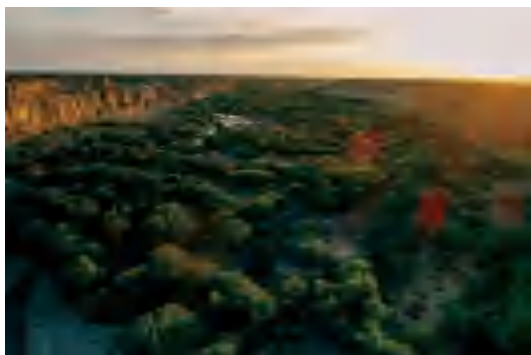
元投资乌尔禾区旅游项目。村民将宅基地使用权、房屋及地上附着物估值后以协议形式，经查干草村和哈克村村集体，入股西部乌镇的文旅经营性资产。未来20年村民每年获取收益分红且不承担任何风险，20年后资产均归农民集体所有。

## 成效

历时6年，乌尔禾区完成了西部乌镇、房车营地、凤翔小区、海棠别院四个项目，总投资超过20亿元。2021年乌尔禾区共接待游客327.13万人次，实现旅游收入19.47亿元。西部乌镇项目提供就业岗位3,000个，带动就业10,000人。2022年，村集体公司达12家，经营性收入8,159万元，村民年人均纯收入增至4万元以上。农村生活污水收集处理率达到100%、改厕覆盖率达到100%、生活垃圾有效处理实现全覆盖。村民白天在西部乌镇、房车营地就业工作共建文旅产业，晚上回凤翔小区和海棠别院居住共享现代生活。项目促进村民增收，尊重民族的不同信仰，为所有村民提供多样性的现代化生活条件。

## 经验和启示

**1. 人与自然和谐共生。**项目秉持人文景观视角与自然资源保护和谐共生、共建不悖的设计理念，重塑人、经济、自然三者和谐共生的关系，创造性地解决过去资源保护与经济发展之间存在的互斥性矛盾。



**2. 政府与市场和谐互动。**村民实现了不离乡和不离产的县域就地现代化，乌尔禾区政府弥补了乡村资源开发造成的初始投资不足及统筹功能的空缺，鼓励外部主体积极参与农村社区资源开发，形成有效市场。

## 下一步计划

一是加快促进文旅融合。凸显乡村振兴馆、恐龙博物馆等精品旅游线路的文化内涵，增加游客与文化互动方式，打造西部乌镇文旅产品体验区域。二是加快促进效益转化。以智慧旅游数智平台为抓手，提升全域旅游智慧化服务水平，加强全域旅游资源联动，以优质的产品和服务带动旅游消费。三是加快人才培养。采取“请进来+走出去”等方式，加快培养一批管理水平高、营销技能强、职业技能好的优秀旅游人才，促进文旅产业发展。四是加快市场开拓。开展抖音、小红书等新媒体平台营销，大力拓展研学市场，积极策划文旅特色活动，塑造旅游品牌形象，提升乌尔禾国际文旅度假区知名度。

# Urho District, Karamay City, Xinjiang Uygur Autonomous Region:

Exploring the path to urban–rural integration and in–situ modernization in ethnic minority areas

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## Abstract

In 2022, the per capita annual net income of Chagancao Village and Hake Village in Urho District, Karamay City, Xinjiang Uygur Autonomous Region, exceeded RMB 40,000, making Urho a role model in rural revitalization of ethnic minority areas in northwest of China. In order to lift the whole district out of poverty, Urho District Government has actively worked with financial institutions, state-owned investment companies, village-level collective economic organization, non-profit organizations and other units, and focused on the financial, culture and tourism industries, to develop the “Wuzhen of Western China” project. It also integrates and develops local ecological space resources and rural community resources, actively protects local ecological diversity and multi-ethnic cultural diversity, and has found a path to in-situ modernization featuring urban-rural integration and man-nature harmony.





### Challenges and Problems

Urho District has a population consisting of Han, Mongolian, Uygur, Kazakh, Hui, Dongxiang and Xibe people, and covers an area of 95.80 square kilometers, including 10,600 *mu* of arable land. Its natural landscape is diverse, with Gobi, grassland, oasis, lakes, canyons, salt lakes and other topographic landforms within 50 kilometers. It is also home to a variety of wild animals and plants, including the Marbled Duck, pelicans, and otters. Urho was economically underdeveloped before 2018, local ecological resources and rural community resources were to be better developed, and there were prominent problems such as low income for farmers, population aging, lack of diversity in agriculture, difficulty to find a job or start a business.

### Measures

**1. Develop rural community resources.** Urho District has built a modern residential complex and a senior care complex. The Fengxiang Community Project has given each villager a government subsidy of RMB 30,000 for their decoration. The community is also equipped with modern utilities including the hospital, the school, the supermarket, and the community canteen. In addition,

there is a 40,000-square-meter mutual-help home-based senior care community called Begonia Villa, providing 100 suites in 18 villas for the elderly over 60 years old to live in for free.

**2. Build cultural and tourism business assets.** **First**, it has landed the “Wuzhen of Western China”, a comprehensive cultural and tourism experience project which can accommodate 10,000 tourists. **Second**, it has built Urho International RV Camping Park, the only 5C-level self-driving RV campsite in Xinjiang, with 298 accommodation camps and 800 beds, equipped with a large tourist reception center. **Third**, it has The Place of Devils, an AAAAAA tourist attraction famous for the Yardang landform, and the Baiyang River Gorge, an AAA scenic spot.





### 3. Empower development with financial services.

As a financial empowerment support unit, Karamay Branch of the Agricultural Development Bank of China granted credit and helped Urho attract an investment of RMB 2 billion to its tourism projects. The villagers invested in the “Wuzhen of Western China” with their homestead use rights, houses and the estate in land after valuation by entering agreements with the village collectives of Chagancao Village and Hake Village. For the next 20 years, villagers will receive dividends every year without bearing any risks, and after the term expires, the assets will be owned by the farmers’ collectives.

### Results

It took Urho District six years to complete the four projects: the “Wuzhen of Western China”, the RV campsite, the Fengxiang Community and the Begonia Villa, with an investment exceeding RMB 2 billion. In 2021, Urho District received 3,271,300 tourists, with tourism revenue of RMB 1,947 million. The “Wuzhen of Western China” project provided 3,000 jobs directly and 10,000 more indirectly. By the end of 2022, there were 12 village collective companies, with an operating income of RMB 81.59 million, and the annual per capita net income of villagers had risen to more than RMB 40,000. All the rural sewage has been collected and treated in a centralized manner, all the toilets have been transformed and upgraded, and the effective treatment of domestic garbage has achieved full coverage. The villagers work in the “Wuzhen of Western China” and the RV campsite

in the daytime, and return to Fengxiang Community and Begonia Villa to enjoy the modern life at night. These projects have promoted income growth and provided diverse and modern conveniences for all villagers while respecting the different beliefs of multiple ethnic groups.

### Experience and Inspirations

**1. Harmonious coexistence between man and nature.** All the above projects have been designed to ensure harmonious coexistence between cultural attractions and natural resources, reshape the harmony between man, economy and nature, and creatively resolve the contradiction between resource conservation and economic development.

**2. Harmonious interaction between government and market.** County-wide in-situ modernization is achieved without the need for the villagers to leave their hometown or livelihoods. The Urho District Government has filled in the gap of initial investment and coordination function for rural resource development, and encouraged



external entities to actively participate in the development of rural community resources and form an effective market.

### Next Steps

**First**, accelerate the integration of culture and tourism. It will highlight the cultural connotation of boutique tourism routes such as the Rural Revitalization Hall and the Dinosaur Museum, introduce more engaging cultural contents, and create a cultural and tourism product experience area in “Wuzhen of Western China”. **Second**, accelerate the commercialization process. Through the smart tourism platform, it will improve the intelligent services for all-for-one tourism, strengthen the linkage of all-for-one tourism resources, and drive tourism consumption with high-quality products and services. **Third**, speed up personnel cultivation. It will combine the methods of “bringing in” and “going out” to cultivate a batch of outstanding tourism professionals with strong management, marketing and other job skills, and promote the development of the culture and tourism industries. **Fourth**, speed up market development. It will market on



social-media platforms such as Douyin and Xiaohongshu, vigorously expand the study tour market, actively plan cultural and tourism activities, shape its image as a tourism destination, and enhance the popularity of Urho International Resort.



# 内蒙古通辽市奈曼旗： 农旅融合助力乡村振兴

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## 摘要

内蒙古自治区通辽市奈曼旗以旅游产业带动为出发点，以核心景区和重点村镇建设为着力点，通过“政府引导—科学规划—市场运作—社会参与”，逐步建设出以沙漠为核心，以怪柳、沙湖湿地和奈曼王府为两翼，包括北部生态游、中部人文游、南部休闲游的“一核两翼三片区”的旅游发展格局，走出一条“重点景区辐射、农旅融合带动、村民积极参与”的乡村振兴之路。







## 挑战与问题

内蒙古自治区通辽市奈曼旗覆盖 10 个镇 25 个行政村，是典型的沙漠旗、贫困旗。奈曼旗经济总量小，结构不合理，主导产业竞争力不强；辖区各地区资源差异较大，发展不平衡，景区间通勤时间较长。尽管奈曼旗生态多样、环境优良、景色秀丽、文化底蕴较好，但由于没有较好的挖掘，缺乏突出的特色亮点，自然资源禀赋和文化资源优势没有完全发挥，旅游开发明显不足。

## 措施

**1. 抓好品牌景区建设。**以《奈曼旗旅游发展总体规划》为指导，进一步加大以村镇为基础的核心景区的开发力度。结合奈曼旗深厚的历史文化底蕴，独具特色的旅游资源优势，全力打造“沙海明珠，魅力奈曼”旅游品牌。重点建设宝古图沙漠旅游区、孟家段湿地旅游区、奈曼王府旅游区、青龙山洼旅游区和苏勒德景区。

**2. 抓好特色旅游小镇建设。**重点打造白音他拉苏木和青龙山镇 2 个特色乡村旅游小镇。利用白音他拉苏木明显的区位优势、丰富独特的沙漠资源，以沙地自然景观为核心，建设宝古图沙漠旅游区、宝古图自驾车露营地、庙屯民俗村、包头嘎查、希勃图在水一方休闲度假村等乡村旅游景点。

青龙山镇依托森林旅游资源和历史古迹，大力发展休闲康养旅游业，建设青龙山旅游区—青龙山自驾车露营地—八虎山庄—青龙山粉条第一村—陈国公主墓—龙尾沟小镇旅游框架。

**3. 抓好一村一品特色建设。**按照“一村一品，一村一特色”的思路，充分发掘各村自然资源禀赋、民俗文化内涵，如庙屯红色研学、孟家段渔文化、杏花园子村杏花节等特色旅游活动。充分发挥乡村旅游景点的主体作用，促进庙屯村、包头嘎查、孟家段水库村、黑鱼泡子村等 22 个自然村旅游发展，其中国家建档立卡贫困村 6 个。

**4. 抓好乡村旅游接待户建设。**因地制宜，积极探索构建“景区+农家”模式，开发农家乐、牧家乐、采摘园、乡村旅游接待户等住宿餐饮娱乐为一体的乡村旅游富民项目。以景区景点为依托，鼓励周边农民包装农家庭院，发展休闲观光农业，参与旅游接待服务，形成景区与农家互促共荣的乡村旅游发展格局。



## 成效

奈曼旗通过白音他拉苏木和青龙山镇旅游小镇建设，22个乡村旅游村建设，辐射贫困人口1,300人，受益人口2万人。目前奈曼旗开展乡村旅游，带动村民直接就业1,000人，间接就业农民2,000人。孟家段水库50%的人口从事旅游相关行业经营，旅游收入占全村总收入的40%。一个普通农家乐能够解决5人就业，规模稍大的还需要增加厨师、服务员等，能够提供8—10人就业。包头嘎查饲养骆驼的农牧民通过向游客出租骆驼和做向导，一人年均增收3万—5万元。

## 经验与启示

**1. 促进产业融合。**旅游发展要结合一二三产业，将旅游业与农业、工业融合，以人为本，引导村民积极参与。将农业与旅游产业深度融合，以农业为旅游产业提供支撑，发展农业采摘园、体验园、农耕景观观光等旅游项目。大力开发旅游商品，依托本地非物质文化遗产和民俗文化资源，支持企业开发特色旅游商品，打造牛肉干、奶产品、茶具等旅游商品品牌。

**2. 整合旅游资源。**完善各地旅游基础设施，不断完善旅游要素，营造休闲舒适的旅游环境。各景区根据资源特色，明确观光旅游、文化旅游、体验旅游、康养旅游等定位，通过举办各类“旅游+”活动吸引游客，形成旅游产业各具特色整体一盘棋。



**3. 拓展增收渠道。**土地增收，引导村民通过土地转让、租赁给旅游开发企业收取租金；创业增收，支持村民经营农家乐、牧家乐、农家接待户等增收；就业增收，给村民创造到附近的旅游区、旅游景点直接就业的机会；产品增收，扶持村民创作版画、根雕、柳编、特色食品等旅游商品；产业增收，发挥旅游带动作用，引导景区景点周边发展特色种植业、养殖业，促进相关农副产品扩销增收。电商增收，依托电商和智慧旅游平台进行旅游商品销售，以电商带动村民致富。

## 下一步计划

一是着重提高农产品附加值。奈曼旗是全国著名的“西瓜之乡”、“黄牛之乡”、“杂粮之乡”，拥有丰富的特色农产品资源。下一步要打造优质沙地无籽西瓜、奈曼小米、青龙山粉条、老哈河大米等品牌农产品，以质量好、绿色纯天然享誉市场，同时结合农村电商扶贫，拓宽农产品销路。二是完善旅游基建和服务。按照实际需要增设硬件设施，开发全新游玩服务项目；加强景区从业人员培训，畅通游客投诉渠道，推进服务标准化和游客满意度；建立健全安全管理制度，确保娱乐项目安全可靠；利用好智慧旅游平台，实现旅游资源和社会资源共享，改善旅游体验。

# Naiman Banner, Tongliao City, Inner Mongolia Autonomous Region:

Promoting rural revitalization with the integrated development of agriculture and tourism

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## Abstract

To give play to the stimulating role of the tourism industry, Naiman Banner of Inner Mongolia Autonomous Region focuses on the development of core scenic spots and key villages and towns. Through the approach featuring “government guidance, science-based planning, market-oriented operations and public engagement”, it has gradually formed a tourism development dynamic consisting of “one core, two wings and three areas”: with the desert as the core, the strange willows and desert wetland, the Naiman Mongolia Princes’ Mansion as the two wings, and including the northern eco-tourism area, the central culture-themed tourism area, and the southern leisure tourism area. It has explored a path toward rural revitalization with key scenic spots at the center, driven by the integrated development of agriculture and tourism, and actively participated in by the villagers.





### Challenges and Problems

The Naiman Banner covers 25 administrative villages in 10 towns, and is a typical impoverished desert banner. Its economy is small and of an unreasonable structure, and the leading industries are not competitive. The localities under its jurisdiction vary greatly in resource endowment, their development is uneven, and the commuting time between scenic spots is long. Although Naiman Banner has biological diversity, excellent environment, beautiful scenery and rich cultural heritage, it fails to make full use of them and lacks outstanding characteristics and highlights. Its strength in natural resources and cultural resources is still to be fully leveraged, and its tourism resources obviously under-developed.

### Measures

#### 1. Do a good job in developing key scenic spots.

Guided by the *Master Plan of Naiman Banner on Tourism Development*, it has strengthened the development of core scenic spots based on villages and towns. Combined with its profound historical and cultural heritage and unique tourism resources, Naiman is making every effort to establish the brand of “Charming Naiman, the Pearl of Desert”. Priority is given to the development of Baogutu Desert Tourism Area, Mengjiaduan Wetland Tourism Area, Naiman Mongolia Princes’ Mansion Tourism Area, Qinglong Mountain Valley Tourism Area and Sulede Scenic Area.

#### 2. Do a good job in developing characteristic tourist towns.

Priority is given to the development of two characteristic rural tourism towns: Baiyintala Sumu and Qinglongshan Town. In Baiyintala Sumu, leveraging its advantageous location and rich and unique desert resources, rural tourist attractions with the sandy landscape at the core are built, including the Baogutu Desert Tourism Area, Baogutu Self-driving Campground, Miaotun Folk Village, Baotougacha and Xibotu Zaishuiyifang Leisure Resort. Qinglongshan Town, relying on its forest tourism resources and historical sites, has been vigorously developing leisure and wellness tourism, and building the tourism framework consisting of the Qinglongshan Tourism Area, Qinglongshan Self-driving Campground, Bahu Villa, Qinglongshan No.1 Fentiao Village, the Tomb of the Princess of Chen Kingdom, and Longweigou Town.

**3. Do a good job in developing one specialty product for each village.** Following the guideline of “one product

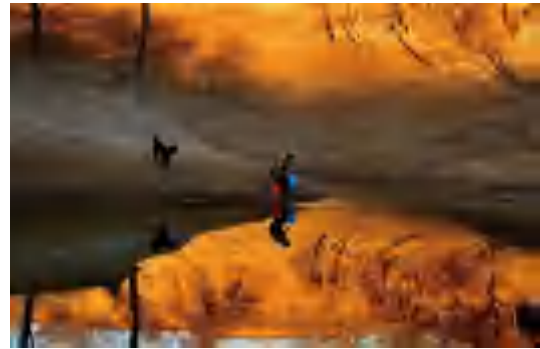


and one characteristic for one village”, Naiman Banner fully taps the natural resources and folk culture of each village, such as Miaotun’s CPC revolutionary legacy, Mengjiaduan’s fishing culture, and Xinghuayuanzi Village’s apricot blossom festival. It gives full play to the main role of rural tourist attractions, and promotes the tourism development of 22 natural villages such as Miaotun, Baotougacha, Mengjiaduan Reservoir and Heiyupaozi, six of them are registered poor villages.

**4. Do a good job in developing rural tourist reception households.** In accordance with local conditions, Naiman Banner actively explores the “scenic spot + farmhouse” model, and has developed rural tourism projects that offer accommodation, catering and entertainment services, such as farmhouses, yurt-stays, U-pick gardens, and rural tourism reception households, to increase villagers’ income. Relying on scenic spots, it encourages surrounding farmers to decorate their courtyards, develop leisure and tourism agriculture, provide tourist reception services, and form a rural tourism development pattern featuring common prosperity between scenic spots and rural households.

### Results

Through the development of tourist towns in Baiyintala Sumu and Qinglongshan Town, Naiman Banner now has 22 rural tourism villages, involving 1,300 poor people and benefiting 20,000 people. Its rural tourism industry has directly employed 1,000 villagers and 2,000 farmers indirectly. Half of the population of Mengjiaduan Reservoir is engaged in tourism-related industries, and



tourism revenue accounts for 40% of the total income of the village. An ordinary farmhouse can provide five jobs, and the larger ones, eight to ten, including cooks and waiters. The farmers and herdsman who raise camels in Baotougacha each earns an average of RMB 30,000-50,000 a year from leasing camels to tourists and serving as tour guides.

### Experience and Inspirations

**1. Promote the integration of industries.** Tourism development requires the integration of primary, secondary and tertiary industries. It is important to integrate tourism with agriculture and industry, put people first, and guide villagers to actively participate in it. The tourism industry should also be deeply integrated with agriculture, so that agriculture can provide support for the tourism industry, and tourism projects such as U-pick gardens, experiential gardens, and agricultural scenery tourism projects can be launched. Naiman Banner has vigorously developed tourism products. Relying on local intangible cultural heritage and folk culture, it supports enterprises to develop characteristic tourism products, and build brands of tourism commodities such as beef jerky, dairy products, and tea sets.

**2. Integrate tourism resources.** Naiman Banner has improved the tourism infrastructure in various places, continuously improved the tourism elements, and created a leisure and comfortable environment for tourists. According to the characteristics of their respective resources, each scenic spot has clarified their positioning such as sightseeing tourism, culture-themed tourism, experiential tourism, and wellness tourism.



Various “tourism +” activities were held to attract tourists. Naiman Banner has coordinated the development of the tourism industry across localities, each with its own characteristics.

**3. Expand sources of income. First,** land. Naiman Banner guides villagers to transfer or lease their land use rights to tourism development enterprises to collect rent. **Second,** entrepreneurship. It supports villagers to operate farmhouses, yurt-stays, farm reception households, etc. to increase income. **Third,** employment. It has created direct employment opportunities for villagers in nearby tourism areas and attractions. **Fourth,** products. It supports villagers to produce prints, root carvings, willow weaving products, specialty foods and other tourism products. **Fifth,** industrial development. It gives play to the driving role of tourism, guides the development of characteristic planting and breeding industries around scenic spots, and promotes the expansion of sales of related agricultural and sideline products. **Sixth,** e-commerce. It relies on e-commerce and smart tourism platforms to sell tourism goods, thus to increase villagers’ income through e-commerce.

## Next Steps

**First, focus on increasing the added value of agricultural products.** Naiman Banner is a well-known producer of watermelons, breeding base of cattle and producer of miscellaneous grains, with rich characteristic agricultural products. In the next step, it will build brands of high-quality agricultural products such as the seedless watermelon, Naiman millet, Qinglongshan fentiao, and Laohahe rice, and build up the reputation of good-quality, green and natural products. At the same time it will work with e-commerce platforms to broaden the sales channels of agricultural products and contribute to rural poverty alleviation. **Second, improve tourism infrastructure and services.** Naiman Banner will add hardware facilities according to actual needs, and develop new amusement service projects. It will strengthen the training of service personnel in scenic spots, unblock the channels for tourists to file complaints, promote service standardization and enhance the tourist satisfaction. It will establish sound safety management systems to ensure the safety and reliability of entertainment facilities. It will make good use of the smart tourism platform to share tourism resources and social resources, and improve the tourist experience.



# 山西运城市盐湖区东郭镇： 岚山根·运城印象

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## 摘要

岚山根·运城印象位于山西省运城市盐湖区东郭镇，是2018年在中国版图上新生出的一座现代特色乡村旅游新村。岚山根·运城印象将运城特有的民俗传统文化与现代旅游结合，把该地区的民俗小吃、非物质文化遗产与现代文化创意和休闲娱乐生活方式融合，形成“五街、两馆、一园、一中心”发展格局，带动东郭镇及周边发生翻天覆地的变化。曾经的荒山野坡，如今成为城市近郊旅游目的地。岚山根·运城印象体验地“无中生有”的发展变化正是乡村振兴在基层发展的不懈探索和生动实践。





## 挑战与问题

山西省运城市盐湖区东郭镇总人口 1.6 万，十个行政村，2.1 万亩耕地，是国家级重点小城镇。岚山根·运城印象位于东郭镇，占地 1,980 亩，是山西中邦旅游开发有限公司精心开垦的一块热土，这里依山傍水，南依中条山，北望盐湖水，是盐湖区政府重点招商引资项目。岚山根·运城印象建设虽然取得了显著成效，也为乡村旅游发展奠定了坚实基础，但与深入实施乡村振兴战略目标相比仍存在一定差距。一是缺少整体的规划引领，在优化区域布局、促进乡村旅游区域协同发展方面还存在短板；二是东郭镇广大农民自我造血的功能还较弱，村民依靠旅游促进农业转型升级和农村经济社会协调发展的意识较为缺乏。

## 措施

**1. 引进“袁家村模式”。**把陕西“袁家村”的模式引入到运城，以乡村的传统习俗和日常生活为旅游资源，搭建共同富裕平台，让百姓成为创业主体和经营主体。每个店经营一个品种，一家一户就是一个经营主体，把普通常见的农副产品做成高附加值的旅游产品。

**2. 实现“三产融合”。**经过四年发展，岚山根·运城印象“前店后厂”的模式直接带动当地农民种植业、养殖业和手工业发展，部分农副产品的市场、加工和种养殖基地已辐射周边县市区，通过三产带二产促一产，有效实现了三产融合。

**3. 打造“旅游消费集聚区”。**岚山根·运城印象以运城品牌为龙头，打造夜间文化和旅游消费集聚区。“携运城品牌，行千里好运”的运城品牌街占地 50 亩，当地非遗产品和传统名优特产已入驻商户 100 余家，已成为来运城一站式采购名优特产的首选。岚山根已形成作坊街、运城品牌街、台湾街、酒吧街、民宿、全民健身拓展中心、马术俱乐部、小火车、恐龙园、研学基地等多个产业板块，满足游客多样化的需求。





## 成效

岚山根·运城印象是盐湖区乡村振兴在基层发展的最生动的探索和实践，先后吸引 560 多名在外人员回乡发展，现入驻商户 270 余家，年接待游客 350 余万人次。景区环卫、园林、安保、餐饮、娱乐等带动当地人员在岚山根直接就业人数 1,560 余人，月均收入 2,800 元。2021 年 9 月，岚山根又成功签约魏庄村·驿城农旅融合发展体验地项目，让岚山根模式走出山西，落户河南。

## 经验与启示

**1. 发展思路。**善学习、善抓机遇是岚山根人的一大特点。凡国家有重大政策出台，岚山根带头人都要反复学习文件，寻求有助于自身发展的“先机”，并能结合实际，调整自己的一套发展思路，制定属于自己的发展策略。

**2. 营商环境。**岚山根·运城印象的快速发展离不开各级政府部门的大力支持，水、电、气、路，不断完善停车场、旅游厕所、公交车等基础配套设施，都是各级政府大力支持的表现。



**3. 管理机制。**岚山根·运城印象之所以能发展这么好、这么快，就是因为岚山根有一支懂政策、善经营、会管理的团队，而且还有一套规范有序的管理机制和完善的管理模式。没有门票，停车免费，同时对商家也实施“免费招租”，经营户凭特色餐饮考核入园，免费入驻，规范经营，并定期考察，岚山根以诚信和良心赢得了来访者的认可和厚爱。

## 下一步计划

岚山根·运城印象景区二期工程项目占地 300 亩，总投资 5 亿元。一是实施“旅游+康养”。充分发挥区域资源优势，建设一批特色精品康养民宿，探索休闲度假与康养民宿一体发展模式，实现从“土地到餐桌到床头”的原乡味的一种生活方式，做大做强谱写出盐湖南山片区“大旅游，大康养，大生态”的好文章。二是实施岚山根“艺境南山”写生基地建设。打造以“田园、花海、山体、水系”为自然生态要素，围绕慢种、慢养、慢生活，突出展现“采菊东篱下，悠然见南山”的艺境，形成“餐、宿、画、研”四位一体的写生基地。三是打造以运城历史文化为主题的“元宇宙全息光影餐厅”，开发运城新时代旅游产品，构建文旅融合创新业态。

# Dongguo Town, Yanhu District, Yuncheng City, Shanxi Province:

## Lanshangen: Impression of Yuncheng

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### Abstract

Located in Dongguo Town of Shanxi Province, Lanshangen: Impression of Yuncheng is a new modern tourism village project with its own characteristics launched in 2018. It combines the unique folk traditional culture of Yuncheng with modern tourism industry, integrates local folk customs, snacks and intangible cultural heritage with modern cultural, creative, leisure and entertainment-seeking lifestyles, and has formed a development pattern consisting of “five streets, two museums, one garden, and one center”, bring profound changes to Dongguo Town and its surroundings. The once barren hillside land is now a suburban tourist destination. The development of Lanshangen: Impression of Yuncheng from scratch is a vivid case of the unremitting effort to promote rural revitalization at the grassroots level.





### Challenges and Problems

Dongguo Town has a population of 16,000 and encompasses ten administrative villages and 21,000 *mu* of arable land. It is a national key small town. It is home to Lanshangen: Impression of Yuncheng which covers an area of 1,980 *mu* and is developed by Shanxi Zhongbang Tourism Development Co., Ltd. Lanshangen: Impression of Yuncheng is surrounded by mountains and waters, with Zhongtiao Mountain in the south, and the Salt Lake in the north. It is a key investment attraction project of the Yanhu District Government. Although the project has achieved remarkable results and laid a solid foundation for the development of rural tourism, it still lags behind the goal of in-depth implementation of rural revitalization. **First**, it lacks overall planning and guidance, and has problems with optimizing regional layout and promoting the coordinated development of rural tourism areas.



**Second**, the farmers in Dongguo Town are weak in generating income themselves, and lack the awareness of developing tourism to promote agricultural transformation and upgrading and the coordinated development of rural economy and society.

### Measures

- 1. Introduction of the Yuanjia Village Model.** Yuncheng introduced the model of Yuanjia Village in Shanxi. With the traditional customs and the countryside life as tourism resources, a platform for common prosperity is built, on which the villagers become the majority of business owners and operators. Each store operates a variety, and each household is a business entity, turning ordinary and common agricultural and sideline products into high value-added tourism products.
- 2. Realize the integrated development of primary, secondary and tertiary industries.** After four years of development, the “front shop, back factory” model adopted by the Lanshangen: Impression of Yuncheng project has directly driven the development of local planting, breeding and handicrafts industries. Some agricultural and sideline product markets and processing and breeding bases have seen their influence extended to surrounding counties and cities, effectively realizing the integration of primary, secondary and tertiary industries.
- 3. Develop a tourism consumption gathering area.** Lanshangen: Impression of Yuncheng strives to create



a nighttime cultural and tourism consumption gathering area mainly driven by the Yuncheng brand. The Yuncheng Brand Street covers an area of 50 *mu*, and has attracted more than 100 local merchants selling intangible cultural heritage products and traditional famous and high-quality specialties, and become the first choice for one-stop procurement of famous and high-quality specialties in Yuncheng. Lanshangen has cultivated a wide range of businesses, such as the workshop street, the Yuncheng brand street, the Taiwan street, the bar street, homestays, the fitness center, the equestrian club, the mini-train, the dinosaur theme park, and the study tour base, to meet the diversified needs of tourists.

## Results

The Lanshangen: Impression of Yuncheng project is a most vivid case of Yanhu's practices to promote rural revitalization at the grassroots level. It has attracted more than 560 migrant workers to return and more than 270 merchants to move in, receiving more than 3.5 million tourists every year. More than 1,560 local jobs have been directly created, including sanitation, gardening, security, catering, and entertainment posts, with an average monthly

income of RMB 2,800. In September 2021, Lanshangen signed a contract for the Weizhuang Village: Yicheng Agriculture-Tourism Integrated Development Experience Base project, exporting the Lanshangen model to Henan.

## Experience and Inspirations

**1. Development ideas.** The people of Lanshangen are known for their ability to learn and seize opportunities. Whenever a major national policy is announced, leaders of Lanshangen will thoroughly study it, seek opportunities conducive to local development, adjust their development ideas and formulate their development strategies in light of actual conditions.

**2. The business environment.** The rapid development of Lanshangen: Impression of Yuncheng project would not be possible without the strong support of government departments at all levels. The local infrastructure system, including water, electricity and gas supply, road network, parking lots, public toilets and buses, has been improving a lot.

**3. The management mechanism.** The success of the Lanshangen: Impression of Yuncheng project is attributed to its management team that understands policies and knows how to run a business, and also a set of standardized and orderly management mechanisms and sound management models. It charges no admission tickets, offers free parking spaces, and exempts the merchants of rents. The merchants have to pass the evaluation of specialty catering services before they can start business in Lanshangen. Afterwards, they must





ensure standardized operation and receive regular inspections. Lanshangen has won the recognition and favor of tourists with honest and high-quality services.

### Next Steps

The second phase of the Lanshangen: Impression of Yuncheng project covers an area of 300 *mu*, with an investment of RMB 500 million. **First, it will implement the “tourism + wellness” approach.** It will give full play to regional advantageous resources, build a number of characteristic boutique wellness homestays, explore the development model of integrating leisure vacation and wellness homestays, create a way of life with the



authentic rural taste from “land to table to bedside”, and expand and strengthen the tourism, wellness, and ecological conservation industries in the Nanshan area of Yanhu. **Second, the “Artistic Nanshan” sketching base will be built in Lanshangen.** The sketching base will feature natural and ecological elements such as pastoral landscape, sea of flowers, mountains, and water systems, and allow residents to slow down to enjoy farming, taking care of themselves and everything else in life. It will be Xanadu offering services ranging from catering, accommodation, to painting and research. **Third, it will build a metaverse holographic light and shadow restaurant themed on Yuncheng’s history and culture.** It will develop tourism products that meet the needs of the new era and new business forms of culture-tourism integration.

# 上海奉贤区青村镇吴房村： 农旅融合绘就乡村振兴新画卷

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## 摘要

上海市奉贤区青村镇吴房村落实“产业兴旺、生态宜居、乡风文明、治理有效、生活富裕”总要求，聚焦“美丽家园、绿色田园、幸福乐园”结合乡村振兴示范村创建，高起点、高标准、高质量打造三产融合和农旅休闲的市郊高品质示范乡村。李强总理时任上海市委书记时，曾在调研吴房村中指出，要切实增强实施乡村振兴战略的紧迫感和使命感，做实做好农业强、农村美、农民富的大文章，让广大农民有更多的获得感、幸福感和安全感。





## 挑战与问题

吴房村位于上海市奉贤区青村镇西南部，至今已有 300 多年历史。吴房村村域面积 1.99 平方公里，耕地面积 1,447.95 亩，集体建设用地 60.5 亩，村民小组 10 个，总户数 481 户，户籍人口 1,343 人。2018 年，吴房村入围全市首批乡村振兴示范村，示范村创建分二期协同推进，一期引入中美院、上美院等名师团队，对村内现有田园景观、文化古迹、建筑风貌进行保护性设计和开发，最大程度注入江南水乡元素。2019 年 3 月乡村振兴示范村一期园区建成运营。

## 措施

**1. 风貌塑造。**吴房村遵循“先策划后规划再设计再施工”四步法，秉持“以绿为基、以水为韵、以文为魂、以业为核”的理念，充分利用江南水乡赋予的自然生态禀赋，注重创新与传承相结合，由中美院、上美院等名师团队对现有乡村风貌、建筑外貌进行统一规划设计。吴房村以“三分灰七分白”海派江南和粉墙黛瓦为建筑特色，统一实施建筑风貌改造 203 户；建设入口景观、美丽

庭院、蔬菜田园、道路景观 6.21 万平方米，绿化覆盖率 100%；综合开展区域水环境治理，恢复水体自净功能 1.19 万平方米，新增水面积 8,000 平方米。

**2. 基础建设。**吴房村抓实村级基础设施建设，着力改善人居环境，高标准实施农村生活污水处理、供水管网、电力、通讯、公共卫生、交通、养老等基础设施改造。完成 392 户村民生活污水纳入市政管网，75 户自来水管网扩容更新和天然气管网入户，新增生活垃圾处理及中转站、标准化公厕各 1 座，实现核心区域内智慧照明、智能水质





检测、智能监控、无线网络覆盖。重点改造乡村道路 2.13 万平方米，提升观光路 3.86 万平方米。新建、改造独具风格的木桥、石桥 15 座，便民人行桥 10 座。建成并投入使用 55 间颐养公寓和 1 所老年日间照料中心。

**3. 产业振兴。**吴房村整合各方资源，大力推动一二三产业深度融合。围绕“黄桃”特色产业，制定奉贤黄桃三年行动计划，积极引入工商资本，培育扶持新型业态，形成产、加、销一体的合作经营模式。吴房村大力发展总部经济，提出“产城乡一体化”概念，实现“农区-园区-镇区”三区联动。

## 成效

吴房村推进“守护家园”计划，通过开发物业管理岗位及服务管理岗位吸纳村内富余劳动力，帮助村民在家门口实现就业 35 人。探索构建“租金

+ 股金+ 薪金”三金收益模式，实现示范村创建一期区域内村民户均年增收 10 万元，其中宅基地房屋租金 3 万元、分红 3 万元、就业收入 4 万元。截至 2022 年底，乡村振兴示范村一期园区已注册企业 180 家，吸引创业就业的 80、90 后“新农村”162 人。2022 年村级集体经济可支配收入 977.97 万元，全园共接待各方游客 20 余万人次。

## 经验与启示

**1. 农旅融合。**吴房村大力开发国家地理标志“奉贤黄桃”的品牌价值和产品内涵，契合黄桃生长不同季节，适时推出线上、线下桃园桃花踏青出游、传统民俗文化和地方非遗项目体验等活动，如黄桃成熟季举办黄桃采摘、桃王“擂台赛”、时令农产品展销等配套活动。吴房村持续探索“农业+旅游”融合路径促进乡村经济发展。

**2. 文旅结合。**吴房村深入挖掘“贤文化”、“美文化”、“青溪文化”和“旌义文化”，梳理青溪故事、吴房掌故，编制《但说吴房》一书，展现吴房乡土文化韵味。围绕吴房村历史及自治、法治、德治“三治融合”基层治理体系，修建吴房百年老宅“三治堂”，弘扬优秀“家风、乡风、民风”。大力提升文化软实力，先后举办“十里桃花源一个吴房村”摄影大赛、2019 年桃文化节







开幕式、“世外桃源·遇见青溪”美术摄影作品展等活动。

**3. 商旅契合。**吴房村创设“产业+基金+基地+智库”推动模式，导入国盛集团盛石资本，整合国有资本、社会资本、政府等多方力量，推动各类优质资源和资本集聚辐射乡村振兴。依托园区现有场地及设施，积极承办各类商业展演、圆桌会活

动，先后举办云上桃花节、车趣桃源文化节、“国际大都市背景下的乡村振兴与基层领导力建设”研讨会等主题活动，累计吸引游客超2万人次。

### 下一步计划

吴房村将持续深化与市农科院合作，以老桃园改造、建设新果园和种苗培育园为依托，一是做大产销对接，建立黄桃分拣系统，引入意向品牌商业主体，共同打造“桃你喜欢”自营电商交易平台。二是做优黄桃现代服务业，着力打造“东方桃源”项目，引入名人工作室等名人名企，大力开发“十里桃花”观光路、黄桃特色餐饮、生态垂钓、半山艺和桃源里特色民宿等乡村旅游资源，形成“黄桃+文创+旅游”农商文旅多产业、多要素融合的国际大都市郊区农村产业发展新模式。



# Wufang Village, Qingcun Town, Fengxian District, Shanghai:

Writing a new chapter of rural revitalization through agriculture–  
tourism integration

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## Abstract

Wufang Village of Shanghai follows the general requirement to “build rural areas with thriving businesses, pleasant living environment, social etiquette and civility, effective governance, and prosperity”, and strives to build itself into rural a revitalization demonstration village that is a beautiful, green and happy, and a high-quality demonstration village in the suburbs with a high starting point, high standards and high quality. On an inspection visit to Wuafng Village as secretary of the Shanghai Municipal Committee of the CPC, Premier Li Qiang pointed out that it is necessary to effectively enhance the sense of urgency and mission in implementing the rural revitalization strategy, and do a good job in developing strong agriculture, building a beautiful countryside and enriching farmers, so that the farmers will have a stronger sense of gain, happiness and security.





### Challenges and Problems

Wufang Village is located in the southwest of Qingcun Town, Fengxian District, Shanghai, and has a history of more than 300 years. It covers an area of 1.99 square kilometers, with 1,447.95 *mu* of cultivated land, and 60.5 *mu* of collectively-owned land for construction. There are 10 villager groups with a registered population of 1,343 of 481 households. In 2018, Wufang was shortlisted among the first batch of rural revitalization demonstration villages in Shanghai. The rural revitalization demonstration project is divided into two phases: in the first phase, teams from the China Academy of Art and the Shanghai Academy of Fine Arts were invited to the village to come up with protective design and development proposals for the



existing landscape, cultural sites and architectural styles, and add as many water town elements typical in the southern lower reaches of the Yangtze River to the village as possible. In March 2019, the first phase of the project was completed and was put into operation.

### Measures

**1. Redesigning the village look.** Wufang Village adopts the four-step method of brainstorming, planning and design and then construction, and highlights the importance of green development, water resources, culture, and industries. It makes full use of its natural and ecological endowments as a typical water town in the southern lower reaches of the Yangtze River, and attaches equal importance to innovation and inheritance. It commissioned teams from the China Academy of Art and the Shanghai Academy of Fine Arts to redesign the existing village look and architectural appearance. Its buildings feature Haipai style with white walls and gray tiles. Across the village, 203 houses are renovated in this way, and 62,100 square meters of entrance landscape, courtyards, vegetable gardens, and road landscapes are constructed, with a green coverage rate of 100%. The water environment is comprehensively improved, 11,900 square meters of water bodies have restored their self-



purification function, and 8,000 square meters of water area have been added.

**2. Infrastructure construction.** Wufang Village has effectively improved the village-level infrastructure, worked hard to create a better living environment, and implemented the high-standard transformation of such facilities as domestic sewage treatment facilities, water supply pipelines, electricity supply, communications, public health, transportation, and senior care facilities. It has connected 392 households' domestic sewage pipelines to the municipal pipe network, expanded and upgraded the water pipelines and installed the natural gas pipelines to 75 households, and installed one domestic waste treatment and transfer station and one standardized public toilet. Its core area is covered by smart lighting, intelligent water quality detection, intelligent monitoring, and access to WIFI services. In particular, it has upgraded 21,300 square meters of rural roads and 38,600 square meters of sightseeing roads; added and reconstructed 15 wooden bridges and stone bridges and 10 pedestrian bridges; built and put into operation 55 nursing homes and one daycare center for the elderly.

**3. Industrial revitalization.** Wufang Village integrates the resources of all parties and vigorously promotes the deep integration of primary, secondary and tertiary industries. Focusing on the characteristic yellow peach industry, Fengxian has formulated a three-year action plan for the development of the yellow peach industry, actively introduced industrial and commercial capital to cultivate new business forms, and formed a cooperation model integrating the production, processing and marketing links. Wufang Village vigorously develops

the headquarters economy, and has put forward the idea of “integration of production, urban and rural areas”, and realized the linkage of “agricultural areas, parks and towns”.

## Results

Wufang Village has launched the “Safeguard Our Home” project to absorb the surplus labor force in the village by providing jobs in property management and service management, and has helped 35 villagers find employment in the village. Establishing the “rent + share equity + salary” income model has helped villagers covered by the first phase of the demonstration village project increase by RMB 100,000 per household per year, including RMB 30,000 from homestead rent, RMB 30,000 from dividends, and RMB 40,000 from labor income. By the end of 2022, 180 enterprises had been registered in the first phase park of the rural revitalization demonstration project, attracting 162 new arrivals born in the 1980s and 1990s to start businesses and find employment. In 2022, the disposable income of the village-level collective economy was RMB 9,779,700, and the park received more than 200,000 visitors from across the country.



## Experience and Inspirations

**1. Integration of agriculture and tourism.** Wufang Village has been vigorously developing the brand value and product content of the national geographical indication product “Fengxian Yellow Peach”. In different seasons of the yellow peach growth cycle, it has organized online and offline activities including the peach orchard spring outings, traditional folk culture and local intangible cultural heritage experience projects online and offline. For example, in the harvest season of yellow peaches, it has organized yellow peach picking, the peach king competition, and seasonal agricultural products exhibition and sales activities. Wufang Village continues to explore the path of agriculture-tourism integration to promote rural economic development.

**2. Integration of culture and tourism.** Wufang Village has deeply studied the “Xian Culture”, “Aesthetics Culture”, “Qingxi Culture” and “Jingyi Culture”, and collected historical stories of Qingxi and Wufang. The book *On Wufang* was compiled to show the charm of Wufang’s local culture. Focusing on the history of Wufang Village and the grassroots governance system integrating autonomy, rule of law and rule of virtue, it restored the century-old residential building Sanzhi Hall, to foster civilized villages, fine homes, and honest individuals. It has worked hard to enhance cultural soft power, and successively held a photo contest, the opening ceremony of the 2019 Peach Culture Festival, and the “Meet Qingxi the Xanadu” Paintings & Photographs Exhibition, among other activities.

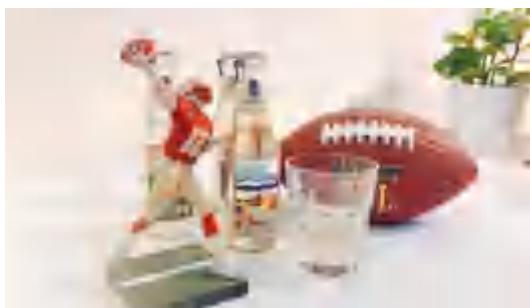
**3. Integration of business and tourism.** Wufang Village has created an “industry + fund + base + think tank” model, introduced Sun Rock Capital of Guosheng



Group, integrated state-owned capital, social capital, governments and other forces, and gathered various high-quality resources and capital to promote rural revitalization. Relying on the existing venues and facilities of the park, it actively undertakes various commercial exhibitions and roundtable activities, and has successively held themed activities such as the virtual Peach Blossom Festival, the Car Fun Culture Festival, and the seminar on “Rural Revitalization and Grassroots Leadership Building in the Context of International Metropolis”, attracting more than 20,000 tourists in total.

## Next Steps

Wufang Village will continue cooperation with the Shanghai Academy of Agricultural Sciences. Based on the transformation of old peach orchards, the construction of new ones and seedling cultivation gardens, it will first better link the production and sales links, establish a yellow peach sorting system, introduce interested commercial entities, and jointly develop a self-operated e-commerce platform. Second, it will improve the modern service industry related to the production and sales of yellow peaches, make particular effort to develop the “Oriental Peach Garden” project, introduce celebrity studios and other famous enterprises, and vigorously develop tourism resources such as the peach blossom path, special dishes made of yellow peaches, eco-angling, characteristic homestays such as Banshanyi and Taoyuanli, and form a new model of rural industrial development in the suburbs of an international metropolis that integrates the yellow peach industry, cultural and creative industry, tourism industry, and multiple factors.



# 浙江温州市泰顺县村尾村： 农文旅融合助推乡村振兴

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## 摘要

浙江省温州市泰顺县罗阳镇村尾村生态环境优美，人文底蕴深厚，村尾村大力开展美丽乡村建设，整合古树、古道、古桥、古民居、古民俗等“五古”资源，通过引进乡村文旅运营公司，村企联合开展整村规划运营，大力发展农文旅融合业态，形成“三个区块、一条线路”的发展格局（即慢生活街区、娱乐研学体验区、高山田园旅居区和五古五福游览线路）。村尾村把一个区位不优、交通不便、风貌落后的农村，发展成为美丽宜居、流量爆满的景区村，有效带动集体增收、农民致富。





## 挑战与问题

浙江省温州市泰顺县罗阳镇西北部的村尾共有人口1,679人，地理位置偏僻，地处浙闽交界，远离溧宁高速等交通主干道，村内仅有一条联通县城的近20公里主干道“仙岭线”，且建设早、弯路多、路面窄、路况差。村尾村毗邻乌岩岭国家级自然保护区，山地资源丰富，但多为生态公益林，村庄属于典型的“九山半水半分田”地形，土地资源稀缺，人均耕地面积少，且大部分为高山梯田，耕种难度大、成本高，难以形成农业产业规模化发展。现在村里常住人口80%以上为老人、妇女和儿童，低收入农户中老弱病残占比88%。

## 措施

**1. 整村开发运营。**一是统一旅游开发，村尾村制订文旅产业提升三年行动计划（2020-2023），明确发展目标路径。二是完善旅游配套和丰富旅游产品，村尾村拓宽提升仙岭公路，建设停车场、旅游公厕、共享洗衣坊等配套，落地烧烤露营基地、松鼠部落儿童乐园、房车营地、森林剧场等休闲娱乐项目。三是统一招商运营，引进专业团队与村尾村、板场村成立整村运营公司，构建村企利益共同体。运营公司整体收储闲置农田300亩、林地1万余平方米、农房10余幢，改造提升为乌米生产基地、休闲娱乐区、民宿等对外经营。

**2. 三产融合发展。**一是依农兴旅。招引开发桃李、桑果两个果园项目近600亩，打造林下多

花黄精增收项目300余亩，引进金丝皇菊、大球盖菇等经济作物，大力发展观光休闲农业。二是以工促旅。设立箱包加工和电商共富工坊，盘活闲散劳动力20多人和闲置房产7幢；打造乌养村味馆共富工坊，延伸乌米深加工产业链，做大乌米酒、乌米茶等“我村好特产”。三是业态振旅。对接大学生乡村振兴创意大赛，出台奖励办法，完成董直机廊桥纪念馆等8个业态设计，招引农家乐、民宿等一批旅游业态入驻。

**3. 持续优化产品。**一是定期上新文旅活动。常态化策划乡村美食节、音乐烧烤节、未来乡村生活节等各类节庆活动，举办“夜泰美”璀璨灯光秀、沉浸式表演秀等特色文旅活动，开展尝新饭、庆丰节、福宴等节事活动。二是不断擦亮文旅品牌。立足生态优势和古树、古道、古桥、古民居、古民俗“五古”文化，发展亲子休闲、研学旅行、田园旅居、乡村美食等业态，培育“趣村岭北”品牌。三是加快建设文旅项目。以文旅项目建设为抓手，加速推进五福节点工程、岭北溪亮化工程、水上乐园项目、未来乡村共同富裕等项目建设，每建成一个推出一个，热点不断。





## 成效

一是村庄景色越来越美。村尾村打造“醉美梯田花海”等特色景点，游驿民宿、乐驿民宿、稻田里民宿等一批网红民宿成为游客热门打卡地。2022年游客近10万人次，增长约66%。二是村集体越来越强。2022年村集体总收入达到118.76万元，其中经营性收入63.82万元，同比分别增长46.53%和190.4%。三是村民越来越富。整村运营公司、共富工坊和果园等就业岗位拉动100余农户就业；广大村民依托林地田地流转租金和闲置农房租赁租金实现增收；运营公司通过“社会资本+村集体+农户”模式，为农户构建利益联结机制，节假日民宿、农家乐、烧烤店等游客“爆满”，收入可观，近2年村里5名青年大学生返乡参与家乡建设发展。

## 经验与启示

**1. 正确的资源观。**一方面村尾村的“绿水青山”虽然是生态公益林的红线，是高山梯田耕种艰难，单纯发展农业难以形成规模化，但是因地制宜发展乡村生态旅游，“绿水青山”就变成宝贵的资源优势。另一方面村尾村找到资源开发和利用的错

位优势，挖掘“五古”文化资源，大力发展农事体验、自然野趣、民俗文化等为主题的研学活动，实现资源效益最大化。

**2. 正确的整合观。**乡村发展的“资本”就是乡村的农田、林地、农房等资源，但这些资源呈现出碎片化、闲置化的特点，乡村要发展就必须整合这些碎片化的闲置资源，把整个村作为一个“市场主体”来开发和交易，从而提升闲散资源的利用效率。

## 下一步计划

村尾村将持续以农文旅融合发展为路径，以“趣村岭北，未来乡村”为IP，进一步丰富产业业态，深化整村运营，高质量打造全国乡村旅游重点村、浙江省研学旅行营地和浙江省金AAA级景区村庄。一是推进“五古”研学实践教育营地及配套路桥建设，引进研学旅行专业公司开展运营合作，联合浙江省中小学生研学旅行研究与指导中心，着力打造浙南研学旅行集散地。二是推进青蛙部落水上无动力公园建设，做足“水”文章，强化优质亲子文旅项目储备和招引，一体发展“趣”系列休闲娱乐项目，持续放大河湖经济效益。



# Cunwei Village, Taishun County, Wenzhou City, Zhejiang Province:

Promoting rural revitalization through the integrated development of agriculture, culture and tourism

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## Abstract

Cunwei Village of Luoyang Town, Zhejiang Province, has a beautiful ecological environment and profound cultural heritage. It has been vigorously pushing ahead the beautiful countryside initiative. It integrated ancient trees, ancient roads, ancient bridges, ancient houses, and ancient folk customs, introduced a rural culture & tourism operation company, and worked with it to plan the development and operate the village as a whole. It has been vigorously developing businesses integrating agriculture, culture and tourism, and has formed a development pattern consisting of “three areas and one route” (namely, the slow life block, the entertainment and study tour area, the alpine sojourn area, and one tourist route). Cunwei has transformed from a backward village with poor location and inconvenient access to transportation into a beautiful and livable scenic village packed with tourists, effectively increasing the income of the village collective and farmers.





### Challenges and Problems

With a population of 1,679, Cunwei Village is remotely located in the northwest of Luoyang Town, on the border of Zhejiang and Fujian, far from Liyang-Ningde Expressway and other arterial roads. It is connected to the county seat with the Xianling Line, the only trunk road of nearly 20 kilometers, which is old, narrow and bumpy, with many detours. Cunwei Village is adjacent to Wuyanling National Nature Reserve, rich in mountain resources, but dominated by forest reserves. The village has a typical landform with 90% covered by mountains, 5% by water bodies and the other 5% by cultivated field, with scarce land resources and small per capita arable land area. What's worse, most of the cultivated land is alpine terraces, difficult and costly to cultivate and making large-scale agriculture difficult. At present, more than 80% of the permanent population in the village are elderly, women and children, and 88% of the low-income rural households are the old, sick and disabled.

### Measures

**1. Whole-village development and operation. First,** the tourism industry is developed in a centralized manner. Cunwei Village formulated a three-year action plan (2020-2023) for the upgrading of the tourism industry, clarifying the development target path. **Second,** tourist service facilities are improved and tourism products diversified. The Xianling Highway is expanded and upgraded, parking lots, tourist toilets, shared laundry and other

supporting facilities are added, and barbecue campsites, the Squirrel Tribe children's playground, RV camps, forest theaters and other leisure and entertainment projects are launched. **Third,** the investment promotion and operation work is centralized. A professional team is introduced to establish a whole-village operation company with Cunwei and Banchang villages, and form a community of shared interests. The company has rented 300 *mu* of idle farmland, more than 10,000 square meters of forest land and more than 10 houses, transformed and upgraded them into the black rice production base, the leisure and entertainment area, and homestays, and opened them to visitors.

**2. Integrated development of primary, secondary and tertiary industries. First,** promoting the development of tourism through agriculture. It has attracted investment to develop nearly 600 *mu* of two orchards, one of peaches and plums, and the other of mulberries. It has also planted more than 300 *mu* of Polygonatum cyrtoneura Hua (Liliaceae), a medicinal herb, introduced cash crops such as golden chrysanthemum and bulbous mushroom, and





vigorously developed tourism and leisure agriculture. **Second**, promoting the development of tourism through industrial development. It set up luggage processing and e-commerce workshops for common prosperity, hired more than 20 workers and put seven idle buildings into good use. It has launched a common prosperity workshop and extended the black-rice deep processing industry chain to increase the market share of specialty products such as black-rice wine and black-rice tea. **Third**, promoting the development of tourism through new business forms. It offered incentives to winners of the College Students Creative Proposal Competition for Rural Revitalization, completed the design of eight business forms such as the Dong Zhiji Covered Bridge Memorial Hall, and attracted a number of tourism businesses such as farmhouses and homestays.

**3. Continuous product improvement.** **First**, cultural and tourism activities are organized regularly. It regularly plans various festive events such as the rural food festival, the music barbecue festival, and the future rural life festival, and has held special events such as the light show and the immersive shows, and festival activities such as Tasting the New Rice, Harvest Celebration, and the blessing banquet. **Second**, it continues to burnish its brand as a tourism destination. Based on its ecological advantages and ancient trees, roads, bridges, houses and folk customs, it has developed parent-child leisure tours, study tours, sojourns, and rural catering services, and the brand of “Qucun Lingbei” (meaning a fun village along the Lingbei Stream). **Third**, it is speeding up

the implementation of cultural and tourism projects. Meanwhile, it is accelerating the construction of the Lingbei Stream lighting project, the water park project, and the Future Village for Common Prosperity project.

## Results

**First**, the village is becoming more and more beautiful. Cunwei Village has created the unique attraction of “Terraces of Flowers”, and Youyi Homestay, Leyi Homestay, and Daotianli Homestay have become highly sought-after destinations. In 2022, it received nearly 100,000 visitors, an increase of about 66%. **Second**, the village collective economy is getting stronger and stronger. In 2022, the total income of the village collective reached RMB 1,187,600, including RMB 638,200 of operating income, an increase of 46.53% and 190.4%, respectively, year-on-year. **Third**, the villagers are getting richer and richer. The village operating company, workshops for common prosperity and orchards have created more than 100 jobs for villagers. The majority of



villagers have earned rents from the transfer of land use rights and their idle farm houses. The operating company has built an interest-linkage mechanism for farmers through the “social capital + village collective + farmers” model. On weekends and holidays, the homestays, farmhouses, and barbecue restaurants are all packed with tourists, increasing the income of villages. In the past couple of years, five young college students have returned to the village to help develop their hometown.

### Experience and Inspirations

**1. A correct outlook on resources.** Although the “lucid waters and lush mountains” in Cunwei Village are reserved as forest lands for ecological purpose, and it is difficult to cultivate alpine terraces and scale up agriculture, by developing rural eco-tourism according to local conditions, it has turned the “lucid waters and lush mountains” into valuable assets. Meanwhile, Cunwei Village has found how to strike a balance between resource development and utilization. It has tapped the cultural resources represented by ancient trees, roads, bridges, houses, and folk customs, and vigorously developed study tours themed on the farming experience, natural wilderness, folk culture, etc., to maximize gains from local resources.

**2. A correct outlook on integration.** The rural farmland, forest land, and farm houses are assets for rural development, but they are fragmented and under-utilized, a problem that must be addressed in order to promote rural development. It is necessary to develop and trade the



entire village as a “market entity”, so as to improve the utilization efficiency of idle resources.

### Next Steps

Cunwei Village will continue to follow the path of the integrated development of agriculture, culture and tourism, and focus on the brand of “A Fun Village on Lingbei and the Future Village”, further enrich the industrial forms, improve the operation of the whole village, and build itself into a national key village for rural tourism, and a provincial-level study tour campsite and golden AAA scenic village up to high standards. **First**, it will build study tour and education campsite themed on the five major ancient elements of the village, add and upgrade roads and bridges, work with specialized study tour companies and the Zhejiang Provincial Primary and Middle School Students Study Travel Research and Guidance Center to build itself into a study travel distribution center in southern Zhejiang. **Second**, it will advance the Frog Tribe Non-powered Water Park project, make full use of the water resources, introduce more high-quality parent-child tourism projects, develop a series of “fun” leisure and entertainment projects in a coordinated manner, and continue to amplify the economic benefits generated from rivers and lakes.



# 福建宁德市霞浦县东壁村： 光影小镇新模式赋能乡村振兴

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## 摘要

福建省宁德市霞浦县东壁村自美丽乡村建设以来，充分发挥地理位置优势，利用大自然赐予的海洋光影资源，大力发展“光影摄影旅游+民宿”产业，并结合紫菜产业和内海捕捞业，走出了一条独具特色的乡村特色休闲旅游模式。





### 挑战与问题

福建省宁德市霞浦县东壁村距县城 20 公里，下辖 3 个自然村，人口 229 户 944 人。土地面积 2,060 亩，海域面积 5,200 亩，坐落于花岗岩石壁上。村民世代主要以近海捕捞和养殖紫菜、生蚝为业，没有外来资金投资，乡村发展滞后。

### 措施

**1. 挖掘资源。**东壁村生态环境优美，村容村貌整洁，山清水秀，山石多姿。海面上，紫菜和生蚝养殖映衬着日落和晚霞形成绝美光影景色，吸引了国内外众多摄影爱好者前来游历。福建省摄影协会郑德雄老师拍摄的东壁村日落、晚霞照荣获国内外摄影比赛众多奖项，东壁这个小渔村也因此享誉国内外摄影界。另外由于东壁村是传统渔村，至今保留的一些传统的渔耕手艺也引来众多摄影爱好者竞相拍摄。

**2. 创新模式。**东壁村依托温暖湿润的自然气候、绝美的落日、资源丰富的渔业生产、悠久的古村文化和民俗资源，打造以“光影”为主题的国内一流乡村文化旅游综合体，形成光影旅游摄影+精品民宿+渔耕文化为主的休闲旅游模式。

**3. 传承文化。**一方面东壁村建立历史文物和文化遗产保护制度，在传统的文化普查基础上建立传统文化档案和资料库，加大力度收集渔民手工技能音像、图片等材料及相关实物，拍摄宣传片，让更多的人共享传统渔民手工技能文化遗产。另一方面通过动员村落内老一辈传承人对青年人的传帮带，加强授艺培训。东壁村的三沙美食文化独具特色，很有地方风味，其中肉粽、手工鱼丸、闽南糊、面茶糕等都是经典美食。

### 成效

近年来东壁村发展成为最美日落晚霞摄影村、最美渔村、精品民宿村、最美宜居村。2021 年成



功创建国家 AA 级旅游景区，平均每年游客量达到 20 万多人次。东壁村通过资源整合发展旅游业，促进美丽乡村建设，走出一条振兴之路。

## 经验与启示

**1. 植生态文明之基。**东壁村始终坚持践行两山理论，不断夯实生态文明建设基础，推动“绿水青山”向“金山银山”持续转化，建设人与自然和谐共生的中国美丽乡村。东壁村依托渔耕文化和落日晚霞，成为远近闻名的打卡地。

**2. 筑文化传承之魂。**传统文化是东壁村实现特色休闲旅游文化传承与发展的根和魂，与古老渔耕技艺一起融入了广大村民血脉，世代代传承不息。东壁村现有渔夫滩涂围捕、手工织网等传统文化技艺传承人，他们以发挥中国优秀传统文化优势和加强中国古老渔耕文化保护传承为己任，大力实施“名师带徒”系列培训，亲身讲述中国古老渔耕文化传承故事，集中展现了中国古老渔耕文化的魅力和活力，成为乡村旅游核心吸引物中最为靓丽的一张名片。



**3. 拓融合发展之路。**东壁村充分利用产业服务团队、村级网格员和致富带头人，积极筑牢农户信息基础和民宿产业发展基础，营造良好的乡村发展环境。东壁村以民宿美食为卖点，传统文化为根本，引导群众参与乡村旅游发展的主动性和积极性，认真实施光影小镇旅游规划，做足做强优势，建设既有乡土风情、晚霞落日风光，又有现代文明的宜居、宜业、宜游的美丽乡村。

## 下一步计划

东壁村将进一步强化文化、艺术与旅游融合，争取把东壁村打造成国内独具一格的乡村旅游地。一是优化基础设施。加快推进村道拓宽改造，新建停车场，规范进村换乘车辆运营管理，有效缓解行车堵、停车难问题。二是加强文化彰显。围绕非遗传承人各自特点，发挥渔耕文化、民宿文化特点，全力打造文化旅游产业，并举办心愿文化节、传灯、撞钟等特色传统文化活动，吸引游客、信徒和摄影爱好者。三是打造乡村旅游综合体。完成建设东壁岗尾生态观光道、东壁乡村驿站、网红特产售卖店、全景阳光摄影平台、乡村振兴展示中心、特色海鲜餐饮和精品民宿等项目。

# Dongbi Village, Xiapu County, Ningde City, Fujian Province:

Empowering rural revitalization through the new development model of light and shadow town

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## Abstract

Since it started the campaign to build a beautiful countryside, Dongbi Village of Fujian Province has given full play to its geographical advantages, made use of the natural light and shadow of the sea, vigorously developed the “light and shadow photography tourism + homestay” industry, and combined it with the seaweed industry and inland-sea fishing industry. It has developed a rural leisure tourism model with its own characteristics.







### Challenges and Problems

Dongbi Village is 20 kilometers away from the county seat, with three natural villages under its jurisdiction and a population of 944 people in 229 households. It boasts a land area of 2,060 *mu* and a sea area of 5,200 *mu*, and it is located on a granite rock. For generations, its villagers have mainly engaged in offshore fishing and cultivation of seaweed and oysters. Without capital investment from outside the village, its development lags behind.

### Measures

**1. Tap resources.** Dongbi Village has a beautiful ecological environment. The village looks tidy and clean, with beautiful scenery of mountains, waters, and rocks of various shapes. On the sea, seaweed and oyster farming bases reflect the sunset glow to form a beautiful light and shadow scenery, attracting many photography enthusiasts from home and abroad. The sunset photos of Dongbi Village taken by Mr. Zheng Dexiong of Fujian Photographers' Association have won many awards in domestic and foreign photography competitions, establishing the fame of this small fishing village of Dongbi among the photography communities at home and abroad. In addition, Dongbi is a traditional fishing village, and its traditional fishing and farming skills that have been preserved to this day have also attracted many photographers.

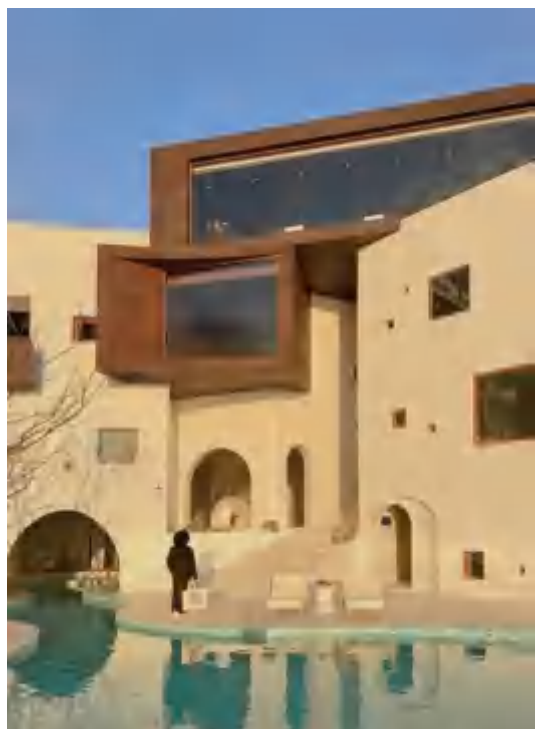
**2. Introduce a new model.** With a warm and humid climate, a beautiful sunset scene, rich fishery resources, and long-standing culture and folk customs, Dongbi Village has created a first-class rural cultural tourism complex in the country with the theme of "light and shadow", and a leisure tourism model based on light and shadow vacation photography + boutique homestay + fishing culture.



**3. Inherit culture.** Dongbi Village has established a system for the protection of historical relics and cultural heritage, and traditional cultural archives and databases on the basis of traditional cultural census, increased efforts to collect audio-visual materials, pictures and other materials about traditional handicrafts and related objects from fishermen, and filmed promotional videos, to share the cultural heritage of traditional handicraft skills with more people. Meanwhile, by mobilizing the elderly inheritors to help the young, it has strengthened training on traditional handicraft skills. Dongbi Village also has a unique Sansha food culture, among which meat dumplings, handmade fish balls, Minnan-style paste, and sponge cakes are all classic delicacies.

## Results

In recent years, Dongbi Village has come to be known as the most beautiful village for sunset photography, the most beautiful fishing village, the boutique homestay village, and the most beautiful livable village. In 2021, it was granted the status of national AA tourist attraction, and attracted an average number of more than 200,000



visitors a year. Through resource integration, Dongbi Village has promoted the development of tourism and the beautiful countryside, and embarked on a road of revitalization.

## Experience and Inspirations

**1. Consolidate the foundation for ecological conservation.** Dongbi Village has always adhered to the belief that lucid waters and lush mountains are invaluable assets, continuously consolidated the foundation for ecological conservation, continuously translated “lucid waters and lush mountains” into economic benefits, and built a beautiful village where men and nature live in harmony. With its fishing culture and beautiful sunset, Dongbi Village has become a famous must-visit place for tourists from near and afar.

**2. Shape the identity with cultural heritage.** Traditional culture is the root for Dongbi Village to inherit and develop characteristic leisure tourism, and has been integrated into the bloodline of the villagers together with ancient fishing and farming skills, and has been passed down from generation to generation. The inheritors of traditional skills such as fishermen’s beach seining and hand-weaving fishing nets take on the mission to give full play to the advantages of fine Chinese traditional culture and strengthen the protection and inheritance of ancient fishing and farming culture, and have been vigorously engaged in training programs. They work as narrators of the stories of ancient fishing culture, to showcase the charm and vitality of China’s ancient fishing culture, and



have become the most eye-catching among the core rural attractions.

### 3. Expand the path of integrated development.

Dongbi Village makes full use of the industrial service team, village-level grid managers and poverty relief leaders, and works actively to consolidate the information foundation of the farmers and the development foundation of the homestay industry, and create a favorable environment for rural development. With homestays and food as the main selling point and traditional culture as the foundation, Dongbi nudges the masses to take the initiative to participate in the development of rural tourism. It has also earnestly implemented the tourism plan of the Light and Shadow Town, to maximize its advantages, and build a beautiful countryside with well-preserved local customs, beautiful sunset scenery, and modern lifestyles friendly to residents, businesses and tourists.



### Next Steps

Dongbi Village will further strengthen the integration of culture, art and tourism, and strive to grow into a unique rural tourist destination in China. **First**, it will improve infrastructure. It will move faster to widen and upgrade existing village roads, build new parking lots, standardize the operation and management of shuttle vehicles for arriving tourists, and effectively alleviate traffic congestion and parking problems. **Second**, it will intensify efforts to highlight local cultural heritage. Focusing on the respective characteristics of intangible heritage inheritors, it will give play to the cultural characteristics of fishing and farming culture and homestay culture, make every effort to build a culture-themed tourism industry, and hold special traditional cultural activities such as the “Make a Wish” culture festival, activities to pass on Buddhist doctrines, and bell tolling, to attract tourists, Buddhism followers and photography enthusiasts. **Third**, it will build a rural tourism complex. It will complete the construction of the Gangwei Eco-Sightseeing Trail, rural service stations, specialty product stores, panoramic sunshine photography terraces, the rural revitalization achievements exhibition center, seafood restaurants, and boutique homestays.

# 广西南宁市兴宁区： 环都市休闲农业旅游圈

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## 摘要

广西省南宁市兴宁区自乡村振兴战略实施以来，结合独特的地缘优势，打造“文旅+农业”融合新业态，通过紧扣“以文塑旅 以旅彰文”的主题，全力建设集生态旅游、康养度假、研学体验、美食养生为一体的环都市休闲农业旅游圈，扎实推进乡村振兴。





## 挑战与问题

广西省南宁市兴宁区大多乡村旅游项目对自身优势认识不清，对地方特色、民俗风情、人文内涵等要素不够重视，旅游项目同质化现象突出，缺少有特色、有文化内涵、有创意性的高规格旅游品牌，在内容上过于粗放，产品附加值开发不够；而且乡村旅游从业人员大多为当地老百姓，经营者对旅游业知识掌握较少，能力有限，致使村庄经营状态处于低层次。

## 措施

**1. 健全要素保障机制。**印发《兴宁区开展全域土地综合整治助推乡村振兴实施方案》和《关于实施点状供地助推乡村振兴指导意见的通知》，将休闲工业和养老设施用地、乡村旅游用地纳入点状供地范围，推动实施点状供地推进乡村旅游项目。城区政府与相关金融机构签订了兴宁区乡村振兴金融服务战略合作协议，为推动兴宁区乡村旅游项目提供金融保障。依托花卉苗木产业基础，争取137亩城镇开发边界用地，为十里花卉长廊提质升级提供土地支撑。

**2. 强化资源统筹开发。**兴宁区以抓产业融合为突破口，整合花卉、林业、大米等各类产业优势资源，因地制宜发展乡村旅游新业态，推动乡村旅游与农林、文体、康养等多产业融合发展。兴宁区

依托花卉苗木的产业优势，以十里花卉长廊为主轴，以三塘镇围村、那安综合示范村、十里花卉现代农业核心示范区、富凤鸡产业示范区、五塘镇大米产业示范区为依托，串联、辐射周边的乡村旅游点，开发农耕农事体验、农业观光、农业科普等项目，并为游客提供餐饮、住宿、娱乐等服务，打造





“环都市休闲农业旅游圈”。

**3. 强化培育主体多元化。**嘉和碧湾园农庄依托基地内近 250 个品种植物，南国紫薇园依托园内 2.8 万盆各种规格的园艺盆景，在观光的基础上，叠加农产品销售、采摘体验、认养农业等高附加值业态；三姐故事周末生活文化园依托华夏农耕文化、非遗物质文化展演和民间手工艺，成为集众多文化元素于一身的传统文化展示窗口，多主体不断探索和完善农旅融合发展新模式。

## 成效

目前兴宁区拥有 7 家国家 4A 级景区、2 家国家 3A 级景区，11 家 3 星级以上广西乡村旅游区（农家乐）。以昆仑大道为主轴，形成广西药用植物园、那考河湿地公园生态游、温泉养生游、十里花卉长廊乡村休闲度假游等精品旅游线路。获评全国农业旅游示范点 1 个，广西农业旅游示范点 2 个，广西现代特色农业（核心）示范区 3 个，广西

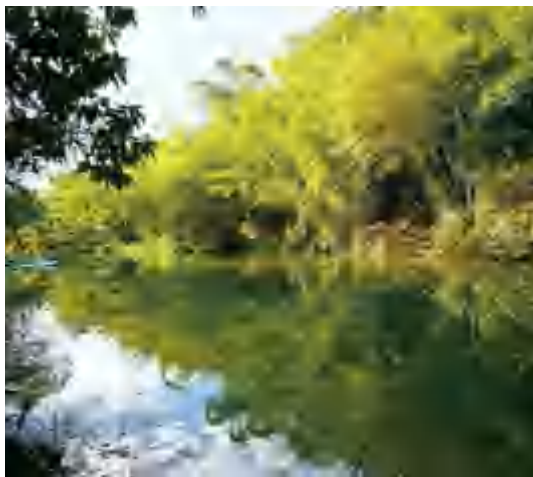
休闲农业与乡村旅游示范点 4 个，农旅融合产业日益壮大。近三年来，兴宁区乡村旅游共接待游客约 200 万人次，旅游收入约 16 亿元。

## 经验与启示

**1. 培育乡村旅游品牌。**文旅局加强“线上+线下”品牌营销，充分挖掘当地文化，组织企业策划开展具有本地特色的活动。一是立足乡村振兴，举办苦瓜文化旅游节、“我为家乡代言”电商大集市等活动，打造巩固拓展脱贫攻坚成果同乡村振兴有效衔接的重要平台，展示推广兴宁区优质特色农产品。二是深挖少数民族文化，在节假日组织景区举办具有壮族风情的活动，将传统民族文化与乡村旅游有机结合，在创新体验的同时传承传统文化。三是联合城区内各旅行社，结合市场所需，推出精品旅游路线，为游客量身定制游玩方案。

**2. 完善旅游服务设施。**加快修建旅游道路，进一步完善交通、景区设施、综合配套设施；全面推进旅游厕所新建升级改造工作，不断提升辖区内景区、乡村旅游区、农家乐、旅游企业等厕所服务功能和档次；配合市文广旅局加快南宁旅游直通车操作中心、服务驿站建设，为乡村旅游的发展提供良好环境。

组织景区参与昆仑大道研学游精品线路，丰富旅游体验。以一系列措施，为游客提供文明优





质的服务，解决“一次性消费”的问题，吸引“回头客”。

**3. 挖掘教育市场红利。**伴随着研学旅行成为旅游市场的新热点，兴宁区共有全国中小学研学实践教育基地2个，自治区级中小学研学实践教育基地3个，市级中小学研学实践教育基地4个，11个景区拥有研学课程，集旅游观光、教育科普和农事体验于一体。“花漾三塘”以研学经营种植花卉苗木为主，丰富的水资源、特有的温泉资源及自然形成的两万多亩的花卉成为天然课堂；“耕读五塘”以耕读为主轴线，串联五塘镇耕读文化体验、特色

农业产业等重要旅游资源，形成集文化体验、修学启智、生态观光、休闲度假于一体的复合型文化综合体；“神奇昆仑”依托山地特色，以自然、生态、人文为设计理念，将运动与休闲融于独特的山体环境中。

### 下一步计划

兴宁区将持续优化乡村旅游产品供给，结合消费需求变化引导乡村旅游产品更新升级，实施乡村旅游文化提升行动、乡村旅游硬件提升行动等，着力改造提升传统乡村旅游区和农家乐，加强星空旅游、田野研学、沉浸式体验等新型业态培育，开发夜间消费产品和服务，为游客提供更加丰富多元的乡村旅游体验，为乡村振兴加码助力。



# Xingning District, Nanning City, Guangxi Zhuang Autonomous Region:

A circle of leisure agriculture and tourism businesses around  
the urban areas

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## Abstract

Since the implementation of the rural revitalization strategy, the Xingning District of Guangxi has made use of its unique geographical advantages and created business forms that integrate culture, tourism and agriculture. Focusing on the theme of “shaping the tourism industry with cultural heritage and highlighting cultural heritage through tourism development”, it is making every effort to build a circle of leisure agriculture and tourism, offering such services as eco-tourism, wellness tourism, study tours, and gourmet, and solidly promote rural revitalization.





## Challenges and Problems

Most rural tourism projects in Xingning District lack a clear understanding of their own advantages and the importance of local characteristics, folk customs, and cultural connotations. As a result, they are highly homogeneous, and there is no high-level tourism brand with distinctive features, cultural connotations and creativity. The content is rough, and the products' added value is to be increased. Moreover, most of the workers in the rural tourism industry are locals, and the tourism operators lack the necessary knowledge and skills, resulting in poor operational status.

## Measures

**1. Improve institutional arrangements to guarantee the allocation of land factors.** The *Implementation Plan for Promoting Rural Revitalization through Comprehensive Land Consolidation in Xingning District* and the *Circular on the Implementation of Dotted Land Use Allocation to Promote Rural Revitalization* were issued, including land for leisure industry, elderly care facilities and rural tourism into the scope of dotted land use allocation, and promoting dotted land use allocation for rural tourism projects. The district government signed a strategic cooperation agreement with relevant financial

institutions on financial services for rural revitalization, securing financial guarantees for developing rural tourism projects in Xingning. Based on its flower and plant growing industry, it has secured 137 *mu* of urban development boundary land for the upgrading of the Flower Corridor.

**2. Strengthen the coordinated development of resources.** While promoting the integrated development of industries, Xingning District consolidates its advantageous resources in such industries as flower, forestry and rice cultivation, develops new forms of rural tourism according to local conditions, and promotes the integrated development of rural tourism with agriculture, forestry, culture, sports, and wellness tourism. Relying on its advantages of flower and plant growing industries, Xingning District has stringed tourist attractions including Weicun Village of Santang Town, Na'an Comprehensive Demonstration Village, Core Demonstration Area of Modern Agriculture, Fufeng Chicken Industry Demonstration Zone, and Rice Industry Demonstration Zone of Wutang Town, with the Flower Corridor as the main axis. It has also developed farming experience, agritourism, and agricultural science popularization projects, and provides tourists with catering, accommodation, and entertainment services, creating a circle of leisure agriculture and tourism around the urban areas.





**3. Continue to diversify market entities.** Jiahe Biwanyuan Estate with its nearly 250 varieties of plants in the base, and Nanguo Ziwei Garden with its 28,000 bonsai plants of various sizes have introduced high value-added business forms such as agricultural product sales and picking, and community-supported agriculture on top of sightseeing. Sanjie Stories & Weekend Life Park integrates traditional Chinese farming techniques, exhibitions, shows themed on intangible cultural heritage and folk handicrafts, and has become a window promoting traditional culture and incorporating many cultural elements. These diverse market entities continue to explore and improve new models of integrated development of agriculture and tourism.

## Results

At present, Xingning District has seven national AAAA tourist attractions, two national AAA ones, and 11 provincial-level rural tourism areas (farmhouses) rated above three stars. With Kunlun Avenue as the main axis, it has launched boutique tourist routes such as the tour to Guangxi Medicinal Botanical Garden, eco-tour to Nakaohe Wetland Park, spa and health preservation tours, and the rural leisure and vacation tour to the Flower

Corridor. It is also home to one national agritourism demonstration site, two provincial-level agritourism demonstration sites, three provincial-level modern characteristic agriculture (core) demonstration areas, and four provincial-level leisure agriculture and rural tourism demonstration sites. The agriculture-tourism integration industry is growing day by day. In the past three years, the rural Xingning District has received about 2 million tourists and generated tourism revenue of about RMB 1.6 billion.

## Experience and Inspirations

**1. Cultivate rural tourism brands.** The local Cultural and Tourism Bureau has strengthened “online + offline” brand marketing, fully explored local culture, and organized enterprises to plan and carry out activities with local characteristics. **First**, aimed at rural revitalization, it held activities such as the bitter melon festival and the e-commerce fair to serve as important platforms for effectively aligning the effort to consolidate and expand the achievements of poverty alleviation with that to promote rural revitalization, for displaying and promoting high-quality characteristic agricultural products in Xingning. **Second**, it digs deep into the culture of local ethnic minorities, organizes activities with Zhuang ethnic features at scenic areas on major holidays, organically combines traditional ethnic culture with rural tourism, and inherits traditional culture while improving the tourist experience. **Third**, it works with travel agencies in the urban areas, and has launched boutique tourist routes to meet market needs, and offers customized travel plans.



**2. Improve tourist service facilities.** It has moved faster to build tourist roads, improved transportation conditions, facilities at scenic areas and comprehensive tourist service facilities. It has advanced the construction, upgrading and renovation of tourist toilets, and continuously improves the functions and level of toilets at scenic spots, rural tourist attractions, farmhouses, and tourism enterprises within the jurisdiction. It works with the Municipal Bureau of Culture, Radio, and Tourism to accelerate the construction of the Nanning Tourist Express Bus Command Center and tourist service stations, to provide a good environment for the development of rural tourism. It also organized scenic spots to participate in the Kunlun Avenue study tour to enrich the tourist experience. Through all these measures, it provides tourists with civilized and high-quality services, to solve the problem of “one-off consumption” and attract “repeat customers”.

**3. Tap into the dividends of the education market.** Study tours have become a new hot spot in the tourism market. Xingning District has two national research and practice bases for primary and secondary school students, three provincial-level ones, and four municipal-



level ones. Eleven of its scenic spots offer study tour programs, covering sightseeing, science popularization and farming experience. Specifically, study tours in Santang Town focus on the plant and flower growing industries, and abundant water resources, hot springs and more than 20,000 *mu* of naturally formed flowers are natural classrooms. Those in Wutang Town are themed on the farming-reading culture, and connect important tourism resources such as the farming-and-reading cultural experience and characteristic agriculture, making Wutang a complex cultural complex that offers cultural experience, learning, enlightenment, ecotourism, leisure and vacation experiences. Kunlun Town leverages its mountainous landform and fits sports and leisure activities in its unique mountainous environment through designs inspired by nature, ecology and cultural legacy.

### Next Steps

Xingning District will continue to optimize the supply of rural tourism products, guide the upgrading of rural tourism products to meet the ever-changing consumer demand, and take action to enhance the culture and the hardware environment of rural tourism. It will strive to transform and upgrade traditional rural tourism areas and farmhouses, step up to cultivate new business forms such as starry-night tours, field study tours, and immersive experiences, develop nighttime products and services, provide a richer and more diverse rural tourist experience, and contribute to rural revitalization.



# 湖南怀化市洪江市沅城村： “三色旅游”带活乡村美丽经济

## 摘要

湖南省怀化市洪江市沅城村红色、绿色、古色旅游资源汇集，是红二和红六军团长征重要纪念地；一面连山、三面环水，森林覆盖率80%，千年银杏树、古樟树等40余株；侗族人口占比超80%，俗有“神秘侗人岛”之称。近年来沅城村将农村人居环境整治与乡村旅游相结合，实施乡村“微改造”，打造红色、绿色、古色三色融合的精品旅游，实现农产品向旅游商品转变、农民向旅游从业者转变、农村向乡村旅游目的地转变，走出一条美丽乡村的活力之路。





## 挑战与问题

湖南省怀化市洪江市沅城村在发展过程中面临以下问题：一是交通不便，难以与周边其他景区形成联动。沅城村虽然位于清江湖国家湿地公园周边，由于没有直接连通湿地公园与沅城村的旅游通道，游客导入存在很大困难。二是造血不畅，乡村发展未与村集体和村民形成有效利益联结机制。之前村落发展主要以政府投入为主，农村虽然变美，但村集体、村民的自我发展意识和自我造血功能依然较弱。三是资源沉睡，乡村旅游未找到引爆点。沅城村旅游资源丰富，早在 20 年前就开始进行旅游开发，但由于没有找到能够发挥资源优势的“引爆点”，收效甚微。

## 措施

**1. 打通交通阻碍。**沅城村以清江湖国家湿地公园大景区为依托，以旅游大巴畅达为目标，将原来通往沅城村的山间小道提质改造为旅游通道，通达时间较原来缩短近 1 个小时，为有效、快速导流奠定基础。

**2. 破除利益瓶颈。**市属国有企业黔阳生态农业有限公司与沅城村集体经济合作社组成沅城村旅游开发联合体，村集体以自然资源入股并参与分红，公司负责项目建设、品牌运营、营销推广等。

**3. 突出三色营地。**一是针对红色资源，活化利用红二和红六军团长征沅城会议旧址、红军标语墙、红军墓、红军桥、红军井、红军渡等历史遗迹，建设打造红军广场、红色研学教室、红色露营地等项目和业态；二是针对绿色资源，建成星空庭院、天幕帐篷露营基地、梅花灶野炊区、沙滩越野车赛区、丛林穿越乐园、托马斯小火车、沙滩排球等项目；三是针对古色资源，将北侗民俗和沅水排工号子等非物质文化遗产融入古寨、古戏台、古栈道的修复提质中，实现景区多元融合，精品营地独具特色。

**4. 促进三个转变。**一是农产品向旅游商品转变。沅城村在湖南省农业科学院的驻村帮扶下，建成农业科研中心、稻油轮作示范田、商品白姜种植基地、高档蔬菜种植基地等项目。随着旅游市场的打开，本地特色农产品、工艺制品和精深加工产品逐步转化成旅游商品，农产品附加值不断提升。二





是农民向旅游从业者转变。村民将民房改建民宿，经营农家乐、民宿、农产品加工售卖、采摘园等；同时兼职导游，提供接送、讲解等服务，在家门口就业创业增加收入。三是农村向乡村旅游目的地转变。沅城村有效利用生态文化资源和闲置资产推进传统村落“景区化村庄”建设，推动“美丽乡村”催生“美丽经济”、“绿水青山”成为“金山银山”。

## 成效

沅城村村集体每年按照景区经营纯利润的10%参与分红，保底分红5万元；村集体利用乡村振兴资金建设的“沅城宴”餐厅，由公司承包经营，村集体每年增加收入超6万元；村集体统筹村民常年闲置的河滩用地，统一打包给公司进行开发建设，共流转土地200余亩，相关村民每户增收2,000元以上。沅城村实现当地村民直接就业岗位30余个，月增收2,000元以上；带动流动摊点、餐饮住宿、劳务短工等多种就业形式，从业者人均增收1,000余元。

## 经验与启示

**1. 多方联动。**沅城村坚持党建引领、政府引导、市场运作、群众主体，不断凝聚合力。市委市政府统筹村庄规划，引导和支持土地、人才、资金等要素向农业农村流动。市属国企牵头打好基础，同步开展招商引资，推动人才回流、乡贤回助、企业回迁、项目回建。乡村发展充分尊重和依靠群

众，通过以工代赈吸纳村集体和村民参与小微项目建设，释放乡村建设活力。

**2. 匠心建设。**沅城村建设应该尊重自然、顺应自然，依山就势、就地取材。全民开展农村人居环境整治，从家庭整洁到美丽庭院、屋场、村组，保证户户干净、村村过关，为旅游开发打好基础。旅游开发与保护乡村自然风貌、人文风情等相结合，不搞大拆大建，实施乡村“微改造”，在减少项目建设成本的同时，保留传统村落形态，不求大而全，但求精而美，以最小成本创造最大效益。

**3. 群众激励。**沅城村探索运用积分制，充分调动农民参与乡村建设、乡村旅游的积极性、主动性、创造性。沅城村围绕人居环境整治、乡村治理、乡风文明、产业发展等，量化村规民约，因村制宜确定积分管理办法，建立“以行动换积分，用积分兑实物”激励机制，按照群众贡献进行量化赋分，把“任务命令”转为“激励引导”。沅城村推行“母亲赋能”行动，唤醒农村妇女主体意识，激发和提高女性在家政管理、家庭教育、家风培育、就业创业等方面的能力素质，为乡村振兴注入力量。

## 下一步计划

洪江市将按照“以点带线、以线带面、示范带动、滚动梯次发展”的原则，结合沅城村乡村旅游经验，进一步整合景区、交通、人文、生态等优势，依托雪峰山国家森林公园、清江湖国家湿地公园、安江农校、黔阳古城四大景区，建设“山、水、稻、城”4个乡村旅游板块15个乡村旅游示范点，着力打通和提质连接四大景区以及乡村旅游示范点的旅游通道，完善满足不同层次消费需求的旅游产品体系，构建“吃住行游购娱”一体化的城市旅游、乡村旅游服务体系，推动城乡融合、区域协调发展，走出一条红色、绿色、古色相融合的旅游助力乡村振兴之路。

# Yuancheng Village, Hongjiang City, Huaihua City, Hunan Province:

Revitalizing the beautiful rural economy by integrating tourism resources in three aspects

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## Abstract

Yuancheng Village of Hunan Province boasts rich tourism resources based on the CPC revolutionary history, ecological conservation and cultural heritage. It is an important memorial site of the Long March of the Second Red Army and the Sixth Red Army. It is surrounded by mountains on one side and water bodies on three sides, with the forest coverage rate of 80%, and more than 40 ginkgo trees and camphor trees that are thousands of years old. More than 80% of its population are Dong people, winning it the reputation of the “Mysterious Dong Island”. In recent years, Yuancheng has been improving the rural living environment while developing rural tourism, implemented “mini-transformations”, and striven to turn itself into a boutique tourist destination that integrates tourism resources based on the CPC revolutionary history, ecological conservation and cultural heritage. It has transformed agricultural products into tourism commodities, farmers into tourism professionals, and the village into a rural destination, and embarked on a road of developing a beautiful countryside with vitality.



## Challenges and Problems

Yuancheng used to face the following problems in the pursuit of development. **First**, the transportation was inconvenient, and it was difficult to form a linkage with other surrounding scenic spots. Although Yuancheng is located around Qingjianghu National Wetland Park, there was no direct tourist channel connecting the Wetland Park with the village, so it was very difficult for tourists to come. **Second**, the effort to generate revenue did not go well. There lacked an effective interest connection mechanism between the village collectives and villagers. In the past, the rural development relied mainly on government investment, and although the village did see improvement and was beautified, the village collectives and villagers still had weak awareness and ability of self-development. **Third**, resources were dormant, and it failed to find a tipping point for rural tourism. Yuancheng is rich in tourism resources, and began to develop tourism as early as 20 years ago. However, it failed to find a tipping point that could give full play to its resource advantages, resulting in disappointing effect.



## Measures

**1. Remove traffic obstacles.** Close to the scenic area of Qingjianghu National Wetland Park, to provide smooth access to tourist buses, Yuancheng upgraded the original mountain trail leading to the village into a tourist channel, shortening the access time by nearly one hour, and laying the foundation for effective and rapid traffic diversion.

**2. Break the bottleneck to interests division.** Qianyang Eco-Agriculture Co., Ltd., a state-owned enterprise under the municipal state-owned assets supervision and administration commission, formed the Yuancheng Village Tourism Development Consortium with Yuancheng Village Collective Economic Cooperative: The collective invests with natural resources and participates in dividends, and Qianyang Eco-Agriculture is responsible for project development, brand operation, marketing and promotion.

**3. Highlight the CPC revolutionary history, ecological progress and cultural heritage.** **First**, in view of the CPC revolutionary history, Yuancheng makes good use of historical sites such as the former conference site of the Second and Sixth Red Army during the Long March, Red-Army-related Slogan Wall, Tomb, Bridge, Well, and Crossing, and develops projects and businesses such as the Red Army Square, the Classroom for Studying the CPC History, and the CPC-themed Campground. **Second**, based on local ecological resources, projects such as the Starry Sky Courtyard, Sky Tent Camping Base, Plum Blossom Stove Cookout Area, Beach Buggy Racing Area, Jungle Crossing Park, Thomas the Train, and Beach Volleyball have been launched. **Third**, to make use of



cultural heritage, the intangible cultural heritage such as Beidong folk customs and *Yuanshui Paigong Haozi* is incorporated into the restoration and improvement of ancient villages, theaters and plank roads, so as to diversify elements of scenic spots, and give unique characteristics to boutique campsites.

**4. Promote three transformations. First**, transform agricultural products into tourism commodities. With the help of the resident team of Hunan Academy of Agricultural Sciences, Yuancheng has launched an agricultural scientific research center, a rice-oil seed rape rotation demonstration field, a white ginger planting base, and a high-grade vegetable planting base. As the tourism market develops, local characteristic agricultural products, craft products and highly-processed products have been gradually transformed into tourism commodities, and the added value of agricultural products has been continuously increased. **Second**, transform farmers into tourism professionals. Some villagers have converted their houses into homestays, some are operating farmhouses and homestays, or engaged in agricultural product processing and sales, U-pick farms/gardens, etc. They also moonlight as tour guides, providing pick-up and drop-off services, showing the tourists around, thus to increase income without leaving the village. **Third**, transform the village into a rural tourist destination. Yuancheng makes effective use of ecological and cultural resources and idle assets to turn traditional villages into scenic areas, cash on the beautiful rural landscape, and turn lucid waters and lush mountains into invaluable assets.



## Results

The village collective receives dividends that are 10% of the net profit of scenic area operation every year, with the guaranteed minimum dividend of RMB 50,000. The “Yuancheng Banquet” restaurant built by the village collective using the rural revitalization fund is contracted to a company, and adds more than RMB 60,000 to the village collective per year. The village collective also consolidated the river beach land that had been left idle for years, and contracted it to a company for development and construction, with a total of more than 200 *mu* of land transferred, and generating more than RMB 2,000 for each household involved. Yuancheng has directly created more than 30 jobs for local villagers, with a monthly income of more than RMB 2,000 each. Various forms of employment such as street vending, catering and accommodation, and short-term labor have been boosted, generating more than RMB 1,000 for practitioners each.

## Experience and Inspirations

**1. Multi-party linkage.** Yuancheng continues to follow the guidance of the Party building construction and local government, adopt market-oriented operations, and rely on the general public as the main players, and keeps building up synergy. The municipal Party committee and the municipal government coordinated village planning, guided and supported the flow of land, talents, capital and other factors to agriculture and rural areas. The state-owned enterprise under the municipal



SASAC took the lead in laying a good foundation while the local government started investment promotion, and worked to attract talents, enterprises and projects back to the village and rural elites to give back to the village. The villagers were fully respected and engaged in promoting rural development. The village collectives and villagers participated in the development of micro and small-scale projects through work-relief programs. Thus, the vitality for rural development was fully released.

**2. High-quality construction.** The construction should respect nature, conform to nature, preserve the original mountainous terrain, and make good use of local materials. The whole village was engaged in improving the living environment, from households to natural villages and village groups, to ensure that every household and natural village is clean and meets the requirements, laying a good foundation for tourism development. Tourism development is combined with the protection of natural landscape and cultural heritage. Large-scale demolition and construction are avoided, and instead rural “micro-transformation” are implemented, so as to keep the traditional village layout while reducing the construction cost, place quality before quantity, and generate maximum benefits at the minimum cost.

**3. Incentives for the general public.** Yuancheng tries to use the point system to fully motivate the farmers’ enthusiasm, initiative and creativity to participate in

rural development and rural tourism. Focusing on the improvement of the living environment, rural governance, social etiquette and civility, industrial development, etc., Yuancheng has formulated quantifiable indicators as per the village rules and conventions, and the administrative measures for points according to village conditions. It has established an incentive mechanism of “accumulating points through concrete deeds and exchanging points for goods”: the contribution of villagers is quantified and awarded corresponding points, thus to turn “tasks and orders” into “incentives”. Yuancheng has also launched the “Mother Empowerment” action to awaken rural women’s awareness, improve their ability and skills in housekeeping, family education, family tradition cultivation, employment and entrepreneurship, etc., and inject strength into rural revitalization.

### Next Steps

Hongjiang County will follow the principle of “driving the development of surrounding areas through demonstration projects and promoting rolling tiered development”, draw on Yuancheng’s rural tourism experience, and integrate its strengths in tourist attractions, transportation, culture and ecology. Based on the four scenic spots of Xuefengshan National Forest Park, Qingjianghu National Wetland Park, Huaihua Polytechnic College and Qianyang Ancient Town, it will build 15 rural tourism demonstration points of four themes: mountain, water, paddy rice cultivation, and ancient town, and strive to build and upgrade tourism channels connecting the four major scenic areas and rural tourism demonstration points. It will improve the tourist product portfolio that meets the consumption needs of different levels, build an integrated urban tourism and rural tourism service system covering “food, accommodation, travel, sightseeing, shopping and entertainment”, promote urban-rural integration and coordinated regional development, and embark on a road to rural revitalization by making use of its CPC revolutionary history, ecological resources and cultural heritage.



# 陕西宝鸡市凤县兴隆场村： 聚力打造山水田园休闲旅游度假村

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## 摘要

陕西省凤县双石铺镇兴隆场村依托境内丰富的旅游资源，把大力发展乡村旅游作为推动乡村振兴的重要抓手。因地制宜、科学规划、整合投入，成立凤县景盛旅游开发有限责任公司、村集体经济联合社和兴隆场互助资金协会，鼓励村民大力发展休闲采摘观光农业，促进田园风光、农事体验、科普教育等乡村产业和文化旅游融合发展，走上乡村振兴道路。





## 挑战与问题

陕西省宝鸡市凤县兴隆场村辖6个村民小组321户1,212人，全村地处秦岭腹地，群山环抱，村庄沿小峪河坐落。兴隆场村耕地2,759亩，全村经济收入主要来源于农作物，村落产业发展水平低，基础设施薄弱，村民年均收入不足2,000元。如何将“绿水青山”转化成“金山银山”，如何将生态资源转变成综合效益，如何带动农业、农村和农民致富是兴隆场村亟待解决的问题。

## 措施

**1. 强化高目标引领。**县文化和旅游局立足实际，按照“一村一品”“一村一景”“一村一韵”的思路，指导兴隆场村发挥资源优势，利用“旅游+”“+旅游”模式，通过统筹谋划旅游产业发展目标、空间布局、重点领域、重点任务和综合保障体系，聘请专业设计院编制《双石铺镇兴隆场村乡村旅游发展规划》，加速推进景点建设和产业发展，将兴隆场村打造成让游客流连忘返的乡村旅游目的地，促进乡村经济全面发展。

**2. 完善基础设施建设。**兴隆场村完善周边基础设施，包括新建、改建停车场3处，生态旅游厕所2座和旅游接待中心1处；丰富景点布局，以“西游记观音柳”为依托，先后建成星空露营基地、望月湖渔业养殖中心、林麝养殖观赏中心、

民居建筑群、唐柳文化广场、荷塘自助餐厅、村史馆、柳编工坊、山货市场和休闲康养中心等。

**3. 促进高品质项目建设。**一是打造山水田园，文化和旅游局联合农业农村局开发了蔬果休闲采摘园、农事体验等农旅融合项目，修建草莓采摘大棚5座和葡萄大棚4个。二是丰富旅游项目，兴隆场村利用乡村、农业、林业、水利等资源，策划建成百柳园、“嫦娥奔月”等网红打卡地。三是举办美食节、丰收节、采摘节、帐篷节、垂钓比赛等，组织网红、自媒体达人进行网络直播，提升兴隆场村的社会关注度。

## 成效

兴隆场村通过发展乡村旅游，全力打造“清新秀雅”的凤县“后花园”。自驾游、骑行游、养生游、写生游已成为兴隆场村的特色，每年定期举办



美食节、采摘节、山货采购节、垂钓大赛等乡村旅游体验活动，将农户的苹果、花椒、土蜂蜜等特色农产品打造为旅游商品，多方位促进农民增收。2022年兴隆场村接待游客达38万余人次，旅游综合收入达940余万元，带动就业人数160人以上，带动旅游相关从业者人均增收2.5万元以上，人均年可支配收入由2008年的不足2,000元增长为16,164元，成功实现旅游富民。

## 经验与启示

**1. 全民参与是关键。**开展旅游扶贫，要坚持党建引领、全民参与的原则，兴隆场村将发展乡村旅游作为带动脱贫攻坚、助力乡村振兴的主线，精心策划实施人居环境改造、特色民宿、山货市场等一批改善本村基础设施和带动产业发展的好项目。全体村民齐心协力，同时吸引青年创客、乡村能人返乡创业，共同助力兴隆场村乡村旅游高质量发展。

**2. 规划先行是基础。**兴隆场村坚持从高端着手，抓好乡村旅游的“第一道工序”，编制《双石铺镇兴隆场村乡村旅游发展规划》《双石铺镇兴隆场村陈家湾创建国家3A级旅游景区提升规划》，逐步提升基础设施、服务品质、旅游产品，绘就“户在绿中，人在景中”的美丽画卷，推动兴隆场村旅游产业全域发展。

**3. 融合发展是重点。**兴隆场村将“旅游+”理念融入产业发展的方方面面，盘活农村各种资源要



素，大力实施“旅游+农业”“旅游+研学”“旅游+文化”等发展模式，研发国学文化、自然教育等研学课程，开发建成休闲采摘园、农事体验园、林麝观光园、休闲农庄等精品融合业态。

## 下一步计划

一是加快项目建设。启动陈家湾户外露营基地建设，加快云湾山居民宿二期建设，预计2023年年底开园迎宾。二是丰富旅游业态。加大招商引资力度，围绕“吃住行游购娱”，打造果蔬采摘、研学教育、特色餐饮、旅游购物、儿童娱乐等业态，满足市场和游客需求。三是提升服务质量。聘请专业公司对乡村旅游从业人员进行技能培训，提升综合服务水平，完善安全应急预案，增强对突发灾情、设施故障、恶劣气候等特殊情况的安全处置能力。



# Xinglongchang Village, Feng County, Baoji City, Shaanxi Province:

## Concentrating efforts to build a rural scenic leisure resort

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### Abstract

Richly endowed with tourism resources, Xinglongchang Village of Shuangshipu Town, Shaanxi Province, regards the vigorous development of rural tourism as an important means to promote rural revitalization. Considering local conditions, it established Fengxian Jingsheng Tourism Development Co., Ltd., Village Collective Economic Organization Union and Xinglongchang Mutual Aid Fund Association through science-based planning and consolidated investment. It encourages villagers to vigorously develop U-pick and leisure agritourism, and promotes the integrated development of tourism and rural industries such as rural sightseeing, farming experience, and science popularization, embarking on the road of rural revitalization.





### Challenges and Problems

Xinglongchang Village has jurisdiction over 1,212 people of 321 households, which are divided into six villager groups. The whole village is located in the hinterland of the Qinling Mountains, surrounded by mountains, with the Xiaoyu River running by. Xinglongchang Village has 2,759 *mu* of arable land, its main income source is the cultivation of crops. The industry development level is low, the infrastructure is weak, and the average annual income of villagers is less than RMB 2,000. How to capitalize on the “lucid waters and lush mountains”, how to transform ecological resources into comprehensive benefits, and how to drive the development of agriculture and rural areas and increase the income of farmers are urgent problems facing Xinglongchang.

### Measures

**1. Strengthen the guiding role of high goals.** Based on the actual situation, the county’s culture and tourism bureau has established the guideline of “one product, one scenery, and one flavor for one village”, and guided Xinglongchang Village to give full play to its resource advantages. It adopts the “tourism +” and “+ tourism” models, and hired a specialized design institute to compile the *Rural Tourism Development Plan of Xinglongchang Village in Shuangshipu Town*, clarifying the development goals, spatial layout, key areas, key tasks and comprehensive support system of the tourism industry. It

has moved faster to develop scenic spots and industries, build Xinglongchang Village into a beloved rural tourism destination, and stimulate the development of the rural economy in all respects.

**2. Improve infrastructure.** Xinglongchang Village improved the surrounding infrastructure, building and renovating three parking lots, two eco-tourism toilets and one tourist reception center. It added more tourist attractions. With the Chinese tamarisk trees of The Journey to the West at the center, it has successively built the starry-sky camping base, Wangyue Lake aquaculture center, forest musk deer breeding and viewing center, residential complex, Tangliu Culture Square, Lotus Pond Cafeteria, Village History Museum, willow weaving workshop, mountain goods market and leisure and wellness center.

**3. Promote high-quality project implementation.** **First**, building the rural scenic destination. The county culture and tourism bureau and the agriculture and rural affairs bureau have jointly developed agriculture-tourism integration projects including the vegetable and fruit U-pick gardens and farming experiential projects, and built five strawberry picking greenhouses and four grape greenhouses. **Second**, introducing more tourism projects. Making use of its agricultural, forestry, and water conservancy resources, Xinglongchang Village plans to build a willow park, “Chang’e Flying to the Moon” and other Internet-popular attractions. **Third**, holding festivals. It has organized the food festival, harvest festival, picking festival, tent festival, and fishing competitions, etc., and commissioned social-media





influencers and self-media specialists to live-stream the events to draw more attention to Xinglongchang Village.

### Results

Through the development of rural tourism, Xinglongchang Village strives to become a refreshing and elegant “back garden” of Fengxian. It is now known for self-driving tours, cycling tours, wellness tours, and sketching tours. Experiential activities such as the food festival, the picking festival, the mountain goods shopping festival, and fishing competitions are regularly held every

year, and locally-produced apples, peppercorns, and honey are sold to tourists to increase the farmers’ income. In 2022, Xinglongchang Village received more than 380,000 tourists, with a comprehensive tourism income of more than RMB 9.4 million; the tourism industry hired more than 160 people, and each saw their income increase by more than RMB 25,000, and the per capita annual disposable income of the village increased from less than RMB 2,000 in 2008 to RMB 16,164, truly enriching the villagers through tourism development.

### Experience and Inspirations

**1. Participation by all is the key.** To reduce poverty through tourism, it is necessary to adhere to the guidance of Party building and engage all the people. Xinglongchang Village regards the development of rural tourism as the key to poverty alleviation and rural revitalization. It meticulously planned and implemented a number of high-quality projects to improve the infrastructure and drive industrial development, including the transformation of the living environment, characteristic homestays, and the mountain goods





market. All its villagers are in this together. Meanwhile it has attracted young entrepreneurs and capable migrant workers to return to the hometown and start businesses, and jointly promote the high-quality development of rural tourism in Xinglongchang.

**2. Planning in advance is the foundation.**

Xinglongchang always aims high in developing the tourism industry. To make a solid first step toward rural tourism, it formulated the *Rural Tourism Development Plan of Xinglongchang Village in Shuangshipu Town and the Plan for Chenjiawan of Xinglongchang Village, Shuangshipu Town, to Apply for the Status of National AAA Tourist Attraction*. It also gradually improved infrastructure, service quality and tourism products, created a beautiful living environment, and promoting the development of all-for-one tourism in Xinglongchang Village.

**3. Integrated development is the priority.**

Xinglongchang integrates the idea of “tourism +” into all aspects of industrial development. It has put various resources and elements in rural areas into good use, vigorously implemented development models such as



“tourism + agriculture”, “tourism + study travel” and “tourism + culture”, and developed courses on traditional Chinese culture and nature education, and high-quality integrated business forms such as U-pick gardens, farming experience gardens, the forest musk deer park, and leisure farms.

**Next Steps**

**First**, speed up project implementation. It will start the construction of the Chenjiawan outdoor camping base, and accelerate that of the second phase of Yunwan homestay project which is expected to open to business by the end of 2023. **Second**, diversify the tourism industry. It will step up in investment promotion, especially in areas of catering, accommodation, travel, sightseeing, shopping and entertainment, and develop businesses such as fruit and vegetable picking, study tours & education, specialty food, travel, shopping, and children’s entertainment, to meet the needs of the market and tourists. **Third**, improve the service quality. It will hire specialized companies to train rural tourism practitioners on the service skills, improve the comprehensive service level and safety emergency plans, and enhance the ability to properly respond to disasters, facility failures, severe weather and other special circumstances.



# 河南南阳市南召县四棵树乡： 五朵山景区助力乡村振兴

## 摘要

五朵山景区位于河南省南阳市南召县四棵树乡，是国家4A级景区、南阳市文旅康养集群头部企业和河南省扶贫先进企业。五朵山景区以“党委+合作社+农户+公司”的形式，以党建引领、政府引导、村集体带动、农民参与、龙头企业运作的模式，整合优势资源，创新推动农村“三变”（资源变资产、资金变股金、农民变股民）改革，实现农村“三增”（村集体资产增值、村集体经济增加、农民收入增收）和文旅康养产业兴业富民的目标，绘就出乡村振兴新画卷。





## 挑战与问题

河南省南阳市南召县四棵树乡辖 25 个行政村、247 个村民小组、3.4 万人，总面积 202 平方公里，耕地面积 2.3 万亩，林地面积 25 万亩，森林覆盖率 87%，其中五垛村、高峰庵村等 8 个行政村位于五朵山 4A 级旅游景区核心地带。四棵树乡保持着传统农耕方式，人均可利用农田较少，村民收入渠道单一；三分之二的人口外出务工，村集体经济基础薄弱。四棵树乡拥有丰富的自然资源和人文资源，包括灵秀神幽、奇立孤峰的中原道教圣地



五朵山，湖光山色、碧波荡漾的九龙湖以及在崇山峻岭之间蜿蜒流淌的排路河。然而丰富的旅游资源藏在深山无人识，四棵树乡积极探索如何将“绿水青山”转化为“金山银山”。

## 措施

**1. 盘活闲置资源。**五朵山景区周边 8 个行政村党支部牵头成立村集体合作社，按照自愿的原则，组织农民把本村闲置的耕地、林地、荒山，闲置房产、农机具等资源，评估作价后打包流转村集体合作社中，实现从农村闲置资源到可开发村集体资产的转变。村集体合作社将闲置资源委托景区运营，五朵山景区依据文旅康养发展总体规划，策划、设计和建设高端民宿项目形成可经营性资产。

**2. 引进运营团队。**五朵山旅游开发有限公司是南阳市文旅康养产业集群的头部企业，拥有庞大的旅游人才团队和丰富的运营管理经验。五朵山旅游开发有限公司与两个试点村签订协议，公司运营团队负责合作项目的策划、建设、运营、维护和管理。五朵山景区通过旅游资源注入、文旅产品引进、文旅业态完善、客源引流、专业人才管理等进行专业化运作，解决了人才和市场问题，提升了景

区的经营效益。

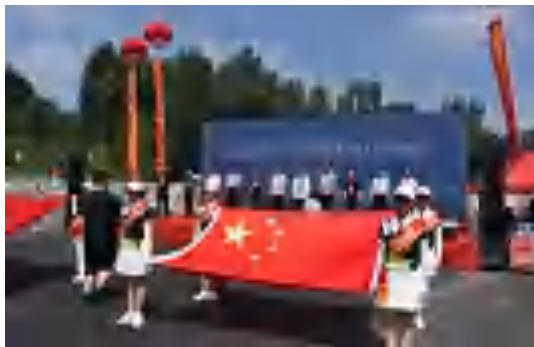
**3. 建设民宿集群。**四棵树乡以高峰庵村、五垛村等 8 个村作为试点率先发展特色民宿，在五朵山区域规划建设 8 个风格各异的民宿集群，以不同的主题满足消费者的各类需求。截至目前，蓼花汀康养民宿、云上伴山民宿、高山野奢帐篷酒店 3 个项目已建成并投入运营。

## 成效

2022 年高峰庵村和五垛村的村集体可经营资产分别达到 1,006 万元和 1,005 万元，实现了村集体资产增值。高峰庵村和五垛村两个试点村年度综合收入分别达到 221 万元和 223 万元，可支配收入分别达到 23.64 万元和 35 万元。试点村村民实现就业 34 人，周边村实现就业 63 人，年人均增收 36,000 元。2022 年涉农资金投入 1,500 万元，8 个行政村直接分红 90 万元，每个村平均获得现金可支配收入 10 多万元。四棵树乡 25 个行政村 2,051 户建档立卡贫困户全部实现脱贫。

## 经验与启示

**1. 解决“项目怎么做”的问题。**由乡镇政府牵头，在景区周边行政村成立村集体农民专业合作社，组织农民把本村闲置资源以资产方式流转到村集体合作社中，形成集体可利用资源。再由集体合作社统一对外招商、建设和运营，获得租赁收益，将群



众利益和集体利益牢牢的结合在一起。这是推进项目的主要保障平台。

**2. 解决“钱从哪里来”的问题。**由乡镇政府和景区引导成立农民专业合作社，作为资金投资平台，通过整合农民信用，由景区为信用好且自愿参与文旅产业发展的农民提供增信和担保，使银行对农民授信并发放贷款，农民将获批贷款作为股金投入合作社成为股民。这是农民增收的主要来源之一。

**3. 解决“盈利咋持续”的问题。**由五朵山景区负责文旅产业发展规划，并牵头与村集体合作社和农民专业合作社共同筛选确定文旅产业合作项目，五朵山公司团队进行策划、建设、运营，并通过旅游资源注入、闲置资源整合、资金平台担保、文旅产品引进、文旅业态完善、拓客引流、精细化管理等进行专业化运作。该平台解决了人才和市场问题，为合作各方获得利益提供保证。

## 下一部计划

五朵山景区下一步将持续围绕创建国家旅游度假区和国家乡村振兴文旅产业示范区谋划项目，力争在两年内打造 3-5 个村集体资产超千万、年收入超百万的乡村振兴示范村，综合新增就业岗位 200 个。加快实现区域村庄四大转变：农耕村庄变农商村庄、封闭村庄变开放村庄、农舍村庄变民宿村庄、普通村庄变品牌村庄。

# Sikeshu Township, Nanzhao County, Nanyang City, Henan Province:

Wuduo Mountain Scenic Area contributing to rural revitalization

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## Abstract

Located in Sikeshu Township, Henan Province, Wuduo Mountain Scenic Area is a national AAAA tourist attraction, and its operation company is a leading enterprise in the culture, tourism and wellness industry cluster of Nanyang and a provincial-level model enterprise in poverty alleviation. In the form of “Party committee + cooperatives + farmers + the company”, Wuduo Mountain Scenic Area integrates advantageous resources and promotes the transformation of resources into assets, funds into shares, and farmers into shareholders in an innovative way by adopting a model that is guided by Party building, led by the government, driven by the village collective, participated in by the farmers, and operated by leading enterprises. As a result, the village collective’s assets have increased in value, the village collective economy has grown, and farmers’ income increased. The goal of economic growth and income increase through the development of culture, tourism and wellness industries is met, and a new chapter of rural revitalization is written.





### Challenges and Problems

Sikeshu Township has jurisdiction over 25 administrative villages with 247 villager groups and a population of 34,000, with an area of 202 square kilometers, including 23,000 *mu* of arable land, 250,000 *mu* of forest land, and a forest coverage rate of 87%. Eight of its administrative villages such as Wuduo and Gaofeng'an are located in the core area of the AAAA tourist attraction Wuduo Mountain Scenic Area. In Sikeshu Township, farming is done using traditional methods, with low average farmland available to everyone, and villagers lack sources of income. Two-thirds of the villagers have left for elsewhere to make money, and the village collective has a weak economic foundation. Sikeshu Township is rich in natural and cultural resources, including Wuduo Mountain, a Taoist



holy site in the Central Plains with beautiful soaring peaks, the Jiulong Lake surrounded by mountains, and the Pailu River meandering between high mountains, but all these tourism resources largely are unknown to the outside world. Sikeshu Township has been actively exploring how to generate economic profits from its lucid waters and lush mountains.

### Measures

**1. Make good use of idle resources.** The Party branches of the eight administrative villages around Wuduo Mountain Scenic Area took the lead in establishing village collective cooperatives, and on the basis of voluntariness, organized farmers to transfer the use rights of idle arable land, forest land, barren mountains, and idle real estate, agricultural machinery and other resources as a package to the village collective cooperatives after evaluation and valuation, so as to turn the idle resources in rural areas into collective assets available for development. The village collective cooperatives commission the scenic area operating company to manage and develop these resources, and the Wuduo Mountain Scenic Area Company has planned, designed and constructed high-end homestays as operable assets according to the master plan for the development of culture, tourism and wellness industries.

## 2. Introduce operating teams from outside.

Wuduoshan Tourism Development Co., Ltd. is the head enterprise of Nanyang’s culture, tourism and wellness industry cluster, with a large and experienced team of tourism professionals. It signed agreements with two pilot villages, and its operating teams are responsible for the planning, construction, operation, maintenance and management of the cooperation projects. The company has added tourism resources, introduced cultural and tourism products, improved cultural and tourism business forms, increased the visitor traffic, and recruited professionals to achieve specialized operations, solved talent and market problems and improved the operating efficiency of the scenic area.

**3. Build a cluster of homestays.** Sikeshu Township has launched a pilot project to develop characteristic homestays in eight villages including Gaofeng’an and Wuduo, and plans to build eight homestay clusters with different themes and styles in the Wuduo Mountain Scenic Area to meet the diverse needs of consumers. Up to now, three of the homestay projects have been completed and put into operation: Liaohuating Wellness Homestay, Yunshang Banshan Homestay, and Alpine Luxury Tent Hotel.



income RMB 236,400 and RMB 350,000, respectively. Thirty-four villagers found jobs in the pilot villages, and 63 more in surrounding villages, with an annual per capita income of RMB 36,000. In 2022, RMB 15 million was invested in agriculture-related undertakings, and the eight administrative villages received direct dividends of RMB 900,000, and each village received an average disposable income in cash of more than RMB 100,000. All the poor 2,051 households in 25 administrative villages in Sikeshu Township have been lifted out of poverty.

## Results

In 2022, the operable assets of village collectives of Gaofeng’an and Wuduo, two pilot villages, increased to RMB 10.06 million and RMB 10.05 million, respectively; the annual comprehensive income RMB 2.21 million and RMB 2.23 million, respectively, and the disposable



## Experience and Inspirations

**1. Figure out “how to do the project”.** The township government took the lead in establishing village collective farmers’ cooperatives in administrative villages around the scenic area, and organized farmers to transfer the property rights to idle resources to village collective cooperatives in the form of assets, and turn them into usable resources for the collective. Then the collective cooperatives proceeded with investment attraction, project construction and operation, and leased the assets out to generate income. In this way, the interests of the masses are firmly bundled with those of the collective cooperatives. The cooperatives are thus the main platform for advancing the projects.

**2. Figure out “where the money comes from”.** Under the guidance of the township government and the

scenic area operating company, farmers' cooperatives were established as a capital investment platform. By consolidating farmers' credit, the company provides credit enhancement and guarantee for farmers who have high credit scores and are willing to engage in the culture and tourism industries, so that banks would grant credit and issue loans to them. These farmers will then invest the approved loans as equity funds into cooperatives to become shareholders. This is one of the main sources of income for farmers.

**3. Figure out “how to create a sustainable source of profit”.** The operating company of Wuduo Mountain Scenic Area is responsible for planning the development of the culture and tourism industries. It took the lead in screening and determining cultural and tourism cooperation projects with village collective cooperatives and farmers' cooperatives. It is responsible for project planning, construction and operation. It has added tourism resources, consolidated idle resources, provided financial platform guarantees, introduced cultural and tourism products, improved the cultural and tourism business forms, attracted more customers, and exercised targeted management, to achieve specialized operations. The company platform has solved talent and market problems and provides guarantees for the benefits of all parties involved.



### Next Steps

In the next step, Wuduo Mountain Scenic Area will continue to plan projects that will help it apply for the status of national resort and national culture and tourism industry demonstration zone for rural revitalization, and strive to build three to five rural revitalization demonstration villages with collective assets of more than RMB 10 million and annual income of more than RMB 1 million within two years, and create 200 jobs directly and indirectly. It will accelerate to achieve transformations in four aspects: diversifying the village economy from agriculture to commerce, opening up the once-isolated villages, reconstructing farmhouses into homestays, and building brands for ordinary villages.



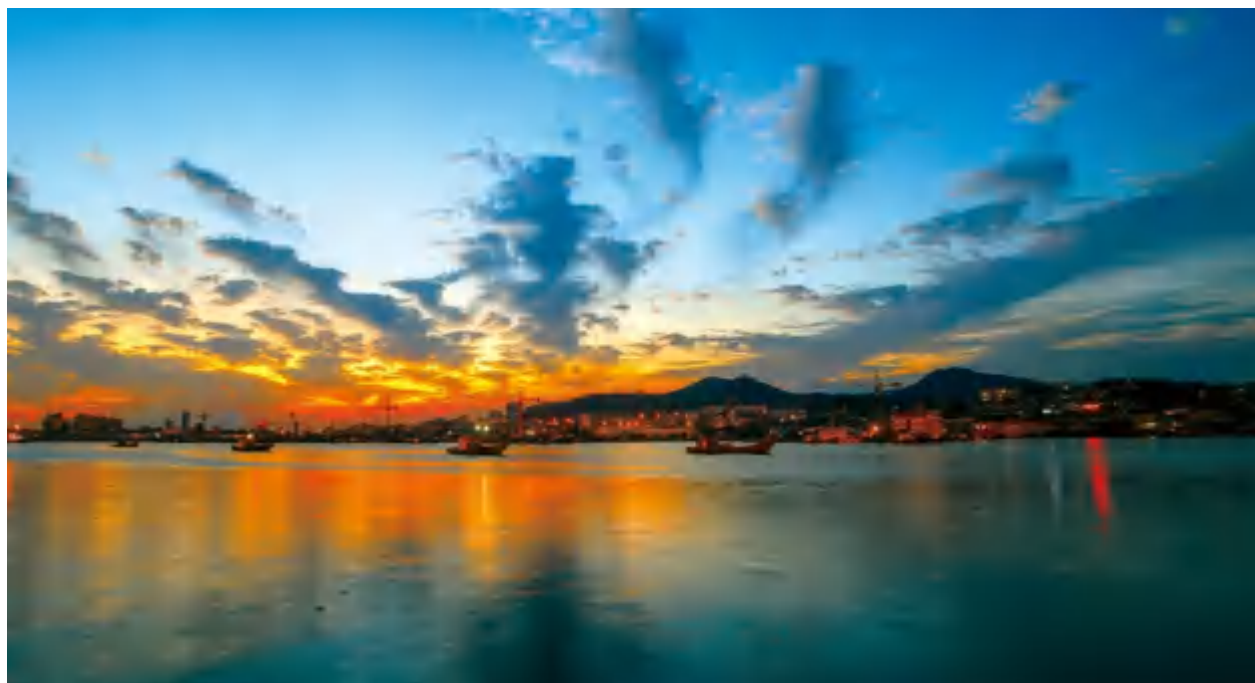


# 山东日照市岚山区官草汪村： 渔文旅融合助力乡村振兴

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## 摘要

山东省日照市岚山区官草汪村因地制宜，依托优质的海滨沙滩、地道美味的海鲜小吃，以渔村特色精品民宿、民俗文化节庆体验、休闲海钓、特色海鲜品尝等为亮点，大力挖掘打造“渔文化”特色项目。官草汪村建设以海洋渔文化为特色的“吃、住、行、游、购、娱”全要素旅游体系，有效传承和发扬海洋渔文化，培育沿海旅游新业态，实现渔村文化和旅游的完美融合，成为当地一张旅游新名片。官草汪村通过渔业生产和旅游观光结合，实现保护和开发并举，传承和利用并重，形成滨海文化休闲旅游发展新格局。





## 挑战与问题

山东省日照市岚山区官草汪村北依阿掖山, 南临海州湾渔场, 总人口 3,366 人, 1,120 户, 全居总面积 1.5 平方公里。官草汪村因地制宜, 以滨海渔村风光为主题, 结合官草汪渔村的传统建筑、村落格局和历史风貌, 由传统的渔业生产村居向新型的滨海休闲旅游村落转型升级。村庄近些年在发展滨海文化休闲旅游产业过程中面临一些挑战和问题: 一是特色文化有待挖掘。官草汪村对村庄拥有的文化遗产、特色民俗等资源挖掘力度不足, 旅游产品存在同质化问题; 二是配套设施仍需完善。5-10 月旅游旺季期间游客数量相对较大, 超过村庄道路交通、餐饮住宿、安全防护等服务设施现有承载能力; 三是人才需求存在缺口。村庄对乡村旅



游发展中各类人才的需求显著增加, 亟需吸引各类人才到村创业、就业。

## 措施

**1. 突出规划引领。**2017 年官草汪村完成官草汪渔村发展策划及概念性规划, 规划用地总面积 360 亩, 预计投资 10 亿元。一期官草汪渔港小镇已建成运营, 目前正在进行二期建设, 主要包括龙王庙、山东手造·岚山风物展示体验馆、乡村记忆馆、鱼市、民俗街等。2024 年将开始三期建设, 建设内容为青年旅社、海产品加工体验、游船俱乐部等。官草汪的乡村旅游发展主题明确, 全方位展示“渔文化民俗游”主题和“海滨海洋游”休闲度假特色, 以其浓郁的渔村风情和丰富的海洋文化, 成为日照休闲度假的一大品牌。

**2. 推进环境整治。**官草汪村秉承保护原有生态、尊重村落原始肌理、延续岚山民间传统建筑特征的理念, 借助当地山海资源和独特的渔俗文化, 对区域内街道两旁的 470 处房屋立面进行改造, 改造凸显旧民居中原有建筑元素, 将街道水泥路改造为青石板路, 建设具有当地渔俗文化特色的民居建筑。渔村在开发建设中, 全面加强生物多样性保护, 维护生态系统的生态特性和基本功能, 最大限

度保障生态旅游持续健康发展。村内各项设施设备符合国家关于环境保护的要求，不造成环境污染、自然资源破坏和其他公害。

**3. 丰富旅游产品。**官草汪村依托自身资源优势和产业优势，积极开发海洋渔业研学旅行、滨海观光休闲度假游、海钓游、精品民宿游等。在官草汪的渔村观光，推窗见海、景色秀丽，冬季倚窗观景、坐大炕品渔家饭。官草汪村依托滨海优势和海洋牧场产业优势，积极开发海洋研学旅行课程，吸引大批中小学生参加。官草汪村每年农历六月十三日举办“民俗祭海节”、阳历九月初七举办“渔船首丰归港庆典”等活动，把传统海洋民俗变成旅游吸引力，充分展现渔村民俗特色文化，大力推动乡村旅游文化建设与发展。



内大力开展海上观光、采摘、垂钓等活动，全村共有2,000多个钓点，1个占海近700平方米的大型海上游钓平台，3个大型海上垂钓俱乐部，成为山东省最大的休闲海钓示范基地。渔港小镇一期建成启用，配套完善了民宿、餐饮、文化体验等旅游业态，优化了旅游产业链条。

**3. 打造互联营销。**官草汪村运用互联网大力开展乡村旅游宣传与营销，利用微信公众平台和快手、抖音等新媒体渠道开展宣传推广和营销，打造乡村旅游品牌，提升乡村整体形象。推出“互联网+服务”“大数据+服务”“电子信息+服务”等智慧乡村旅游服务，给旅游者提供了优质的旅游体验。

## 经验与启示

**1. 立足主题定位。**官草汪村人文资源、自然生态资源、海洋渔业资源组合度好，滨海渔文化休闲旅游主题鲜明。官草汪村积极开发海洋渔业研学旅行、滨海观光休闲度假游、海钓游、精品民宿游等，把传统海洋民俗变成旅游吸引力，特色渔村精品民宿蓬勃发展，特色美食层出不穷，民俗祭海节、海虹节、渔船首丰庆典等节庆活动丰富多彩，持续增强“渔文旅”吸引力。

**2. 突出项目引领。**官草汪村以海洋牧场、渔港小镇项目为引领，积极进行传统海洋渔业+旅游的产业转型升级，积极发展海洋休闲旅游经济。村

## 下一步计划

官草汪村将继续依托最美渔村资源，推动滨海文化休闲旅游高质量发展，助力乡村振兴。一是继续完善旅游设施，建设包括龙王庙、文化中心、鱼市、民俗街等设施。二是打造智慧旅游平台，开发并利用岚山旅游APP和一机游日照微信小程序。三是加快全产业链建设，以点带面，扩大辐射范围，把岚山区的渔港村落、安东阿掖旅游度假区、海上碑、多岛海景区、多岛海赶海园、桤柳公园等旅游景区串联起来，打通“吃、住、行、游、购、娱”乡村旅游全产业链，谱写旅游助力乡村振兴新篇章。



# Guancaowang Village, Lanshan District, Rizhao City, Shandong Province:

Promoting rural revitalization through fishery–tourism integration

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## Abstract

Guancaowang Village in Lanshan District, Rizhao City of Shandong Province, according to local conditions, including high-quality coastal beaches and authentic and delicious seafood and snacks, is vigorously developing characteristic projects featuring the fishery culture, with such highlights as characteristic boutique homestays in the fishing village, folk culture and festival experience, leisure sea fishing, and characteristic seafood. It has built an all-factor tourist service system covering catering, accommodation, travel, sightseeing, shopping, and entertainment, and featuring the marine fishing culture. It has effectively inherited and carried forward the marine fishing culture, cultivated new business forms of coastal tourism, realized the perfect integration of the fishing village culture and tourism, and become a new magnet for the local tourism industry. Through the combination of fishery production and tourism, Guancaowang Village achieves ecological conservation and economic development, attaches equal importance to inheritance and utilization, and forms a new development dynamic of coastal leisure tourism.





### Challenges and Problems

With Aye Mountain in the north and Haizhou Bay Fishery in the south, Guancaowang Village has a population of 3,366 in 1,120 households, and covers a land of 1.5 square kilometers. Based on local conditions, it positions itself as a coastal scenic fishing village, makes use of the traditional architecture, village layout and historical style, and transforms itself from a traditional fishing village into a coastal destination for leisure tourism. In recent years, the village has faced some challenges and problems in developing the coastal leisure tourism industry. **First**, it still needs to further tap the characteristic culture. Its cultural heritage, characteristic folk customs and other resources remain to be dug out and better utilized, and there is a problem of homogenization of tourism products. **Second**, its supporting facilities still need to be improved. During the peak tourist season lasting from May to October, the village’s existing



roads, catering and accommodation facilities, and safety measures are insufficient for the large flow of incoming tourists. **Third**, there is a shortage of talent. The village has a growing demand for talented workers to develop rural tourism, and it is urgent to attract all kinds of talents to start business and find employment in the village.

### Measures

**1. Highlight the guiding role of plans.** In 2017, Guancaowang Village completed its development plan and conceptual plan, with a total planned land area of 360 *mu* and an estimated investment of RMB 1 billion. The first phase of the Guancaowang Fishing Port Town project has been completed and put into operation, and the second phase is underway, including the Dragon King Temple, the Exhibition and Experience Hall of Handicrafts and Customs in Lanshan and Shandong, the Rural Memory Hall, the Fish Market, and the Folk Street. The third phase of the project is scheduled to begin in 2024, including a youth hostel, the seafood processing experience, and a cruise club. Guancaowang has a clear theme for rural tourism development, that is, fishing culture and folk customs, which will be presented comprehensively. It also highlights the leisure holiday-making characteristics of “seaside marine tour”, and has become a major brand of Rizhao’s leisure vacation market with its distinct fishing village style and rich marine culture.

**2. Improve the environment.** Guancaowang preserves the original ecological environment, the original village texture, and the traditional architectural characteristics of Lanshan, and has transformed the facades of 470 houses on both sides of the streets by making use of local mountain and marine resources and unique fishing culture. The transformation highlights the original architectural elements of the old houses. Meanwhile the cement roads are covered with flagstones, and residential buildings are built with characteristics of local fishing culture. In the process of development and construction, the fishing village has comprehensively strengthened biodiversity conservation, maintained the ecological characteristics and basic functions of the ecosystem, and ensured the sustainable and healthy development of ecotourism to the greatest extent. All facilities and equipment in the village meet the national environmental requirements and cause no environmental pollution, or damage to natural resources or any other public hazards.

**3. Enrich the portfolio of tourist products.** Relying on its own resource advantages and industrial advantages, Guancaowang actively develops study tours themed on marine fishery, coastal sightseeing and leisure vacation tours, sea fishing tours, and boutique homestay tours. Tourists can enjoy the picturesque view of sea at the window, watch the snow fall in winter, and have a feast of seafood on the *kang*, a traditional heated bed-stove common in northern China. Leveraging its advantageous location and marine ranching industry, Guancaowang Village actively develops marine educational travel which has attracted a large number of primary and secondary school students to participate. It holds activities such as



the Folk Sea Sacrifice Festival on the 13th day of the sixth lunar month, and the Celebration of the Return of Fishing Boats on the seventh day of the ninth month of the solar calendar every year, to attract tourists with traditional marine folk customs, fully display its folk culture, and vigorously promote the development of rural tourism.

## Results

According to statistics, in 2020, the village received more than 200,000 tourists and earned RMB 91.6 million in tourism. The project adopts the development model of “companies + cooperatives + villagers”, broadens the employment channels of residents in surrounding villages, and has created 460 local jobs. It gives priority to poor households in recruitment, and diversifies the employment channels for villagers. The tourism industry has increased per capita income by RMB 10,447. In 2021, Guancaowang Village was inscribed on the National List of Key Villages for Rural Tourism.

## Experience and Inspirations

**1. Stay true to its positioning.** Guancaowang Village has a combination of cultural resources, ecological resources, and marine and fishery resources, and has a clear theme of coastal fishing culture and leisure tourism. It actively develops marine fishery-themed study tours, coastal leisure vacation tours, sea fishing tours, and boutique homestay tours, and attracts tourists with traditional marine folk customs. Its characteristic boutique homestays are booming, specialty dishes emerge one after

another, and it has organized a host of festivals including the Folk Sea Sacrifice Festival, the Mussel Festival, and the Celebration of the Return of Fishing Boats, to continuously enhance the appeal of fishery-themed tourism.

**2. Highlight the leading role of major projects.**

Led by the marine ranching and fishing port town projects, Guancaowang actively promotes traditional marine fishery + tourism for industrial transformation and upgrading, and develops the marine leisure tourism economy. In particular, it has been vigorously developing marine sightseeing, U-pick and angling businesses. The village has more than 2,000 fishing spots, 1 large marine fishing platform covering nearly 700 square meters of sea area, and 3 large sea fishing clubs, making it the largest recreational sea fishing demonstration base in Shandong Province. The first phase of the fishing port town project was completed and put into use, and supporting homestays, catering facilities and cultural experience were improved, to optimize the tourism industry chain.

**3. Promote Internet-based marketing.**

Guancaowang Village uses the Internet to vigorously promote itself as a rural destination. It uses new-media platforms such as Wechat Official Platform, Kuaishou and Douyin to promote itself, build a rural destination brand and enhance the overall image of the countryside. Smart rural tourist services such as “Internet + service”, “big data +

service” and “electronic information + service” have been launched to offer a high-quality tourist experience.

**Next Steps**

Guancaowang Village will continue to leverage its resources as a beautiful fishing village to promote the high-quality development of coastal leisure tourism and contribute to rural revitalization. **First**, it will continue to improve tourist facilities, including the Dragon King Temple, the culture center, the fish market, the folk street and so on. **Second**, it will build a smart tourist service platform, and develop and use the “Travel in Lanshan” APP and the “A Mobile Phone Tour of Rizhao” mini-app on Weixin. **Third**, it will move faster to develop the whole industrial chain, expand the scope of influence, connect the fishing port villages in Lanshan District, Aye Resort in Andong, Haishangbei, Duodaohai Scenic Area, Duodaohai Sea Park, and Tamarix Park, form a whole industrial chain of rural tourism covering catering, accommodation, travel, sightseeing, shopping and entertainment, and write a new chapter of rural revitalization empowered by tourism development.



# 江苏苏州市吴中区林渡暖村： 文旅赋能一站式乡野度假目的地

## 摘要

林渡暖村是江苏省苏州市吴中区横泾街道与同程旅行共同打造的农文旅融合样板项目，借助“互联网+”，瞄准“一站式乡野度假目的地”定位，以“产业赋能，有机生长”为核心理念，在保留原村文化的基础上，通过农业、旅游、教育、康养等产业赋能，实现整村“有机生长”。林渡暖村整合静休疗愈、创新创业、整村配套、民宿度假、亲子玩乐、生活美育、教育七大板块，促进农业高质高效、乡村宜居宜业、农民富裕富足，成为乡村振兴的新样板。







## 挑战与问题

江苏省苏州市吴中区林渡暖村在推进乡村旅游项目进程中，面临的最大的挑战就是融合问题。一是如何实现主体融合。乡村发展涉及政府、村集体和企业三方主体，实现三方诉求，通过有效机制激励三方至关重要。二是如何实现产业融合。乡村振兴需要三产进入乡村后为一产农产品和二产加工产品赋能，提高附加值和差异化。三是如何实现城乡融合。乡村振兴发展过程中，势必会有新村民进入，新村民需要与原住民和谐相处，实现共建、共享、共生。

## 措施

**1. 整体规划。**林渡暖村项目是由同程旅行与吴中政府横泾街道共同出资组建，统一开发、管理和运营，项目占地 14 平方公里，总投资 10 亿，打造集休闲、观光、养生、娱乐、教育、体验于一体的高效产业集群。林渡暖村基于太湖边村落的独特性及特有的生态景观资源，邀请国内外知名建筑大师进行创意设计，整体规划以“产业赋能，有机生长”为核心理念，瞄准“一站式乡野度假目的地”的全新定位，以打造乡村空间的“自然美育教育”、“文创设计”、“乡野度假”为核心，对传统建

筑进行改造并策划与之匹配的功能业态。

**2. 产业融合。**林渡暖村在项目运营中不只是针对自然风光和休闲度假进行传统开发，而是挖掘复合型价值，注重农业与旅游相结合，自然教育与传统游乐相结合，针对不同消费水平、年龄层次的客群打造更多融合型新产品、新业态和新体验。

**3. 特色优先。**林渡暖村深挖当地特色文化，保留乡村风貌和乡土味道，促进稻田文化、木船文化、旧木文化，榫卯文化、米烧酒文化传承发展。充分利用当地农业资源，打造大米文创产品，探索出一条传承传统文化助力乡村振兴的新路径。林渡暖村引进知名品牌运营商打造小稻丁农场、CampWonder 奇思妙想营、森林林亲子俱乐部、陶庐民宿、慢陶美育、暖村小院、道禾美术馆、大山民宿等一系列农文旅项目。



## 成效

林渡暖村项目盘活乡村闲置土地、房屋资源，多维度探寻乡村振兴工作的着力点与创新路径，构筑新的城市旅游空间。林渡暖村整体建成后三年内客流量将达到 200 万人次，年均旅游收入达到 1,000 万，旅游人数和旅游收入年均增幅超过 10%。在乡村运营管理过程中，优先考虑横泾当地村民以及返乡村民就业，并积极组织村民培训，调动村民的积极性，带动横泾当地 300 多人就业，分配到林渡暖村内运营、园艺、保洁、安保、工程等工作岗位。

## 经验与启示

**1. 数字化助力乡村振兴。**林渡暖村项目以村庄为基础，平台共建为载体，打造数字乡村系统。通过实地测量测绘，实现二三维模式切换观看村貌，并开发集线上导览、电子地图、购票、住宿、研学及惠农于一体的小程序，以数字乡村建设激活乡村振兴新动能。



**2. 新产业助力乡村振兴。**在乡村运营管理过程中，打造农村优势产业，培育乡村新产业，为村民创造更多就业机会，优先考虑现有居民及返乡居民就业，促进新老村民多维融合，最终形成一个远离城市喧嚣，有善意有温度的精神原乡。

**3. 校企合作助力乡村振兴。**林渡暖村充分发挥校企双方优势，以促进就业和培育储备产业人才为导向，为当代大学生提供良好的社会实践场地的同时借力学校的专业和人才优势，不断丰富政策引才、产业育才措施，与院校构建协同育人平台，携手并进实现互惠共赢。

## 下一步计划

林渡暖村已逐步在乡村振兴的道路上探索出一条促农增收致富之路，向农文旅融合示范区的目标持续前行，带动项目地及周边产业发展。林渡暖村将继续保护、利用、开发好太湖得天独厚的文化和太湖原乡村落优质的生态资源，为长三角地区建设宜居宜业宜游的优质生活圈注入新动能。林渡暖村会重点引进涵盖自然教育、生活美学、亲子、艺术文化的品牌业态进驻，形成村落的灵魂，打造城市第二生活社群；同时引入高端度假酒店和品质民宿，优化短途游、周末游、自驾游的旅游市场产品供给，最终形成一个新村民聚集的社区，成为一个可持续的、有机生长的村落。

# Lindunuan Village, Wuzhong District, Suzhou City, Jiangsu Province:

A one-stop rural vacation destination empowered by tourism development

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## Abstract

The Lindunuan Village project is a model project of integrated development of agriculture and tourism jointly launched by Hengjing Sub-district and LY.COM. With the help of “Internet +”, it is positioned as a “one-stop rural vacation destination”. Following the core principle of “industrial empowerment and organic growth”, on the basis of retaining the original village culture, it tries to achieve the “organic growth” of the entire village through empowerment by the development of agriculture, tourism, education, health care and other industries. Lindunuan integrates resources in seven areas: health preservation, innovation & entrepreneurship, tourist service infrastructure across the village, homestays & holiday resorts, parent-child entertainment, lifestyle-based aesthetic education, and education, to promote high-quality and efficient development of agriculture, create a livable and business-friendly countryside, enrich the farmers, and set a new model for rural revitalization.





### Challenges and Problems

The biggest challenge faced by Lindunuan's rural tourism project was the integration problem. The first challenge was how to bring different stakeholders together. Rural development involves the government, village collectives and enterprises, and it is important to meet the demands of the three parties and incentivize them through effective mechanisms. The second was how to achieve integrated development of different industries. Rural revitalization requires the tertiary sector to empower agriculture, the primary sector, and processing – part of the secondary sector in the countryside, to increase the



added value and enhance product differentiation. The third was how to achieve urban-rural integration. In the process of rural revitalization and development, the village will certainly have new residents who need to live in harmony with the natives and work with them to achieve common development.

### Measures

**1. Overall planning.** The Lindunuan Village project is jointly funded by LY.COM and Hengjing Subdistrict of Wuzhong, developed, managed and operated in a centralized manner. The project covers an area of 14 square kilometers, with a total investment of RMB 1 billion, and aims to create an efficient industrial cluster ranging from leisure, sightseeing, health preservation, entertainment, to education and experience. Making use of its unique view near the Taihu Lake and unique ecological and landscape resources, Lindunuan commissioned well-known architects at home and abroad to design. The overall design centers on “industrial empowerment, organic growth”, and the village positioning as a “one-stop rural vacation destination”, and focuses on rural spatial design for “nature-based aesthetic education”, “cultural

and creative design” and “rural vacation”. Accordingly, traditional buildings were transformed and matching functions and business forms designed.

**2. Integrated development of industries.** In the operation of the project, in addition to the traditional development model based on natural scenery resources and leisure & vacation resources, the village tapped the composite value, combined agriculture and tourism, nature-based education with traditional amusement, and developed more integrated products, business forms and consumer experiences for customers with different budgets and of different age groups.

**3. Characteristics first.** Lindunuan digs deeply into the local characteristic culture, retains the rural style and local flavor, and promotes the inheritance and development of paddy rice cultivation culture, wooden boat making culture, old wood handcrafts culture, mortise and tenon culture, and rice soju making culture. Making full use of local agricultural resources, it has developed rice-themed cultural and creative products, and explored a new path to inherit traditional culture and promote rural



revitalization. Lindunuan has introduced well-known brand operators to develop a number of agricultural and tourism projects, such as Xiao Dao Ding Farm, CampWonder, Sen Lin Lin Parent-Child Club, Taolu Homestay, Mantao Meiyu, Nuancun Courtyard, Daohe Art Gallery, and Dashan Homestay.

## Results

The Lindunuan Village project has put idle land and houses back into good use, explored the priority and innovative path toward rural revitalization in multiple dimensions, and created a new urban tourism space. After project completion as a whole, the tourist flow is expected to reach 2 million, the average annual tourism income RMB 10 million in three years, and the average annual growth rate of tourist numbers and tourism income will exceed 10%. In village operation and management, priority is given to the employment of local villagers in Hengjing and returning migrant workers. Training activities for villagers were organized and the enthusiasm of villagers stimulated. The project has created more than 300 local jobs in Hengjing, including in-village operation, horticulture, sanitation, security, and engineering jobs.

## Experience and Inspirations

**1. Digitalization.** The Lindunuan Village project is based on the village and builds a digital village system with the help of LY.COM. Through field survey and mapping, the system can switch between the two-dimensional mode and the three-dimensional mode to





view the village appearance. Moreover, a mini-application has been developed and offers a wide range of services including online tour guide, electronic maps, ticketing, accommodation, study tours, and purchase of local agricultural products, so as to stimulate new momentum for rural revitalization with digital technology.

**2. The development of emerging industries.** In the process of village operation and management, advantageous industries and emerging industries were cultivated, and more jobs were created for villagers. In employment, priority is given to the existing rural residents and returning migrant workers. Measures are taken to promote the multi-dimensional integration of new and old residents, and finally create a shared hometown that is full of kindness and warmth, and far away from the hustle and bustle of urban life.

**3. University-enterprise cooperation.** Lindunuan gives full play to the advantages of both universities and enterprises, and works to promote employment and build a talent pool for industrial development. It provides a good social practice site for college students, and at the



same time, leverages the universities' expertise and talent advantages, constantly enriches its policy set to attract and cultivate talent for industrial development, and builds a collaborative education platform with colleges and universities to achieve win-win results.

### Next Steps

Lindunuan Village has gradually explored a path to income increase for farmers while pursuing rural revitalization, and continues to move toward the goal of building a demonstration zone for integrated development of agriculture and tourism, and to drive the development of the project site and surrounding industries. Lindunuan will continue to conserve, utilize and develop its unique culture and high-quality ecological resources by the Taihu Lake, so as to inject more momentum into the building of a high-quality life circle that is livable, friendly to businesses and tourists in the Yangtze River Delta region. Lindunuan will focus on introducing brands covering nature-based education, lifestyle aesthetics, parent-child activities, art and culture, forging the soul of the village and creating a second lifestyle community for urban dwellers. At the same time, high-end resort hotels and high-quality homestays will be introduced, and it will improve the supply of tourism products for excursions, weekend trips and self-driving tours, finally form a new community where new residents cluster and become a sustainable and organically-growing village.

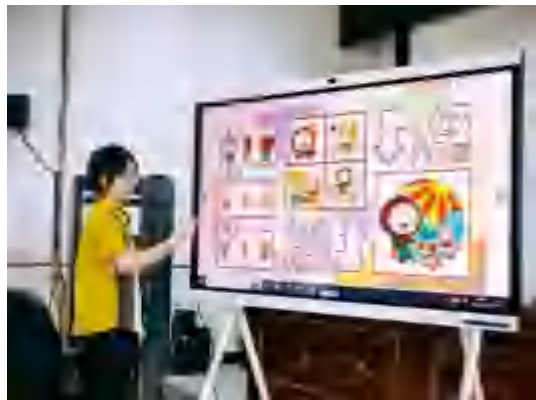
# 北京怀柔区渤海镇四渡河村： 乡村“文化·文旅·文人”发展道路

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## 摘要

北京市怀柔区渤海镇四渡河村地处北京北部山区，村集体经济基础薄弱，面临人口结构、产业要素、市场营收等发展难题。四渡河村以党建引领为抓手，以青年力量为基石，通过打造文化空间、盘活文旅产业和吸引青年参与，形成四渡河“文化·文旅·文人”的特色发展路径，打造乡村振兴的北京样板。





## 挑战与问题

北京市怀柔区渤海镇四渡河村，地处燕山山脉，村辖2个自然村164户305人，主产为板栗和民宿旅游，板栗年产量40万-50万斤，特色民宿32家。2016年四渡河村被确定为低收入村，经济发展面临产业结构单一、无产业带头人、农产品认可度低、销路渠道有限、同时面临老龄化情况严峻、青年人才匮乏等困境。

## 措施

**1. 打造全民参与的文化空间。**一是打造童心港湾基地，涉及色彩绘画、户外写生、机器人编程、手工制作、工作坊、植物认知、非遗传统文化等内容，共计开展课程59次，参与人数600多人次。二是打造青年施展空间，设置青年社会实践场地，积极联动清华、北大等20余所高校的2,000多名青年大学生到村开展社会实践和“红色1+1”支部共建活动，鼓励青年学子到乡村锻炼本领、施展才干。三是打造幸福晚年驿站，为村里老人提供午晚餐饮食补助，发放节日慰问与福利，还邀请北京中医药大学30多名青年医师来到幸福晚年驿站为村民开展中医义诊和健康讲座活动。

**2. 盘活文旅融合在地产业。**一是构建京郊板栗品牌，四渡河村积极合作海底捞集团餐桌零食、抖音集团员工零食、滴滴出行下午茶零食等分销渠道，在扩大板栗影响力的同时，促进村民和村集体

增收。二是构建京郊团建品牌，四渡河村推出露营、烧烤、餐饮、登山、徒步、座谈会议与场景教学等团建项目，为客户定制专属团建活动，吸引“城里人”走进乡村看小康。三是构建京郊研学品牌，将板栗文化、民宿体验、组装天文设备以及夜间观星等活动串点成线，使用乡村场景优势创新开发研学项目。

**3. 构建青年参与的实践平台。**一是开创青年志愿品牌，推出四渡河村全球青年计划，招募青年志愿者、创业团队、规划师以及合作支持方等，为村集体发展提供青年力量。二是开启竞赛比拼擂台，作为2022年、2023年首都“挑战杯”系列竞赛发榜单位，四渡河村以“揭榜挂帅”赛制欢迎在京高校学生投榜、竞榜、揭榜。三是开设人才实践舞台，如联合北京京北职业技术学院制作200余个短视频内容，打造村级宣传矩阵；联合北京林业大学园林学院策划、设计、制作四渡河村民宿文化导图等。

## 成效

四渡河村粘合多方利益需求，多维度打造四渡河村消费场景，开创出团建、研学、培训、实践、民宿管理以及板栗助农等合作项目，带动整村收益持续增长，破解村集体增收难题。目前已累计接待政府、高校、企业等团建项目20余项，营收5万余元；举办8期130余组亲子游，创收10余万元；吸引50余名志愿者参与童心港湾、团建品牌、研







学品牌等文旅宣传志愿活动，共帮扶村内创收 4 万余元。四渡河村入选国家乡村振兴局发起的“乡村振兴在行动”2022 年度创新典型，制作的文旅短视频《古往今来四渡河》获得第十三届北京国际电影节三等奖，四渡河村的旅游吸引力持续增强。

## 经验与启示

**1. 用好乡村场景优势。**四渡河村因地制宜，靠山吃山、靠水吃水，将“步步高升”石阶、宠物盲盒、景观盲盒、瞭望观星点等乡村“小资源”与童心港湾、晚年驿站、青创空间、特色民宿等村域空间设施融入到乡村场景中，构建出别具一格的京郊品牌。

**2. 用好外部社会资源。**四渡河村主动链接政、企、社、民等外部资源，与多方建立合作共赢的长



效机制，助推四渡河集研学、团建、民宿、农特为一体的文旅融合品牌发展，以造血式的内生动力畅通城乡要素流动。

**3. 用好青年创新才智。**四渡河村积极靠拢青年、汇聚青年才智，主动走向高校，开办学科竞赛、志愿服务、社会实践等青年想参与、能融入、有收获的活动，鼓励高校青年深入乡村、调研乡村、治理乡村、回馈乡村，与青年才俊一道让创意才思在乡村落地生根。

## 下一步计划

四渡河村将持续吸引青年力量，助力四渡河“文化·文旅·文人”发展路径，用文旅融合路径打造乡村振兴中国式现代化样板。一是联动滴滴出行团委、美团民宿、海底捞集团党群中心等“两新”团组织力量，发挥各自优势向四渡河村注入高质量发展动力。二是使用好已经搭建的乡村振兴青年社、中外青年融合基地、筑梦空间等 20 余个平台资源，通过各类乡村实践项目全面助力乡村振兴。三是继续用好“青振京郊”专项赛等比赛机制，吸引青年人到村创新创业，立足四渡河村发展实际助力村镇振兴。

# Siduhe Village, Bohai Town, Huairou District, Beijing:

The rural development path of “culture, tourism and people”

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## Abstract

Siduhe Village is located in the mountainous area of northern Beijing. Its collective economy is weak due to problems of the demographic structure, industrial factors market revenue and other development problems. While advancing the Party building work, Siduhe Village relies on the strength of the youth, and has created cultural spaces, revitalized the culture and tourism industries, and guided the participation of the youth. It has formed a characteristic development path featuring “culture, tourism and people” and a model for rural revitalization in Beijing.





### Challenges and Problems

Siduhe Village is located in the Yanshan Mountains, with jurisdiction over two natural villages with 164 households of 305 people. Its main sources of income are chestnuts and homestay tourism. It produces 200,000-250,000 kilograms of chestnuts a year, and has 32 characteristic homestays. In 2016, Siduhe Village was identified as a low-income village. Its economy faces difficulties such as the lack of diversity and leaders, low recognition for its agricultural products, limited marketing channels, an aging population, and a lack of young talents.

### Measures

**1. Create cultural space for all to participate. First,** the Children’s Harbor is open and has offered 50 sessions on such content as color painting, outdoor sketching, robot programming, handicrafts, workshops, plants, and intangible cultural heritage, attracting more than 600 participants. **Second,** It has created a space for young people to show their talents and set up a social practice site for youth. Specifically, the youth social practice site was set up, and Siduhe actively contacted more than 20 colleges and universities such as Tsinghua University and Peking University, which organized more than 2,000 college students to carry out social practice and “1+1” Party branch joint building activities in the village, encouraging young students to hone their skills and contribute to the countryside. **Third,** a senior care station is established to provide lunch and dinner subsidies, holiday visits and benefits for the elderly in the village. Siduhe also invited more than 30 young doctors from the

Beijing University of Chinese Medicine to the station to provide free diagnosis services and give health lectures to the villagers.

**2. Revitalize the culture and tourism industries and integrate them with other local industries. First,** building the brand of chestnuts produced in the suburbs of Beijing. Siduhe Village actively cooperate with Haidilao Group, Douyin Group and Didi Chuxing to supply complimentary snacks to their customers or employees, expanding its distribution channels. and the influence of chestnuts, and increase the income of villagers and village collectives. **Second,** building the brand as a team-building destination in the suburbs of Beijing. Siduhe Village has launched team-building projects such as camping, barbecue, catering, mountaineering, hiking, seminars and scenario-based teaching, and customized team-building activities for customers to attract urbanites to the countryside. **Third,** building the brand of study tour destination in the suburbs of Beijing. It has strung together activities such as chestnut picking, homestay experience, assembling astronomical equipment and





stargazing at night, and developed innovative study tour projects by leveraging its advantages in rural scenes.

**3. Build a practice platform for the youth. First,** building a youth volunteer brand. Siduhe has launched the Global Youth Program to recruit young volunteers, startup teams, planners and partners to empower the development of the village collective. **Second,** organizing competitions. It solicited proposals from the 2022 and 2023 “Challenge Cup” series of competitions, and welcomed college students in Beijing to share their ideas. **Third,** setting up a social practice stage. For example, it co-produced with Beijing Jingbei Vocational College more than 200 short videos to form a village-level publicity matrix, and

worked with the School of Landscape Architecture of Beijing Forestry University to plan, design and produce the map of Siduhe Village’s homestay culture.

## Results

Siduhe Village converges multiple interest groups, and has created consumption scenarios in multiple dimensions, and launched cooperative projects such as team-building, study tours, training, practice, homestay management and chestnut consumption to drive the continuous growth of village income and solve the problem of income increase facing the village collective. So far, it has received more than 20 batches of participants from the government, colleges and universities, and enterprises for team-building activities, with a revenue of more than RMB 50,000. It has organized eight parent-child tours, involving more than 130 groups of participants, generating more than RMB 100,000. It has attracted more than 50 volunteers to participate in the publicity activities for the Children’s Harbor, the team-building brand, and the study tour brand, generating more than RMB 40,000. Siduhe Village was acknowledged as the 2022 Innovation Model of “Rural Revitalization in Action” initiated by the National Rural Revitalization Administration, and the



short video “Sidu River from Ancient to Present” won the third prize of the 13th Beijing International Film Festival. Siduhe’s appeal to tourists has been enhanced.

### Experience and Inspirations

**1. Make good use of rural scenes.** Siduhe Village adapts measures to local conditions, makes good use of mountains and waters, and incorporates the “Step by Step” stone steps, blind boxes of pets and landscapes, and stargazing points, as well as facilities such as the Children’s Harbor, the senior care station, the Youth Innovation Space, and characteristic homestays into rural scenes, to build a unique suburban destination brand.

**2. Make good use of external resources.** Siduhe Village took the initiative to establish contacts with governments, enterprises, social organizations, and individuals, and has established a long-term win-win cooperation mechanism with multiple parties to help build up Siduhe’s brand as a destination for study tourism, team-building, with homestays and characteristic agricultural products, and to unblock the flow of urban and rural factors with the endogenous growth drive.

**3. Make good use of innovative young people.** Siduhe Village actively approaches young people and gathers young talents. It took the initiative to work with colleges and universities, and organized subject-specific competitions, volunteer services, social practices and other rewarding activities that young people want to participate in and can fit into. It encourages college



students to go deep into the countryside, conduct field surveys, participate in rural governance, and give back to the countryside. It works with young people to turn their creative ideas into reality in the countryside.

### Next Steps

Siduhe Village will continue to attract young people, develop the path of “culture, tourism and people”, and promote culture-tourism integration to create a model of rural revitalization and Chinese modernization. First, it will work with the organizational forces of new-type economic organizations and new-type social organizations including the Communist Youth League Committee of Didi Chuxing, Meituan Homestay, and the Party and Mass Relations Center of Haidilao Group, and give full play to their respective advantages to inject high-quality development impetus into the village. Second, it will make good use of existing 20-plus platforms such as the Rural Revitalization Youth Club, the Sino-Foreign Youth Cooperation Base, and the Dream Building Space, and comprehensively facilitate rural revitalization in all respects through various rural practice projects. Third, it will continue to organize competitions, including the “Youth for the Revitalization of Suburb Beijing” competition, to attract young people to seek innovations and start their own businesses in the village, and contribute to rural revitalization based on the reality of the village.



# 重庆彭水苗族土家族自治县 阿依河社区： 特色农旅融合之路

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## 摘要

重庆市彭水苗族土家族自治县绍庆街道阿依河社区精准发力，立足特有山地资源禀赋、5A级景区优势和城乡一体化特色，打造胡家湾苗寨建筑群和特色采摘园区，开发家庭亲子、情侣度假、疗养休养、研学活动等个性化旅游产品，发展设施农业和数字农业，坚持走绿色发展、融合发展之路，完成了“一线两片”布局（“一线”即阿依河快速通道生态绿色产业线、“两片”即南侧旅游产业片区和北侧特色农业产业片区），全力打造阿依河农旅融合发展示范区，达成集体经济和村民人均收入同步提升，成为乡村振兴的靓丽名片。





## 挑战与问题

阿依河社区距彭水县城 17 公里，社区面积 19.93 平方公里，辖 8 个居民小组，共有 885 户 3,539 人。阿依河社区旅游资源丰富，景观独特，坐拥国家 5A 级旅游景区。但是社区基础设施薄弱，人居环境较差，单纯依靠景区自然景观留不住游客，村民们的收入来源还是依靠传统的种植业和养殖业。同时随着城镇化进程加快，大量农村劳动力向城镇转移，社区劳动力和人才严重不足，制约着乡村振兴的发展进程，亟待发展新型产业模式打破发展约束。

## 措施

**1. 壮大产业布局。**产业是立足之本、兴旺之基。阿依河社区整合旅游资源优势，投资 840 万元布局蔬菜采摘园 25 亩、花椒采摘园 1,200 亩、枇杷采摘园 200 亩、勃希葡萄采摘园 270 亩、草莓采摘园 30 亩、国家级羊肚菌科普基地和圣女果特色产业园 20 亩等具有规模的特色产业。阿依河依托景区拉动效应，从农业产业单一业态转向多业态全产业链经营，推进农旅融合和“休闲农业+”。

**2. 提升社区建设。**阿依河社区推进社区人居环境亮化，实现家家是民宿、院院有景观、处处好生态的美丽村庄。紧邻阿依河景区的胡家湾传统村落投放全国农行系统首笔“乡村人居环境贷”，投资 4,800 万元打造苗寨民宿建筑群以及整治阿依河沿线人居环境，着重对建筑、宅院、公共空间等进行改造，突出苗寨特色。阿依河社区还建设了彩虹滑梯、玻璃滑道、露营基地、观光走廊、科普教室等旅游设施，吸引游客观光休闲。

**3. 依托节事营销。**彭水自治县创新宣传营销，把品牌赛事活动作为实施“旅游+”发展战略，助推经济社会持续发展的重要举措。彭水自治县成功举办 12 届“中国乌江苗族踩花山节暨中国·彭水水上运动大赛”，7 届“渝东南生态民族旅游文



化节”和4届“绿色中国行-走进世界苗乡·养心彭水”。“世界苗乡·养心彭水”品牌影响力和知名度得到持续扩大。

## 成效

阿依河景区进入全国5A级旅游景区百强，上榜2023年国家旅游线路和《长江国际黄金旅游带精品线路路书》。2019年阿依河景区接待游客222.49万人次，综合收入8,934.85万元。2023年1-7月阿依河景区接待游客49.83万人次，综合收入1,642.99万元。阿依河社区的农旅融合发展示范园项目采取“企业+村集体+个体工商户+农户”发展模式，实现流转村民土地1415.4亩，村集体经济年增收10万元以上；示范园实现年经营收入1,178万元，带动1,524名村民增收。阿依河景区周边发展农家乐80余家，每年带动增收近200余万元。

## 经验与启示

**1. 环境是旅游的前提。**阿依河社区保护好自然生态、田园风光、传统村落、历史文化、民族文化等旅游资源的原真性和完整性，为游客提供真正感受地方自然特征和文化个性的旅游体验。阿依河社区不断优化农村生态环境，有效治理垃圾和污水，不断美化村容村貌，实现农村处处是公园。

**2. 生态是农村的底色。**阿依河社区深入贯彻落实“两山论”，筑牢绿色发展底色，按照生态优先的原则和可持续发展的要求，在保持原汁原味风



貌的基础上进行生态涵养，在进行规划建设时充分结合实际与发挥自身优势，因地制宜，集约利用水系、土地、绿地，打造宜居宜游的特色乡村旅游。

**3. 产业是发展的根基。**阿依河社区以旅游产业为主导，找准特色、凸显特色、放大特色，充分利用“互联网+”等新型手段，大力推进“旅游+”发展模式，积极探索数字大棚、农家乐、民宿建设，优化“一村一品”模式，做好农产品开发，引导特色资源的活化与转化，使业态聚集形成产业聚集，带动区域产业复合发展。

## 下一步计划

阿依河社区将进一步贯彻落实乡村振兴“产业兴旺、生态宜居、乡风文明、治理有效、生活富裕”的方针，一是以阿依河国家5A级旅游景区为载体，不断丰富完善旅游产品，开发新的消费热点，同时，强化整体宣传推介，增强阿依河乡村旅游知名度、产业竞争力和辐射效应。二是加强人才队伍建设，积极吸引特色人才和培养本土人才，培育文旅领军创新人才，发展“致富带头人”。三是注重乡村治理，坚持辖区内人居环境的改善，实现乡村和睦安宁，增强村民获得感与幸福感。



# Ayihe Community, Pengshui Miao and Tujia Autonomous County, Chongqing Municipality:

A characteristic path to agriculture–tourism integration

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## Abstract

Ayihe Community of Shaoqing Subdistrict of Pengshui Miao and Tujia Autonomous County, Chongqing, has made targeted efforts in leveraging its unique mountainous resources, its 5A scenic attraction and urban-rural integration. It has built the Hujiawan Miao-style architectural complex and characteristic U-pick parks, and developed personalized tourism products such as parent-child tours, couple holiday tours, wellness tours and study tours. The development of facility agriculture and digital agriculture, adheres to the green and integrated development. It has completed the spatial layout design consisting of “one corridor and two zones” (the Ayihe Fast Corridor for Ecological, Green Industries and the Tourism Industry Zone on the south side and the Characteristic Agriculture Zone on the north side). It spares no effort to build a demonstration area for the integrated development of agriculture and tourism, to achieve a simultaneous increase in the collective economy and the per capita income of villagers, and to set a model for rural revitalization.





### Challenges and Problems

Ayihe Community is 17 kilometers away from the county seat of Pengshui, with an area of 19.93 square kilometers, and a population of 3,539 people in 885 households, divided into eight resident groups. It boasts rich tourism resources and unique landscape, including a national 5A scenic attraction, but its infrastructure and living environment are poor. So it can't keep tourists simply by relying on the natural landscape of the scenic spot. The main source of income of the villagers still relies on traditional farming and breeding. At the same time, with the urbanization process speeding up, a large number of rural labor forces have migrated to cities and towns, leaving the community in a serious shortage of labor and talent, which hinders the progress toward rural revitalization. It is urgent to develop new industrial models to break the development constraints.



### Measures

**1. Expand the business presence.** A thriving business environment is the foundation for rural revitalization. Ayihe Community has integrated its advantageous tourism resources and invested RMB 8.4 million to develop 25 *mu* of vegetable picking garden, 1,200 *mu* of peppercorn picking garden, 200 *mu* of loquat picking garden, 270 *mu* of Boxi grape picking garden, 30 *mu* of strawberry picking garden, a state-level morel science popularization base and 20 *mu* of cherry tomato industrial park. Relying on the pulling effect of scenic spots, Ayihe has shifted from a single mode of agricultural industry to a multi-industry chain, and promoted the integration of agriculture and tourism and the “Leisure Agriculture +” development model.

**2. Upgrade community infrastructure.** Ayihe Community has launched a project to brighten up the living environment, and create a beautiful village where there are homestays with beautiful courtyards and a beautiful ecological environment everywhere. The Agricultural Bank of China granted its first “rural living environment loan” in Hujawan Traditional Village, which is adjacent to the Ayihe Scenic Area, and RMB 48 million was spent on the Miao-style homestay complex and improving the living environment along Ayihe. The focus was put on the transformation of buildings, houses, public spaces, etc., highlighting the characteristics of Miao architecture. There are also rainbow slides, glass slides,



2,224,900 tourists, with a comprehensive income of RMB 89,348,500, and from January to July 2023, it received 498,300 tourists, with a comprehensive income of RMB 16,429,900. The Demonstration Park Project of Integrated Development of Agriculture and Tourism in Ayihe Community adopts the development model of “enterprises + village collectives + self-employed individuals + farmers”. It has leased 1,415.4 *mu* of land from the villagers, increased the annual income of the village collective by more than RMB 100,000, achieved an annual operating income of RMB 11.78 million, and helped 1,524 villagers increase their income. More than 80 farmhouses have been developed around the Ayihe Scenic Area, with an annual income of nearly RMB 2 million.

### Experience and Inspirations

**1. A good environment is a premise for tourism development.** Ayihe Community has done a good job in protecting the authenticity and integrity of tourism resources such as natural ecology, pastoral scenery, traditional villages, historical and cultural heritage, and ethnic culture, so that tourists can truly feel the local natural and cultural characteristics. It continuously improves the rural ecological environment, and has effectively tackled garbage and sewage pollution. It also keeps improving the village appearance and has built many parks.

**2. Green is the defining feature of the countryside.** Ayihe Community has faithfully acted upon the theory that lucid waters and lush mountains are invaluable assets, and firmly established the pursuit of green development as

camping bases, sightseeing corridors, popular science classrooms and other leisure facilities to attract tourists.

**3. Organize festivals and events for marketing.** Pengshui has introduced new ways of publicity and marketing, and regards brand sport events as an important measure to implement the “Tourism+” development strategy and promote sustainable economic and social development. It has successfully held 12 editions of the China Wujiang River Miao Flower Mountain Festival and the China Pengshui Aquatic Sports Meeting, 7 editions of the Southeast Chongqing Eco-Ethnic Tourism and Culture Festival and 4 editions of the Green China Tour – Pengshui, a World-Renowned Miao Land, building up the influence and popularity of the brand “Pengshui, a World-Renowned Miao Land”.

### Results

The Ayihe Scenic Area is rated among the top 100 AAAAA tourist attractions in China, and was listed as a national-level tourist route in 2023 and the *Boutique Routes on the Yangtze River International Golden Tourism Belt*. In 2019, the Ayihe Scenic Area received



its defining feature. It carries out ecological conservation work on the basis of maintaining the original style by prioritizing ecological conservation and promoting sustainable development. It took into full account the actual situation and gave full play to its own advantages in project planning and implementation. Adapting to local conditions, it makes intensive use of water systems, land and green spaces to build a characteristic rural tourism destination that is livable and tourist-friendly.

**3. A thriving business environment is the foundation for development.** With tourism as the lead industry, Ayihe Community identifies, highlights, and amplifies its characteristics, and makes full use of new means such as “Internet +”, to vigorously promote the “Tourism +” development model. It has actively explored the development of digital greenhouses, farmhouses, and homestays, improved the “one village, one product” model, done a good job in the development of agricultural products, and guided the effective utilization and commercialization of characteristic resources, to upgrade business clusters into industry clusters, and drive the composite development of regional industries.



### Next Steps

Ayiche Community will further implement the strategy of rural revitalization to build rural areas with prosperous industry, pleasant living environment, social etiquette and civility, effective governance, and prosperity. **First**, based on the Ayihe Scenic Area, a national AAAAA tourist attraction, it will continuously enrich and improve tourism products and develop new consumption hotspots. It will strengthen publicity and marketing of the destination as a whole, and enhance Ayihe’s popularity among tourists, industrial competitiveness and influence. **Second**, it will strengthen team building, actively attract people with expertise and cultivate local talents, leading and innovative talents in the culture and tourism industries, and poverty relief leaders. **Third**, it will work hard on rural governance, continue to improve the living environment in the jurisdiction, build a harmonious and peaceful rural environment, and enhance the sense of gain and happiness of its villagers.

# 湖北荆州市洪湖市乌林镇： 文化铸魂 电商赋能

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## 摘要

湖北省荆州市洪湖市乌林镇地处洪湖城郊，东望武汉，南眺赤壁，西接岳阳，北靠荆州。自2020年以来，乌林镇坚持规划先行、整体设计、分步实施，运用文化铸魂、电商赋能的全域旅游理念推动美丽乡村建设。乌林镇深挖“新石器时代遗址、三国文化、陈友谅文化、洪湖民俗文化”等文化内涵，引进了专业从事电商的综合性企业，打造电商直播基地，推动电商+“一二三”产业融合发展，打造乡村振兴“新引擎”。





## 挑战与问题

湖北省荆州市洪湖市乌林镇交通便利，武监高速、江北高速穿境而过，乌林长江大桥飞架南北，洪湖港区正在建设，立体化交通网络格局初具雏形。乌林镇文化底蕴深厚，是赤壁之战的古战场，也是汉王陈友谅的故里。乌林镇利用丰富的旅游资源，构建了以4A级景区悦兮半岛温泉国际度假村为核心的全域旅游格局。然而在发展过程中仍然面临基础配套设施不足、专业人才匮乏、民俗文传承与三国文化开发意识不足等问题，制约了乌林镇的发展。

## 措施

**1. 凝聚共识。**一是落实旅游发展的主体责任。成立文旅专班，统筹、协调和组织全镇旅游的各项工，与旅游设计、旅游运营公司合作推进全镇旅游业发展。二是加大政策支持。对市场主体减免租金，在乌林寨路段实施五年免租政策，降低投资成

本，优先安排旅游项目用地，积极提升政府服务效能。三是通过建设游客集散中心、提档升级旅游项目设施、开设悦来乌林公众号等，形成较为浓厚的旅游宣传氛围。

**2. 合理规划。**乌林镇紧紧围绕“1(景区)+N(乡村)”布局，立足悦兮半岛温泉国际度假村，发挥“新石器时代遗址、三国文化、陈友谅文化、洪湖民俗文化”等文旅核心，与全域旅游设计团队合作，编制全域旅游发展总规和标识标牌设计；完成乌林镇旅游顶层设计，细化乌林旅游线路设计、





文旅产品设计、景点提升改造、运营体系建立等。

**3. 招商引资。**乌林镇聚焦乌林三国文化网红街、芙蓉大道生态园、李家桥民俗文化馆等项目，和旅游管理公司合作，开展市场化运营。积极开展业态招商，引进本土电商湖北超众农业有限公司、爱莲日化、大型采摘园彩莲家庭农场等，不断丰富商业业态。

**4. 电旅融合。**一是推动“电商+农产品”，利用电商平台帮助本地滞销农产品找出路，为特色农产品打品牌，每年为合作社新增订单1,600余万元。二是推动“电商+旅游”，引导电商企业联合悦兮半岛温泉度假村举办各种旅游节，如烟花节、电音节等，邀请网红主播进场直播并售卖门票。三是推动“电商+美丽乡村”，邀请主播到美丽乡村参观、直播，宣传美丽乡村的建设成果，展示“1+N”格局特色景点，为全域旅游宣传造势。

## 成效

乌林镇自全力推动发展文化旅游以来，吸纳就业2,000多人，带动周边万余农民增收，人均收入4,000元以上，实现了精准扶贫与乡村振兴的有效衔接。2022年成功维持了游客接待量40万人次，旅游综合收入超过1亿元，其中电商收入比例大大提高，一是与洪湖本土企业进行产销合作，线上销售洪湖土特产，月销售额达350万元。二是举办了主播培训班，培训本地留守妇女130余人次，

培育出本地主播30人，签约网红40人。三是通过网红主播活动直播，助推悦兮半岛门票销售近40万张，拉动酒店营收3,500万元。近年来乌林镇获得国家4A旅游景区、中国美丽休闲乡村、最受欢迎温泉景区、中国楹联文化村等殊荣。

## 经验与启示

**1. 紧靠党建引领。**打造党建引领示范村，纵深推进“党建+美丽乡村”建设，完善村基础设施建设，引导各村因地制宜发展特色产业，推动基层自治，涵养文明风尚。

**2. 紧扣经济发展。**坚持招商引资“一号工程”不动摇，深入开展驻点招商、以商招商等系列活动；扎实做好在外企业家和成功人士“回归招商”。加大“腾笼换鸟”、“二次开发”力度，盘活一批闲置土地及厂房。

**3. 紧抓全域旅游。**大力推动一二三产深度融合





合，推动“农旅融合”，增设旅游设施，吸引四周游客开展乡村游、周边游。推动“电旅融合”，举办各种旅游节，利用电商直播拓宽销路、增加人气，打造“网红”旅游目的地。推动“文旅融合”，深度挖掘特色文化，增强旅游核心吸引力。

### 下一步计划

一是以悦兮半岛温泉为依托，将游客从温泉和旅行社引流到周边美丽乡村形成互补效应，并与温泉酒店合作打造各种旅游节，不断充实全域旅游

格局。二是继续招商引资，丰富旅游业态。以乌林村乌林寨中心路为轴建设集商品、餐饮、娱乐为一体的商业街，并增加文艺表演、手工艺品展示等活动，提升游客参与感和游玩体验；以李家桥村青瓦坊为核心引进旅游集团公司，打造集田园采摘、水乡体验、农耕文化体验、民宿、餐饮、表演于一体的旅游区。三是升级改造现有旅游项目，提高文化旅游内涵。如在黄蓬山村建设陈友谅文化馆，明清石板街；吴王庙村完善周边餐饮、民宿、采摘功能，打造多功能的生态观光、垂钓体验中心；在周家坊村新增劳动实践基地、采摘园、共享菜地，将其建设成为学生、职工、党员开展教育劳动活动的综合培训基地。





# Wulin Town, Honghu City, Jingzhou City, Hubei Province:

Promoting all-for-one tourism through cultural inheritance and e-commerce empowerment

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## Abstract

Wulin Town of Hubei Province is located on the outskirts of Honghu City, overlooking Wuhan to the east, Chibi to the south, Yueyang to the west and Jingzhou to the north. Since 2020, Wulin Town has persisted with planning in advance, making holistic designs, and step-by-step implementation, and worked to promote all-for-one tourism through cultural inheritance and e-commerce empowerment, and built a beautiful countryside. Wulin Town has dug deep into the cultural connotations of Neolithic ruins, the history of the Three Kingdoms, the stories of Chen Youliang, and Honghu's folk culture, introduced comprehensive enterprises specializing in e-commerce, built an e-commerce live-streaming base, promoted the integrated development of e-commerce and the primary, secondary and tertiary industries, and created a new engine for rural revitalization.



## Challenges and Problems

Wulin Town has convenient access to transportation infrastructure. The Wuhan-Jianli Expressway and the Jiangbei Expressway run through it, Wulin Yangtze River Bridge runs from north to south, and the Honghu Port Area is under construction. A three-dimensional transportation network is taking shape. Wulin Town has a rich cultural heritage. It was where the Battle of Chibi during the Three Kingdoms period was fought, and the hometown of Chen Youliang, the founder of the insurgent state of Dahan in the late Yuan Dynasty period of Chinese history. Taking advantage of rich tourism resources, Wulin Town has built an all-for-one tourism development dynamic with the AAAA tourist attraction Yuexi Peninsula International Spa Resort at the core. In the process of development, however, it still faces problems such as insufficient infrastructure facilities, lack of professionals, and lack of awareness to inherit folk culture and develop the culture of the Three Kingdoms, which has limited the development of Wulin Town.

## Measures

**1. Building consensus.** **First**, Wulin Town has fulfilled its responsibility of tourism development. It set up a task force to coordinate and organize all tourism-related work, and cooperated with tourism design and operation companies to promote the development of tourism in the town. **Second**, it has increased policy support. Rent is reduced and exempt for market entities. A five-year rent-free policy is implemented in the section of Wulinzhai Road, to reduce investment costs. Priority was given to



land allocation for tourism projects. It has also actively improved the efficiency of government services. **Third**, it has built the tourist distribution center, upgraded tourist facilities, and launched the “Yuelai Wulin” public account on Weixin, forming a strong atmosphere for destination promotion.

**2. Science-based planning.** Focusing on the 1+N layout (one scenic area + several villages), and on top of the Yuexi Peninsula International Spa Resort, Wulin Town gives play to the functions of its core tourism resources such as the Neolithic ruins, the Three Kingdoms culture, stories of Chen Youliang and Honghu’s folk culture. In cooperation with the all-for-one tourism design team, it formulated the master plan for all-for-one tourism development and designed signs and marks. It completed the top-level design for tourism development in Wulin Town, specified the design of tourist routes and tourism products, upgraded tourist attractions, and established the operating system.

**3. Investment promotion.** With focus on projects such as the Three Kingdoms Culture Street, Furong Avenue Eco-Park, and Lijiaqiao Folk Culture Center, Wulin Town cooperates with tourism management companies to carry out market-oriented operations. It actively attracts investment, and has introduced local e-commerce companies Hubei Chaozhong Agriculture Co., Ltd., Ailian Daily Chemical Products, and Cailian Family Farm – a large U-pick garden, constantly diversifying its business landscape.

**4. Integration of e-commerce and tourism.** **First**, it promotes the integration of e-commerce and agricultural products, and uses e-commerce platforms to sell local



stock of agricultural products and build brand reputation for special agricultural products. The e-commerce platforms generate more than RMB 16 million of orders for the cooperatives every year. **Second**, it promotes the integration of e-commerce and tourism, and guides e-commerce enterprises to co-launch with Yuexi Peninsula International Spa Resort various tourist festivals, such as the Fireworks Festival and the Electric Music Festival. On such festivals, famous streamers are invited to live-stream and sell tickets. **Third**, it promotes the integration of e-commerce and the effort to build a beautiful countryside. It invited live-streaming hosts to villages to live-stream what had been achieved in building beautiful villages, displayed characteristic attractions within the “1+N” framework, and built up the public communication momentum for all-for-one tourism.

### Results

Since Wulin went all out to develop tourism, it has created more than 2,000 jobs, and increased the income of more than 10,000 farmers in the surrounding areas, with the per capita income now exceeding RMB 4,000, effectively aligning efforts to consolidate the results of poverty alleviation with rural revitalization. In 2022, it received 400,000 tourists, and its comprehensive tourism income exceeded RMB 100 million, of which

the proportion of revenue from e-commerce sales was greatly increased. **First**, it cooperated with local enterprises in Honghu to sell local specialty products online, with monthly sales of RMB 3.5 million. **Second**, it held streamer training workshops, trained more than 130 women villagers, including 30 local streamers, and signed 40 key opinion leaders (KOLs). **Third**, through the live-streaming sessions, it helped Yuexi Peninsula International Spa Resort sell nearly 400,000 tickets and boosted the hotel’s revenue by RMB 35 million. In recent years, Wulin Town has been rated a National AAAA Tourist Attraction, a Beautiful Leisure Village in China, the Most Popular Spa Resort and the Chinese Couplets Village.



## Experience and Inspirations

### 1. Closely follow the guidance of Party building.

It works to build itself into a model village in following the guidance of Party building. It continues to align the effort of Party building with that to build a beautiful countryside. It has improved village infrastructure, guided each village to develop characteristic industries according to local conditions, promoted primary-level autonomy, and cultivated civility in rural areas.

**2. Closely center on economic development.** Wulin always places investment promotion on top of its agenda, and has effectively carried out a series of activities of investment promotion, including dispatching investment promotion teams to target areas and attracting investment through word-of-mouth. It has done a solid job in attracting successful emigrants, including entrepreneurs, back to invest and start a business. It has stepped up efforts to “vacate the cage to change birds” and in “secondary development”, and put a number of idle lands and factory buildings to good use.

**3. Vigorously develop all-for-one tourism.** It vigorously promotes the deep integration of primary, secondary and tertiary industries, and the integration of agriculture and tourism. It has added tourist facilities, to attract tourists from nearby. It promotes the integration of e-commerce and tourism, and has held various tourist festivals, and used live-streaming sessions to expand sales channels, increase popularity, and build its reputation as a popular destination. It promotes the integration of culture and tourism, and has tapped into its characteristic culture, and enhanced its core appeal to tourists.



## Next Steps

**First**, via the Yuexi Peninsula International Spa Resort, it will divert tourists from the resort and travel agencies to the beautiful surrounding villages, to form a complementary effect. It will cooperate with the resort to launch more tourist festivals and add more contents to the all-for-one tourism development dynamic. **Second**, it will continue to attract investment and diversify the operational types of tourism. It will open a commercial street lined with commodity stores, catering facilities and entertainment services with Wulinzhai Central Road in Wulin Village as the axis, and stage artistic performances, handicraft displays and other activities to engage tourists and enhance their experience. With Qingwafang in Lijiaqiao Village at the core, it will introduce some tourism group companies to build a tourist area that offers the U-pick experience, water village tours, farming experience, homestays, catering and artistic performances. **Third**, it will upgrade and transform existing tourism projects with more cultural connotation. For example, Huangpengshan Village may consider opening a culture center dedicated to Chen Youliang and a slate street of the Ming and Qing style; Wuwangmiao Village shall improve the catering, homestay and U-pick facilities and services, and build a multi-functional ecotourism and angling center; Zhoujiafang Village will launch a labor practice base, a U-pick garden, and a shared vegetable plot, and grow into a comprehensive training base for students, employees and CPC members to carry out educational and labor activities.

# 黑龙江大庆市杜蒙县南岗村： 嘎日迪景区助力乡村振兴

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## 摘要

嘎日迪景区是为黑龙江省大庆市杜尔伯特蒙古族自治县连环湖镇南岗村量身定制的产业扶贫带动项目。项目于2017年立项，2018年开工建设并运营，累积投资2,000余万元，2022年荣获4A级旅游景区。嘎日迪（蒙语译为凤凰）这个因南岗村地貌形似“凤回头”图案而得名的乡村旅游产业，扭转了南岗村贫困的历史，让这个曾经贫穷的乡村变了模样，也让这里的群众走上了致富的快车道。“闲情揽夏时，赏天高云暖，丹凤回眸处，享世外桃源”成为南岗村当前沙净水清，风景如画的真实写照。





## 挑战与问题

黑龙江省大庆市杜尔伯特蒙古族自治县连环湖镇南岗村周围湖泊围绕,三面环沙,土地沙化瘠薄,风沙频繁、洪涝频发,人均耕地不足五亩,全村贫困户多达 58 户 135 人,是省级贫困村之一。村内基础设施严重缺乏,无路灯、无标准化道路,村中近两成房屋属于危房,村内养殖户放牧现象频繁,牲畜粪便随意排放和堆积,加之狐貉养殖污物造成空气环境污染严重,村容村貌堪忧。嘎日迪景区建设规划范围内涉及水面、林地、耕地、机动地、荒滩未利用地等多种情况,产权复杂多样。思想上的保守和产业上的缺失,让紧连着十万亩湖面拥有优异自然资源优势的南岗村,却陷入“捧着金碗要饭、守着宝地受穷”的被动局面。



## 措施

**1. 改善村容村貌。**南岗村通过以景区带乡村的模式,实现景区与村屯共融发展。南岗村为改善村容村貌,先后打造街道亮化工程,完成全村主要道路硬化和扩宽,对村内广场及街道进行绿化,栽植糖槭树和云杉 1,200 余棵,花草万余株,为沿街农户统一定制和安装木质围栏,粉刷屋舍,村容村貌焕然一新。

**2. 落实旅游发展举措。**为了让旅游产业能切实助力乡村振兴,南岗村推出和落实了五项旅游助力乡村振兴措施。一是通过资源转让带动村民收益,二是依托景区发展带动村民原地就业,三是景区运营收益分红,四是打通旅游周边产品销售链,五是依托景区开办民宿产业,全方位启发和引导村民念旅游经、发旅游财。全村土地围绕旅游种、畜牧围绕旅游养、生意围绕旅游做,走出一条南岗村旅游助力乡村振兴的新路子。

**3. 加速景区建设。**嘎日迪景区于 2018 年初开工建设,相继完成游客接待中心、公共淋浴场、木质别墅、禧福祿文化街、湖滨步道、嘎日迪广场、渔人码头、飞行跑道、房车营地等基础设施;新栽植 40 亩红花,50 亩油菜花,5,500 株丁香和樱桃等灌木,160 亩粘玉米、杂豆、花生、中草药等作



物；运营脚踏船、魔毯、游船、喊泉、抓鱼、水上飞机、沙滩摩托、水上摩托艇、水上快艇、休闲射击等游乐项目；举办开湖节、冰雪渔猎旅游节、啤酒音乐节、帐篷节、丰收节、露营大会、民族赛马会、雪地风筝赛、环湖骑行赛等品牌节庆活动。几年的持续打造使景区基础设施不断完善，旅游品质不断提升，极大提升了游客满意度。

## 成效

通过嘎日迪景区发展的全面带动，2020年南岗村全体村民脱贫，6户村民租用景区内商亭开办餐饮点，每个旅游季户均年收入突破10万元，2022年更是有4户村民在驻村工作队的鼓励和帮助下，自筹资金40余万元投身民宿产业，在景区内建设10栋星空民宿实现运营增收。南岗村先后共有60余户村民参与发展旅游周边产业，开办农家乐、栽培小菜园、搭建采摘园、销售农副绿色食品。嘎日迪景区2022年荣获国家4A级旅游景区，接待游客突破10万人次，实现旅游收入2,000余万元。

## 经验与启示

**1. 加强景区基础设施建设。**完善旅游服务中心、景区标牌指示牌导览系统、维修维护岸边平台及林间栈道等基础设施。加强景区环境卫生和设施的日常维护，做好各项安全防范工作，消除安全隐患，为游客提供安全、整洁、优美、舒适的旅

游环境。

**2. 扎实推进优质规范服务。**督促旅游景区进一步制定完善管理制度，加强对从业人员的教育、培训和管理，严格遵守各项服务制度和服务规范。强化导游、讲解人员水平，做到规范服务，文明讲解。及时处理游客咨询和投诉，自觉接受广大游客和社会监督。

**3. 加强市场开发力度。**借助互联网、自媒体、电视、报刊等媒体加大宣传力度，通过举办杜尔伯特蒙古族自治县冰雪渔猎那达慕、开湖节、丰收节、帐篷节等活动，进一步提高景区的知名度和美誉度，吸引更多的游客前来游览。

## 下一步计划

一是充分发挥区域内生态环境优越、农林牧渔产业要素齐全的优势，深度挖掘生态旅游、乡村旅游、养生旅游、休闲度假旅游等体验旅游产品，打造东北地区休闲养生运动第一品牌。二是主动借势，融合发展，充分借助大庆连环湖旅游区的知名度和影响，积极融入黑龙江西部大旅游圈，打造哈大齐旅游黄金带旅居康养第一目的地。三是根据片区资源特色和区域竞争环境，突出主体功能，发挥比较优势，科学合理分区，集约利用资源，打造集运动、养生、玩水、观光、休闲、度假、美食为一体复合型生态养生旅游区，使嘎日迪成为国内著名的康养旅居度假区。



# Nangang Village, Dorbod Mongol Autonomous County, Daqing City, Heilongjiang Province:

Garidi Scenic Area facilitates rural revitalization tourism

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## Abstract

Garidi Scenic Area is a tailor-made industry poverty alleviation driven project for Nangang Village, Lianhuanhu Town, Dorbod Mongolian Autonomous County, Daqing City, Heilongjiang Province. The project was approved in 2017 and construction started in 2018, with a cumulative investment of more than RMB 20 million. It was rated as an AAAA tourist attraction in 2022. The name Garidi (meaning “phoenix” in Mongolian) was inspired by the village appearance of Nangang which resembles a phoenix turning its head. This rural tourism project has ended poverty and completely changed the look of Nangang, and ushered the villagers onto the fast track toward prosperity. Someone expresses their feelings with a poetic verse: “In leisure, embracing the summer, enjoying the high sky and warm clouds, at the moment when the vermilion phoenix turns its gaze, savoring a paradise away from the world”. Today’s Nangang has become a retreat from the noise of the world for tourists, with clean sand, clear water and picturesque scenery.







### Challenges and Problems

With lakes dotted around, and surrounded by sands on three sides, Nangang Village is desertified and barren, frequented by wind and sand storms and floods. The per capita arable land is less than 5 *mu*, and 135 people of 58 households live below the poverty line, making it a provincial-level poor village. The village is in a serious shortage of infrastructure: there are no street lights or standard roads, and nearly 20% of the houses are dangerous to live in. The frequent grazing of livestock by local farmers within the village, coupled with the indiscriminate discharge and accumulation of livestock manure, as well as the pollution caused by the waste from fox and raccoon dog farming, has resulted in severe air pollution, raising concerns about the overall appearance and environment of the village. The project scope of Garidi involves the water surface, forest land, cultivated land, reserved land for unforeseen situations, and unused land on the deserted beach, with complex property rights ownership conditions. Despite its proximity to a 100,000-*mu* lake and other excellent natural resources, it is reduced into poverty by its conservative mindset and lack of industries. The passive situation faced by the villagers is one where they “hold out a golden bowl for alms and guard valuable land but remain impoverished”.

### Measures

**1. Improve the appearance of the village.** Nangang Village has achieved integrated development between the scenic area and the rural community by adopting the model of combining the scenic area with the village. To improve the village’s appearance, Nangang has launched a street lighting project, completed the hardening and widening of the main roads, and greened the square and streets by planting more than 1,200 sugar maple trees and spruces, and more than 10,000 flowers and other plants.

**2. Implement tourism development initiatives.** In order for the tourism industry to effectively facilitate rural revitalization, Nangang Village has introduced five measures: transfer resources to increase the income



of villagers; develop the scenic area to promote local employment; share dividends from the scenic area operation with the villagers; open up the sales channel of sideline tourism products; and develop the homestay industry to inspire and nudge villagers to participate in and profit from the tourism economy. The land use, animal husbandry and other businesses of the village all revolve around the tourism industry. Hence a new way for rural revitalization through tourism is found.

**3. Accelerate the implementation of the tourism project.** The construction of the Garidi Scenic Area began in early 2018, and so far the following facilities have been successively completed: the tourist reception center, a public shower area, wooden villas, Xifulu Culture Street, the lakeside trail, Garidi Square, Fisherman's Wharf, the flight runway, and the caravan camp. It has planted 40 *mu* of safflower, 50 *mu* of rape flowers, 5,500 cloves and cherry trees, and 160 *mu* of glutinous corn, mixed beans, peanuts, medicinal herbs and other crops. Amusement projects such as pedal boats, magic carpets, cruise ships, shouting springs, fish catching, seaplanes, beach scooters, jet skis, water speedboats, and recreational shooting, have

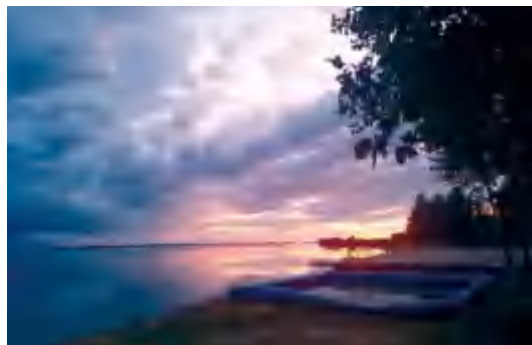
been put into operation. It has also held the lake-opening festival, ice and snow fishing and hunting festival, beer music festival, tent festival, harvest festival, camping fair, national jockey club, snow kite race, and lakeside cycling race, among others. After several years of continuous hard work, the infrastructure conditions and tourist services of the scenic area have been continuously improved, greatly enhancing tourist satisfaction.

## Results

Thanks to the Garidi project, by 2020, all the villagers in Nangang have been lifted out of poverty, and six of them rented business stalls in scenic areas to sell food, and each can earn more than RMB 100,000 in each tourist season on average. In 2022, with the encouragement and help of the village-based team, four villagers self-financed more than RMB 400,000 and built 10 starry-sky homestays in the scenic area, which are now put into operation. More than 60 households have participated in the development of tourist service industries by running farmhouses, cultivating small-scale vegetable gardens, operating U-pick gardens, and selling agricultural and sideline products. In 2022, Garidi Scenic Area was rated as a national AAAA tourist attraction, received more than 100,000 tourists and generated more than RMB 20 million.

## Experience and Inspirations

**1. Improve the infrastructure conditions in the scenic area.** Nangang Village improved infrastructure such as the tourist service center and the way-finding signage





system, repaired shore platforms and forest boardwalks and kept them in good condition. It has also intensified the daily maintenance of environmental sanitation and facilities in the scenic area, and security inspection work to eliminate potential safety hazards and provide tourists with a safe, clean, beautiful and comfortable environment.

**2. Solidly promote high-quality and standard services.** Nangang Village urged the Garidi operator to formulate and improve administrative policies and rules, strengthen the education, training and management of employees, and strictly abide by various service policies and norms. It has improved the skills of tour guides, and makes sure that the guide service is standardized and civilized. It responds to tourists' inquiries and complaints as soon as possible, and subjects itself to public scrutiny.

**3. Strengthen market development.** With the help of the Internet, self-media, television, newspapers and periodicals and other media, it has intensified publicity efforts. It has hosted the ice and snow fishing and hunting Naadam Fair of Dorbod Mongol Autonomous County, the lake-opening festival, the harvest festival, the tent festival and other activities, to improve its popularity and reputation and attract more tourists.

### Next Steps

**First,** Nangang Village will give full play to its superior ecological environment and mix of agriculture, forestry, animal husbandry and fishery industry, deeply explore experiential tourism products such as eco-tourism, rural tourism, health-conscious tourism, leisure and holiday tourism, etc., and build a No.1 brand of leisure



and health sports in Northeast China.

**Second,** it will take the initiative to take advantage of the situation and promote integrated development. By making full use of the popularity and influence of the Lianhuan Lake Tourism Area in Daqing, it will actively integrate into the tourism circle in western Heilongjiang, and develop itself into the first-choice destination for sojourns and health preservation in the Harbin-Daqing-Qiqihaer tourism belt.

**Third,** according to the characteristics of local resources and the regional competition environment, it will highlight its main functions, give play to its comparative advantages, adopt a scientific zoning policy, and make intensive use of resources, to create a complex eco-friendly and health-conscious tourism area that offers a wide range of services including sports, health preservation, aquatic experience, sightseeing, leisure, holidays and food, and make Garidi a famous health-conscious resort in China.

# 甘肃临夏州临夏市妥家村： 全域全季旅游助力乡村振兴

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## 摘要

甘肃省临夏回族自治州临夏市南龙镇妥家村在和美乡村建设中立足北临大夏河、南靠凤凰山和近郊区的优势，突出休闲静谧主题，全力发展全域全季节旅游，打造“悠游南龙·金色草滩”文旅品牌，并通过土地流转入股实现村民就近就业，带动群众增收致富。





## 挑战与问题

妥家村位于甘肃省临夏回族自治州临夏市东南部，东接南龙山，西邻大夏河，是一个回族、汉族和东乡族杂居的多民族村落。全村有6个村民小组，农户313户1,499人，耕地面积520亩，人均耕地面积0.26亩。妥家村交通基础设施薄弱、基础配套设施不足、专业人才匮乏、村民民俗文化遗产与开发的观念意识薄弱，村庄经济发展滞后。

## 措施

**1. 完善基础设施建设。**妥家村依托现有旅游资源，按照连点成线的发展思路，一方面完成5条乡村道路及游客服务中心、大型停车场、公共厕所等配套设施建设；另一方面，以农村“五改”为抓手，统筹做好村庄绿化、美化和亮化，利用老物件、老照片、村民全家福等乡愁元素对群众房屋、特色建筑、沿街商铺外围墙面进行装饰，使村庄内涵和自然环境更好地融为一体，率先在全市完成省级乡村示范村建设。

**2. 丰富旅游项目。**妥家村充分利用好金色草滩的自然风景，精心打造风铃长廊、观景亭、云梯云镜、黄酒坊等网红打卡点；综合开发100亩紫斑牡丹、香水百合、油菜花、芍药、观赏玫瑰等特色花卉景点，“赏花经济”成为激活乡村旅游的重要引擎；不断丰富卡丁车、网红桥、彩虹滑道、水上乐园等亲子娱乐项目内容，全力打造集田园观

光、亲子娱乐、露营烧烤、红色记忆、农耕体验为一体的沉浸式乡村旅游综合体和亲子研学基地。

**3. 提升村民福利。**妥家村通过不断完善基础设施和打造旅游项目，极大改善了人居环境质量和群众生活质量。在此基础上，为了进一步提升村民幸福感，妥家村充分发挥党建引领作用，聚焦辖区老年人“吃饭难”的问题，积极探索老年人助餐服务体系，建设运行妥家村关心关爱幸福食堂。除此之外还同步提供阅读、娱乐、休闲等服务，确保村民老有所依、老有所乐。

## 成效

妥家村2019年以来利用“党建+乡村旅游+餐饮服务”的发展模式，依托“凤凰山文旅景区建设规划”，开拓思路，成立了临夏市金色草滩休闲农业观光旅游农民专业合作社，年经营收入实现30余万元，累计接待游客上万人。2023年“五一”期间接待游客1.2万人次，增加旅游收入30余万元，带动就业100余人，人均增收2,000余元。

## 经验与启示

**1. 深耕当地优势旅游资源。**妥家村依托凤凰山文旅景区建设规划，积极争取项目资金，实施金色草滩二期项目建设，增设水上乐园、中小学生素质拓展基地、彩虹滑道等一批独特、新颖的旅游项目，提升改造景区各项旅游基础设施。通过鼓励本





村投资和招商引资，集中发展农家乐等餐饮产业，全面提高景区各项服务质量。

**2. 充分激发群众的内生动力。**妥家村村民积极投身到全村产业发展中，调整农业种植结构，开展特色种植和养殖业，如蜂蜜、花卉、油菜花等。妥家村通过金色草滩旅游品牌建设，一并打造以“金色草滩”一并打造以“金色草滩”为名片的旅游产品系列，包括菜籽油、黄酒、蜂蜜等农产品和手工制品。

**3. 不断丰富乡村旅游文化内涵。**妥家村在景区注入农耕文化、怀旧文化和乡愁文化元素，打造一批农耕文化小品景观及历史展示景观，提升景区

文化底蕴。妥家村依托优美的田园风光和古朴的农耕情调，为游客提供“吃农家饭、干农家活、看农家景、购农家物”的沉浸式体验。

## 下一步计划

下一步，妥家村将认真学习贯彻党的二十大精神，找准金色草滩乡村旅游发展的着力点，积极探索“城市游+乡村游、昼游+夜游、景点游+人文游、美食游+季节游”相结合的新型旅游模式。不断提升风铃长廊、风车长廊、观景亭、水系景观、紫藤长廊、网红景观等景区景点服务质量，持续发展壮大乡村旅游产业，让妥家村金色草滩景区逐步形成春季能看花、夏季能避暑、秋季能采摘、冬季能戏雪，集赏景、游玩、美食为一体的旅游发展格局。



# Tuojia Village, Linxia City, Linxia Hui Autonomous Prefecture, Gansu Province:

Promoting rural revitalization through the development of  
all-for-one and all-season tourism

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## Abstract

In its drive to build a harmonious and beautiful village, Tuojia Village of Nanlong Town, Gansu Province, leverages its proximity to the Daxia River in the north and the Phoenix Mountain and the suburbs in the south, highlights the themes of leisure and tranquility, and makes every effort to develop all-for-one and all-season tourism. It has created the cultural and tourism brand of “Leisure Travel to Nanlong Mountain and the Golden Grassland”, created jobs for the villagers and increased their income through land use rights transfer and shareholding schemes.





### Challenges and Problems

Tuojia Village is located in the southeast of Linxia City, bordering Nanlong Mountain to the east and Daxia River to the west. It is a multi-ethnic village inhabited by Hui, Han and Dongxiang people. The village has a population of 1,499 people of 313 households which are divided into six villager groups, and a cultivated land area of 520 *mu*, 0.26 *mu* per capita. Tuojia Village has a weak transportation infrastructure, lacks supporting facilities and professionals. The villagers lack the awareness to inherit and develop folk culture, and the village economy is lagging behind.

### Measures

**1. Improve infrastructure.** To string the existing tourism resources, Tuojia Village has completed the construction of five rural roads and facilities including the tourist service center, large parking lots, and public toilets. While advancing the transformation of water pipelines, toilets, roads, kitchens and houses in rural areas, it coordinated efforts to increase its green coverage, beautify and light up the village. It used old objects, old photos, villagers' family portraits and so on to decorate the outer walls of residential houses, characteristic buildings, and storefronts, to better integrate the cultural heritage of the village and the natural environment. It is the first in the city to be recognized as a provincial-level demonstration village.

**2. Enrich the contents of the tourism industry.** Tuojia Village makes full use of the natural scenery of the golden grassland, and has created popular photo spots such as the Wind Chime Corridor, the viewing pavilion,

the cloud ladder, the cloud mirror, and the yellow wine shop. It has planted 100 *mu* of purple spotted peonies, perfume lilies, canola flowers, peonies, ornamental roses and other specialty flowers, and the flower appreciation economy has become an important engine driving rural tourism. It continues to enrich the content of parent-child entertainment projects such as go-karts, the photogenic bridge, the rainbow slide, and the water park, and makes every effort to build an immersive rural tourism complex and a parent-child study tour base where visitors can enjoy the rural scenery, parent-child entertainment, and camping & barbecue, red tourism, and farming experience.

**3. Improve the welfare of villagers.** Through continuous efforts to improve infrastructure and tourism projects, Tuojia Village has greatly improved the living environment and quality of life. On top of this, in order to further enhance the sense of happiness of villagers, it gave full play to the guiding role of Party building, focused on the meal problem faced by the elderly in its jurisdiction, actively explored the meal service system for the elderly, and put into operation the Care and Happiness Canteen in the village. At the same time, reading, entertainment, leisure and other services are also provided to ensure that elderly villagers have access to what they need to enjoy their life.

### Results

Since 2019, under the development model of "Party building + rural tourism + catering service" and under the guidance of the *Phoenix Mountain Scenic Area Development Plan*, Tuojia Village has broadened its





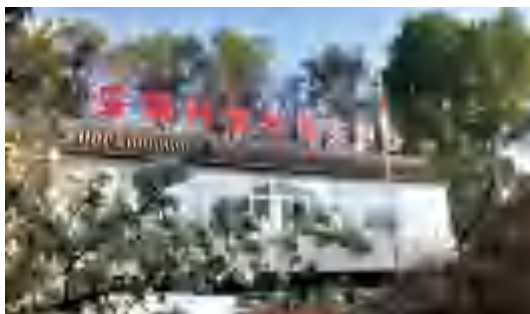
mindset and established the Linxia Golden Grassland Farmers' Cooperative for Leisure Agriculture and Tourism. It has received more than ten thousand tourists with an annual operating income of more than RMB 300,000. During the Labor Day holiday in 2023 alone, it received 12,000 tourists, generated more than RMB 300,000 in tourism income, and created more than 100 tourism-related jobs, with the per capita income rise by more than RMB 2,000.

## Experience and Inspirations

### 1. Tap local advantageous tourism resources.

Following the *Phoenix Mountain Scenic Area Development Plan*, Tuoji Village worked actively to secure project funds, implemented the second phase of the Golden Grassland project, added a number of unique and novel tourism projects such as the water park, outdoor education base for primary and secondary school students, and rainbow slide, and upgraded various tourism infrastructure in the scenic area. By encouraging villagers to invest and attracting external investment, it focuses on the development of farmhouses and catering services, and has comprehensively improved various services in the scenic area.

**2. Fully stimulate the inner drive of the people.** The villagers actively participate in the industrial development of the village. They adjusted the planting mix, and are planting specialty flowers and canola flowers, and raising bees for honey. Through the branding of the Golden Grassland, Tuoji Village has launched a series of tourism products, including the rapeseed oil, yellow wine, honey and other agricultural products and handicraft products under the brand.



### 3. Continuously enrich the cultural connotation of rural tourism.

Tuoji Village added farming, nostalgia and other countryside elements to the scenic area, and built a number of farming-themed landscapes and historical heritage display landscapes, to enhance the cultural content of the scenic area. With the beautiful scenery and simple farming life, Tuoji Village provides tourists with an immersive rural experience covering catering, farming experience, scenery appreciation, and shopping.

## Next Steps

In the next step, Tuoji Village will earnestly study and implement the guiding principles of the 20th National Congress of the Communist Party of China, identify the focus of rural tourism development in Golden Grassland, and actively explore a new tourism model featuring “city tour + rural tour, day tour + night tour, attraction-themed tour + culture-themed tour, food tour + seasonal tour”. It will continuously improve the service quality of tourist attractions such as the Wind Chime Corridor, Windmill Corridor, viewing pavilion, water system landscape, Wisteria Corridor, and other popular photo spots. It will continue to develop and expand the rural tourism industry, and turn the Golden Grassland scenic area into a destination where people can enjoy beautiful scenery and delicious food and have fun, with blooming flowers in spring, coolness in summer, fruit and vegetable picking in fall, and snow in winter.

# 安徽安庆市岳西县石关乡： 打造清凉经济和高山运动休闲产业

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## 摘要

安徽省安庆市岳西县石关乡位于大别山崇山峻岭之间，近年来在国家乡村振兴战略的引领下，依托优越的生态环境及极佳的气候资源，积极消除各种不利因素，创新发掘、盘活乡村的生态、美食、民房和文化设施等特色资源，全力发展乡村民宿、乡村休闲、乡村度假和高山运动，全力建设“避暑胜地、运动小镇”。如今的石关乡已从往日的穷乡僻壤蝶变成“诗与远方”，村民和游客在这里过上了向往的生活。





## 挑战与问题

安徽省安庆市岳西县石关乡地处大别山腹地深山区，位置偏僻，海拔较高，道路崎岖，一年中雨雪天气较多，自然条件较差。石关乡以种植高山茭白、茶叶、中药材为主，大量青壮劳动力外出打工，乡里的留守老人和儿童居多。石关乡虽然生态环境优良，依山傍水，景色秀丽，生态资源较好，但旅游资源没有得到较好的挖掘；石关乡农家乐民宿虽然有一定的发展规模，但总体发展水平不高，缺少特色和品牌，难以形成较强的市场竞争力。石关乡地处长江淮河两大流域的分水岭区域，是岳西县城饮用水源的自然保护区域，生态环境较为脆弱，如何平衡好经济发展与环境保护的关系，也是对当地政府和居民的一次重要考验。

## 措施

**1. 发展避暑休闲旅游。**石关乡平均海拔 847 米，年平均气温 14℃，夏季平均气温 25℃，境内森林覆盖率达到 85% 以上，气候和环境得天独厚，生态环境极佳，发展避暑康养非常合适。石关乡先后投资 7,000 万元进行人居环境整治和 1,000

万元支持特色民宿发展，积极引导和支持石关乡避暑休闲旅游发展。

**2. 拓宽土特产品销售。**石关乡是享誉全国的“高山蔬菜之乡”，高山蔬菜种植面积达 2.5 万亩，年产鲜菜 3 万吨，其中，高山茭白被评为国家地理标志保护品牌；石关乡还是重要的中药材种植加工集散地，现有 2,000 亩种植基地和近万平方米的加工厂房，种植加工茯苓、天麻、黄精、野菊花、石菖蒲等多种中药材；此外还有橡子豆腐、黑猪肉、土山羊、草鸡等优质土特产品。近年来，石关乡通过特色菜评比、网络直播、旅游购物等一系列活动，石关土特产品和品牌为广大游客和市场接受，市场需求和销量显著提升。

**3. 促进特色民宿发展。**2022 年，石关乡全面开展旅游资源摸底统计，梳理出可以利用的闲置民



房资源，并从中选择了条件合适的闲置房屋，利用财政资金与社会资本相结合的方式开发出试点民宿改造项目，创造出“一宅两院”建设模式。首批试点的3户民宿已于同年10月正式运营，受到市场追捧，目前二期4户民宿改造正在实施中。

**4. 壮大运动休闲产业。**2003年国家体育总局在石关乡打造全国首个亚高原体育训练基地，这里先后走出30多位奥运冠军和世界冠军，石关被誉为“奥运福地，冠军摇篮”。近年来，石关乡依托石关体训基地，不断发展运动休闲产业，目前已招商引资建成安徽省首个高山滑雪场——大别山滑雪乐园，成功打造105骑行风景道成为网红公路，石关运动休闲产业正在不断壮大。

## 成效

石关乡目前已发展农家乐和民宿119家，客房1,213间，床位2261个，夏季一房难求，“清凉经济”可圈可点，备受游客青睐。2022年接待游客15万人次，旅游综合收入6,000万元。“一宅两



院”旅游民宿发展模式由村集体经济公司与农户合作经营、共享收益，每年带动集体经济增收15万元以上，新增就业岗位10多个，户均增收5-10万元。目前，春季欣赏映山红，夏季避暑度假，秋季打卡网红路，冬天来滑雪，成为石关乡吸引游客的四大要素，石关知名度不断提升，旅游持续助力乡村振兴。

## 经验与启示

**1. 依托资源，锻造产业。**产业振兴是乡村全面振兴的基础和关键，产业发展是乡村振兴的重中之重。石关乡紧紧抓住产业发展的“牛鼻子”，依托地方优势资源，凝聚产品特色，积极锻造牵动性产业。一是利用生态环境与气候特点，打造“休闲旅游避暑胜地”，发展“清凉产业”。二是利用体育特色优势，打造高山运动产业。三是利用高山特色农产品，打造高山蔬菜产业。四是按照“一宅两院”民宿模式打造度假产业。

**2. 科学规划，群众参与。**规划是发展的前提，规划水平的高低直接影响项目建设的质量。为了进一步科学引导石关乡的合理发展，县乡积极制定乡村产业发展规划、乡村生态环境保护规划和乡村建设规划，确保乡村建设的品味与品质，实现景观性、趣味性和生活气息的有效统一。吸引群众积极参与，为他们提供政策支持、理念引领和补助机制，充分调动群众参与乡村旅游发展的积极性和主动性，帮扶本地农户、商户、企业积极参与到项目实施中来，带动群众致富。



**3. 借力宣传，营销破圈。**一方面，石关乡紧紧抓住盛夏“清凉”这一特征，积极宣传石关的避暑休闲与度假，升级打造“清凉经济”。另一方面，石关乡利用国家体育总局“冠军摇篮”的IP，积极宣传并发展高山运动产业，形成了大别山最美骑行风景道和大别山第一个高山滑雪场。

### 下一步计划

一是推进国家级乡村振兴示范区建设。石关乡将进一步发挥避暑、休闲、度假、美食、运动、

民宿等优势，施行高标准建设、高品质提升、高质量发展，积极发展乡村旅游休闲度假与高山休闲运动，推进石关乡积极创建国家级乡村振兴示范区。二是发展高品质的健康养老产业，积极完善养老服务设施，以高品质乡村旅游休闲养老产品助力乡村振兴。三是发展数字赋能乡村旅游。将资源要素整合起来不断创新乡村旅游业态，把企业、村民、游客统筹纳入一体化的管理体系，推动数字文旅管理机制的共建共享和价值共创。



# Shiguan Township, Yuexi County, Anqing City, Anhui Province:

Developing the cool economy and the alpine sports and leisure industry

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## Abstract

Shiguan Township of Anhui Province sits in the lofty mountains of Dabie Mountain. In recent years, following the national strategy of rural revitalization and relying on its superior ecological environment and excellent climate, it has acted proactively to eliminate unfavorable factors, explore and tap its unique ecological resources, gastronomy, residential houses and cultural facilities in an original way, and gone all out to develop homestays, leisure, holiday and alpine sports industries, and grow into a “summer resort and sports town”. Shiguan has been transformed from a poor remote township into an ideal destination for tourists from afar. Here both villagers and tourists can live the life they want.





### Challenges and Problems

Shiguan Township is remotely located in the hinterland of Dabie Mountain, with a high altitude and bumpy, rough roads. It rains and snows for most of the year, and the natural conditions are generally harsh. It mainly grows the alpine wild rice stem, tea and traditional Chinese medicinal herbs. Many of the young and middle-aged villagers have left for better livelihoods elsewhere, leaving behind them the elderly and children. Although Shiguan Township has an excellent ecological environment and resources, and a beautiful scenery of mountains and rivers, its tourism resources are not fully tapped. Although its farmhouse and homestay market has reached a certain scale, the overall development level is low, and without characteristics and brands, it is difficult to compete in the market. Shiguan is in the watershed area of the two major basins of the Yangtze River and the Huaihe River, and in the nature reserve area for the protection of drinking water sources in Yuexi County, with a fragile ecological environment. Therefore, a big challenge facing local government and residents is to figure out how to strike a balance between economic development and environmental protection.

### Measures

**1. Develop summer leisure tourism.** Shiguan Township has an average altitude of 847 meters, annual average temperature of 14 °C, and average summer temperature of 25 °C, and its forest coverage rate is above

85%. Its climate and natural environment are excellent, and suitable for developing the summer travel and health preservation industries. Shiguan has invested RMB 70 million to improve the living environment and RMB 10 million to support the development of characteristic homestays, and actively guides and supports the development of summer leisure tourism.

**2. Expand sales channels for local specialty products.** Shiguan Township is a well-known production base of alpine vegetables, with an planting area of 25,000 *mu* and an annual output of 30,000 tons of fresh vegetables. In particular, its alpine wild rice stem is rated as a national geographical indication product. Shiguan Township is also an important cultivation, processing and distribution center for TCM herbs, with 2,000 *mu* of planting bases and nearly 10,000 square meters of processing factories. It grows and processes a variety of TCM herbs such as *Fu Ling*, *Tian Ma*, Solomon's Seal (*Huang Jing*), wild chrysanthemum, and *Acorus tatarinowii* (*Shi Chang Pu*). Its high-quality specialty products include the the acorn tofu, Iberico pork, local goat, and free-range chicken. In recent years, Shiguan has hosted a series of activities such as specialty dish evaluation, online live-streaming, and tourist and shopping festivals, increased the popularity of its specialty products and brands, and significantly increased its market demand and sales volume.

**3. Promote the development of characteristic homestays.** In 2022, Shiguan Township made a comprehensive inventory of tourism resources, identified the idle houses available for use, selected suitable ones



from them, and piloted the homestay renovation project using both government funds and social capital. It has also developed the renovation model of “one house, two courtyards”. The first three pilot homestays were officially operated in October of the same year, and since then have been sought after in the market. The second phase, i.e. the renovation of four more, is underway.

**4. Strengthen the sports and leisure industry.** In 2003, the General Administration of Sport of China built the country’s first sub-plateau sports training base in Shiguan Township, which has served more than 30 Olympic champions and world champions, winning Shiguan the reputation of “the cradle of olympians and champions”. In recent years, on top of the sports training base, Shiguan has kept strengthening the sports and leisure industry and has attracted investment to build the first alpine ski resort in Anhui – Dabie Mountain Ski Resort. It has also added a scenic cycling lane to Highway 105, which is now a must-see for cyclists and tourists on social media. Shiguan’s sports and leisure industry is growing.



## Results

At present, Shiguan Township has 119 farmhouses and homestays, with 1,213 guest rooms and 2,261 beds, which can be fully booked out in summer. The “cool economy” based on summer travel has been booming. In 2022, it received 150,000 tourists and generated a comprehensive tourism income of RMB 60 million. Under the development model featuring “one house, two courtyards”, the homestays are operated jointly by the village collective’s company and the homeowners, and the benefits are also shared between them. Each year, homestays can bring more than RMB 150,000 to the collective economy, create more than 10 jobs, and increase the average household income by RMB 50,000-100,000. In spring, enjoying the Azalea blossoms; in summer, escaping the heat for a vacation; in autumn, exploring the trendy routes; and in winter, experiencing skiing – these are the four key elements that make Shiguan Township an attractive destination for tourists. Shiguan’s popularity continues to increase, and its tourism industry continues to promote rural revitalization.

## Experience and Inspirations

### 1. Develop local industries based on local resources.

Thriving industries are the foundation for and key to rural revitalization in all respects, and the development of rural industries is the top priority of rural revitalization. Shiguan Township resolutely focuses on industrial development and makes use of its superior resources to develop characteristic products, and actively cultivate leading industries. **First**, it leverages its superior



ecological environment and climate to build itself into a “summer resort for leisure tourism” and develop the cooling industry. **Second**, it takes advantage of its sports characteristics to develop the alpine sports industry. **Third**, it develops the alpine vegetable industry based on alpine characteristic agricultural products. **Fourth**, it develops the holiday industry by renovating homestays under the “one house, two courtyards” model.

**2. Plan in a science-based manner and engage the public.** Planning is the premise of development, and the quality of plans will directly affect the project outcomes. In order to scientifically guide the rational development of Shiguan Township, the county and township governments actively formulated plans for the development of rural industries, rural environmental protection and rural development, to ensure the quality of rural development, and make sure that the designs are fascinating, interesting and friendly to residents at the same time. To attract the active participation of the public, they offered policy support, concept guidance and subsidies, fully mobilized the enthusiasm and initiative of the public to participate in the development of rural tourism, helped local farmers, merchants and enterprises actively participate in project implementation, and increased the people’s income.

**3. Step up efforts in marketing to reach a wider audience.** Shiguan Township firmly grasps the selling point of “cool summer”, actively promotes its summer leisure and vacation facilities and services, and works to upgrade the summer travel industry to the “cool economy”. Meanwhile, Shiguan Township uses the honorary title “Cradle of Champions” awarded by the General Administration of Sport of China to actively promote and develop the alpine sports industry. It has



built the most beautiful cycling lane and the first alpine ski resort in Dabie Mountain.

### Next Steps

**First**, Shiguan Township will continue to apply for the status of a national rural revitalization demonstration zone. It will give further play to its advantages in summer travel, leisure, vacation, food, sports, and homestays, implement high standards in project construction, upgrading and development, and actively develop rural tourism, leisure, vacation and alpine leisure sports, and build itself into a national rural revitalization demonstration zone. **Second**, it will develop a high-quality elderly care industry, actively improve elderly care service facilities, and develop high-quality rural tourism, leisure and elderly care products to contribute to rural revitalization. **Third**, it will use digital technology to empower rural tourism. It will integrate resources and factors, continuously introduce new business forms of rural tourism, establish a centralized management system for enterprises, villagers and tourists, and push ahead the joint construction of a digital tourism management mechanism for shared benefits.



# 广西北海市涠洲岛： 海岛小庭院蝶变乡村旅游大产业

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## 摘要

广西壮族自治区北海市涠洲岛充分利用海岛特色旅游资源优势，把原生态传统村落保护开发融入整体旅游规划，将现代特色设计融入当地特有的珊瑚石民居小庭院，盘活闲置民房打造民宿旅游产业集群，海岛小庭院蝶变乡村旅游大产业。





## 挑战与问题

涠洲岛位于广西壮族自治区北海市，总面积24.74平方公里。涠洲岛是火山喷发堆凝而成的岛屿，95%以上的地层是火山岩，有海蚀、海积及熔岩等景观，是中国地质年龄最年轻的火山岛，也是广西最大的海岛。涠洲岛辖区内总人口1.5万人，人口的85%以上都是客家人。涠洲岛农业经济薄弱，旅游资源虽然丰富，但明显开发不足，缺乏拉动经济发展和带动乡村振兴的引擎。

## 措施

**1. 创新“传统村落+民宿”整体发展模式。**涠洲岛出台《涠洲岛传统风貌建筑保护发展鼓励办法》《涠洲岛旅游区民宿报建审批管理办法》等政策，推动盛塘、白沙寮等珊瑚石民居传统村落纳入保护性旅游开发，保留村落原貌和珊瑚石民居特色。传统珊瑚石民房建筑结构以园林生态平房院舍为主，极具海岛特色，在此基础上融入现代民宿个性化设计，打造婚纱摄影场景、艺术画廊、游泳休闲、烧烤派对等主题民宿。

**2. 打造“民宿+土特产”旅游经济。**涠洲岛利用民宿庭院拓展海鲜加工、海鲜烧烤、欢乐聚餐等特色服务，带动民宿与本地9个村150余户农户建立稳定的“土特产”供销渠道，开发深受游客喜爱的火山岛香蕉、涠洲鸡、香蕉猪等“土特产”，形成“民宿旅游+土特产销售”的产业链条。

**3. 打响“民宿+海岛文化”旅游品牌。**涠洲岛紧扣火山岛风光特色主打“水火交融·魅力海岛”主题，兴办三月三海岛旅游文化节、海鲜美食节、全国海钓锦标赛等活动，流转土地400亩种植火龙果、凤梨、仙人掌等特色农作物，落地海岛智慧书房、全国美院写生基地、全国摄影艺术网红打卡地等地标建设，开发集现代化农业耕作、民俗体验、主题游乐、田园观光、采摘游玩于一体的海岛田园综合体。

## 成效

涠洲岛创新发展民宿集群，形成现代农业与休闲旅游融合发展的产业链，实现农业年产值2,000万元，旅游业年产值6,000万元，吸纳本岛村民就业超过3,000人，实现人均可支配收入达20,807元。全岛11个村（社区）集体经济年收入全部超过6万元，其中超过20万元的2个，超过10万元的8个。2023年1-7月涠洲岛接待游客量136.38万人次，同比增幅404.47%，比疫情前的2019年同期增长43.96%，住宿业收入超过4亿元，民宿最高年租金达28.3万元。

## 经验与启示

**1. 引进高端民宿打造产业集群。**涠洲岛旅游产业发展势头迅猛，鼓励岛民利用庭院空间发展农家乐和特色客栈。近年来引进白房子、涠爱民宿、





三径映云民宿等多个高端特色民宿，总投资约40亿元，设置民宿床位数约3万张，发展形成以12家广西星级农家乐为龙头的特色民宿产业集群。

## 2. 搭建“民宿产业+村集体经济”利益链条。

涠洲岛利用集体经济资源，以出租、入股合作等方式，建成西进村民宿、公山村民宿、荔枝山村民宿等多个资产性收益项目并招商运营。民宿旅游行业协会与村委建立就业信息联络站，搭建民宿就业对接平台，吸纳本岛村民就近就业。



## 下一步计划

下一步，涠洲岛旅游区将聚焦“品质”，提升“魅力”，建强海岛旅游品牌。一是加大招商引资力度，引进全国头部民宿投资商和运营商，采取中高端民宿+主题公共业态+公共配套的模式，打造民宿产业示范村，谋划实施整村改造项目，通过以点带面的方式推动海岛民宿产业持续转型升级。二是加强品牌建设，加大高端民宿品牌培育发展力度，指导一批特点鲜明、运营规范、市场认可的民宿创建国家等级民宿、自治区星级农家乐等，持续扩大涠洲岛海岛精品民宿品牌影响力。三是加快推进产业融合，做好“旅游+农业”文章，加快构建“民宿+”生态圈，通过民宿带活乡村经济，进一步完善“民宿+农场”“企业+农户”的利益联结模式，实现一三产业深度融合，以旅促农带动村民脚踏实地加油干，朝着产业高质高效、乡村宜居宜业、村民富裕富足的目标阔步前进。

# Weizhou Island, Beihai City, Guangxi Zhuang Autonomous Region:

Growing the rural tourism industry based on island courtyards

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## Abstract

Making full use of its characteristic tourism resources, Weizhou Island of Guangxi Zhuang Autonomous Region has included the protection and development of traditional villages into the master plan for tourism development, designed its unique coral-stone residential courtyards with modern characteristic elements, transformed idle houses into homestays to form a homestay cluster and develop the rural tourism industry.





### Challenges and Problems

Weizhou Island is located in Beihai City, Guangxi Zhuang Autonomous Region, with a land area of 24.74 square kilometers. The island was formed by volcanic eruptions, and more than 95% of the strata are volcanic rocks, with sea erosion, sea accumulation and lava. It is the youngest volcanic island in China and the largest island in Guangxi. It is home to 15,000 people, more than 85% of which are Hakkas. Its agriculture is weak. Although it has rich tourism resources, but they are obviously underdeveloped. It lacks the engine to drive economic development and rural revitalization.

### Measures

**1. Reform the island-wide development model featuring “traditional village + homestay”.** Weizhou Island has issued policies such as the *Measures for Encouraging the Protection and Development of Traditional Buildings on Weizhou Island* and *Administrative Measures for the Approval of Applications for Building Homestays in Weizhou Island Tourism Area*, facilitated the inclusion of traditional villages with coral stone dwellings such as Shengtang and Baishaliao into the

scope of protective tourism development, and keep the original appearance of villages and the characteristics of coral stone dwellings. The traditional coral stone houses feature the garden-like eco-bungalows in structure, and have distinct island characteristics. On this basis, they are added with personalized designs of modern homestays to turn them into theme homestays such as ones with wedding photography scenes, art galleries, swimming and leisure activities, and barbecue parties.

**2. Develop the “homestay + souvenir” tourism economy.** On Weizhou Island, seafood processing, seafood barbecue, dinner parties and other special services are offered at homestay courtyards. The homestays have established stable supply and marketing channels of local



specialty products with more than 150 farmers in nine villages, including popular specialty products among tourists such as the volcanic island bananas, Weizhou chicken, and banana-raised pigs. Hence an industrial chain of “homestay tourism + specialty product sales” is formed.

### 3. Build up the “homestay + island culture” brand.

Centering on the characteristic volcanic island scenery and the theme of “A Charming Island, Where Water and Fire Meet”, Weizhou Island has held activities such as the Island Tourism and Culture Festival on the Third Day of the Lunar Third Month, the Seafood Festival, and the National Sea Fishing Championship, and transferred the land use rights of 400 *mu* to plant the dragon fruit, pineapple, cactus and other characteristic crops. It has such landmark buildings as the smart library, the national sketching base for academies of fine arts, the national photography art base and photogenetic sites, and developed a rural island complex that offers services ranging from modern farming experience, folk experience, to themed amusement activities, rural scenery appreciation, fruit and vegetable picking and other fun activities.

## Results

Through the innovative development of the homestay cluster, Weizhou Island has formed an industrial chain featuring the integrated development of modern agriculture and leisure tourism, achieved an annual output value of RMB 20 million in agriculture, RMB 60 million in tourism, and created more than 3,000 jobs for



local villagers on the island, with a per capita disposable income of RMB 20,807. The collective economy of each of the 11 villages (communities) on the island earns more than RMB 60,000 a year, two of them make more than RMB 200,000, and eight of them, more than RMB 100,000. From January to July 2023, Weizhou Island received 1,363,800 tourists, a year-on-year increase of 404.47%, an increase of 43.96% over the same period in 2019 before COVID-19 struck. The income of the accommodation industry exceeded RMB 400 million, and the annual rent of homestays reached RMB 283,000 at most.

## Experience and Inspirations

**1. Introduce high-end homestays to form an industry cluster.** With the tourism industry developing rapidly, Weizhou Island encourages islanders to build farmhouses and characteristic inns at their courtyards. In recent years, it has introduced a number of high-end characteristic homestays such as White House, Weiai Homestay, and Sanjing Yingyun Homestay, with a combined investment of about RMB 4 billion, and about 30,000 beds, and has formed a characteristic homestay cluster led by 12 Guangxi star-rated farmhouses.

**2. Build a “homestay industry + village collective economy” mode.** Tapping resources of the collective economy, Weizhou Island has completed a number of capital gain projects such as Xijin Village Homestay, Gongshan Village Homestay, and Lizhishan Village Homestay and attracted investment by means of leasing and equity investment. The Homestay Tourism Industry

Association and the villagers' committee have established an employment information station and a homestay job search platform, to help villagers find jobs on the island.

### Next Steps

In the next step, Weizhou Island Tourism Area will focus on “quality”, enhance its appeal, and build a strong brand as an island destination. **First**, it will step up investment attraction, introduce the country's leading homestay investors and operators, adopt the model featuring high-end homestay + theme public services + public facilities, build itself into a demonstration village for the development of the homestay industry, plan and implement the village transformation project, create examples for others to follow in driving continuous transformation and upgrading of the island homestay industry. **Second**, it will strengthen brand building, intensify the effort to cultivate high-end homestay brands, guide a group of homestays with distinctive characteristics, standardized operation and market recognition to apply for the status of state-level homestays, star-rated farmhouses of Guangxi, etc., and continue to expand the brand influence of the island's boutique



homestays. **Third**, it will accelerate the integrated development of industries, well implement the “tourism + agriculture” approach, accelerate the pace of building build the “homestay+” ecosystem, and revitalize the rural economy through homestays. It will further improve the “homestay + farm” and “enterprise + farmer” interest linkage models, realize the deep integration of primary and tertiary industries, and promote the development of agriculture through tourism to motivate villagers to work hard in a down-to-earth manner. It will make big strides to promote quality and efficiency in industries, make rural areas attractive places to live and work in, and see that farmers become better-off.





# 辽宁辽阳市辽阳县前杜村： 草莓经济助力乡村振兴

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## 摘要

辽宁省辽阳市辽阳县前杜村建有辽宁占地最大的优质草莓采摘园，现已建成集观光度假、农事体验、民俗文化、休闲游憩、乡村民宿、特色美食、节庆活动于一体的乡村旅游目的地。前杜村在草莓和乡村旅游两大产业的带动下，以农促旅、以旅兴农，以旅游发展带动多业态融合产品体系的构建，发挥旅游扶志、扶智和促进就业增收的精准脱贫作用，走出了一条独具特色的乡村振兴之路。





## 挑战与问题

辽宁省辽阳市辽阳县前杜村地势低洼，农田易受渍涝灾害，所种农作物生产率不高甚至颗粒无收，老百姓吃粮靠返销，花钱靠贷款。因为饭吃不饱，钱不够花，农村精壮劳动力大量外流，同时由于缺乏发展带头人和经济前景，无法吸引外来企业投资，前杜村是远近闻名的光棍村和贫困村，发展陷入窘境。

## 措施

**1. 党建引领。**前杜村以党建工作为统领，村党委把支部建在小组、企业、生产合作社。在征地动迁、土地流转、硬化墓地清理工作中，班子成员和党员组成拆迁工作队和土地流转工作队，充分发挥先锋模范作用；全体党员、村民代表、入党积极分子积极到外地参观学习先进的新农村发展和建设经验；党员队伍坚决落实“五包五促”和精准扶贫。

**2. 草莓种植。**前杜村在党支部领导下，因地

制宜大力发展草莓产业，打造辽宁省最大的优质草莓采摘园，占地面积 300 亩，年产草莓 15,000 吨，是东北最大的设施农业草莓生产基地之一，还承办了全国第十三届草莓节。前杜村通过土地“双流转”模式和跨村土地流转，大力发展以草莓种植为主导的万亩连片设施农业，逐渐形成了“一心、二轴、五片区”格局的特色草莓小镇。

**3. 旅游驱动。**前杜村投资过亿元打造 980 米星空游船隧道及酒店、民宿、音乐园、水上乐园、傣式凉亭、湿地小西湖、蒙古包、瓢虫房、音乐



喷泉、园区灯光秀等旅游设施，每到采摘季节日接待量达2,000余人，近几年累计接待八方游客百万人次，前杜村摇身一变为远近闻名的旅游“网红村”。

## 成效

前杜村772户农民搬入11栋8万平方米居民楼，居民供暖、供水、燃气全部免费；学生从幼儿园到大学学费由村集体承担；2020年前杜村实现社会总产值50亿元，农民人均可支配收入达3.5万元；全村60周岁以上村民每月享有800—1,200元养老金；村民就医除需个人承担1万元外，其余由集体报销。如今的前杜村已初步实现了农业产业化、工业规模化、三产多元化、生活城市化的目标，逐步走向乡村振兴。

## 经验与启示

**1. 村企共建。**前杜村“村企共建”的探索和实践，体现了“村企共建”在基层农村从生根发芽



到茁壮成长的全过程。在村企共建过程中，企业带动村民经济发展，村民自发保护企业财产安全。特别村企合作流转土地达8,000亩，推动了万亩连片设施农业产业集中区的建设。

**2. 农旅融合。**前杜村昼夜温差大，草莓在这种环境下有利于储存糖分，前杜村产出的草莓又大又甜，发展草莓种植同时实现果实深加工，打造了前杜村可持续发展的新框架。

## 下一步计划

人们对农产品需求越来越多元化，前杜村需审时度势，搭草莓台，唱经济戏，念旅游经，持续推动乡村经济高质量发展。一是打造极具特色的农产品、美食小吃商业街，赏前杜村美景、摘放心草莓、吃海拉尔肉串、喝清爽啤酒、观歌舞升平、度盛夏良宵。二是建文化宫、文化墙、党建馆，持续助力第一、第二、第三产业协调发展，加速前杜草莓特色旅游小镇振兴之路。



# Qiandu Village, Liaoyang County, Liaoyang City, Liaoning Province:

Developing the strawberry economy to promote rural revitalization

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## Abstract

Qiandu Village of Liaoning Province boasts the largest high-quality strawberry U-pick farm in Liaoning, and has become a rural destination that offers a wide range of services including sightseeing, vacation, farming experience, folk culture, leisure & recreation, homestays, specialty food, and festival celebrations. Driven by the two pillar industries of strawberry cultivation and rural tourism, Qiandu allows tourism and agriculture to reinforce each other, and has formed a product portfolio covering diverse business forms in the development of tourism. It gives full play to the role of the tourism industry in targeted poverty alleviation, such as inspiring the villagers' confidence in lifting themselves out of poverty, providing training of their needs, promoting their employment and increasing their income, and has embarked on a path of rural revitalization with its own characteristics.





### Challenges and Problems

In the low-lying Qiandu Village, the farmland is vulnerable to flooding, so the crops don't yield much, and in some years, the farmers reaped nothing out of the farmland. The villagers used to buy back the grains they sold and live on loans; they lacked food and money. As a result, a lot of young and middle-aged villagers have left to make money elsewhere. Meanwhile, without leaders in economic development or economic prospects, it lacked appeal to investors. Qiandu Village was once notorious for its poverty and large number of male singletons, and its development was stagnant.

### Measures

**1. Party building.** Following the guidance of Party building, the village's Party committee has built branches in villagers' groups, enterprises, and production cooperatives. In the work of land requisition, transfer of land use rights, and hardened cemetery cleanup, the village leadership and Party members formed a demolition and relocation task force and another task force responsible for the transfer of land use rights, giving full play to their vanguard and exemplary role. All Party members, villagers' representatives, and applicants for the Party membership actively visited other places to learn advanced experience in developing the new-type countryside. The Party members have resolutely implemented the five initiatives regarding project development, social stability and harmony, poverty reduction, civility enhancement, and Party development, and pushed ahead targeted poverty alleviation.

**2. Strawberry cultivation.** Under the leadership of the Party branches, Qiandu Village has vigorously developed the strawberry industry according to local conditions. It boasts the largest high-quality strawberry U-pick farm in Liaoning Province, covering an area of 300 acres, with an annual output of 15,000 tons of strawberries. It is one of the largest protected strawberry production bases in Northeast China, and the host of the 13th National Strawberry Festival. Under the models of "dual-transfer" of land use rights and cross-village transfer of land use rights, Qiandu Village has developed one contiguous massive area of protected agriculture dominated by strawberry cultivation, and gradually formed a characteristic strawberry town featuring "one center, two axes and five areas."

**3. Tourist-driven development.** Qiandu Village invested more than RMB 100 million to build a starry sky cruise tunnel of 980 meters and other tourist facilities such as hotels, homestays, the music park, the water park, Dai-style pavilions, the wetland park, Mongolian yurts, ladybug houses, the music fountain, and lighting shows in the parks. In each strawberry picking season, it can receive more than 2,000 visitors per day. In recent years it has received millions of tourists from all over the country. Qiandu Village has become an online popular destination.

### Results

Qiandu Village has moved 772 households into 11 residential buildings of 80,000 square meters, with free heating, water and gas supply. The village collective pays



for all the tuition fees for students from kindergarten to university. In 2020, the village's GDP reached RMB 5 billion, and the per capita disposable income of farmers RMB 35,000; villagers over the age of 60 received a monthly old-age pension of RMB 800-1200; medical expenses above the threshold of RMB 10,000 which shall be borne by the villagers will be reimbursed by the village collective. Today's Qiandu Village has initially achieved the goals of agricultural industrialization, scaling up the industrial sector, diversifying the tertiary sector, and advocating urban lifestyles, and is moved toward rural revitalization.

### Experience and Inspirations

**1. Village-enterprise cooperation.** Qiandu's exploration and practice of working with enterprises show the whole process for this model to take root and thrive in rural areas. In the cooperation process, enterprises lead villagers to develop the economy, and villagers spontaneously protect the safety of corporate property. In particular, through the cooperation, the land use rights of 8,000 *mu* of land have been transferred, contributing to the formation of the 10,000-*mu* contiguous protected agriculture cluster area.

**2. Agriculture-tourism integration.** The big temperature difference between day and night in the village is conducive to storing sugar in strawberries in this environment, so the strawberries produced here are large and sweet. On top of strawberry cultivation, it has developed deep processing of strawberries, laying a new framework for the sustainable development.

### Next Steps

As the people have more and more diverse demands for agricultural products, Qiandu Village will size up and adapt to the situation, continue to develop the strawberry economy and tourism economy for high-quality rural economic development. **First**, it will open a characteristic commercial street selling agricultural products, food and snacks, where tourists can appreciate the beautiful scenery of Qiandu Village, pick strawberries, enjoy Hailar kebab and refreshing beer, and spend a good summer night watching singing and dance performances. **Second**, it will build a culture hall, a public communication wall, and a Party building hall, continue to boost the coordinated development of primary, secondary and tertiary industries, and speed up its rural revitalization as a strawberry and tourist town.



# 海南儋州市南丰镇： 黎苗特色文化乡村的振兴之路

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## 摘要

海南省儋州市南丰镇与儋州嘉禾农业开发有限公司深度合作，采用“自身资源 + 生态资源开发 + 合作托管”的联农助农模式，通过农业订单种植、合作托管资金、挖掘乡村文化旅游资源等方式，带动乡村经济发展，壮大村集体经济，促进农民就业增收。南丰镇逐步建设成为产业兴旺、人才兴旺、乡风文明的现代幸福乡村，探索出一条企业带动乡村发展的乡村振兴之路。





## 挑战与问题

海南省儋州市南丰镇是黎苗聚集区，少数民族特色文化丰富，拥有优异的自然资源和丰富的旅游资源。但因毗邻松涛天湖水资源保护区，引进项目较为困难，导致区域发展相对滞后，乡村振兴工作开展缓慢。如何既能保障绿色开发，又能带动经济增长，成为南丰镇旅游发展面临的核心问题。

## 措施

**1. 开展订单种植，带动农户种植积极性。**嘉禾农业开发有限公司与南丰镇委会签订种植协议，公司以自有基地为示范和支持中心，积极推广农业标准化和产业化种养，定制种植方案、提供品牌策划包装及渠道销售。公司与合作社和农户捆绑合作，形成产供销一体化的产业化种植模式。

**2. 开展政企合作，提升资金帮扶效率。**嘉禾农业开发有限公司积极与南丰镇人民政府、那大镇人民政府、东城镇人民政府、儋州市乡村振兴投资开发有限公司等进行合作，政府将资金投入企业，企业利用资金进行农产品种植、农业销售等，并将所获得的利益对农户进行分红，实现助农增收。

**3. 开发特色资源，多元化发展乡村经济。**南丰镇充分挖掘文化旅游资源，以农禅文化、黎苗文化、东坡文化为主打造多元化旅游产品，串联成为乡村特色文旅路线。例如非物质文化遗产传承人推广黎锦、苗绣、蜡染等黎苗特色文化产品；串联苗族村和马岭排村打造特色文化旅游路线，让游客感

受黎苗文化魅力；油文村与武教头村合作开发千年黎苗大榕树资源等。

## 成效

嘉禾农业开发有限公司与南丰镇人民政府合作托管产业资金 2,328.77 万元，帮扶南丰镇 1,263 农户 4,867 人，向农户发放分红收益 227 万元；与儋州市乡村振兴投资开发有限公司合作托管产业资金 7,368.39 万元，帮扶 10 个镇的农户 7,632 户 38,182 人（含南丰镇 1,103 户 4,228 人），向农户发放分红收益 1,284.69 万元；与东城镇人民政府合作托管产业资金 1,105 万发展南药及高附加值特色水果种植，向农户发放分红收益 16.5 万元；与那大镇人民政府合作，累计投入财政衔接推进乡村振兴补助资金 488 万，合作打造木屋民宿项目及热







带农业综合开发项目，发放农户分红 1.59 万元。嘉禾农业开发有限公司为周边乡镇村民提供就业岗位，累计吸纳就业 450 多人，人均年增收达 3.6 万元以上。

### 经验与启示

**1. 双向挂职。**农村党员干部到企业挂职学习，开阔眼界和思路，掌握企业管理理念和方法；企业党员职工到乡镇挂职锻炼，学习了解农村工作方式方法，同时把先进的市场管理经验带到乡村。

**2. 保护生态。**嘉禾以“村企共荣”为发展目标，在不破坏生态环境的前提下，带动周边乡镇种植和开发乡村旅游产品，通过农业产业社会化吸引资本、技术、人才等要素向乡村聚集，把生态资源变现，促进乡村经济发展，带动农民增收。

### 下一步计划

嘉禾农业开发有限公司将继续帮助南丰镇深挖旅游和生态资源，在海南特色农产品品牌建设、销售拓展、全域营销等方面增强实力。南丰镇继续以整合为路径，以产品为导向，讲好乡村故事，展现乡村风采，走出一条特色乡村振兴之路。



# Nanfeng Town, Danzhou City, Hainan Province:

## The road to revitalization of Li and Miao Characteristic Cultural Villages

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### Abstract

Nanfeng Town of Hainan Province works closely with Danzhou Jiahe Agricultural Development Co., Ltd. under the model of “Own Resources + Development of Ecological Resources + Cooperative Trusteeship” to promote rural development. It has bolstered rural economic development, grown the village collective economy, promote farmers’ employment and income increase through contract farming, cooperative trusteeship, and tapping rural cultural and tourism resources. Nanfeng Town has gradually grown into a modern happy village with thriving businesses, abundant human resources and social etiquette and civility, and explored a rural revitalization path driven by enterprises.





### Challenges and Problems

Nanfeng Town is inhabited by Li and Miao people, rich in ethnic minority culture, and has excellent natural resources and rich tourism resources. Due to its proximity to the Songtao Tianhu Water Resources Reserve. However, it is difficult to introduce projects, which has hindered its development and slowed down its pace of rural revitalization. How to ensure green development and drive economic growth at the same time has become the core issue facing the tourism development of Nanfeng Town.

### Measures

**1. Promote contract farming to increase farmers' enthusiasm for planting.** Jiahe Agricultural Development Co., Ltd. signed a planting agreement with Nanfeng Town Party Committee. The company actively promotes standardized and industrialized planting with its own base as a demonstration and support center, customizes planting plans, and provides brand planning, packaging and sales services. By bundling with cooperatives and farmers, it has formed an industrialized planting model that integrates production, supply and marketing.

**2. Carry out government-enterprise cooperation to maximize the efficiency of financial assistance.** Jiahe Agricultural Development Co., Ltd. actively works with governments of Nanfeng, Nada and Dongcheng towns and Danzhou Rural Revitalization Investment and Development Co., Ltd. The governments invest funds into enterprises, enterprises spend the funds on planting and selling agricultural products, and share benefits with

farmers in the form of dividends, to increase farmers' income.

**3. Develop characteristic resources and diversify the rural economy.** Nanfeng Town fully taps into its cultural and tourism resources, and has developed diversified tourism products based on agriculture and Buddhism culture, Li and Miao cultures and the historical legacy of Su Shi, a famous poet of the Song Dynasty, and has strung the scattered attractions into a tourism route with rural characteristics. For example, the inheritors of intangible cultural heritage promote the brocade products of Li people, embroidery products of Miao people, and batik products; Miaozu Village and Malingpai Village are connected by a characteristic tourism route where tourists can feel the charm of Li and Miao cultures; Youwen Village and Wujiaotou Village have jointly developed the resources centering around the thousand-year-old banyan tree of Li and Miao people.

### Results

Jiahe Agricultural Development Co., Ltd. and the People's Government of Nanfeng Town jointly put an industrial fund of RMB 23.2877 million on trusteeship, which has helped 4,867 people of 1,263 households in Nanfeng Town, and distributed dividend income of RMB 2.27 million to farmers; put another RMB 73.6839 million on trusteeship with Danzhou Rural Revitalization Investment and Development Co., Ltd., which has helped 38,182 people of 7,632 households in 10 towns (including 4,228 people of 1,103 households in Nanfeng Town), and distributed dividends of RMB 12,846,900



to farmers; and another RMB 11.05 million with the People's Government of Dongcheng Town, to develop the cultivation of southern medicinal herbs and high value-added characteristic fruits, which has distributed dividends of RMB 165,000 to farmers. In cooperation with the People's Government of Nada Town, it has invested RMB 4.88 million in promoting rural revitalization, and the two have jointly developed the wooden homestay project and the tropical agricultural development project, and distributed RMB 15,900 of dividends to farmers. Jiahe Agricultural Development Co., Ltd. has created more than 450 jobs for villagers in surrounding townships, each with an annual income of more than RMB 36,000.

### Experience and Inspirations

**1. Two-way secondment schemes.** Rural CPC members take on temporary posts in partnering enterprises to broaden their horizons and learn from enterprises their advanced management concepts and methods. On



the other hand, corporate employees who are also CPC members go to townships on secondment to learn and understand working methods in rural areas, and at the same time bring advanced management experience with them to the villages.

**2. Ecological conservation.** Aimed for the goal of “Common prosperity of villages and enterprises”, Jiahe Agricultural Development Co., Ltd. promotes the surrounding townships to plant and develop rural tourism products without damages to the ecological environment, attracts capital, technology, human resources and other factors to gather in the countryside through socialized agricultural production, to turn ecological resources into economic benefits, promote rural economic development, and increase farmers' income.

### Next Steps

Jiahe Agricultural Development Co., Ltd. will continue to help Nanfeng Town further tap its tourism and ecological resources, and enhance its strength in brand building, sales channel development and all-area marketing of Hainan's characteristic agricultural products. Nanfeng Town continues to follow the integration path, stay product-oriented, tell rural stories well, show rural scenes, and embark on a path to rural revitalization with its own characteristics.

# 云南大理凤阳邑： 茶马古道传统乡村的旅游振兴之路

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## 摘要

云南省大理白族自治州太和街道凤阳邑村按照“产业兴旺、生态宜居、乡风文明、治理有效、生活富裕”的要求，以农业强、农村美、农民富为目标，借力热播剧《去有风的地方》，定位“品质慢生活”，走出一条茶马古道传统乡村的旅游振兴之路。





### 挑战与问题

云南省大理白族自治州太和街道凤阳邑村随着电视剧《去有风的地方》开播，游客量从起初寥寥无几到如今人流如织，各类艺术家及特色产业品牌入驻，凤阳邑正逐步蝶变为大理旅游新热点。凤阳邑乡村旅游发展虽然取得了长足进步，但仍然存在以下问题：一是太和街道在推进项目中较为吃力，太和街道无充足资金用于支持旅游项目落地推进。二是随着《去有风的地方》电视剧的播出，凤阳邑人流加大，进入凤阳邑古村落的大雨、大风路等相关路口的交通秩序、治安及秩序疏导存在困难和隐患。



### 措施

**1. “影视剧+ 文旅振兴”新模式。**凤阳邑全力争取电视剧《去有风的地方》主拍摄基地“有风小院”落地凤阳邑，实现了“影视+ 文旅”的乡村振兴之路。随着电视剧热播热议，凤阳邑从制造“风”到等“风”再到驾驭“风”，变被动为主动，迅速打开知名度，辖区游客量和关注度持续攀升。凤阳邑游客量成几何倍数增长，一度增至50倍以上，有力引流支撑全市文旅产业。

**2. 提出“品质慢生活”定位。**凤阳邑集中精力在“高品质”和“慢生活”两个点上做文章，力求以高品质的点带动慢生活的面，形成良性集群效应，激活文旅振兴。在古建风貌修复中，坚持古建质感韵味注入每一栋建筑、每一面石墙和每一块牵马石，以品质风貌应景凤阳邑滇藏茶马古道独有的“爷爷牵马、奶奶背盐的历史乡愁”；在沉浸式场景打造中，突出凤阳邑“草帽街”“茶马道”等独特村貌，引导村中老奶奶集中展示晒草桔、编草帽，老爷爷牵马等，营造突出独特的茶马古村味道。“寻文访艺、新雨听竹、山中静居、围炉煮茶、饮风酌酒”正在成为凤阳邑品质慢生活的生动写照。

**3. 坚持高品质业态导入。**凤阳县集中力量围绕文创、茶马、非遗、餐饮、旅居等优质业态做好“双招双引”工作。引入华策影业刘亦菲、李现剧组入驻凤阳县拍摄电视剧《去有风的地方》，并共同经营拍摄基地；引入陈苍号茶叶有限公司，与村集体共同经营村史馆和发展茶文化产业；引进南京先锋书店签订合作框架协议；引进和支持一批知名文艺家常驻凤阳县。通过品质企业入驻、品质文创出新和品质艺人代言，全面带动凤阳县“品质慢生活”文旅振兴事业快速发展。



## 经验与启示

### 成效

凤阳县村累计实施基础设施项目、文旅产业项目及党建活动场所项目共计 19 个，概算投资 3,505 万元，其中包括中国传统村落保护利用项目资金 1,058 万元和州级乡村振兴专项资金 950 万元，目前项目全部完工并投入运营，特色村落雏形初现。凤阳县村新增集体经济项目 3 个，分别为市委党校旁集体经济打包项目、马店和有风小院，实现资产性净收 899.56 万元，带动村民增收 17 万元，预计下阶段集体经济增收突破 20 万元。



### 1. 发展乡村旅游离不开独有的“乡土烙印”。

凤阳县作为茶马古道上的传统村落，始终在时代变迁中坚守茶马传承，每一尺古道、每一座马厩、每一块马踏石，都深深标记着茶马古道的历史变迁，应景了凤阳县滇藏茶马古道独有的“爷爷牵马、奶奶背盐的历史乡愁”，形成独有的文旅新名片。

### 2. 发展乡村旅游离不开原生的“乡土人才”。

凤阳县村始终坚持以村民为核心，重视村民的主体性地位，鼓励村民积极参与旅游，共享乡村旅游资源和环境，调动农民建设村庄、保护村庄和发展村庄的主观能动性。

### 3. 发展乡村旅游离不开完整的“乡土产品”。

《去有风的地方》把凤阳县推向了世界，也把编草帽、做扎染、制土陶、印甲马、压沱茶等乡土生产生活产品与围炉煮茶、饮风酌酒、野水浮幕等城市向往生动结合，形成独有的旅游产品体系，壮大了乡村产品供给能力和产业生命力。

## 下一步计划

一是加快推进凤阳县古村落片区基础设施、环境美化及旅游配套设施等项目落地建设；二是后期工作持续以“品质慢生活”为核心打造发展，严格控制产业及项目布局，主动招商、精准招商，引入承接品质慢生活的国内外优秀企业进入。当前通过州、市各级部门及街道努力，已初步引入一些高端书院和酒店项目。

# Fengyangyi Village, Dali City, Yunnan Province:

The road to revitalization through tourism development of a traditional village on the Ancient Tea Horse Road

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## Abstract

In accordance with the requirements to build rural areas with thriving businesses, pleasant living environment, social etiquette and civility, effective governance, and prosperity, Fengyangyi Village of Taihe Sub-district, Dali Bai Autonomous Prefecture, Yunnan Province, aims to strengthen agriculture, beautify the rural environment and enrich farmers, has seized the opportunity brought by the hit drama *Meet Yourself* positioned itself as a destination for “high-quality, slow life” and embarked on a road to revitalization through tourism development for traditional villages on the Ancient Tea Horse Road.

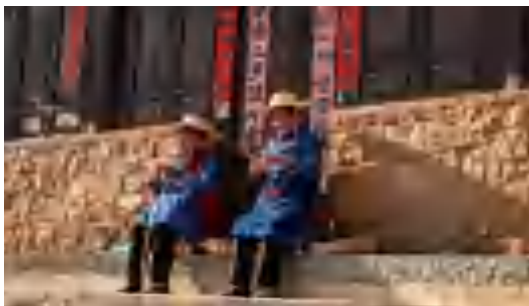






### Challenges and Problems

Since the airing of the TV series *Meet Yourself*, Fengyangyi Village has transformed from a rarely-visited nowhere to a destination packed with tourists. Various artists and characteristic brands have opened business here. Fengyangyi is gradually becoming a new hot destination in Dali. Although Fengyangyi has made great progress in the development of rural tourism, it still faces the following problems. **First**, Taihe Sub-district is struggling to advance the project for it is short of funds needed for implementing tourism projects. **Second**, since the airing of the TV series *Meet Yourself*, the flow of tourists to Fengyangyi has increased, causing difficulties and potential hazards to traffic guidance and public security maintenance on Dali and Dafeng roads and other intersections leading to the Fengyangyi Ancient Village.



### Measures

**1. Build a new model of film and television drama + culture and tourism revitalization.** Fengyangyi made every effort to become the main filming base of the TV series *Meet Yourself* thus embarking on the road to rural revitalization by combining film and television with culture and tourism. As the TV series gained popularity, Fengyangyi quickly established its fame, attracting a growing number of tourists and ever-increasing attention. The number of tourists in Fengyangyi has exploded, to more than 50 times that before the TV series at most, strongly supporting the city’s culture and tourism industries.

**2. Position itself as a destination of “high-quality, slow life”.** Fengyangyi uses “high quality” and “slow life” as its main selling points, and strives to string the slow life with scattered high-quality attractions, produce a benign cluster effect, and revitalize the culture and tourism industries. In the restoration of the ancient buildings, it made sure that the texture of ancient architecture is embedded in each building, every stone wall and every hitching stone, reminding visitors of Fengyangyi’s unique history of caravans of horses carrying goods such as tea and salt to and from Yunnan and Tibet. While designing the immersive scenes, it highlighted Fengyangyi’s unique

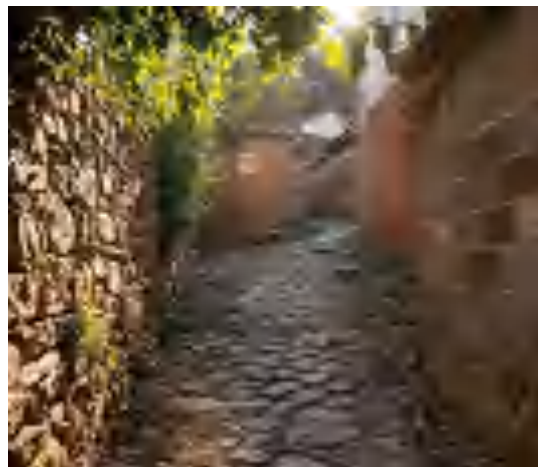
landmarks such as the Straw Hat Street and the Tea Horse Road, and nudged grannies to gather round drying oranges and weaving straw hats, and grandpas leading horses around, to create a unique village flavor of the Ancient Tea Horse Road. Searching for literature and art, listening to the sound of bamboos in the fresh rain, living quietly in the mountains, making tea around the stove, drinking wine in the wind... all this is increasingly becoming part of the high-quality slow life of Fengyangyi.

**3. Continue to introduce high-quality business forms.** Fengyangyi concentrates its efforts to attract investment and talent to such high-quality businesses as cultural & creative businesses, tea horse related businesses, intangible cultural heritage, catering, and sojourn businesses. It introduced a production crew of Huace Group, with Crystal Liu and Li Xian as the leading stars, to shoot the TV series *Meet Yourself* at the specially-renovated “Windy Courtyard”. The two have jointly operated the filming base of the courtyard ever since. It introduced Chen Cang Hao Tea Co., Ltd. to jointly operate the village history museum and develop the tea

culture industry with the village collective. It also signed a cooperation framework agreement with Librairie Avant-Garde bookstore, and introduced and supported a group of well-known writers and artists to reside in Fengyangyi. Through the opening of high-quality businesses, the launch of new competitive cultural and creative products, and the endorsement of pop artists, Fengyangyi has driven the rapid development of its “high-quality, slow life” and culture and tourism industries in all respects.

## Results

Fengyangyi Village has implemented 19 infrastructure projects, culture & tourism projects and Party building activity venue construction projects, with an estimated investment of RMB 35.05 million, including RMB 10.58 million from the fund for the protection and utilization of traditional Chinese villages and RMB 9.5 million from the prefecture-level fund for rural revitalization. All these projects have been completed and put into operation, and the characteristic village is taking shape. Fengyangyi has launched three new projects of the collective economy: the collective economic packaging project next to the Party school of the municipal Party committee, the horse inn project and the Windy Courtyard project, achieving a net income of RMB 8,995,600 in assets, and increasing the villagers’ income by RMB 170,000. It is expected that the collective economy will increase its income by more than RMB 200,000 in the next stage.





### Experience and Inspirations

**1. The development of rural tourism is inseparable from the unique local imprint.** As a traditional village on the Ancient Tea Horse Road, Fengyangyi has always inherited the ancient tea horse culture in the passage of the times. Every inch of the ancient road, every stable and every horse stepping stone bear marks of the changes to the Ancient Tea Horse Road, and remind visitors of Fengyangyi’s unique history of caravans of horses carrying goods such as tea and salt to and from Yunnan and Tibet, separating Fengyangyi from other destinations.

**2. The development of rural tourism is inseparable from native human resources.** Fengyangyi Village has always been villagers-centric, attached importance to the main role of villagers, encouraged them to actively engage in the tourism industry and share rural tourism resources and environment, and mobilized farmers to build, protect and develop their village.

**3. The development of rural tourism is inseparable from complete local products.** Through the TV series *Meet Yourself* Fengyangyi is known to the global audience. In episodes of the drama, local products such as straw hats, tie-dyeing, clay potteries, *jiama* paper (Jiama is an ancient and mysterious woodcut engraving used for praying and blessing, which is popular throughout Yunnan), and Tuo Cha (compressed bell-shaped tea) are vividly combined with urban scenes such as making tea around the stove, drinking wine in the wind, and enjoying sunset beside waters, forming a unique portfolio of tourism products and enhancing the product supply capacity and vitality of rural industries.



### Next Steps

**First,** Fengyangyi will move faster to build infrastructure, beautify the environment and improve tourist service facilities in the ancient village area. **Second,** it will continue to develop around the theme of “high-quality, slow life”, strictly control the layout of industries and projects, actively attract investment in a targeted manner, and introduce excellent domestic and foreign enterprises that can make high-quality, slow life possible. Through the efforts of local government departments at all levels and the Taihe Sub-district, it has introduced some high-end academy and hotel projects.

# 河南安阳市林州市石板岩镇： “中国画谷”特色文旅小镇

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## 摘要

太行大峡谷中的石板岩镇是河南省安阳市林州市的“后花园”，是一处超然于世外的“桃花源”，是一幅悬挂在太行大峡谷中的“山水画”。绿水青山就是金山银山，习近平总书记的“两山”理论照耀着太行大峡谷，并在石板岩镇得到实践印证。9,000 名太行儿女把石板岩镇建设成为“中国画谷”特色文旅小镇，让绿水青山真正成为富民强镇的金山银山。





## 挑战与问题

石板岩镇地处河南省安阳市林州市西北 22 公里的南太行深山峡谷之中，总面积 89 平方公里，辖 17 个行政村，218 个自然村，9,942 口人。一沟两岸二十八道峡谷的特殊地貌形成了绚丽多姿的自然风光，造就了其丰富独特的旅游资源，拥有国家级传统村落 9 个和省级传统村落 3 个。但是由于地处偏远山区，交通闭塞，石板岩镇藏在深山人不知，经济发展滞后。

## 措施

**1. 加强基础设施建设。**一是强化交通路网。石板岩镇累计投资超 6 亿元改造林石、任石、石高等公路，公路串起了绿水青山与金山银山，成为石板岩镇发展全域旅游、推进乡村振兴、助力脱贫攻坚的坚强基石。2019 年林石公路被评为“十大最美农村公路”。二是提升环境卫生。石板岩镇累计投资 2 亿元清除各类垃圾杂物 3 万余吨，清理出村内闲散荒地 10 万余平方米，新建 23 处公厕。三是完善配套设施。全镇加快实施水网、电网、污水处理和信息网工程建设。

**2. 培育“中国画谷”品牌。**上世纪 80 年代起

石板岩镇开始发展写生产业，2020 年石板岩镇成立写生协会和文旅发展公司，全面整合写生市场资源，累计投资 3 亿元建成了中国画谷 1、2、3 号写生基地，可容纳 8,000 人，成为国内写生条件最好，规模最大的写生基地。中央美院，清华大学、北京大学等全国 283 家艺术院校在石板岩镇挂牌成立写生创作基地。中国画谷举办了全国性的石板岩校友作品展、杨参军等油画作品展等活动，进一步提升了品牌影响力。

**3. 打造特色民宿。**石板岩镇实施民宿精品工程建设，一是对现有民宿、农家院进行分类整治，选定 4 个村 52 家民宿作为试点打造样板，并组织综合执法，对民宿环境卫生和服务管理等进行全面整治检查。携程度假农庄、云述山居、耕读、五月



枫林居等一批服务质量好、市场评价好、带动作用好的精品民宿脱颖而出。二是石板岩镇总投资超过10亿元，筹备建设高档精品民宿30余家。

## 成效

石板岩镇17个行政村以资源参股形式共同发起组建石板岩镇联合总社，村民以山林、土地、房屋、资金等形式入股合作社。全镇17个村级合作社累计推进各类重大项目20余个，盘活资产价值5亿元，落地产业项目资金14.6亿元。17个行政村集体经济年收入全部突破5万元，朝阳村、石板岩村和高家台村均突破30万元。合作社分红280余万元，其中村集体分红110万元，农户分红170万元，真正实现了村村是股东、人人能分红。石板岩镇年接待写生学生及游客500余万人次，旅游经济收入达到15亿元。



## 经验与启示

**1. 补齐基础设施短板。**交通便利、环境优美、配套齐全是推进全域旅游高质量发展的重点。石板岩镇紧盯短板弱项，不断完善交通网络体系，努力提升全域环境卫生和镇村基础设施，为推进全域旅游和各项产业发展提供坚实基础。

**2. 打造特色旅游品牌。**拥有自己的特色品牌，才能增强一个地区发展的核心竞争力。石板岩镇结合旅游名镇、写生产业、传统文化村落等特色优势，全力推进项目建设，通过再造、整合、重组来巩固提升已有优势，加快培育新的比较优势和竞争优势。

## 下一步计划

石板岩镇将持续用生态“底色”绘就“绿色”发展新画卷，以全域旅游为抓手，以“旅游+”开启经济发展多业态，坚持培育“写生+旅游”双产业结构，围绕打造国际写生小镇、高端民宿小镇和国内首席山地艺术旅游目的地等目标不懈努力，真正让石板岩镇成为国家级写生基地、文化高地和旅游胜地。

# Shibanyan Town, Linzhou City, Anyang City, Henan Province:

“China’s Painting Valley” characteristic cultural tourism town

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## Abstract

Shibanyan Town in the Taihang Mountain Grand Canyon is the “back garden” of Linzhou City, Henan Province. It is a Xanadu with beautiful landscape in the Taihang Mountain Grand Canyon. Its practice has proved General Secretary Xi Jinping’s theory that “lucid waters and lush mountains are invaluable assets”. Shibanyan Town, through the hard work of its 9,000-plus people, have become a characteristic cultural tourism town known as “China’s Painting Valley”, truly turning “lucid waters and lush mountains” into “invaluable assets” that enrich the people and strengthen the town.





### Challenges and Problems

Located in the deep valley of southern Taihang Mountains, 22 kilometers northwest of Linzhou City, Shibanyan Town covers an area of 89 square kilometers, with jurisdiction over 17 administrative villages, 218 natural villages, and 9,942 people. Its unique landform features 28 canyons on both sides of the ditch and presents splendid and colorful natural scenery, forming rich and unique tourism resources. It is home to nine state-level traditional villages and three provincial-level traditional villages. Remotely located in the mountains with poor transportation infrastructure, Shibanyan Town is rarely known to the outside world and lagging behind in economic development.

### Measures

**1. Step up in infrastructure construction.** **First**, strengthen the traffic network. Shibanyan Town has invested more than RMB 600 million to renovate Linshi, Renshi and Shigao highways which make it possible to turn ecological resources into economic benefits and become a strong cornerstone for the town to promote all-for-one tourism, rural revitalization, and poverty alleviation. In 2019, Linshi Highway was rated among the

“Top Ten Most Beautiful Rural Roads” in China. **Second**, improve environmental sanitation. Shibanyan Town has invested RMB 200 million to remove more than 30,000 tons of garbage and debris, cleared more than 100,000 square meters of idle wasteland in villages, and built 23 public toilets. **Third**, improve supporting facilities. The town has moved faster to build water pipelines, the power grids, sewage treatment facilities and information networks.

**2. Cultivate the brand of “China’s Painting Valley”.** Shibanyan Town began to develop the nature-sketching service industry in the 1980s. In 2020, it established a nature-sketching association and a culture and tourism development company, and fully integrated the market





resources for nature-sketching services. It has invested accumulatively RMB 300 million to build the No. 1, 2 and 3 sketching bases of China's Painting Valley, which can accommodate 8,000 people, making it the best and largest sketching base in China. The Central Academy of Fine Arts, Tsinghua University, Peking University and other 283 art academies across the country have set up their own sketching and artistic creation bases in Shibanyan. Here in the China's Painting Valley, a national exhibition of works by Shibanyan alumni and an exhibition of oil paintings by Yang Canjun were held, which further enhanced the brand influence.

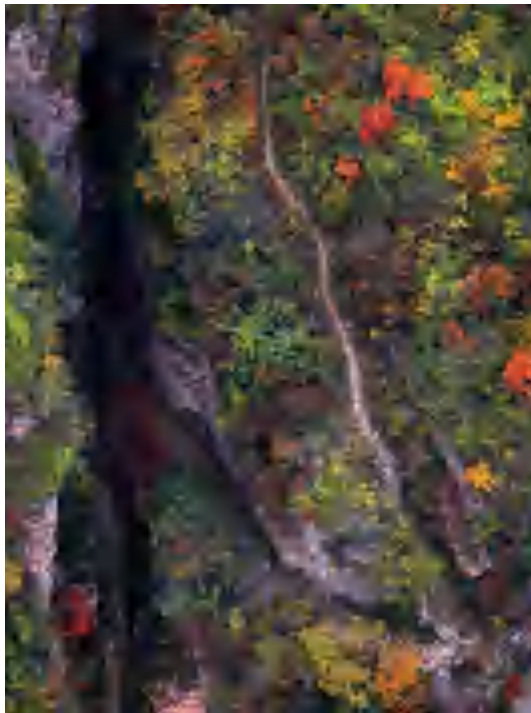
**3. Build characteristic homestays.** Shibanyan is implementing a project to build boutique homestays. **First**, it classified and improved existing homestays and farmhouses by category, selected 52 homestays in four villages as pilot units, and organized joint law enforcement inspections to comprehensively check environmental sanitation conditions, services and management of homestays. A number of boutique homestays with good service quality, good market feedback and good exemplary effect stand out, such as Trip.com Group Country Retreat, Yun Shu Shan Ju,



Gengdu and May Maple Forest House Hotel. **Second**, with a total investment of over RMB 1 billion, Shibanyan Town plans to build more than 30 high-end boutique homestays.

### Results

The 17 administrative villages of Shibanyan Town jointly initiated the Shibanyan Town Federation of Cooperatives, and the villagers invested in the cooperatives using their property rights to mountain forests, land, their idle houses and funds. The town's 17 village-level cooperatives have promoted more than 20 major projects of various kinds, put idle assets worth RMB 500 million into good use, and landed industrial projects worth RMB 1.46 billion. The collective economy of the 17 administrative villages each has exceeded RMB 50,000, and that of Chaoyang, Shibanyan and Gaojiatai all exceeded RMB 300,000. The cooperatives have paid dividends of more than RMB 2.8 million, including RMB 1.1 million to the village collective and RMB 1.7 million to farmers. Now every village in Shibanyan is a shareholder and every villager is entitled to dividends. Shibanyan Town receives more than 5 million art students and tourists every year, with tourism income of RMB 1.5 billion.



### Experience and Inspirations

**1. Make up for infrastructure shortcomings.** Convenient transportation services, beautiful environment and sound supporting facilities are the key to the high-quality development of all-for-one tourism. Shibanyan



Town closely tracks the shortcomings, constantly improves the transportation network, and strives to improve the environmental sanitation and Infrastructure of villages and towns, to create a solid foundation for promoting the development of tourism and other industries.

**2. Build a characteristic tourism brand.** A characteristic brand will enhance the town's core competitiveness in development. Shibanyan Town combines its advantages as a famous tourist town, its characteristic nature-sketching service industry, and its traditional villages, fully pushes ahead project

implementation, consolidates and amplifies existing advantages through reconstruction, integration and reorganization, and is moving faster to foster new comparative advantages and competitive advantages.

### Next Steps

Shibanyan Town will continue to write a new chapter of green development through ecological conservation. While promoting all-for-one tourism, it will diversify its economy through the "Tourism +" approach, continue to cultivate an economy with the two engines of nature-sketching services and tourism, and make unremitting efforts to build itself into an international sketching town, a high-end homestay town and the No.1 choice of mountain art destination in China, and truly make Shibanyan Town a national sketching base, a cultural highland and a tourist resort.



# 福建宁德市福鼎市赤溪村： 中国扶贫第一村的振兴之路

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## 摘要

福建省宁德市福鼎市磻溪镇赤溪村经过 30 多年的扶贫开发，走出了一条“旅游富村、农业强村、文化立村、生态美村”的脱贫致富路。2016 年 2 月 19 日，习近平总书记在北京通过视频连线与村民交流，为赤溪村鼓劲点赞。赤溪村广大干部群众牢记总书记寄望和嘱托，踔厉奋进，深度挖掘生态特色资源和发展壮大乡村旅游产业，创新“造血式”长效扶贫机制，全面推动乡村高质量发展，建设宜居宜业和美家园，打造具有闽东特色的乡村振兴样板村，实现由“中国扶贫第一村”向“乡村振兴样板村”的转变。





## 挑战与问题

赤溪村是福建省一个畲族行政村，村域面积9平方公里，水域面积1.2平方公里。全村418户1,886人(其中畲族156户806人)，其中建档立卡脱贫户32户107人。30多年前，赤溪村集“老、少、边、穷”于一体，全村人均年收入不足200元，贫困率超过90%。1984年6月24日，《人民日报》刊发反映赤溪村贫困状况的读者来信《穷山村希望实行特殊政策治穷致富》，引起中央高度重视，全国性扶贫开发工作由赤溪村正式展开，因此，赤溪村也被称为“中国扶贫第一村”。



## 措施

**1. 分步实施。**在长达30多年的脱贫路上，赤溪村经历了“输血、换血、造血”三个阶段。“输血”阶段各级政府和社会各界提供生产生活物资，帮助发展农业生产；“换血”阶段对居住偏远、条件恶劣、“挂”在半山腰上的自然村实施搬迁，群众生产生活条件得到根本改善；“造血”阶段借助国家整村推进扶贫开发的政策利好，大力发展茶林果、淡水养殖等特色农业和乡村旅游产业，逐步致富奔小康。

**2. 改善环境。**赤溪村以1993年开通第一条土路为契机，依托政策扶持陆续修通水泥公路和旅游公路，现在赤溪村离高速公路只有20分钟车程。赤溪村先后完成民居改造、改水改厕、污水管网建设、房屋立面改造、道路白改黑、畲族风情购物街、夜景灯光和水街沿线、坡屋顶等基础改造和景观提升项目。推动“绿盈乡村”建设，引导农民对庭院环境、房前屋后边角地进行改造利用，栽植花卉苗木，重塑乡风文明，打造闽东畲族旅游小康明星村。

**3. 用好资源。**赤溪村立足生态做文章，深化白茶产业“一产接二连三”，将白茶种植采摘、生产加工和文化旅游有机融合。整合白茶、山泉水等特色资源，培育白茶专用水新业态，推动赤溪山泉水项目在赤溪村落地，对接娃哈哈集团、忠和食品等多家企业包装销售。引进“商务帮扶·助力乡村振兴”项目落地，共建“磻溪镇福鼎白茶商务帮扶电商基地”，帮助茶企拓宽销售渠道，茶企销售额直接提取1.5%作为赤溪村财，从而多方面发展壮大村级集体经济。

**4. 开发项目。**赤溪村结合乡村旅游产业，拓展农业功能，延伸产业链和价值链，推动传统农业向生态休闲农业转变。成功开发打造九鲤溪水域风光、下山溪峡谷、杜家堡古民居群、云顶玻璃栈道、田园自然风光、森林养生基地等特色旅游项目；先后建成有机茶、食用菌、淡水养殖等8类休闲农业基地和白茶产业园，带动农旅、茶旅、文旅等多种业态联动发展。

## 成效

赤溪村2022年村级集体经济收入256.21万元，比2014年增长8.29倍；乡村旅游产业总收入1,946万元，带动全村80%的村民增收；白茶收入2,680万元，占全村产业收入的41%；村民人均可支配收入达34,815元，比2014年增长3.96倍；建档立卡贫困户家庭年人均收入18,044元，全面消除家庭人均可支配收入1.3万元以下的低收入水平现象，比2014年增长5.4倍。



## 经验与启示

**1. 探索创新工作机制。**坚持党建引领脱贫攻坚，不断转变思维，创新发展机制，成功走出一条符合赤溪发展的模式与路径，实现村财和村民增收的长效与稳固，推动经济社会各项事业发展和乡村全面振兴。

**2. 聚焦精准脱贫致富。**坚持以生态旅游促脱贫致富，通过村企合作、社企联动、土地流转、入股分红、参与经营等方式，形成以旅游业为主导、特色产业为补充、传统种养业为基础的产业格局。围绕完善“吃住行游购娱”等要素，引导群众发展乡村旅游配套服务业，引领农村群众脱贫致富奔小康。

**3. 建设宜居和美乡村。**坚持建设宜居宜业和美乡村贯穿脱贫致富和乡村振兴的全过程，全方位改善基础设施建设和村民生产生活条件，险径变通途，危房变新居，充分展现绿水青山间畲族美丽特色村寨的风貌，实现从“穷山村”到“美丽乡村”的华丽转变，提升群众的获得感和幸福感。

## 下一步计划

赤溪村将围绕“走出一条具有闽东特色的乡村振兴之路”，积极探索三种模式，创建三个示范：一是探索“中国扶贫第一村”与“赤溪之光”相结合模式，讲好扶贫故事，创建中国扶贫文化示范窗口；二是探索农耕文化、“福鼎白茶”与乡村旅游融合发展模式，创建农旅、文旅、茶旅深度融合示范；三是探索携手清华海峡研究院乡村振兴与生态文明中心深化合作模式，加快推进打造畲族美丽庭院，全面提升赤溪村建设品质和发展动能，创建校地合作共建共赢示范。

# Chixi Village, Fuding, Ningde City, Fujian Province:

The path to revitalization of China's "first poverty reduction village"

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## Abstract

After more than 30 years of poverty alleviation and development, Chixi Village of Fuding, a county-level city of Ningde prefecture-level city in Fujian Province, has embarked on a road of poverty alleviation and prosperity through the development of tourism, agriculture and culture, and ecological conservation. On February 19, 2016, General Secretary Xi Jinping of the CPC Central Committee gave a pep talk to its villagers through a video link in Beijing and spoke highly of what Chixi has achieved. The cadres and masses of the village have since then kept in mind Xi's expectations and instructions, forged ahead, tapped its ecological characteristic resources and developed and expanded the rural tourism industry. It has established an enabling long-term poverty alleviation mechanism, to promote the high-quality development of rural areas in all respects, build a livable, business-friendly and beautiful homeland and a model village in rural revitalization with the characteristics of eastern Fujian, and transform China's first village for poverty alleviation into a model village in rural revitalization.





## Challenges and Problems

Chixi is a She-ethnic administrative village in Fujian, with an area of 9 square kilometers and a water area of 1.2 square kilometers. There are 1,886 people from 418 households (including 806 She people from 156 households), and 107 people from 32 households have been lifted out of poverty. More than 30 years ago, Chixi, a remote, poor former CPC revolutionary base and ethnic minority area, registered a per capita annual income of less than RMB 200 and a poverty rate of more than 90%. On June 24, 1984, *People's Daily* published a letter from its readers describing the poverty in the village, entitled “A Poor Mountain Village Expecting Special Policies to Help It Reduce Poverty”, which attracted much attention from the central authorities, and kicked off a national poverty alleviation and development project in Chixi, dubbed as “China’s first poverty reduction village”.

## Measures

**1. The step-by-step approach.** In its fight against poverty over the past more than 30 years, Chixi Village has experienced three stages: receiving assistance, relocation, and enabling the villagers to lift themselves out of poverty. In the first stage, governments at all levels and all sectors of society provided it with production and living materials to help with its agricultural production. In the second stage, people living in remote natural villages with poor conditions, including those on the mountainside were relocated, and their production and living conditions have been fundamentally improved. In the third stage, thanks to the policy of village-wide poverty alleviation

and development, Chixi has vigorously developed characteristic agriculture such as the cultivation of tea trees, forests and fruit trees, and freshwater aquaculture, and the rural tourism industry, and is getting richer and richer.

**2. Environmental improvement.** Chixi Village did not have its first dirt road until 1993. From then on, it successively built cement roads and tourist roads with policy support, and now is only a 20-minute drive away from the nearest expressway. Chixi has successively completed infrastructure renovation and landscape improvement projects such as the renovation of residential houses, water supply pipelines, and toilets, construction of the sewage pipelines, house façade transformation, replacement of concrete pavements with asphalt pavements, opening of the She ethnic style shopping street, installation of the night scene lighting system, water street landscaping, and construction of sloped roofs. It has promoted the “Green Village” campaign, guided farmers to transform and better utilize the courtyard environment, the idle land in the front and back of the house, plant flowers and seedlings, enhance social etiquette and civility, and build Chixi into a moderately prosperous She village that is also a star destination in eastern Fujian.

**3. Resource utilization.** To make full use of its ecological resources, Chixi Village continues to develop the white tea industry to link agriculture with secondary and tertiary industries, and organically integrate white tea planting and picking, processing with the development of culture and tourism. It combines its white tea, mountain spring water and other characteristic resources to cultivate a new business of special water for the white tea. It



facilitated the mountain spring water project to land in the village, and commissioned Wahaha Group and Zhonghe Food with product packaging and sales. It introduced the “Business Assistance for Rural Revitalization” project to jointly build the Fuding White Tea E-commerce Base for Poverty Alleviation in Panxi Town and help tea enterprises expand sales channels. The village directly receives 1.5% of the sales of tea enterprises, so as to strengthen the village-level collective economy in many aspects.

**4. Project development.** Chixi Village combines rural tourism with agriculture, expands agricultural functions, extends its industrial chain and value chain, and facilitates the transformation of traditional agriculture into ecological and leisure agriculture. It has successfully developed characteristic tourism projects such as the Jiulixi Scenic Area, Xiashanxi Crayon, Dujiabao Ancient Residential Complex, the glass plank road, pastoral scenery, and a wellness base in the forest. It has also successively built eight types of leisure agricultural bases for the cultivation of organic tea leaves, edible fungi, and freshwater aquaculture and the white tea industry park, driving the integrated development of agriculture, tea industry, culture industry and tourism industry.

## Results

In 2022, Chixi’s village-level collective economic income reached RMB 2.5621 million, 8.29 times that of 2014; its income from rural tourism industry RMB 19.46 million, increasing the income of 80% of its villagers; income from the white tea industry RMB 26.8 million, accounting for 41% of the village’s industrial income; the per capita disposable income reached RMB 34,815,



3.96 times that of 2014; the annual per capita income of households that were lifted out of poverty was RMB 18,044, 5.4 times that of 2014, and there was zero household with an annual per capita disposable income of less than RMB 13,000.

## Experience and Inspirations

**1. Explore new working mechanisms.** Chixi has adhered to the guidance of the Party building work in its fight against poverty, constantly reformed its mindset and development mechanisms, and developed a model and path in line with local conditions that works. As a result, the village and its people have seen sustainable and stable income increase, progress in various economic and social undertakings and revitalization in all respects.

**2. Focus on targeted poverty alleviation.** Chixi persists in developing eco-tourism to promote poverty alleviation. Through village-enterprise cooperation, cooperative-enterprise linkage, land use rights transfer, shareholding for dividends, and participation in operations, it has formed an economic structure that is dominated by tourism, supplemented by characteristic industries and based on traditional farming and breeding industries. Focusing on improving catering, accommodation, travel, sightseeing, shopping and entertainment services and facilities, it guides the masses to provide tourist services, and leads them out of poverty and toward moderate prosperity.

**3. Build a livable, harmonious and beautiful village.** Chixi adheres to the requirement to build a beautiful and



harmonious countryside that is desirable to live and work in throughout its effort to promote poverty alleviation and rural revitalization. It has comprehensively improved infrastructure and production and living conditions. The once-dangerous paths and houses are transformed and upgraded. Chixi is now a beautiful embodiment of the She characteristics surrounded by clear waters and lush mountains, and the once poor mountain village has become a beautiful village and its people have a stronger sense of gain and happiness.

### Next Steps

To explore “a path toward rural revitalization with characteristics of eastern Fujian”, Chixi Village will actively try three models and set a role model in three aspects. **First**, it will try to combine the “China’s First Poverty Reduction Village” and “Chixi Light”, tell poverty alleviation stories well, and make itself a demonstration window showcasing China’s practices and achievements in poverty alleviation. **Second**, it will try the integrated development model of farming culture, Fuding White Tea and rural tourism, and build a demonstration site for



in-depth integration of agriculture, culture industry, tea industry and tourism industry. **Third**, it will continue cooperation with the Rural Revitalization and Ecological Civilization Center of Cross-strait Tsinghua Research Institute, move faster to build beautiful courtyards with She characteristics, comprehensively improve the infrastructure quality and strengthen the development momentum of the village, and build a demonstration site for win-win university-village cooperation.



# 内蒙古巴彦淖尔市杭锦后旗： 强农助旅 兴旅促农 农旅融合

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## 摘要

内蒙古自治区巴彦淖尔市杭锦后旗主动融入黄河流域农旅产业融合发展大格局的契机，以10个镇（农场）为基点，依托乡村特色旅游资源，形成乡情生态游、民俗风情游和大漠探险游3条精品旅游线路，实施特色养殖种植和农副产品加工，将杭锦后旗农业与旅游打造成为独具特色的乡村旅游网。杭锦后旗先后建成全国最美乡村1个、全国乡村旅游重点村1个和国家森林公园1处，在乡村旅游助推乡村振兴发展的大道上快速前行。





## 挑战与问题

内蒙古自治区巴彦淖尔市杭锦后旗地处阴山南麓、黄河北岸，总面积 1,790 平方公里，9 个镇、1 个农场和 107 个行政村，常住人口 21.76 万人，其中城镇人口 11.41 万人。杭锦后旗全年降水少，温差大，日照足，蒸发强，风沙天多，无霜期短，冰雹、沙尘暴、霜冻等灾害发生频繁；主导产业少，经济总量小，结构不优，农畜产品精深加工业层次低，带动力不强。2011 年杭锦后旗被列为自治区极贫困旗，全旗共有贫困村 38 个，占全旗行政村总数的 35.5%。杭锦后旗靓丽的田园风光、神奇的历史沿革、深厚的文化底蕴具有巨大的旅游资源优势，但由于旅游业起步晚、资金投入不足等因素，很多资源没有得到充分挖掘和利用。

## 措施

**1. 农田变风景。**杭锦后旗以集中连片规模化种植为契机，把种庄稼变为“种风景”，团结镇的万亩葵花、沙海镇的梨树花海、蒙海镇的十万亩小麦、双庙镇的金黄玉米和二道桥镇的火红辣椒等促进传统农业向现代观光型休闲农业转型。

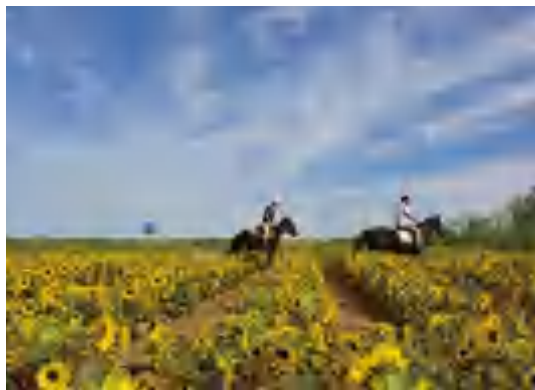
**2. 农户变旅社。**杭锦后旗探索“果树采摘+休闲旅游”、“民俗体验+农耕展示”、“水产养殖+旅游度假”等融合发展模式，在农、牧、渔等产业建设中注入旅游元素，建成啸天现代农业园、二娃农庄、郝五生态水庄、水林沙度假村、知青湖农庄、金沙湾渔村、润昇风情农庄和果梨情农庄 8 家自治区星级接待户。

**3. 产品变商品。**地理标志产品的杭锦后旗甜瓜和三道桥西瓜远近闻名，依托“世界共享·天赋河套”大力开发的河套王酒、中粮屯河番茄汁、旭一牧业安格斯牛肉等具有地方特色的旅游商品更是远销海内外。内蒙古鼎尚佳仁农业科技发展有限公司的南瓜籽油系列和内蒙古御膳春酒业有限责任公司的 53°御膳春酒在中国特色旅游商品大赛中获得铜奖，内蒙古旭一牧业有限公司推出的旭一有机牛肉荣获 2021 年度“内蒙古礼物”称号。

**4. 乡村变景区。**杭锦后旗以“夯基础、补短板、强弱项”为目标，深入开展“厕所革命”、修建“旅游专线”、建设乡村游客接待中心和停车场，完善旅游标识标牌等，不断完善旅游基础配套设施。常态化举办梨花节、麦田丰收节、辣椒产业节、年猪文化节、葵花旅游摄影节、冬捕节等农事和旅游节庆活动，杭锦后旗成为远近闻名的旅游目的地。

## 成效

2022 年杭锦后旗粮食种植 90.3 万亩，产量 9.7 亿斤，实现十二连丰。新建高标准农田 13.2 万亩和设施农业园区 9 个 5,600 亩。新改扩建规模化养殖场 20 个，全旗奶牛存栏达到 10 万头，肉牛、肉羊饲养量分别达到 6.9 万头和 354 万只。新增土地流转 8.8 万亩，培育社会化服务组织 56 家，服务面积 113 万亩，隆正农牧业合作社进入中国农民专业合作社 500 强。建成现代农业数字展厅、奶牛





大数据中心等科技平台 8 个，科技小院 4 家，奶牛科技小院被中国农技协评为“最美科技小院”。107 个村集体经济收入全部超过 10 万元，脱贫人口年均纯收入增长 15.4%。

## 经验与启示

**1. 优化资源配置。**坚持融合发展理念，大力实施“旅游+”工程，推动旅游业与工业、农业、现代服务业等多个产业深度融合，营造共抓共建共享的全域旅游发展氛围。集中财力物力重点建设精品景区，打造核心旅游品牌，提高杭锦后旗旅游吸引力和美誉度。

**2. 优化市场建设。**加大招商引资力度，重点引进实力较强有旅游开发经验的重点企业，确保引进项目早建成、早投产、早见效。进一步加大旅游产业扶持力度，强化资金保障，积极扶持内蒙古阴山大漠文化旅游发展有限公司、杭锦后旗海龙马产



业和啸天绿色食品专业合作社等，通过树立标杆，吸引更多金融资本、产业资本和民间资本参与旅游发展，推动旅游建设项目尽快落地建成受益。

**3. 坚持规划引领。**在全面普查旗内各类旅游资源、摸清家底的基础上，编制旅游业专项发展规划，扎实推进“多规合一”，合理确定全域旅游发展目标、空间布局和发展路径，统筹推进全域旅游建设。尤其要注重对旅游新要素、新业态的规划，在总体规划和专项规划明确的基础上，引领推进项目建设，进一步夯实全域旅游发展基础。

## 下一步计划

一是增强文化在农产品、民宿、餐饮、乡村景观等基础旅游产品中的渗透力，如在产品包装上融入更多当地特色元素，民宿外部设计尽量保留传统民居特色，餐馆使用带有当地文化符号的餐具等，从而进一步提高旅游产品吸引力和鲜明度。二是在原有产品体系的基础上，增设农业科普、文化讲堂、深度农耕、手工作坊等体验性旅游项目，提高游客参与度，优化乡村产品供给结构。三是突破乡村的地域局限，以项目或景观为导向，结合自媒体、短视频等途径，打造乡村爆款；整合周边乡村旅游信息，建立集信息发布、住宿预订、项目预约等功能于一体的综合性宣传平台。

# Hanggin Rear Banner, Bayannur City, Inner Mongolia:

Promoting the integrated development of agriculture and tourism and allowing them to reinforce each other

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## Abstract

Hanggin Rear Banner of Inner Mongolia Autonomous Region took the initiative to integrate into the integrated development of agriculture and tourism industries in the Yellow River Basin. Based on 10 towns (farms) and rural characteristic tourism resources, it has developed three boutique tourist routes for eco-tourism, folk customs tours and desert adventures, while promoting characteristic farming and breeding and the processing of agricultural and sideline products, to form a unique rural tourism resources network. Hanggin Rear Banner is home to one National Beautiful Village, one national key village for the development of rural tourism and one national forest park, striding forward to promote rural revitalization through tourism development.



## Challenges and Problems

Hanggin Rear Banner is located at the southern foothills of Yinshan Mountains and on the north bank of the Yellow River. On its area of 1,790 square kilometers, there are nine towns, one farm and 107 administrative villages, with a permanent population of 217,600, including 114,100 urban residents. Hanggin Rear Banner has little precipitation throughout the year, and big temperature difference between day and night. The sunshine is strong, and water evaporates quickly. It is also windy and sandy in many days. The frost-free season is short, and hail, sandstorms, frost and other natural disasters are frequent. There are few leading industries, and its economy is of a small scale and a poor structure. The intensive processing industry of agricultural and livestock products is at a low level, and fails to stimulate the development of other industries. In 2011, Hanggin Rear Banner was listed as a banner of extreme poverty by Inner Mongolia, and 38 or 35.5% of its administrative villages were impoverished. Its beautiful idyllic scenery, mysterious history and profound cultural heritage are all huge assets for developing tourism, but as its tourism industry is still in the early stage and lacks capital investment, many resources remain to be tapped and utilized.

## Measures

**1. Turn the farmland into a tourist attraction.** While promoting large-scale contiguous cultivation, Hanggin Rear Banner has turned the crop fields into scenic areas,



such as the sea of sunflowers in Tuanjie Town, the sea of pear flowers in Shahai Town, the 100,000-*mu* wheat field in Menghai Town, the golden corn field in Shuangmiao Town and the red pepper plantations in Erdaoqiao Town, promoting the transformation of traditional agriculture into modern leisure agriculture to attract tourists.

**2. Engage farmers in hotel construction.** Hanggin Rear Banner has explored the integrated development models of “fruit picking + leisure tourism”, “folk customs experience + farming demonstration” and “aquaculture + vacation”, incorporated tourism elements into the development of agriculture, animal husbandry, fishery and other industries, and has built eight star-rated tourist reception facilities: Xiaotian Modern Agricultural Park, Erwa Farm, Haowu Water Eco-Village, Shuilinsha Resort, Zhiqinghu Farm, Jinshawan Fishing Village, Runsheng Farm and Guoliqing Farm.

**3. Build product brands.** The melon of Hanggin Rear Banner and the watermelon of Sandaoqiao are well-known geographical indication products. Other tourism products with local characteristics, such as Hetaowang Wine, COFCO Tunhe Tomato Juice, and Xuyi Animal Husbandry’s Angus beef, all under the umbrella brand “Tian Fu He Tao”, are much sought after at home and abroad. The pumpkin seed oil series developed by Dingshang Jiaren Agricultural Technology Development Co., Ltd. and the 53° YuShanChun Liquor developed by YuShanChun Liquor Industry Co., Ltd. were awarded the bronze award in the China Competition of Characteristic Tourism Commodities, and the Xuyi organic beef launched by Xuyi Animal Husbandry Co., Ltd. won the honorary title of “Inner Mongolia’s Gift” in 2021.

**4. Turn the village into a destination.** Aimed at consolidating the foundation, making up for shortcomings,



and strengthening the weakness, Hanggin Rear Banner has implemented the Toilet Revolution, opened tourist lines, built rural tourist reception centers and parking lots, improved its public signage, and constantly improved basic tourist service facilities. Agricultural and tourist festivals such as the Pear Blossom Festival, Wheat Field Harvest Festival, Chili Industry Festival, Pig for the New Year, Sunflower Photography Festival, and Winter Fishing Festival are held on a regular basis. All this has made Hanggin Rear Banner a well-known tourist destination.

### Results

In 2022, Hanggin Rear Banner planted 970 million pounds of crops, with an output of 485 million kilograms, and had its twelfth consecutive harvest. It added 132,000 *mu* of high-standard farmland and nine protected agricultural parks of 5,600 *mu*. It renovated and expanded 20 large-scale dairy farms, and had 100,000 dairy cows in stock, including 69,000 heads of beef cattle and 3.54 million heads of sheep. It transferred the use rights of 88,000 *mu* of land, and cultivated 56 service providers, with a service area of 1.13 million *mu*. Longzheng Agriculture and Animal Husbandry Cooperative was listed as one of the top 500 farmers' cooperatives in China. Hanggin Rear Banner has eight science and technology platforms, including the digital exhibition hall

of modern agriculture, the big data center of dairy cows, and four science and technology backyards, of which the Dairy Cow Science and Technology Backyard is rated as a model science and technology backyard by the China Rural Special Technology Association. The revenue of all its 107 village collectives has exceeded RMB 100,000, and the average annual net income of the people who have been lifted out of poverty has increased by 15.4%.

### Experience and Inspirations

**1. Optimize resource allocation.** Hanggin Rear Banner continues to pursue integrated development, vigorously implements the “Tourism+” project, and promotes the deep integration of tourism with industry, agriculture, and modern service industry. It has fostered a favorable environment for promoting all-for-one tourism



development by all and for all. It concentrates financial and material resources on the development of boutique scenic spots, builds core brands, and improves its appeal and reputation as a destination.

**2. Strengthen market development.** Hanggin Rear Banner has increased effort to attract investment, in particular from key competitive enterprises with tourism development experience, and worked to ensure that the investment projects will be completed, put into production, and produce the desirable effects at an earlier date. It has also increased support, especially financial support, for the tourism industry, and actively supported the development of Inner Mongolia Yinshan Desert Cultural Tourism Development Co., Ltd., Hailong's horse industry and Xiaotian Green Food Cooperative. Through these model projects and companies, it can attract more financial, industrial and private capital to the tourism industry, and facilitate the implementation of tourism projects so that they can generate benefits as soon as possible.

**3. Follow the guidance of plans.** On the basis of a comprehensive survey on all kinds of tourism resources in the banner, it formulated a special plan for the development of the tourism industry, and merged multiple plans into one master plan in a steady, solid manner. The development goals, spatial layout and development paths of all-for-one tourism were determined in a science-based manner, and the implementation efforts were coordinated. In particular, it is necessary to plan for the development of new elements and new business forms of tourism and lead the development of related projects on the basis of existing master plan and special plans, so as to further



consolidate the foundation for the development of all-for-one tourism.

### Next Steps

**First**, it will add more cultural contents to basic tourism products such as agricultural products, homestays, food products, and rural landscapes. For example, more local characteristic elements may appear on product packages, homestays may keep traditional architectural characteristics, whenever possible, in their external design, and restaurants may provide diners with tableware that bears local cultural symbols, so as to further improve their appeal and distinctness to tourists. **Second**, on the basis of the original product portfolio, experiential projects such as popular agricultural science lectures, cultural lectures, farming experiences, and handicraft workshops will be launched, to further engage the tourists and optimize the supply of rural products. **Third**, it will overcome the geographical limitations of the countryside, become project- or landscape-oriented, use we-media, short videos and other channels to increase the visibility of rural destinations. It will collect tourist information about surrounding villages, and establish a comprehensive tourist service platform for information release, hotel/homestay and ticket booking, among other purposes.





# 江西上饶市广信区望仙村： 望仙谷景区赋能乡村振兴

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## 摘要

江西省上饶市广信区望仙村引进上饶市九牛大峡谷旅游景点综合开发有限公司打造网红景区“望仙谷”。景区以古村落非物质文化遗产和原生态资源为乡村活化的主线，山、水、谷、村、寺、林、田等乡村文化为根基，将原先重污染的花岗岩开采矿区改造发展成集赣家民俗、山水人文、本地农业、风味美食、休闲度假、亲子研学为一体的国家 AAAA 级旅游景区，开辟了当地经济、社会、生态等各方面可持续发展的乡村振兴之路。





## 挑战与问题

江西省上饶市广信区望仙村地貌以半丘陵为主，境内丁溪河由南向北逶迤而过，海拔 175 米，距离城区约 60 公里，公路盘曲，愈行愈陡，交通条件差。望仙村是罕见的环状花岗岩峰林地貌，自 1998 年起当地逐步成为江西著名的花岗岩板材生产基地，最多时曾有 200 多条生产线。因开采技术和加工工艺落后，加上石材加工企业的废水未经

处理乱排乱放，废弃石粉随意倾倒，溪谷里的水都被染成了牛奶色，对当地生态环境造成严重破坏。2007 年石材加工被正式叫停，但因为当地过去过度依赖石材产业，加上田少且贫瘠，年轻人纷纷外出打工，村子里只剩下老人和小孩，观念落后，渐渐变成了空心村。

## 措施

**1. 复原古村古街风貌。**广信区政府高度重视望仙村的旅游发展，在融资渠道、技术人才和土地指标等方面给予大力支持。望仙村始终秉持“复原乡村建筑，复活乡村生活，复兴乡村经济”的理念，大力推进“故乡重生计划”。望仙谷景区所有建筑都是沿用赣东北民居传统“青砖黑瓦马头墙，高架天井花格窗”的建筑形式，望仙谷从落寞乡村蜕变成国家 4A 级旅游景区。

**2. 重塑传统文化价值。**为传承本土传统文化，望仙谷景区引进多项非遗手工作坊和文创店，以及弋阳腔、木偶戏、信河乱弹腔、串堂班、畲族民





歌、桥灯、庙会、傩舞、板龙灯等各类非遗表演、民俗文化和人文风情活动，同时在街道中汇聚了具有本地浓郁特色的各类风味小吃和传统手工农业作坊。

**3. 带动乡村旅游融合发展。**望仙谷景区的发展带动周边村落新建了乡村民宿、农耕示范基地、游步道、生态停车场、乡俗文化广场、游客接待中心等区域，成立了村落民宿统一管理体系，借助景区客流优势形成辐射，往日沉寂的小山村变成了一个集乡村旅游、民宿、餐饮、产业作坊相融合的特色旅游村。

**4. 促进村民就业和返乡创业。**通过建设创客空间，民俗、商业、餐饮与民宿等设施，打造望仙谷独有的赣家风格产业体系，以永不收租、共创共享的方式带动本区农民就业和鼓励青年回村创业，实现“携手创业，共同致富”的乡村振兴。

## 成效

望仙村自石材加工产业全面关停后积极改善生态环境，森林覆盖率也由过去的73%上升到81%。周边村庄新建了沿河游步道890米，亲水平台3个，停车场5个，村庄民宿也由原来的2家发展到20余家，带动本村农民就业超200余人，每户民宿月增收6,000元。望仙谷景区2022年景区游客量达110万人次，旅游综合收入3.87亿元。2023年第一季度游客量达90万人次，营收约1.5

亿元，景区内民宿入住率超95%，120余家店铺营业，总营业额超过4,000万元，直接解决就业人口1,000余人，带动周边就业1.7万余人。望仙村创业返乡人数已超1,500人，人均月增收2.5万元。

## 经验与启示

**1. 村庄开发秉持复原理念。**景区建设遵循“旧物新用、修旧如旧、资源活化”方式，提升古村落整体气质。通过古居古桥修葺、古渠古道修缮、古树古石保护、古物古事挖掘，保护现有的森林及淡水资源，不断完善景区各项基础设施，开展排水工程、道路工程、电气工程、园林景观改造工程、公共设施建设工程、环卫工程等，既保留历史痕迹，又融入现代便利和审美因素。





**2. 旅游产品凸显文化特色。**深入挖掘本土历史文化、地域特色文化、民族民俗文化、传统农耕文化等，打造赣家特色夯土房民宿、戏曲表演、手工艺品、手工作坊、夜景灯光秀、非遗体验等一系列沉浸式体验文化项目，实现对乡村传统文化价值的重新认识、活化及再利用。

**3. 旅游发展融合线上线下。**不断探索传统产业与“互联网+”相结合的线上线下联动方式，线下打造以望仙谷为中心的产业圈，带动周边旅游、民宿、餐饮的发展；线上利用网络媒体频道、论坛、博客、微信、微博等自媒体平台，建立网络营销渠道，与知名旅游网站等合作开展旅游营销，持续带动乡村振兴。

## 下一步计划

一是继续保护并前瞻性高质量开发农业观光、休闲度假、健康疗养、民俗演艺、农事节庆、康养旅居、梯田景观和非物质文化遗产等特色鲜明的乡村旅游项目产品，坚持推进“故乡重生计划”，完成望仙谷二期、三期项目建设。二是建立“三产促一产、一村带多村”的发展运营模式，带动不具备优势资源的村落共同发展。进一步改善提升乡村基础设施，美化乡村自然生态环境，丰富完善乡村文化旅游产品，走出一条农文旅融合赋能的乡村振兴新路子。



# Wangxian Village, Guangxin District, Shangrao City, Jiangxi Province:

Developing Wangxian Valley Scenic Area to empower rural revitalization

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## Abstract

Wangxian Village of Jiangxi Province has introduced Shangrao Jiuniu Grand Canyon Tourist Attraction Development Co., Ltd. to help develop its popular tourist attraction Wangxian Valley. With the village's intangible cultural heritage and original ecological resources as the main theme of rural revitalization, the scenic area takes root in rural elements such as the mountains, waters, the valley, the village, temples, forests, and fields. The once heavily polluted granite mining area has been transformed into a national AAAA tourist attraction that displays local folk customs, natural and cultural landscape, local agricultural development, and offers tourists with specialty food, leisure & vacation, and parent-child educational tours, opening up a path of rural revitalization based on local economic, social and ecological sustainability.





### Challenges and Problems

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Wangxian Village is mostly semi-hilly, and the Dingxi River flows from south to north through it. With an altitude of 175 meters, it is about 60 kilometers away from the urban area, almost inaccessible except via the winding, steep mountain roads. It features a rare landform of ring-shaped granite peak forest, and has gradually become a famous granite plate production base in Jiangxi since 1998, with more than 200 production lines at its peak. Due to backward mining and processing technology, however, coupled with the unregulated discharge of untreated wastewater and dumping of waste stone powder by processing enterprises, the creeks in the valley were polluted and became milky, and local

ecological environment was seriously damaged. In 2007, the government officially shut down stone processing businesses, but due to the over-reliance on the stone processing industry and the limited, infertile fields, the youngsters have left to make a living elsewhere, leaving behind them only the old and minors, and gradually the village became backward and hollowed out.

### Measures

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**1. Restore the antique flavor to the village and its streets.** The Guangxin District Government attaches great importance to the tourism development of Wangxian Village, and provides it with strong support in terms of financing channels, technical talents and land indicators. Wangxian Village has always adhered to the principle of “restoring rural architecture, reviving rural life, and revitalizing rural economy”, and vigorously pushed ahead the Hometown Rebirth Project. All the buildings in Wangxian Valley Scenic Area are built with the traditional architectural style in northeastern Jiangxi, featuring “blue clay bricks, black tiles, Ma Tau walls, an elevated courtyard, and patterned window frames”. Wangxian Valley has transformed from a little-known village into a national AAAA tourist attraction.





### **2. Reshape the value of traditional cultural heritage.**

In order to inherit local traditional culture, Wangxian Valley Scenic Area has introduced a number of intangible cultural heritage handicraft workshops and cultural and creative shops, and staged Yiyang Tune, puppet shows, Xinhe Opera, Chuantang Ban, She People’s folk songs, bridge lamps, temple fairs, exorcising dance, Dragon Lantern Dance and other intangible cultural heritage performances and folk customs activities. Meanwhile, various snacks stands and traditional handmade agricultural products workshops with local characteristics have opened in the streets.

**3. Promote the integrated development of rural tourism.** Thanks to the development of Wangxian Valley Scenic Area, surrounding villages have built more rural homestays, farming demonstration bases, tourist trails, eco-parking lots, rural customs & culture squares, and tourist reception centers, and established a unified management system for homestays. With the tourist flow lured by the scenic area, the once quiet small mountain village has transformed into a characteristic destination featuring the integrated development of rural tourism, homestays, catering facilities and industrial workshops.

**4. Promote villagers’ employment and entrepreneurship among the returnees.** With the makers space, folklore, business, catering and homestay facilities built, Wangxian Valley has formed a unique Jiangxi-style industrial system. It has introduced the rent-free policy and the concept of joint entrepreneurship for shared benefits, to promote the employment of local farmers and encourage young migrant workers to return to the village to start a business, and achieve rural revitalization by “working together to start a business and realize common prosperity”.

## **Results**

Since the complete closure of the stone processing industry, Wangxian Village has actively improved its ecological environment, and the forest coverage rate has increased from 73% to 81%. The surrounding villages have built 890 meters of walking trails along the river, three riverside platforms, five parking lots, and the number of homestays has increased from 2 to more than 20. More than 200 local jobs were created for farmers, and each homestay has seen their monthly income rise by RMB 6,000. In 2022, Wangxian Valley Scenic Area received 1.1 million tourists, and the comprehensive tourism income was RMB 387 million. In the first quarter of 2023, it received 900,000 tourists and earned about RMB 150 million from revenue. The occupancy rate of homestays in the scenic area exceeded 95%, more than 120 shops were in operation, with the total turnover of more than RMB 40 million. More than 1,000 jobs were directly created, in addition to more than 17,000 ones in surrounding villages. The number of returnees starting their own business in Wangxian Village has exceeded 1,500, with an average monthly income increase of RMB 25,000.

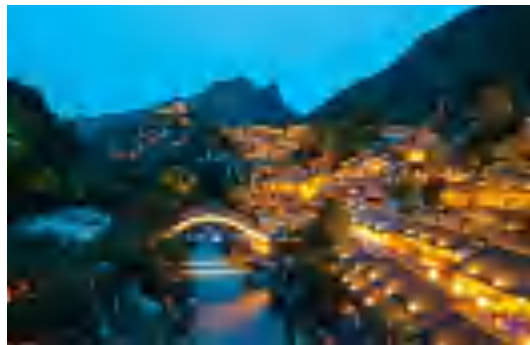


## Experience and Inspirations

**1. Uphold the principle of restoration in village development.** The development of the scenic area adopts the method of “giving old things a new purpose, restoring the old as it was, and making good use of idle resources” to enhance the village’s overall quality. Through the repair of old residences, bridges, canals and roads, the protection of ancient trees and stones, and the excavation of relics and historical events, the conservation of existing forest and freshwater resources, it keeps improving infrastructure facilities in the scenic area. The drainage, road construction, electrical engineering, landscape, public facilities construction, and sanitation projects were launched. During their implementation, historical traces were retained, and modern convenience and aesthetics added.

**2. Highlight cultural connotation of tourism products.** Wangxian Village has dug deeply into local history and culture, regional characteristic culture, ethnic folk culture, and traditional farming culture, and developed a series of immersive cultural experience projects such as rammed earth homestays, local opera performances, handicrafts, handicraft workshops, night lighting shows, and intangible cultural heritage experience, to gain a new understanding of the value of, give a new life to and make good use of rural traditional culture.

**3. Promote the development of tourism both online and offline.** Wangxian Village continuously explores the online-offline linkage by combining traditional industries and the “Internet+” approach. Offline it has



built an industrial circle centered on Wangxian Valley, to drive the development of surrounding tourist attractions, homestays, and catering businesses. Online it uses online media channels, BBS, blogs, Weixin, Weibo and other new-media platforms to establish online marketing channels, and cooperates with well-known travel websites in destination marketing, to continue to drive rural revitalization.

## Next Steps

**First**, it will continue to support existing rural tourism projects with distinctive characteristics, and develop more high-quality ones in advance, covering agritourism, leisure & vacation, health preservation, folk performances, agricultural festivals, health-conscious sojourns, terraced landscapes and intangible cultural heritage. It will continue with the Hometown Rebirth Project, and complete the second and third phases of the Wangxian Valley. **Second**, it will establish a development and operation model under which the development of the tertiary sector will drive that of the primary sector, and the development of one village will boost that of other villages, to drive the common development of villages poor in resources. It will continue to improve and upgrade rural infrastructure, beautify the rural ecological environment, enrich and improve rural tourism products, and embark on a new path of rural revitalization empowered by the integration of agriculture, culture and tourism.



# 四川南充市仪陇县琳琅村： 民宿集群助力景区走出发展困境

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## 摘要

四川省南充市仪陇县把握东西部协作发展机遇，深度发掘朱德故里资源禀赋，充分借鉴浙江民宿建设运营经验，建设植根乡土、文化集聚、群众受益的精品民宿31处。探索形成“二个结合、三元融合、四大联合”的民宿建设运营机制，高品质打造“德乡慢村”品牌民宿集群。有效破解景区“高流量、低收入”困境，带动当地群众实现旅游增收。朱德故里景区所在的琳琅村成为全国知名的红色旅游和乡村旅游目的地。





## 挑战与问题

朱德故里景区位于四川省南充市仪陇县琳琅村，近年来年游客接待量保持在 300 万人次左右，但因配套不足和业态不全，导致游客粘性不强，旅游消费乏力，旅游收入一直上不去。“如何破解景区‘高人气、高流量、低收入’困境，加快推动景区由‘过境游’向‘过夜游’转变，释放游客消费潜力，提高景区及周边群众家庭经济收入”，成为仪陇县委、县政府急需研究解决的重要课题。

## 措施

**1. 坚持“两个结合”。**一是将东部成熟经验与西部人文自然相结合。仪陇选派 51 名文旅从业人员，分批前往浙江省莫干山等地考察学习民宿建设、运营等先进经验。按照“遵从人文、贴近自然”的理念，系统性规划、标准化建设、一盘棋打造琳琅村精品民宿群。二是将现代城市元素与当地乡土场景相结合。在建筑外形上充分保留川东北民居青瓦、斜屋顶等“仪陇特色”；在庭院造景上尽量采用仪陇本地特色园艺植物，确保院落布置与乡土生活、劳动场景协调统一；在室内装饰上，大量采用现代家居、智慧家居元素，让游客既能体验农家田园风光，又能享受现代便捷生活。

**2. 坚持“三元融合”。**将民宿建设与当地“红色文化、客家文化、民俗文化”深度融合。按照“用好德乡资源，品味慢村生活”的“德乡慢村”民宿区域品牌建设思路，投入浙川东西部协作项目

资金 3,500 万元，带动国有企业投资 3 亿元，配套建设民宿红色书屋、VR 全息电影体验馆、红色研学旅行基地、琳琅红色文化展示中心、客家文化博览园等，改造提升农家乐 12 家，策划举办四方田插秧比赛、川北大木偶剧目表演、“三乡文化”（剪纸、书法、篆刻）作品展览等系列活动，全方位丰富和提升游客的民宿文化体验。

**3. 坚持“四大联合”。**把促增收与闲置资产盘活、资金入股分红、村民就近就业和自主创业联合起来，拓宽致富渠道、增加村集体和群众收入。国企租用闲置民房和集体房产发展民宿，按照每年每套平均 2.5 万元的标准，分年度支付租金。县政府将东西部协作民宿建设项目分红资金、村集体经济产业发展基金、省市乡村振兴示范村创建奖金等入股产业发展，获取保底分红，增强自身造血功能，帮助琳琅村彻底摘掉集体经济“空壳村”帽子。民宿及客博园等优先向本地村民提供就业岗位，让村民在家门口稳定就业。村党支部牵头成立民宿合作社，免费提供“个性化”设计方案，统一组织民宿经营服务培训，鼓励群众创业，参照统一标准自主改建民宿和农家乐 14 处。

## 成效

自 2021 年 11 月项目建成以来，“德乡慢村”精品民宿群已接待游客 1.5 万余人次，带动景区消费超过 700 万元。其中筑梦阁、初心苑两处民宿日均入住率超 7 成，筑梦阁更是以其“山、水、





田、村”宜居生态本底和多元的文化脉络，成功入选四川省第二批“天府旅游名宿”，倍受游客追捧。在“德乡慢村”精品民宿群的辐射带动下，琳琅村14户村民自主建设民宿和农家乐，民宿及客博园优先向本地村民提供管家、保洁、保安等服务岗位150余个，岗位平均月工资在3,200元左右。依托民宿产业，当地村民真正吃上了“旅游饭”。民宿经济推动朱德故里景区由“过境游”向“过夜游”转变，正是一场破解旅游景区“高人气、高流量、低收入”困境的生动实践。

### 经验与启示

**1. 政府引导是产业发展的“助推剂”。**仪陇县委、县政府坚持将民宿产业作为促进文旅融合、推动乡村振兴的重要抓手，推动精品民宿在朱德故里景区实现从无到有、从点到面、从国企统建到村民自建的集群式发展，充分体现出政府政策引导、资金引领的示范带动作用，有效激发当地民宿产业发展活力。

**2. 东西协作是西部振兴的“增效剂”。**新一轮东西部协作启动以来，仪陇县借势发力、借梯登高，聚力民宿产业发展，加快推进朱德故里景区提档升级。温州市龙湾区按照“仪陇所需、龙湾所能、确保实效”的工作思路，充分发挥东西部协

作资金的撬动作用和浙江民宿产业发展理念的引领作用，全力支持仪陇建设“德乡慢村”精品民宿集群。龙仪两地深度协作、同向发力，实现了“1+1>2”的协同效应。

### 下一步计划

一是结合自身实际，进一步推出文旅发展领域财税、用地、投融资等优惠措施，加大产业升级、园区建设、商品培育等支持力度，全方位促进文旅产业提质发展。二是按照“因地制宜、优化资源、合理开发、突出特色、打造精品”原则，编制完善《仪陇县旅游发展总体规划》《朱德故里景区旅游发展规划》两项规划和《国家全域旅游示范区创建行动方案》《朱德故里景区景镇融合发展实施方案》两大方案，推动红色旅游融合联动发展。三是统筹推进马鞍镇-朱德故里景区景镇融合发展工程，持续用好“景区+民宿”发展模式，不断丰富旅游元素，完善基础配套，提升品质内涵，实现景区吸引力和承载力“双提升”。

# Linlang Village, Yilong County, Nanchong City, Sichuan Province:

The homestay cluster leading the scenic area out of the development dilemma

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## Abstract

Yilong County of Sichuan Province has seized the opportunity of east-west cooperation, deeply tapped local resources as Zhu De's hometown, fully absorbed Zhejiang Province's best practices of homestay operations, and built 31 boutique homestays that are rooted in the countryside, gather cultural elements and benefit the masses. It has established the homestay development and operation mechanism featuring "two combinations, integration of three cultures, and four linkages", and is building the "Dexiang Mancun" (literally meaning the Zhu De's hometown, a slow-paced village) high-quality homestay cluster brand. It has effectively solved the dilemma of "high traffic but low income" facing local scenic spots, and increased local people's income through tourism development. Linlang Village, home to Zhu De's hometown, has become a well-known destination for CPC heritage-themed tourism and rural tourism in China.





### Challenges and Problems

Zhu De’s Hometown Scenic Area is located in Linlang Village, and has received about 3 million tourists per year in recent years. Due to the lack of supporting facilities and business diversity, however, visitor stickiness and consumption are weak, which has kept tourism income low. Hence an urgent problem facing the county Party committee and the county government is how to solve the dilemma of “high popularity and high traffic but low income” facing the scenic area, accelerate the transformation from “transit tours” to “overnight tours”, release the consumption potential of tourists, and increase the income of people in the scenic area and surroundings.

### Measures

**1. Adhere to “two combinations”.** First, combine the mature experience of the eastern region with the cultural and natural resources of the west. Yilong selected 51 people working in the culture and tourism industries to visit Moganshan and other places in Zhejiang Province in batches to gain advanced experience in the development and operation of homestays. Respecting local cultural heritage and natural resources, it has made systematic plans and standardized the construction of the boutique homestay cluster in a coordinated manner in Linlang Village. **Second**, combine modern urban elements with local rural scenes. The characteristics of green tiles and pitched roofs of traditional residential buildings in Yilong are fully preserved, and local characteristic plants are used whenever possible in courtyard landscaping to ensure

that the courtyard layout fits into the countryside life and labor scenes. In terms of interior decoration, a lot of modern home and smart home elements are used, so that tourists can enjoy all the conveniences brought by modern technology while experiencing the rural scenery.

**2. Persist with integrating local CPC revolutionary culture.** Hakka culture and folk culture into homestay development. Adopting the regional homestay branding approach of “making good use of local resources and allowing tourists to enjoy the slow life in the village”, it invested RMB 35 million in the Zhejiang-Sichuan cooperation project, and mobilized RMB 300 million of investment from state-owned enterprises. With the money raised, it has opened the CPC history-themed bookroom, VR holographic movie theater, CPC heritage-themed study tour base, the CPC heritage exhibition center, and Hakka culture-themed park at the homestay cluster, transformed and upgraded 12 farmhouses, held the rice planting competition, puppet shows, and exhibitions of paper cutting, calligraphy, and seal carving works, enriching and enhancing the cultural contents of the tourist experience at the homestays.

**3. Adhere to “four linkages”, i.e.,** linking the effort





of income increase with making good use of idle assets, dividends from investment, local employment promotion and business startups, to broaden the sources of income for the village collectives and the masses. State-owned enterprises rent vacant private houses and collectively-owned real estate to develop homestays, and pay an average of RMB 25,000 per unit per year in rents. The county government invested dividends from the east-west cooperation project for homestay development, the industry development fund for village collectives, and the bonuses granted by provincial and municipal governments for demonstration villages in the pursuit of rural revitalization in the development of industries, to obtain guaranteed dividends, enhance its own ability to generate income, and help Linlang Village truly strengthen the collective economy. Homestays and the Hakka culture-themed park give priority to local villagers in recruitment, so that villagers can find stable employment in the village. The village Party branch took the lead in establishing a homestay cooperative, provided free customized designs,



organized training on homestay operations and services, and encouraged the masses to start their own business, who have transformed 14 homestays and farmhouses on their own according to the established standards.

## Results

Since the completion of the project in November 2021, the “Dexiang Mancun” boutique homestay cluster has received more than 15,000 tourists who spent more than RMB 7 million in the scenic area. In particular, the daily occupancy rate of the two homestays of Zhumengge and Chuxinyuan exceeded 70%, and Zhumengge was selected as the second batch of Famous Accommodation Facilities in Sichuan Province with its livable ecological environment consisting of “mountains, waters, fields and the village” and cultural diversity, and is much sought-after by tourists. Driven by the development of the “Dexiang Mancun” boutique homestay cluster, 14 households in Linlang Village independently built homestays and farmhouses, and the homestays and the Hakka culture-themed park gave priority to hiring local villagers as housekeepers, cleaning, security and other service staff, with more than 150 such jobs created and an average monthly salary of about RMB 3,200. Thanks to the homestay industry, tourism has truly become a source of income for local villagers. The homestay economy has promoted the transformation of tourism in Zhu De’s Hometown Scenic Area from “transit tourism” to “overnight tourism”, which is a vivid practice to solve the

dilemma of “high popularity, high traffic but low income” facing tourist attractions.

## Experience and Inspirations

**1. Government guidance is the catalyst of industrial development.** The Yilong County Party Committee and People’s Government continue to regard the homestay industry as a pillar industry to promote the integration of culture and tourism and promote rural revitalization, and has facilitated the cluster development of boutique homestays from scratch, with the coverage area expanding, and with operators diversifying from state-owned enterprises to individual villagers. This fully demonstrates the demonstration and driving role of government policy and capital investment, and effectively stimulates the vitality of the development of the local homestay industry.

**2. East-West cooperation is the synergist for the revitalization of the western region.** Since the launch of the latest round of east-west cooperation, Yilong County has seized the opportunity to aim higher and concentrate resources on the development of the homestay industry, to accelerate the upgrading of the scenic area of Zhu De’s Hometown. While striving to meet Yilong’s needs within its capabilities and ensure practical results, Longwan District of Wenzhou City gives full play to the leveraging role of the east-west cooperation fund and the leading role of Zhejiang’s philosophy in developing the homestay industry, and fully supports Yilong to develop the “Dexiang Mancun” boutique homestay cluster. The in-depth cooperation between Longwan and Yilong has



produced a synergy effect.

## Next Steps

**First**, in light of its own actual conditions, Linlang Village will introduce more preferential policies regarding fiscal arrangements, taxation, land use, investment and financing in the development of culture and tourism industries, increase support for industry upgrading, park construction, and commodity cultivation, and promote the high-quality development of the culture and tourism industries in all respects. **Second**, by following the principles of “adapting to local conditions, optimizing resources, planning development in a science-based way, highlighting characteristics, and developing high-quality products”, Yilong County will formulate and improve the *Master Plan of Yilong County on Tourism Development*, the *Tourism Development Plan for Zhu De’s Hometown*, the *Action Plan for Applying for the Status of National All-for-one tourism Demonstration Zone and the Implementation Plan for the Integrated Development of the Scenic Area and the Town in Zhu De’s Hometown*, to promote the integrated development of CPC heritage-themed tourism. **Third**, it will coordinate efforts to promote the integrated development project of Ma’an Town and Zhu De’s Hometown Scenic Area, continue to make good use of the “scenic area + homestay” development model, enrich tourism elements, improve infrastructure and service quality, and enhance the scenic area’s appeal and carrying capacity at the same time.



# 贵州遵义市湄潭县金花村： 茶旅融合的乡村振兴之路

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## 摘要

贵州省遵义市湄潭县湄江街道金花村以土地承包经营流转合作社为平台，统一茶园、山林、土地和房屋等资源；采用统一资源、统一规划、统一管理的模式，发动群众以资源和资金入股组建贵州七彩部落乡村旅游开发有限公司，打造的拥有七彩房子和彩色公路的茶旅一体景区，“七彩部落”享誉八方，探索出一条传统农业向现代农业和乡村旅游业发展的特色道路。







## 挑战与问题

贵州省遵义市湄潭县湄江街道金花村共 662 户 2,582 人，距县城 10 公里，村民以种茶为生，人均年收入不足万元，收入增长缓慢。金花村内的七彩部落原名大清沟，位于湄潭县倾力打造的旅游精品线路“翠芽27°”景区的核心地带。金花村在发展旅游过程中，主要面临以下问题：一是公司与农户、公司与大清沟专业合作社管理人员在经营中意见不一致，管理机制不顺畅；二是旅游产品单一，经营主体单调；三是缺乏旅游规划布局和招商引资策略。

## 措施

**1. 夯实改革基础。**金花村全面推进“四确一建”，一是确定农村集体经济组织成员；二是确定农村集体资产产权，对农村各类集体资产予以清查核实、登记造册、建档立卡，并办理不动产权证书；三是按照“确权确股不确资”的方式，将经营性和资源性集体资产，在集体经济组织中合理量化股份，确定股权；四是确定村级集体资产经营管理

主体，组建股份经济合作社；五是建立农村产权流转交易市场，推动各项资源的市场化配置，促进城乡资本的互助流动。

**2. 创新经营主体。**金花村以打造“美丽乡村·七彩部落”为载体，创新利益联结机制，引进贵州天下茶园旅游文化发展公司，采取“公司+合作社+农户”的合作经营模式，按照“51%+39%+10%”的股份比例，组建贵州七彩部落乡村旅游开发有限公司作为“七彩部落”项目建设主体。目前累计投入资金 2,000 余万元，建成彩色植物迷宫、百人婚庆广场、酱香特色商品品鉴展示馆、儿童游乐园、水上实景演艺厅、观光农产品采摘体验馆等项目。



**3. 理顺利益联结机制。**七彩部落大清沟分社立足自身实际，将股份分为资金股、资源股、成员股和集体股四大类：一是资金入股占股分红40%；二是山、水、林、田、地等资源入股占股分红25%；三是大清沟组274名成员占股分红15%；四是村集体经济组织占股分红20%，其中金花村股份经济合作社占股分红5%，大清沟分社占股分红15%，分红全部用于公益事业和股份经济合作社下一步发展。

### 成效

金花村全村发展有机稻田726亩、生态茶园6,688亩、林下养殖园1个、水产基地4个和特色文化村3个。金花村趁着七彩部落发展的东风抢抓机遇，逐步完善了12个农业产业专业合作社，打造了石沟农民画家村、三关塘红军村等精品旅游景点，通过发展旅游、养殖业、中药材、优质稻等产业带动村民脱贫致富，直接受益农户达600余户。村民通过自营、入股、合资等方式参与旅游业经营管理，开办餐饮19家、住宿17家、小吃22家、奶茶吧、游乐场和销售当地特色农产品等，实现家门口就业增收致富，人均收入从2015年的8,400元上升到2020年的38,000余元，增幅达252.4%。

### 经验与启示

**1. 加快“三变”改革。**金花村通过深化农村集体产权制度改革，以推动“资源变资本、资金变



股金、农民变股民”的三变为目标，努力盘活农村可利用资源，激活农村闲散资金，吸引工商资本回流农村，激发农民支持改革、参与发展的活力，实现了“家家有资本、户户成股东、人人能就业、年年有收入”的改革效果。

**2. 推动三产融合发展。**金花村立足茶产业发展优势，以“人与自然和谐相处，三产空间融合发展”为理念，以“一家五园创客村”为载体，全境域规划，着力打造“金花生态国际都市农庄”。村股份经济合作社整合培育辖区内幸福谷农业专业合作社、三关塘田园合作社，以及10余家农业种植大户，推动三产深度融合发展。

### 下一步计划

金花村七彩部落交通便利，基础设施较为完善，下一步将继续依托6,000多亩生态茶园：一是打造网红民宿、特色农家乐、大型生活超市（带提款机、带快递、解决物流）和活动中心（图书室、咖啡吧、茶室）；二是做当地特色产品的品牌设计、包装和注册；三是做农民培训，提升村民做乡村旅游的素质与能力，全方位带动乡村吃、住、行、娱、购、乐、养等旅游全产业链发展，打造特色村寨，让游客吃在茶园中、玩在茶园中、乐在茶园中。

# Jinhua Village, Meitan County, Zunyi City, Guizhou Province:

The path to rural revitalization based on tea–tourism integration

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## Abstract

Via the platform of the cooperative for land use rights transfer, Jinhua Village of Meijiang Subdistrict, Meitan County, Guizhou Province, brings resources such as tea gardens, mountains, forests, land and houses under centralized management. It adopted centralized planning and management models, and mobilized the masses to invest resources and funds and become shareholders of Guizhou Colorful Tribe Rural Tourism Development Co., Ltd., to develop the tea-tourism integration scenic area featuring colorful houses and highways. The Colorful Tribe is now a well-known destination. Jinhua has explored a path for modernizing agriculture and developing rural tourism with its own characteristics.





### Challenges and Problems

Jinhua Village has a population of 2,582 people in 662 households and is 10 kilometers away from the county seat. The villagers grow tea trees for a living, with the per capita annual income of less than RMB 10,000, and the income growth is slow. The Colorful Tribe in Jinhua Village, formerly known as Daqinggou, is located in the core area of the Cuiya 27° scenic area, a boutique attraction developed by Meitan County. Jinhua Village mainly faces the following problems in developing tourism. **First**, the tourism development company is at odds with the farmers and the management personnel of the Daqinggou cooperative, and the management mechanism is not smooth. **Second**, the tourism products and the business entities lack diversity. **Third**, there is a lack of tourism planning and investment promotion strategy.



### Measures

**1. Lay a solid foundation for reform.** Jinhua Village has advanced efforts in five aspects. **First**, it has determined the members of rural collective economic organizations. **Second**, it has determined the property rights ownership of rural collective assets, verified all kinds of rural collective assets, kept a registry of them, established archives, and issued real estate property rights certificates. **Third**, Jinhua follows the principle of confirming rights and shares, but not capital amount, and has rationally converted collectively-owned operational and asset assets into a specific number of shares. **Fourth**, it has determined the village-level main body responsible for collective asset operation and management and formed a joint-stock economic cooperative. **Fifth**, it has established a market for the transfer of rural property rights, and promoted the market-oriented allocation of resources and the mutual assistance and flow of urban and rural capital.

**2. Introduce new business entities.** While working to implement the “Beautiful Countryside and Colorful Tribe” initiative, Jinhua Village has reformed the interest linkage mechanism, and introduced Guizhou Tianxia Tea Garden Tourism and Culture Development Company. Under the cooperative operation model featuring “company + cooperative + farmer”, and with the shareholding ratio of 51:39:10 among them, it has established Guizhou Colorful

Tribe Rural Tourism Development Co., Ltd. to implement the “Colorful Tribe” project. So far, it has invested more than RMB 20 million and built the colorful plant maze, a wedding ceremony square capable of accommodating 100 people, an exhibition hall of specialty commodities, a children’s amusement park, a real-scene water show hall, and an agricultural product picking hall.

### 3. Straighten the interest linkage mechanism.

Based on its own reality, the Daqinggou Branch of the Colorful Tribe divides its shares into four categories: capital shares, resource shares, membership shares and collective shares. The capital investment accounts for 40% of the dividends, the investment of resources such as mountains, water, forests, fields, and land accounts for 25%, the 274 members of the Daqinggou Group take up 15% of the dividends, and the village collective economic organization accounts for 20%, of which the Jinhua Village Joint-Stock Economic Cooperative takes up 5% of the dividends and the Daqinggou Branch, 15%. All of the proceeds are used for public welfare undertakings and the development of the joint-stock economic cooperative.



## Results

Jinhua Village has cultivated 726 *mu* of organic rice fields, 6,688 *mu* of eco-tea gardens, one forest-dependent breeding garden, four aquatic product bases and three characteristic culture villages. Seizing opportunities brought by the Colorful Tribe project, it has gradually improved 12 agricultural cooperatives, created high-quality tourist attractions such as Shigou Village of Farmer Painters and Sanguantang Red Army Village, and increased villagers’ income through the development of tourism, aquaculture, Chinese medicinal materials, high-quality rice growing industries, directly benefiting more than 600 rural households. Villagers have participated in the tourism industry by opening their own business, investing in businesses or launching joint programs. They have opened 19 restaurants, 17 homestays, 22 snack shops, in addition to a number of bubble tea bars, playgrounds and shops selling local characteristic agricultural products, hence working and making money in the village. The per capita income rose from RMB 8,400 in 2015 to more than RMB 38,000 in 2020, an increase of 252.4%.

## Experience and Inspirations

**1. Speed up three transformations.** By continuing the reform of the rural collective property rights system, and guided by the aim to transform resources into capital, funds into shares, and farmers into shareholders, Jinhua Village has made efforts to effectively utilize the available resources and idle funds in rural areas, attract industrial



and commercial capital back to rural areas, and stimulate the vitality of farmers to support reform and contribute to development. It has seen to it that every household has capital and shares, access to jobs, and annual income.

**2. Promote the integration of primary, secondary and tertiary industries.** Leveraging its advantage in the tea industry, Jinhua Village works to promote harmonious coexistence between man and nature, and integrated development of spaces for primary, secondary and tertiary industries. With the five gardens and the makers' village as the carrier, Jinhua Village has formulated a village-wide plan, and striven to build the Jinhua International Eco-Farm. The village joint-stock economic cooperative integrates and cultivates the Happy Valley Agricultural Cooperative, the Sanguantang Cooperative, and more than 10 major planting households in the jurisdiction to promote the in-depth integration and development of the primary, secondary and tertiary industries.

## Next Steps

The Colorful Tribe project in Jinhua Village has convenient access to transportation facilities and relatively sound. In the next step, it will continue to make use of the more than 6,000 *mu* of eco-tea gardens, **firstly**, develop photogenic homestays, characteristic farmhouses, large grocery stores (equipped with ATMs and express delivery and logistics services) and activity centers (i.e. libraries, coffee bars, tea rooms). **Secondly**, it will design brands and packages for local characteristic products and register them for trademarks. **Finally**, it will also train farmers, improve their quality and abilities needed in the development of rural tourism, drive the development of the whole rural tourism industry chain covering catering, accommodation, travel, entertainment, shopping, and health preservation services, and develop characteristic villages where tourists can eat, play and have fun in the tea gardens.

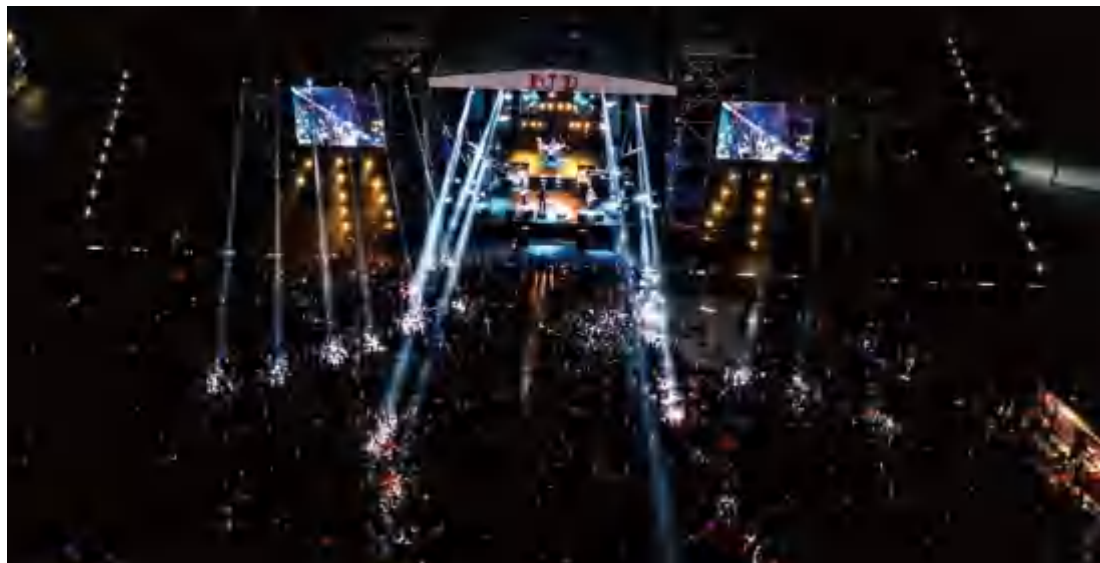


# 河北保定市竞秀区大激店村： “旅游+”多元发展助力乡村振兴

## 摘要

河北省保定市竞秀区大激店村通过挖掘保护利用本村资源，以“古、水、文化”旅游资源为特色，旅游+音乐+匠人+民宿+电竞的“旅游+”田园综合体新模式，打造“大激店”乡旅品牌，2019年荣获首批全国乡村旅游村荣誉称号。大激店村通过以党建聚合力、产业促发展、制度树规矩、人才做助力，打造了竞秀区农村建设的样板，实现了经济提升、环境优美、生活富裕、村风文明的和谐发展，塑造成为乡村振兴的样板村。





## 挑战与问题

河北省保定市竞秀区大激店村土地以耕地为主，基础建设薄弱，农民思想落后，外出务工人员多，村内无过硬的自然资源，发展旅游仿佛是一个不能实现的事情。如何将村内历史资源、水资源转化为旅游资源，吸引游客留下来，带动农民增收致富，成为大激店村乡村振兴的核心问题。

## 措施

**1. 振兴村集体经济。**上世纪 80 年代末，大激店村 6 名村民投资 50 万元创办了保定三联纸业有限公司。2000 年，村干部挨家挨户动员村民集资入股，65% 的村民入股融资 6,000 万元，纸业公司更新了设备、扩大了厂房，新建 5 条造纸生产线和 2 条涂布生产线，年生产能力 13 万吨，年销售收入 3.2 亿元。2011 年，该村创建鑫鹏砷业有限公司，在村党支部和村委会统筹下，全村每户村民入股 2 万元，实现 100% 村民参与，2012 年公司年销量 30 余万立方米，为村民提供约 200 多个就业岗位。

**2. 改善村人居环境。**大激店村 2010 年抓住新民居改造机遇，利用原来人烟荒芜、路不成路、田

不是田的村东废弃坑地建设成了环境一流的美林河畔小区。小区占地 110 亩，总建筑面积 13.3 万平方米，绿化率 35%，共 1,174 户，成为全省首批新民居示范村。

**3. 促进招商引资。**近几年，大激店村积极落实党中央实施乡村振兴战略的新要求，依托保定生态园，瞄准文化旅游产业，重点引领村民向观光农业、农业深加工及其下游的餐饮、娱乐等服务型产业发展。引进天津创世景观公司发展高效农业种植业；引进河北云乡居集团建设中国匠人谷文创小镇项目，打造具有“一院一品一匠人”风格的九亩竹院艺术家工坊和独具美学特色的主题民宿；引进珠海北海山文化公司成功举办六届大激店世界音乐节。







## 成效

大激店村先后引入总投资 4,500 万真天地游乐园项目，解决 80 人就业，为村集体创收 150 万元；引入总投资 3 亿元的好梦花语项目，流转土地 1,200 亩，解决 50 人就业；引入总投资 8,000 万元的九亩竹院艺术家文创中心，增加服务岗位 80 余个。村各项产业总产值从 13 亿元增长到 20 多亿元，76% 的村民直接或间接从事旅游相关工作，人均年收入达 3.4 万元。2023 年 3 月古镇大激店成功获批国家 3A 级旅游景区。

## 经验与启示

**1. 坚持群众路线。**没有大激店广大村民的支持和参与，振兴发展就会是一句空话。村民健康向

上的精神追求，确保了真天地游乐场、云乡居集团、北山文化、天津创世公司等项目引得来、建得好、能发展。村民有信仰，集体有力量。全体村民的积极进取和主动参与，是大激店持续发展的不竭动力和智力源泉。

**2. 抓住机遇选准产业。**大激店牢牢抓住产业和项目这条主线，大力发展文化旅游业，走“党建引领、产业带动、生态增辉、文化铸魂”的城郊型农村特色发展道路，打造竞秀区农村发展的样板。村集体打造的三联纸业、鑫鹏砭业等支柱企业，都是村民普遍入股，既是股东又是职工。近几年引进的项目，都是租赁集体土地，村民既能有分红收益，又可以打工，还可以自己开展配套服务业。人心思进，人心思齐，环境优美，社会稳定，经济发展，全村出现了政通人和的美好局面，展现了文化古村落发展的宏伟蓝图。

## 下一步计划

十四五期间，古镇大激店旅游景区要继续以党建为统领，按照区委、区政府“南有大激店北有一亩泉”的思路，继续优化现有业态，引入更多新兴业态，将古镇大激店打造成城郊结合的集旅游、文化、体育、电竞、音乐于一体的“有文化、有情怀、有方向”的田园综合体特色旅游景区。



# Dajidian Village, Jingxiu District, Baoding City, Hebei Province:

Promoting rural revitalization through the “Tourism +” approach  
for diversification and development

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## Abstract

Dajidian Village of Hebei Province, through digging up, protection and utilization of its resources, highlights antique flavor, water resources, and cultural heritage to attract tourists, adopts the new model of development for rural complexes that bring together multiple elements including tourism, music, craftsmen, homestays and e-sports, and strives to build the “Dajidian” brand for rural tourism. It was recognized among the first batch of national rural tourism villages in 2019. By building cohesion through Party building, promoting development through industries, formulating rules and policies, and strengthening the growth momentum through talent cultivation, Dajidian Village has created a model for rural development in Jingxiu District, achieved harmonious development with a stronger economy, a beautiful environment, and well-off and civilized villagers, and grown into a model village for rural revitalization.





### Challenges and Problems

Dajidian Village is dominated by arable land, its infrastructure conditions are poor, the farmers hold conventional views, and many villagers work outside the village seeking better opportunities. Without superior natural resources, turning the village into a tourist destination seems like a mission impossible. The core challenge for Dajidian in its pursuit of rural revitalization is figuring out how to transform its historical and water resources into tourist attractions, thereby increasing the farmers' income.

### Measures

**1. Develop the village collective economy.** At the end of the 1980s, six villagers in Dajidian invested RMB 500,000 to establish Baoding Sanlian Paper Co., Ltd. In 2000, village cadres went from house to house to mobilize villagers to invest in the company, and raised RMB 60 million from 65% of the villagers. With the money raised, the paper company upgraded its equipment, expanded its factories, and added five paper-making production lines and two coating production lines. Now its annual production capacity stands at 130,000 tons and its annual sales income RMB 320 million. In 2011, Xinpeng Concrete Industry Co., Ltd. was founded, and

each villager invested RMB 20,000 in shares under the coordination of the village's Party branch and villagers' committee, covering all the villagers. By 2012, the company's annual sales volume exceeded 300,000 cubic meters, and created more than 200 jobs for villagers.

**2. Improve the living environment.** In 2010, Dajidian Village seized the opportunity presented by the reconstruction for new rural residential buildings and built the well-equipped, beautiful Meilin Riverside residential complex on the abandoned pit in the east of the village. The residential complex covers an area of 110 *mu*, with a total construction area of 133,000 square meters and a greening rate of 35%. Housing 1,174 households, it is rated among the first demonstration villages for new rural residential buildings in the province.



**3. Step up in investment promotion.** In recent years, Dajidian Village has actively implemented the new requirements of the Party Central Committee to implement the rural revitalization strategy. Based on Baoding Eco-Park, it has its eye on the culture and tourism industries, and focuses on leading the villagers to develop service-oriented industries such as agritourism, deep processing of agricultural products, and downstream catering, entertainment industries. It introduced Tianjin Chuangshi Landscape Company to develop high-efficiency planting; The village also collaborated with Hebei Yunxiangju Group to build the Chinese Craftsman Valley, creating the “One Courtyard, One Product, One Craftsman” styled Jiumu Bamboo Courtyard artist workshop and theme homestays with distinctive aesthetic characteristics. Lastly, they partnered with Zhuhai Beishan Culture Company to successfully host six editions of the Dajidian World Music Festival.

### Results

Dajidian Village has introduced the Real World Amusement Park project. With a total investment of



RMB 45 million, the project hires 80 people and has generated RMB 1.5 million for the village collective. The Haomeng Huayu project, with a total investment of RMB 300 million, has contracted the use rights 1,200 *mu* of land, and hired 50 people. The Jiumu Bamboo Courtyard Artist Center, with a total investment of RMB 80 million, has added more than 80 service jobs. As a result, the total output value of various industries in the village has increased from RMB 1.3 billion to more than RMB 2 billion, and 76% of the villagers are directly or indirectly engaged in tourism-related industries, with a per capita annual income of RMB 34,000. In March 2023, Dajidian was granted the status of national AAA tourist attraction.

### Experience and Inspirations

**1. Stick to the mass line.** Without the support and participation of the villagers, rural revitalization and development would just be empty talks. It is the villagers with their positive and forward-looking spirit that ensure the success of projects such as the Real World Amusement Park, and others launched by Yunxiangju Group, Beishan Culture, and Tianjin Chuangshi Company. The villagers have ideals and the village collective have strength. The initiative and active participation of all villagers provides an inexhaustible driving force and intellectual support for the sustainable development of Dajidian.

**2. Seize opportunities and select the right industry.** Dajidian firmly focuses on the main line of industry and projects, vigorously develops the cultural tourism industry,

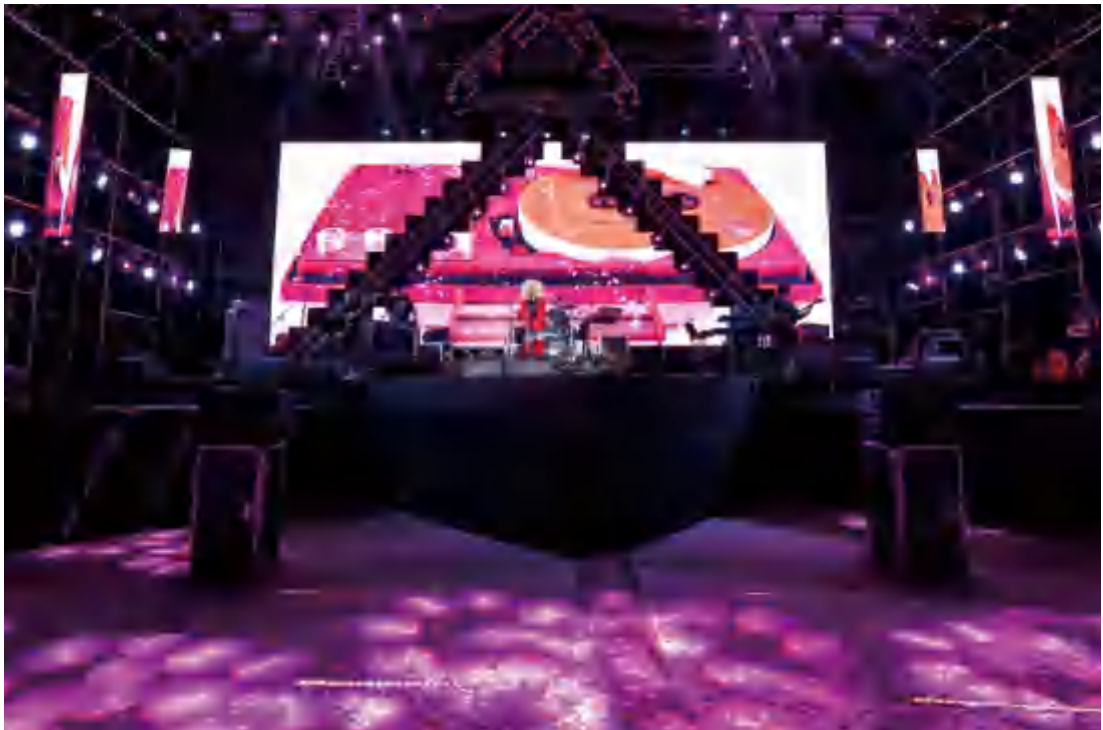


follows the development path of suburban areas featuring the guidance of Party building, industrial development, a sound ecological environment, and cultural heritage, and becomes a model for rural development in Jingxiu District. The pillar enterprises such as Sanlian Paper and Xinpeng Concrete founded by the village collective are all widely invested by villagers, many of whom are both shareholders and employees. The projects introduced in recent years are all tenants on the collectively-owned land. In addition to income from dividends and wages, villagers can start their own business in the service industry. The villagers are of the same mind for a better life, and the

whole village is thriving under good governance, with a beautiful environment, social stability, and a booming economy, unfolding the blueprint for the development of ancient villages.

### Next Steps

During the 14th Five-Year Plan period (2021-2025), The Dajidian tourist area should continue to follow the guidance of Party building, and optimize the existing business forms and introduce more emerging business forms in accordance with the guidelines established by the district Party committee and district government by following the strategy of “Dajidian in the south, Yimuquan in the north”. The goal is to transform Dajidian into a culturally-rich, people-centered suburban complex destination with distinct characteristics and a clear direction for development, integrating tourism, culture, sports, e-sports and music industries.



# 陕西汉中市佛坪县： 生态旅游打造“静美佛坪·熊猫家园”

## 摘要

陕西省汉中市佛坪县坚持“生态立县、林药兴县、旅游强县”发展路径，紧密依托县域生态资源优势，积极探索“两山”转化路径，围绕“静美佛坪、熊猫家园”旅游定位，全面实施“生态旅游+”战略，把旅游业作为撬动乡村振兴的突破口和支柱产业，加快县域经济高质量发展，成为秦巴山区生态旅游致富兴业的典范。





## 挑战与问题

陕西省汉中市佛坪县地处秦岭南麓腹地，是国家扶贫开发工作重点县、国家连片特困地区扶持县和省级革命老区县，全县有贫困村 35 个，建档立卡人口 2,681 户 7,965 人。佛坪县贫困人口基数大，无支持产业，土地资源稀缺，农业发展动力及潜力不足；生态保护责任重大，高耗能及规模化工业无发展空间；县域经济体量小，现代服务业活力不足。佛坪县确立旅游强县战略后亟待解决“旅游业如何取得突破性发展，以及旅游如何有效融合其他产业带动县域经济高质量发展”。

## 措施

**1. 绘制旅游蓝图。**佛坪县“十三五”和“十四五”规划中将全域旅游定位为“战略性支柱产业”，“多规合一”编制了《佛坪县全域旅游发展总体规划》和《佛坪县文旅融合发展规划》。县委、县政府坚持一张蓝图绘到底，确保规划有效管控与落实，重点围绕现代农业园区、旅游基础配套设施、乡村民宿发展、村集体旅游实体经济等项目建设，“十三五”期间累计投入乡村旅游交通、环

境整治、产业开发等方面资金达 8.5 亿元以上。

**2. 加大旅游产品开发。**佛坪县林下经济围绕全域旅游发展不断转型升级。农家香、康之源、爱尚菇粮等品牌生产包装手工挂面、香菇酱、香菇饼干、魔芋皮等农副产品，国宝岭、熊猫村等土蜂蜜荣获佛坪地理标志产品。佛坪县持续打造“静美佛坪·熊猫家园”旅游品牌，成功举办十六届“茱萸花海踏春游”、十三届秦岭大熊猫文化旅游节。通过“筑巢引凤”，先后引资银川东方公司、陕西正大鸿泰、携程集团等公司投资建设熊猫谷、山居培训中心、携程度假农庄等景区及民宿产业，近 5 年来招商引资金额直接投入旅游产业开发达 2.5 亿元以上。



**3. 强化文旅数字营销。**佛坪县协调飞猪旅行和阿里巴巴公益，以公益方式打造覆盖县域食住行游购娱各要素的数字攻略、手绘地图、佛坪数字科普游戏等。拍摄扶贫微电影《青山新语》在互联网上映，评论和播放量超过 1,000 万次，并在“学习强国”及陕西电视台影视频道播出。

## 成效

佛坪县实施“旅游强县”战略以来，旅游产业不断壮大，带动乡村经济发展效应显著。一是农民通过熊猫谷景区、旅游开发公司、攀德公司等涉旅企业务工、入股分红、土地流转、购买生产资料等方式增收致富。二是充分运用数字攻略等智慧旅游成果统揽旅游现代化服务功能，促进乡村农家乐、农家宾馆、特色主题酒店、中高端民宿和自驾营地发展，将“旅游+扶贫”推向新的高度。佛坪县发挥“旅游+”大融合优势，落实“资源变资产、资金变股金、农民变股东”三变改革，实现“旅游+镇村+特色产品”的创新模式。佛坪县坚持旅游业一业突破，以乡村旅游为抓手，重点打造乡村旅游实体经济，有效促进巩固脱贫攻坚成效同乡村振兴有效衔接，探索出农户+景区+村集体合作社带动模式，旅游业直接带动 510 户 1,728 人脱贫，占全县脱贫人口 22% 以上。2022 年，佛坪县共计接待游客 225 万人次，实现旅游综合收入 9.5 亿元，带动旅游相关从业者人均增收 0.86 万元以上，人均年可支配收入由 2016 年的不足 0.7 万元增长为 1.56 万元，成功实现旅游富民强县。



## 经验与启示

**1. 坚守生态底线。**生态资源是佛坪最大的资本，绿色发展是佛坪旅游最大的底色。佛坪县作为呵护“中国符号”大熊猫、“中央水塔”秦岭的“生态卫士”之一，忠实地履行着独特的使命，为建设大美秦岭、美丽中国奉献着“佛坪力量”。

**2. 挖掘特色资源。**佛坪县始终利用好优势旅游资源，按照打好“熊猫牌”，念好“山水经”，走向“致富路”的思路，将群众与大熊猫保护、生态产业发展、旅游赋能乡村振兴牢牢拧成一股绳，推动宜人的“绿水青山”转化为富民的“金山银山”，深刻诠释了“人不负青山，青山定不负人”的重要内涵。

## 下一步计划

一是大力发展以天麻、猪苓、山茱萸等中药材和食用菌为主的特色种植业，土猪、土鸡、中蜂、林麝、板栗、核桃、猕猴桃等林下特色（种）养殖业，同步发展森林旅游康养业，构建“种、养、游”结合的立体循环发展模式。二是加快打造佛坪成为集珍稀野生动植物观赏、研学科考、养生度假、山地运动、科普教育等于一体的秦岭原生态山地休闲度假旅游目的地，创建国家级旅游度假区。三是围绕“引汉济渭”三河口水利枢纽和新形成的 13 平方公里人工湖，积极推进三河口水利风景区建设，筹划打造滨水旅游度假区，写好“水文章”，丰富县域旅游产品供给。



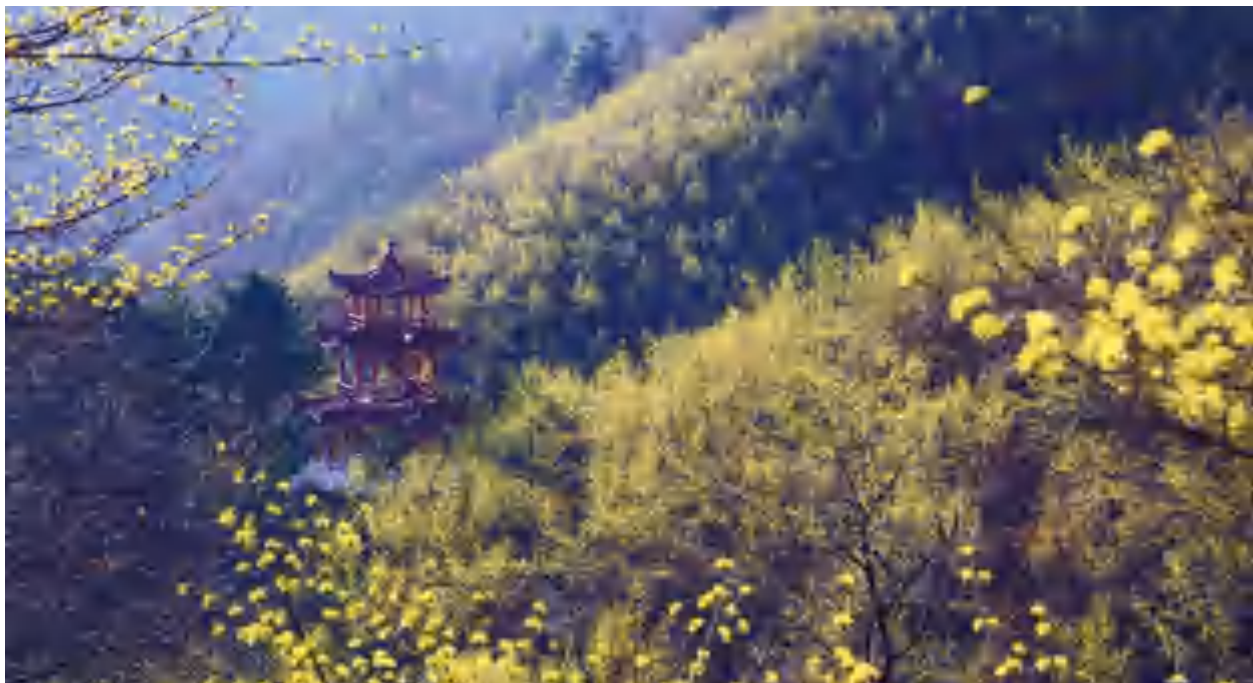
# Foping County, Hanzhong City, Shaanxi Province:

Concentrating efforts to build a rural scenic leisure resort

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## Abstract

Foping County of Shaanxi Province pursues development through ecological conservation, forestry and medicinal herb cultivation and tourism. It fully taps its advantageous ecological resources, and actively explores the path of translating “lucid waters and lush mountains” into economic benefits. Remaining true to its positioning as a “Tranquil, Beautiful Homeland of the Giant Pandas”, it has implemented the “Eco-Tourism +” strategy in all respects, considers tourism as a breakthrough and pillar industry to stimulate rural revitalization, and accelerates the high-quality development of the county economy. It has become a role model in Qinling-Daba Mountains for increasing the people’s income and developing local industries through eco-tourism.





### Challenges and Problems

Located in the hinterland of the southern foothills of the Qinling Mountains, Foping County is a state-level key county for poverty alleviation and development work, a recipient county of state support for contiguous poverty-stricken areas and a provincial-level old revolutionary area county, with 35 poor villages and a registered population of 7,965 people in 2,681 households. Foping has a huge poor population, no supporting industries, scarce land resources, and insufficient motivation and potential for agricultural development. It has a heavy responsibility for ecological conservation, and there is no room for development of energy-intensive and large-scale industries. The county economy is small, and the modern



service industry lacks vitality. After Foping established the strategy of strengthening the county economy through tourism, it is imperative to figure out “how to achieve breakthrough development in tourism, and how to effectively integrate tourism with other industries to drive the high-quality development of the county economy”.

### Measures

#### 1. Draw a blueprint for the tourism industry.

In its 13th Five-Year Plan and 14th Five-Year Plan, Foping County defines all-for-one tourism as a “strategic pillar industry”, and consolidated several plans into the *Foping County Master Plan for All-For-One Tourism Development* and the *Foping County Plan on the Integrated Development of Culture and Tourism*. The county party committee and the county government persevere in carrying out the set blueprint until it becomes reality, and work to ensure the effective control and implementation of the above plans. Priority is given to projects in the real economy including modern agricultural parks, tourism infrastructure, rural homestays, and village collective’s tourism projects. During the 13th Five-Year Plan period (2016-2020), it invested more than RMB 850 million in rural tourism transportation, environmental improvement, industrial development, and so on.



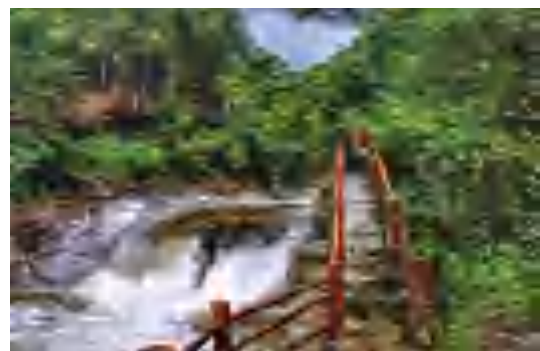
### 2. Step up in the development of tourism products.

Foping County's forest-dependent economy has been continuously transformed and upgraded to adapt to the development of all-for-one tourism. There are brands such as Nongjiaxiang, Kangzhiyuan, and Aishang Guliang for packaged handmade noodles, mushroom paste, mushroom-flavored biscuits, konjac peels, and other agricultural and sideline products, and Guobaoling, Panda Village and other locally-produced honey have been labeled as the geographical indication products of Foping. Foping continues to build up its brand of "Tranquil, Beautiful Homeland of the Giant Pandas", and has held 16 editions of the Spring Outing to the Sea of Dogwood Flowers and 13 editions of the Qinling Giant Panda Tourism Festival. By improving its business environment, it has successively introduced Yinchuan Dongfang, Shaanxi Zhengda Hongtai, and Ctrip Group to invest in the scenic spots and homestays including the Panda Valley, Mountain Training Center, and Trip.com Group Country Retreat. In the past five years, it has attracted more than RMB 250 million direct investment in the tourism industry.

**3. Strengthen digital destination marketing.** Foping coordinated Fliggy and Alibaba Foundation to develop non-for-profit digital travel guides, hand-drawn maps, and an e-game about the basics of Foping, covering catering, accommodation, travel, shopping and entertainment services in the county. It shot a short film on poverty alleviation titled "Qingshan Xinyu" and released it on streaming platforms, attracting more than 10 million comments and views. The short film was also aired on xuexi.cn and the Film and TV Channel of Shaanxi TV.

## Results

Since the implementation of the strategy of tourism-driven county development, Foping County has seen its tourism industry continue to grow, significantly driving the rural economic development. **First**, farmers have increased their income by working for, receiving dividends from and transferring their land use rights to tourism-related enterprises such as the Panda Valley Scenic Area, the tourism development company, and Pande Company, and from production materials they purchased. **Second**, it makes full use of smart tourism products such as digital travel guides to bring together modern tourist services, promote the development of rural homestays and hotels, characteristic themed hotels, mid-to-high-end homestays and self-driving campsites, and elevate the 'tourism + poverty alleviation' initiative. Foping County gives full play to the advantages of "tourism+" integration, and transforms resources into assets, funds into shares, and farmers into shareholders. The innovative model of "tourism + towns and villages + characteristic products" is established. Foping County persists in seeking breakthrough development of the tourism industry, and focuses on rural tourism to develop the real economy of rural tourism. It has effectively aligned the effort to consolidate gains in poverty alleviation and that to promote rural revitalization, and established the model of rural households + scenic spots + village collective cooperatives. The tourism industry has directly lifted 1,728 people from 510 households out of poverty, accounting for more than 22% of the county's population who have emerged from poverty. In 2022, Foping received 2.25 million tourists, achieved



a comprehensive tourism income of RMB 950 million, with the per capita income of tourism-related practitioners increasing by more than RMB 8,600 and the per capita annual disposable income rising from less than RMB 7,000 in 2016 to RMB 15,600. Foping has successfully enriched its people and strengthened its county through tourism.

## Experience and Inspirations

**1. Safeguard the ecological conservation bottom line.** Ecological resources are the biggest asset of Foping, and green is the color of Foping’s tourism industry. As one of the “ecological guards” of the giant panda – the symbol of China, and the Qinling Mountains – the “Water Tower in Central China”, Foping has faithfully fulfilled its unique mission and contributed to the beautiful Qinling and China.

**2. Tap specialty resources.** Foping has always made good use of its advantageous tourism resources, such as the giant pandas and the beautiful landscape. It has mobilized the masses to participate in the protection of giant pandas, development of ecological industries, and tourism-empowered rural revitalization, and transformed the pleasant scenery of waters and mountains into invaluable assets to enrich the people. All these remind us that “If we do not fail Nature, Nature shall never fail us”.

## Next Steps

**First,** Foping will vigorously develop the characteristic planting of traditional Chinese medicinal herbs including Gastrodiae Rhizoma, umbellate pore fungus, medicinal cornel, and edible fungi, and the forest-dependent economy including the breeding of pigs, chicken, Apis cerana cerana (a variety of bees), forest musk deer, and the planting of chestnut, walnut and kiwifruit trees. Meanwhile, it will develop forest tourism and wellness tourism, and build a three-dimensional cycling model combining “planting, breeding and tourism”. **Second,** it will accelerate to turn Foping into a mountain leisure and vacation destination and a state-level tourist resort where tourists can appreciate rare wild animals and plants, conduct scientific research, relax and enjoy their holidays, do mountain sports, and learn popular science. **Third,** it will actively promote the development of the Sanhekou Water Conservancy Scenic Area, with the Sanhekou Water Conservancy project – for diverting water from the Hanjiang River to the Weihe River – and the newly-formed 13-km manmade lake at the center, and plan to build a waterfront resort, to make full use of water resources and enrich the supply of tourism products in the county.



# 重庆城口县东安镇： 巴山原乡的农旅融合之路

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## 摘要

重庆市城口县东安镇依托独特的自然景观和气候条件，狠抓基础设施改善和接待服务升级，依托亢谷国家旅游度假区和亢家寨国家 5A 级旅游景区建设，打造场镇至黄安坝、密水村、朝阳村和亢谷东南西北四条精品旅游观光线路，形成“一谷四片”，即亢谷、青龙峡湾片区、正河片区、黄安草场片区和密水人家片区的乡村旅游发展格局，塑造“巴山原乡·中国亢谷”旅游品牌，走出一条农文旅深度融合发展的新路径。





## 挑战与问题

东安镇地处大巴山南麓腹心地带，距离重庆市城口县城 70 余公里。境内山高坡陡，沟壑纵横，交通及基础设施薄弱，农业发展受到极大限制。东安镇历届政府立足农文旅融合发展取得了一定成效，但是旅游基础设施及接待能力依然不足，迫切需要提档升级，进一步激发旅游发展再生动力。

## 措施

**1. 完善旅游基础设施。**东安镇出镇公路贯通全境，实现 1 小时到城口、2 小时到巫溪，镇内通村公路全部实现畅通。镇内重点景区和人口密集区域污水管网和污水处理设施全面建成，农村卫生厕所全面普及，4G 网络信号实现全覆盖。东安镇以乡村旅游为平台积极向上争取项目资金，建成文体广场、休闲文化广场、停车场、供水站、旅游步道等配套设施。

**2. 创新产业发展模式。**东安镇探索“基地+合作社+农户”的发展模式，培育中药材、中蜂、高山梨园等产业示范基地 5 个，新型集体经济组织、农民专业合作社实现全覆盖。东安镇确定中药材和

中蜂为主导产业，以订单模式推进产业发展，带动群众种植中药材 3,100 余亩，养殖中蜂 5,300 余箱；以乡村旅游为支柱产业，构建“森林人家+”发展模式，全力推动农旅融合发展。

**3. 打造“森林人家”民宿品牌。**东安镇规范化开展森林人家基础设施升级改造，积极引进市场主体建设不同档次的民宿和酒店，满足不同层次游客需求。东安镇对森林人家实行企业红黑名单制度，按照统一规划布局、统一形象品牌、统一宣传营销、统一接待用品、统一管理培训和统一收费标准，规范森林人家服务和价格。定期组织从业人员外出学习观摩考察，参加经营管理和旅游服务等培训活动，提升服务水平。



**4. 打造“巴山原乡”旅游品牌。**一是开展原乡节庆活动，以“春赏花、夏避暑、秋赏叶、冬玩雪”为主题，成功举办“梨花艺术节”“消夏节”“村歌村晚”“村BA”等特色活动。二是挖掘原乡文化内涵，发动森林人家讲原乡故事、品原乡美食、育原乡情感，编撰完成《山歌组曲》、《东安山水旅游故事集》等文化成果，创编15个精品文艺节目在景区巡回展演。三是开发原乡美食，深入挖掘特色食材，打造乡村土味，开展“东安好味道”十大餐饮名店评选活动，与九龙坡区二郎街道合力打造“安郎宴”特色餐饮品牌，形成具有东安特色、乡土特点的农家餐饮。

## 成效

东安镇成功创建亢谷市级度假区和亢家寨4A级旅游景区，年接待游客突破100万人次；全镇有大巴山森林人家359家，床位7,570张，比2014年分别增长187.2%和396.7%。东安镇大力发展农产品电商业，升级改造3个电商示范点，建成1个营销中心和1个电商直播间，年销售农产品2,000余万元，实现了旅游富民、旅游惠民。

## 经验与启示

**1. 科学规划是基础。**东安镇将农文旅融合作为促进农民致富增收的抓手，立足本地丰富的生态资源和深厚的文化底蕴，先后编制《东安旅游总体规划》《亢河景区总体规划及修建性详细规划》等



一系列规划，为全镇旅游发展提供了论证科学、方向明确、格局合理、思路清晰的发展依据。

**2. 示范引领是关键。**乡村旅游扶贫的持续发展，离不开群众的参与。东安镇组织镇村两级干部通过开社社会和院坝会、入户走访、外出考察，艰难地动员起本地稍有条件的6户农户首开大巴山森林人家，建成营业之后，发挥了良好的示范带动作用。加之几年来不计其数的动员指导和结对帮扶，东安镇全镇现有大巴山森林人家359家，旅游从业人员达到1,200余人。

**3. 宣传营销是抓手。**东安镇积极在市县主流媒体推介东安，发布各类新闻、视频500余条，拍摄制作旅游微电影《大巴山的呼唤》和原创歌曲《东安欢迎你》扩大东安旅游影响力。主动赴主城、达州、陕西等区县开展客源市场宣传推介活动，精准对接和拓宽客源市场。设立“原乡东安”抖音号，发布原乡视频136个，累计阅读量达到500万人次。

## 下一步计划

一是抓好系统谋划。从“示范效应”逐步走向“全域旅游”。完善仁河客栈配套设施，加快推进沙湾荷塘水居建设，完成德安田园综合体提档升级，推动朝阳梨园产业链延伸，申报创建新建村传统村落，逐步构建“一河串五珠”的乡村旅游区域发展格局。二是抓好品质提升。持续改建精品民宿，推进民房变民宿院坝经济，持续开展“东安好味道”餐饮名店评选，加强工作人员的接待服务培训和餐饮培训，提升整体服务品质。

# Dong'an Town, Chengkou County, Chongqing Municipality:

The path to agriculture–tourism integration for the primitive  
land in Daba Mountains

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## Abstract

Dong'an Town of Chongqing Municipality, with unique natural landscape and climatic conditions, the town has prioritized enhancing infrastructure and upgrading reception services. While developing the Kanggu National Resort and Kangjiazhai Scenic Area – a national AAAAA tourist attraction, it has developed four boutique tourism routes connecting Changzhen to Huang'anba, Mishui Village, Chaoyang Village and Kanggu, respectively, covering the four directions of east, south, west and north. It has formed a rural tourism development dynamic consisting of Kanggu, Qinglong George area, Zhenghe area, Huang'an Grassland area and Mishu Residence area, building the tourism brand of "Kanggu, the Primitive Land in Daba Mountains, China", and embarking on a new path of in-depth integrated development of agriculture, culture and tourism.







### Challenges and Problems

Dong'an Town is located in the heart of the southern foothills of Daba Mountains, more than 70 kilometers away from the county seat of Chengkou in Chongqing. It has steep mountain slopes, ravines, poor access to transportation infrastructure, which has greatly restricted agricultural development. Over the years, the government of Dong'an Town has made certain progress in the integrated development of agriculture, culture and tourism, but the tourist infrastructure and reception capacity are still insufficient and in urgent need of upgrading, in order to further stimulate the momentum of tourism development.



### Measures

**1. Improve tourism infrastructure.** The road out of Dong'an Town runs through the whole town, allowing villagers to reach Chengkou in an hour and Wuxi in two hours. All the villages in the town are smoothly connected with roads. The sewage pipelines and sewage treatment facilities in key scenic spots and densely populated areas have been completed, sanitary toilets are popularized in rural areas, and the whole town is covered by 4G mobile network. Dong'an Town has actively applied for project funds for developing rural tourism, and has built supporting facilities such as the cultural and sports square, leisure and cultural square, parking lots, water supply stations, and tourist footpaths.

**2. Reform the industrial development model.** Dong'an Town has adopted the "base + cooperative + farmer" development model, cultivated five demonstration bases for the cultivation of Chinese medicinal herbs, the keeping of Chinese bees, and alpine pear orchards, and established new-type collective economic organizations and specialized farmers' cooperatives in all villages. Dong'an Town has identified the cultivation of Chinese medicinal herbs and the keeping of Chinese bees as its leading industries, promoted their development by the means of contract farming. So far under the government



leadership, the villagers have planted more than 3,100 *mu* of Chinese medicinal herbs and kept more than 5,300 boxes of Chinese bees. With rural tourism as the pillar industry, Dong'an has built a "forest family+" development model, to fully promote the integrated development of agriculture and tourism.

### 3. Build the "Forest Family" homestay brand.

Dong'an Town has upgraded Forest Family infrastructure in a standardized manner, and actively introduced market entities to build homestays and hotels of different grades to meet the needs of tourists with different budgets. It has a red list and a black list of the Forest Family operators, and regulates their services and rates based on centralized planning. All the Forest Family operators must stick to the same image and brand, marketing strategies, reception supplies, management and training methods and rates. They also regularly organize employees to take field observation trips and participate in training activities on business management and tourism services, to improve their services.

**4. Build the tourism brand of "The Primitive Land in Daba Mountains".** First, festivals are organized in the primitive land. Under the theme of "spring flower appreciation, summer escape, autumn leaf appreciation, and snow play in winter", it has successfully held the Pear Blossom Art Festival, Summer Festival, Village Concert and Village Basketball Match, among other activities. Second, it kept digging up the cultural contents of the primitive land. It has mobilized the Forest Family homestay operators to tell the stories of the land, serve local food, and cultivate the tourists' bond with the land. Publications such as *The Mountain Folk Song Suite* and *A Collection of Stories about Natural Attractions in Dong'an* were compiled, and 15 artistic shows were

created and toured in scenic spots. Third, it has developed some distinct local dishes by making use of characteristic ingredients, to create local flavor, and has organized the evaluation of the top ten restaurants of Dong'an. In collaboration with the Erlang Subdistrict of Jiulongpo, the "Anlang Banquet" culinary brand was established to serve rural dishes and food products with Dong'an characteristics.

## Results

Dong'an Town has developed Kanggu into a prefecture-level resort and Kangjiazhai an AAAA tourist attraction, and receives more than 1 million tourists annually. There are 359 Forest Family homestays, with 7,570 beds, an increase of 187.2% and 396.7%, respectively, over 2014. Dong'an Town has been vigorously developing e-commerce of agricultural products, and upgraded and transformed three e-commerce demonstration points, and built one marketing center and one e-commerce live-streaming studio. It sells more than RMB 20 million of agricultural products every year, and indeed enriches and benefits its people through tourism development.

## Experience and Inspirations

**1. Scientific planning is the foundation.** Dong'an utilizes the integration of agriculture, culture and tourism as a strategy to boost farmers' income. Based on its rich ecological resources and profound cultural heritage, it has successively compiled a series of plans such as the *Master Plan on Tourism Development in Dong'an* and the *Master Plan of Kanghe Scenic Area and Its Construction Detailed*



Plan, providing a science-based, clear, rational basis for the development of tourism in the town.

**2. Leading by example is the key.** The sustainable development of rural tourism for poverty alleviation is inseparable from the participation of the masses. Dong’an Town organized cadres at the town and village levels to hold meetings of cooperative members, meetings at courtyards and on dams, and make household visits and field trips, and after some hard work, six farmers who were relatively better off were finally persuaded to open the first Daba Mountains Forest Family homestays which, once they began operations, have set a positive example. After countless pep talks, guidance and paired-up assistance in the past few years, there are 359 Forest Family homestays, and more than 1,200 people working in the tourism industry in Dong’an Town.

**3. Marketing is the main method.** Dong’an Town has actively promoted itself in the mainstream city- and county-level media, and released more than 500 pieces of news and videos of various kinds. It has also filmed and produced the tourism-themed micro-film “*The Call of Daba Mountains*” and created the song *Welcome to Dong’an* to expand its influence as a tourism destination. It also took the initiative to go to Zhucheng, Dazhou, and Shaanxi, which are its main tourist sources, to promote the area and broaden its tourist market. It has launched the “Dong’an Yuanxiang” account on Douyin, and released 136 videos about Dong’an, attracting more than 5 million views.



### Next Steps

**First**, focus on comprehensive systematic planning, transitioning from leveraging the “demonstration effect” to promoting holistic tourism across the area. It will improve the supporting facilities of Renhe Inn, accelerate the construction of Shawan Hetang Water Residence, complete the upgrading of De’an Pastoral Complex, help extend the industrial chain of Chaoyang Pear Orchard, apply for the status of traditional villages, and gradually form a rural tourism development dynamic with five major attractions along the river. **Second**, ensure quality improvement. Continued efforts will be made to upgrade boutique homestays and transform residential homes into guest accommodations, sustain the “Dong’an Good Taste” restaurant evaluation campaign, strengthen staff training on guest reception and catering services, and improve the overall service quality.



# 广西南宁市宾阳县大陆村： 以“稻”为媒，以“农”促旅

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## 摘要

广西壮族自治区南宁市宾阳县古辣镇大陆村聚焦农业产业现代化和产业融合发展，以“稻”为媒，积极进行产业结构调整，转变农业发展方式，延伸农业产业链，推进一二三产深度融合，努力打造集农耕文化体验、生态农业观光、休闲民宿度假和生态农业采摘为一体的乡村休闲度假旅游区，大胆探索出一条现代农业园区创新发展的特色之路。





### 挑战与问题

古辣镇大陆村位于广西壮族自治区南宁市宾阳县的东南部，全村共有 180 户 720 人，村民以种植水稻为主，经济收入来源较为单一。跟许多普通山村一样，大陆村由于人多地少和产业结构单一，大多数村民只能选择外出打工，村里多是留守老人和儿童，缺乏活力，发展滞后。

### 措施

**1. 促进农业提质增效。**大陆村与华南农大合作共建“古辣香米研究院”，与广西农业科学院水稻研究所签订战略合作协议建立宾阳工作站，着力打造产学研合作平台，共同开展香稻新品种选育、香米品质与食味研究、优质常规香稻品种提纯复壮等研究，解决水稻传统栽培过程中遇到的瓶颈问题，持续夯实“古辣香米”国家地理标志这块金字招牌，真正让“古辣香米”成为可持续发展的富民产业。

**2. 促进农文旅融合发展。**大陆村积极创建国家 AAA 级稻田艺术旅游景区，打造以“稻”为媒的乡村休闲旅游精品旅游示范点。2016 年大陆村委托深圳中国稻草人艺术团队，专门制作稻田艺术设计及相关文化创意，在村内凤凰垌 55 亩稻田上设计稻田艺术画，打造了广西第一幅采用青、黄、紫等多种颜色稻谷秧苗呈现的稻田艺术画。

**3. 促进村企合作发展。**大陆村理事会积极发动村民采取自愿入股的方式成立旅游公司，配套建设彩虹滑道、彩虹桥、碰碰车、小火车等体验项目，并打造了玻璃观景桥、玻璃水滑道等网红打卡景点。同时与广西观复农业科技有限公司团队合作，以稻田艺术画为依托，打造以农耕文化为核心，集农耕文化体验、生态农业观光和休闲民宿度假为一体的乡村休闲度假旅游区。

### 成效

2016 年大陆村以打造宾阳万顷香米产业示范基地为契机，加大土地流转力度，实行“小块并大块”，通过租赁、置换耕种等方式，集中全村山地 2,000 多亩、水田和旱地 600 多亩，用来发展特色生态产业。2021 年，大陆村稻田艺术景区获评国家 AAA 级旅游景区，大陆村通过对外承租山林，与景区四个旅游公司签订合作协议入股分红，村集体经济收入突破 300 万元。目前大陆村返乡人才



回村创办餐馆 1 家、休闲农庄 1 家、民宿 20 间，带动 80 名村民实现就地就业。2021 年大陆村人均年收入超过 2 万元，人均增收 2,000 元。

## 经验和启示

**1. 顶层设计。**大陆村在村庄规划时，注重乡村治理和保护生态环境，以“古辣香米”、“稻田艺术”为核心，定位产业、教育、养生、旅游四大主题，形成“一带一心”“两核四区”的空间布局，打造稻花香里示范带，构建集农耕文化体验、生态农业观光、休闲民宿度假和生态农业采摘为一体的乡村休闲度假旅游区。

**2. 政府引导。**古辣镇大陆村充分利用宾阳县委、县政府的大力支持，整合各级财政资金完善村委综合办公楼、灯光球场、环村硬化道路、污水处理厂等基础设施。大陆村通过大力实施“战斗堡垒”建设工程，扎实推进“头雁领航”工程和农村优秀人才回引计划，为发展乡村旅游业奠定基础。

**3. 集体主导。**古辣镇大陆村坚持把发展旅游作为引领经济发展的重要引擎，全力打造“拳头”景区，持续提升大陆村旅游景区品位，促进景区景点提档升级。大陆村理事会集中全村山地、水田和旱地 2,600 多亩，成立农业经济开发有限公司，建立全村利益联结机制，村民以股东的身份入股享受集体分红。



## 下一步计划

宾阳县古辣镇大陆村将继续拓展农文旅融合发展，加强配套设施建设，不断丰富业态类型，持续打造乡村休闲旅游精品景点，助力乡村全面振兴和农业农村现代化。一是继续聚焦“产学研”融合发展，加大与农业高校合作，提升香米价值；二是通过稻田艺术画创作，吸引来自全国各地的学生、文创工作者研学旅行。宾阳古辣镇大陆村将充分发挥“古辣香米”国家地理标志保护产品和“稻田艺术”金字招牌的引领作用，以“稻”媒推进农文旅融合发展，促进宾阳县现代农业园区发展，不断迈上新台阶。



# Dalu Village, Binyang County, Nanning City, Guangxi Zhuang Autonomous Region:

Promoting agriculture–tourism integration through the paddy rice industry

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## Abstract

Focusing on the modernization of agriculture and integrated industrial development, Dalu Village in Gula Town, Binyang County of Nanning City in the Guangxi Zhuang Autonomous Region, has actively adjusted the industrial structure, transformed the mode of agricultural development, extended the agricultural industrial chain, and promoted the deep integration of primary, secondary and tertiary industries, striving to create a rural leisure resort that offers a wide range of services including farming culture experience, agritourism experience, leisure homestay vacations and fruit and vegetable picking. It has boldly explored a characteristic path for the innovative development of modern agricultural parks.





### Challenges and Problems

Dalu Village, situated in the southeast of Binyang County, comprises 180 households with a total of 720 residents, who rely mostly on the cultivation of paddy rice and lack other sources of income. Like many mountain villages, it has lost most of the working-age population due to the scarce land and the undiversified industrial structure. The village is now full of left-behind elderly and children, lacking vitality and lagging behind in development.

### Measures

**1. Promote the improvement in agricultural quality and efficiency.** Dalu Village has co-launched the Gula Fragrant Rice Research Institute with South China Agricultural University, and signed a strategic cooperation agreement with the Rice Research Institute of the Guangxi Academy of Agricultural Sciences to establish the Binyang Workstation, striving to build a platform for business-university-research institute cooperation, jointly carry out research on the selection and breeding of new varieties of fragrant rice, on the quality and taste of fragrant rice, and purification and rejuvenation of high-quality conventional fragrant rice varieties. The purpose is to break the bottleneck encountered in the traditional method of rice cultivation, continue to build the brand of Gula Fragrant Rice, a national geographical indication product, and create a truly sustainable source of income for local farmers.

**2. Promote the integrated development of agriculture, culture and tourism.** Dalu Village has been actively applying for the designation of national AAA rice field art resort, to build a rural leisure boutique tourism demonstration site featuring rice cultivation. In 2016, Dalu Village commissioned the Shenzhen China Scarecrow Art Team to come up with rice field art designs and related cultural and creative proposals. The team designed rice field paintings on 55 *mu* of rice fields in Fenghuangdong, the first rice field paintings in Guangxi created with green, yellow, and purple rice seedlings.

**3. Promote village-enterprise cooperation.** The Dalu Village Council encouraged villagers to voluntarily contribute and form a shareholder-based tourism company, developed experiential projects such as the rainbow slide, rainbow bridge, bumper cars, and small trains, and created photogenic attractions such as the glass bridge and the glass water slide. At the same time, it cooperates with the team of Guangxi Guanfu Agricultural Technology Co., Ltd. to create a rural leisure and vacation







resort with farming culture at the core, that offers tourists the farming culture experience, agritourism experience, and leisure homestay vacations.

### Results

In 2016, Dalu Village seized the opportunity presented by Binyang’s drive to build a 10,000-*mu* demonstration base for the fragrant rice industry, and stepped up in the transfer of land use rights. By merging small patches of land into big ones by means of lease and swap of cultivated land, it has allocated more than 2,000 *mu* of mountainous land and more than 600 *mu* of paddy and dry land to develop characteristic ecological industries. In 2021, the Dalu Village Rice Field Art Scenic Area was rated as a national AAA tourist attraction, and the income of the village collective exceeded RMB 3 million,

including rental of mountains and forests and dividends from four tourism companies in the scenic area. Some migrant workers have returned to the village and opened one restaurant, one leisure farm and 20 homestays, and hired 80 villagers. In 2021, the per capita annual income of Dalu Villages exceeded RMB 20,000, and the per capita income increased by RMB 2,000.

### Experience and Inspirations

**1. Top-level design.** In its planning, Dalu Village emphasized to rural governance and ecological protection, with “Gula Fragrant Rice” and rice field art at the core, and established four themes of development: industry, education, wellness and tourism. It has formed a spatial layout consisting of one belt, one center and two cores and four zones, and created a rice cultivation demonstration belt and a rural leisure resort that offers the farming culture experience, agritourism experience, leisure homestay vacations and fruit and vegetable picking.

**2. Government guidance.** Dalu Village has made full use of the strong support of the Binyang County Party Committee and Government, and consolidated financial funds at all levels to improve infrastructure including the multi-purpose office buildings of the village Party committee, illuminated sports field, improved village roads, and sewage treatment plant. Through vigorously





implementing the “Fortress” construction project, solidly promoting the “Leading Geese” project and the project to attract outstanding migrant workers back, Dalu Village has laid a foundation for the development of rural tourism.

**3. Leadership by the village collective.** Dalu Village has always considered the tourism industry an important engine of economic development, made every effort to create signature attractions, and continuously improved the quality of tourist attractions. The Dalu Village Council consolidated more than 2,600 *mu* of mountainous land, wet and dry land across the village, and established an agricultural development limited company and a mechanism for linking the interests of the whole village, with villagers as shareholders to receive dividends.



### Next Steps

Dalu Village will continue to enhance the integration of agriculture, culture, and tourism, improve supporting facilities, continuously diversify the types of business forms, continue to develop boutique attractions, and contribute to rural revitalization in all respects and the modernization of agriculture and rural areas. **First**, it will continue to focus on the integrated development of enterprises, universities and research institutes, strengthen cooperation with agricultural universities, and increase the value of fragrant rice. **Second**, it will attract students and cultural and creative professionals from all over the country with the rice field art. It will give full play to the leading role of the “Gula Fragrant Rice” national geographical indication product and the brand of rice field art, promote the synergistic development of agriculture, culture, and tourism through the medium of paddy rice, and bring the development of modern agricultural parks in Binyang to a new level.

# 新疆喀什地区塔什库尔干县 瓦尔希迭村： 塔吉克高原山村化茧成蝶

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## 摘要

新疆维吾尔自治区喀什地区塔什库尔干县瓦尔希迭村近年来依托得天独厚的旅游资源，大力打造旅游产业，通过打造集塔吉克文化、旅游、民宿为一体的民俗村，带动农牧民持续增收，推进乡村振兴。





## 挑战与问题

新疆喀什地区塔什库尔干县瓦尔希迭村位于阿拉尔金草滩、石头城景点等旅游景区附近，生态环境脆弱，土地贫瘠，农业投入产出率较低，产业发展基础薄弱，市场经济发育度不高。但是其独特的高原风光和人文风情，吸引着疆内外游客前来旅游观光。“彩云人家”民宿区目前已有 27 家民宿户，但因为地处帕米尔 5A 旅游景区核心区，区域面积非常有限，接待游客的入住率完全达到饱和，发展空间非常有限。另外塔吉克农牧民世代依赖畜牧业，对近几年兴起的旅游业还存在陌生感，参与旅游产业的热情需要进一步提高，在旅游接待过程中服务、语言等都需要系统培训。

## 措施

**1. 打造网红民宿。**2019 年瓦尔希迭村“两委”积极协调 54 万元帮扶资金，将 27 户村民房屋改造成民宿，打造“彩云人家”民宿旅游示范点。2021 年瓦尔希迭村成立了“瓦尔希迭村旅游管理服务公司”，帮助村民将自家民宿进行集中托管和网上推介。目前瓦尔希迭村已经陆续打造上百家民宿、农家乐、牧家乐，并全部纳入村旅游公司统一宣传、统一管理、统一接待。为了规范旅游市

场，村里统一制作了住宿和餐饮收费标准，并张贴在所有民宿旅游户的醒目位置，做到收费公开透明、合理合规。村里还聘请专业人士对全村旅游户进行系统培训，规范接待标准，提升服务水平。同时为了让游客能看到塔吉克族的文化，当地积极组建家庭式的演出队，茶余饭后为游客载歌载舞，丰富旅游内容。

**2. 种植特色雪菊。**瓦尔希迭村谋划发展高原雪菊特色种植，驻瓦尔希迭村“访惠聚”工作队全程参与幼苗采购、培育栽种、丰收采摘、阴干晾晒等环节，帮助注册了“关民情·高原雪菊”商标，委托文创公司制做包装礼盒及宣传材料，通过微信朋友圈、抖音直播等平台拓宽销售渠道。在工作队的培训和指导下，村里一批年轻的塔吉克族网红已能熟练地进行直播带货，他们把直播间设在盛开的雪菊地里，远处的背景是银装素裹的慕士塔格峰，这让“高原雪菊”一下就打开了销路。



**3. 提高服务品质。**瓦尔希迭村实行精细化和差异化管理，针对不同游客的不同需求在打造“彩云人家”民宿旅游房间时，既设置了酒店式的标准间，也保留塔吉克族传统的“通铺炕”。为了进一步提升旅游接待服务水平，瓦尔希迭村积极组织旅游从业人员参加自治县举办的民宿旅游户培训，鼓励想参与旅游创收但是汉语水平不高的农牧民参加多轮汉语培训，从而掌握与游客沟通的基本技能。

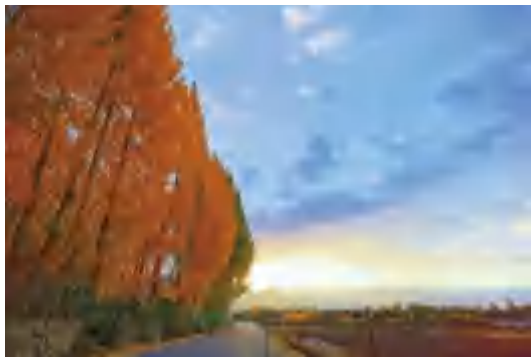


### 成效

2019年，瓦尔希迭村“两委”积极协调54万元帮扶资金，将27户村民房屋改造成民宿，打造“彩云人家”民宿旅游示范点，当年旅游创收18万元，解决了280多人的就业问题，旅游业成为富民支柱产业。2020年27户“彩云人家”实施民宿风貌加固改造，牧家乐新增12户，但受疫情影响，2020年该村旅游创收22万元，比2019年仅增加4万元，增长18%。2021年，瓦尔希迭村共接待游客4,000余人次，收入51万元，比2020年增加29万元，增长56%。雪菊销量达几十万元，惠及69户村民，户均增收数千元。

### 经验与启示

**1. 民宿是发展旅游的着力点。**瓦尔希迭村重点打造的“彩云人家”民宿旅游示范点作为帕米尔5A级旅游景区的一部分，景区基础设施完善，民宿和牧家乐旅游户数量初具规模。村庄旅游环线



已经形成，环线内植被覆盖率高，自然景色迷人，紧邻阿拉尔国家湿地公园和石头城遗址景区，成为集住宿、餐饮、旅游咨询、观光为一体的民俗村。

**2. 全域旅游是产业融合的驱动力。**仅盯着“彩云人家”单独一个区域去发展旅游，发展空间十分有限，要把全村纳进来，结合村里得天独厚的自然风光和原生态的塔吉克房屋，培训更多的农牧民开展旅游接待，推动旅游全域式发展，助力瓦尔希迭乡村振兴。

### 下一步计划

为了积极响应中央一号文件精神，聚焦产业促进乡村发展，不断扩大旅游辐射面，瓦尔希迭村将与新疆新旅投营地投资有限公司合作，在瓦尔希迭村建立塔什库尔干全域自驾营地网络主营区，并在夏拉夫迭村、夏布孜喀拉村与谢尔那甫村分设温泉度假、餐饮、自驾宿营配套营地，搭建塔什库尔干全域自驾营地网络体系。拟搭建的自驾网络营地包含住宿、餐饮、活动、车辆租赁、维护等多项服务，建成后不仅能为往来塔什库尔干的自驾游客提供优质的餐饮住宿和丰富的民俗文化体验，还将带动瓦尔希迭村更多农牧民就业增收，让更多的农牧民吃上“旅游饭”，生活更加幸福美满。

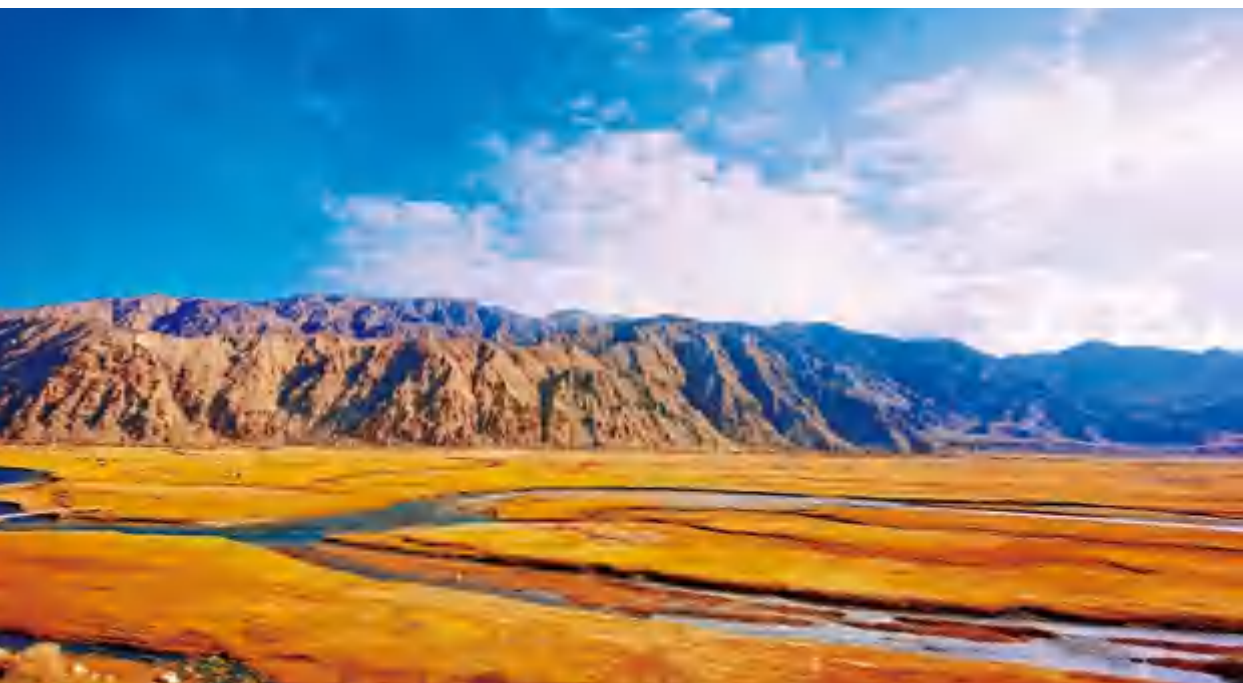
# Warxidi Village, Taxkorgan Tajik Autonomous County, Kashgar Prefecture, Xinjiang Uygur Autonomous Region:

The cocoon-to-butterfly transformation of a Tajik village on the Pamir Plateau

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## Abstract

In recent years, Warxidi Village of Xinjiang Uygur Autonomous Region has been vigorously developing its tourism industry by leveraging its unique tourism resources and has turned itself into a folk village integrating Tajik culture, tourism and homestays to increase the income of farmers and herdsmen and promoting rural revitalization.





### Challenges and Problems

Warxidi Village is located near tourist attractions such as Aral Golden Meadow and Stone City Scenic Area. Its ecological environment is fragile, the land barren, the agricultural input and output rate low, the industrial development foundation weak, and the market economy underdeveloped. Its unique plateau scenery, culture and customs, however, are magnets for tourists from home and abroad. At present, there are 27 homestays in the “Caiyun Renjia” homestay area, but because it is located in the core area of the AAAAA tourist attraction of Pamir, it is small in area, the homestay occupancy rate is full, and the development space is limited. In addition, Tajik farmers and herdsmen have lived on animal husbandry for generations, and the emerging tourism industry has been a novelty to them. They need to be further motivated to participate in the tourism industry and need systematic training on service and language skills for the reception of tourists.

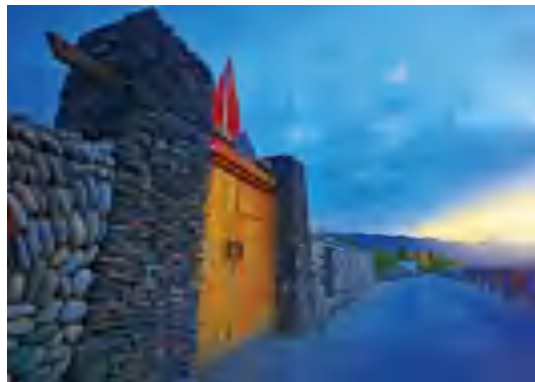
### Measures

**1. Develop homestays and promote them on the Internet.** In 2019, village Party branch and the villagers committee of Warxidi actively coordinated RMB 540,000 of assistance funds to transform 27 villagers’ houses into homestays and build the “Caiyun Renjia” homestay demonstration site. In 2021, Warxidi established the Warxidi Village Tourism Management and Service Company to help villagers manage their homestays and promote them online. At present, Warxidi Village

has successively built more than a hundred homestays, farmhouses and yurt-stays, and all of them are promoted and managed by and all the guests received by the tourism company. In order to better regulate the tourism market, the village has set uniform accommodation and catering rates, and posted them in a visible place in all homestays, so as to make sure that the charges are clear, reasonable and compliant. The village invite professionals to provide systematic training for the households engaged in the tourism business and reception standards are set to improve services. Meanwhile, to show the tourists the Tajik culture, the village actively organized households to form a performance troupe to entertain the tourists with singing and dancing and enrich the tourist experience.

**2. Plant the plateau snow chrysanthemums.** Warxidi Village plans to develop the plateau snow chrysanthemum cultivation industry. The resident “Fang Hui Ju” team participated in the whole process of seedling procurement, planting, cultivation, picking, and drying, helped register the trademark “Guan Min Qing: Plateau Snow Chrysanthemums”, commissioned a cultural and creative company to make packaged gift boxes and prepare publicity materials, and expanded sales channels through Weixin Moments, Douyin Live and other platforms.





Thanks to the training and guidance of the “Fang Hui Ju” team, a group of Tajik youngsters in the village can live-stream skillfully. They live-streamed in the blooming snow chrysanthemum field, against the snow-covered Muztag Ata in the distance, which immediately opened up the sales channel of the plateau snow chrysanthemum.

**3. Improve the service quality.** Warxidi Village implements detail-oriented and differentiated management. To meet the different needs of different tourists, there are not only hotel-style standard rooms but also the traditional Tajik kang beds (a shared sleeping platform) for guests to choose from in the Caiyun Renjia homestays. At the same time, in order to further

improve the level of tourist reception services, Warxidi actively organizes tourism practitioners to participate in the training programs held by the autonomous county and encourages farmers and herdsmen who want to make money from tourism but do not have the Chinese proficiency required to participate in several Chinese training programs, to equip them with the basic communication skills.

## Results

In 2019, the Party branch committee and the villagers’ committee of Warxidi actively coordinated RMB 540,000 of assistance funds, transformed 27 houses into homestays and built the “Caiyun Renjia” homestay demonstration point. The project generated RMB 180,000 in income that year, created more than 280 jobs, and made tourism a pillar industry for increasing villagers’ income. In 2020, 27 of the homestays reinforced their buildings and enhanced their style, and 12 new pasture stays were added, but due to the impact of COVID-19, the village’s tourism income in 2020 was RMB 220,000, an increase of only RMB 40,000 over 2019, or 18%. In 2021, Warxidi Village received more than 4,000 tourists and earned





RMB 510,000, an increase of RMB 290,000 over 2020, or 56%. The sales of snow chrysanthemums reached hundreds of thousands of yuan, benefiting 69 rural households and increasing their income by thousands of yuan each.

## Experience and Inspirations

### 1. Homestays are the focus of tourism development.

As part of the AAAAA tourist attraction of Pamir, the “Caiyun Renjia” homestay demonstration site has sound infrastructure and a considerable number of homestays and yurt stays, which has made a particular effort to develop. The village has formed a tourist ring road, within which lies massive vegetation coverage and charming natural scenery. Close to Aral National Wetland Park and Stone City Scenic Area, it has become a folk village offering services ranging from accommodation, catering, tourist information and sightseeing.

**2. All-for-one tourism is the driving force of the integrated development of industries.** Relying on “Caiyun Renjia” alone will limit the space for tourism development space, so it is important to engage the whole



village, make use of the unique natural scenery and authentic Tajik houses, train more farmers and herders on tourist reception, promote the development of All-for-one tourism, and contribute to the rural revitalization of Warxidi.

## Next Steps

In active response to the guiding principles of the No.1 Document of the CPC Central Committee, Warxidi will focus on developing rural industries to promote rural development, and continuously expand the influence of the tourism industry. It will cooperate with Xinjiang Xinlvou Campsite Investment Co., Ltd. to build the main campsite of Taxkorgan self-driving camp network in Warxidii Village, and set up spa resorts, catering facilities and self-driving campsites in Xialafudi, Xiabuzkala and Shernav villages, to form a network of self-driving camps covering all of Taxkorgan. The proposed self-driving camp network will offer a wide range of services including accommodation, catering, activities, vehicle rental and maintenance. It will not only provide high-quality catering and accommodation services and a rich folk culture experience for self-driving tourists, but also promote local employment and increase the income of more farmers and herders in Warxidi Village, and benefit more farmers and herdsmen with tourism development so that they can have a happier and better life.

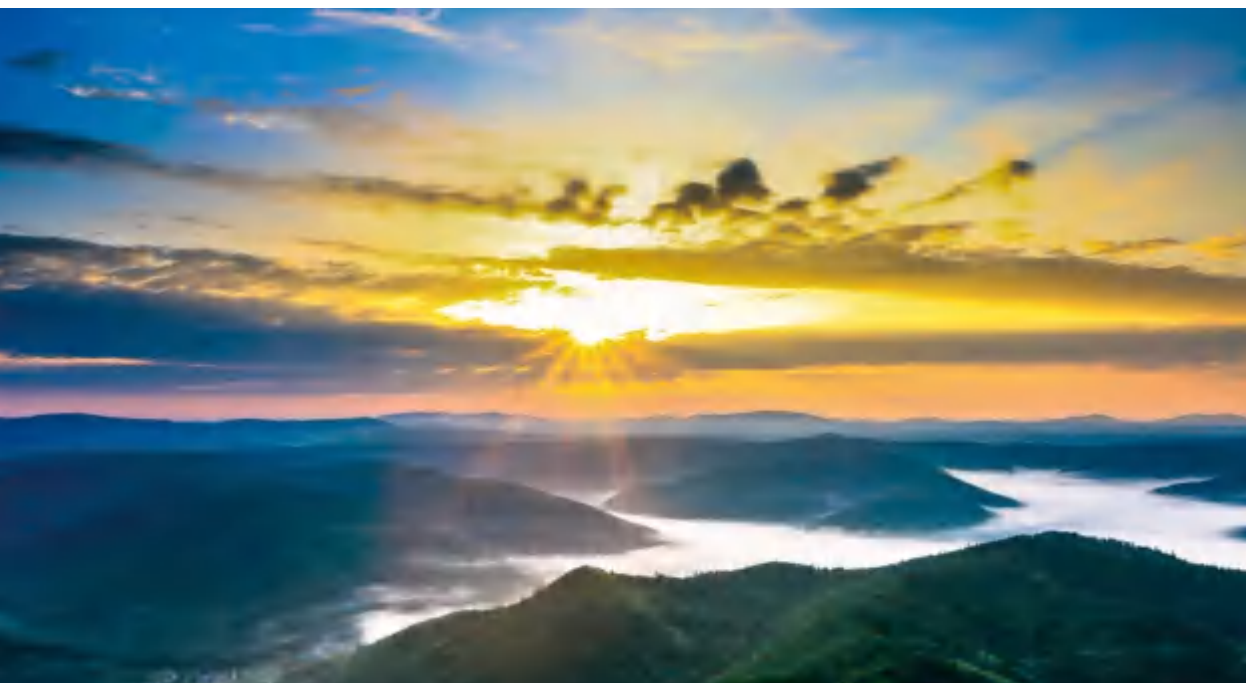


# 内蒙古兴安盟阿尔山市林俗村： 大兴安岭特色乡村旅游目的地

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## 摘要

内蒙古自治区兴安盟阿尔山市白狼镇林俗村结合本地区独特的林俗文化、冰雪资源与矿泉资源，以打造全域旅游、四季旅游为引擎，通过“旅游+”模式，将林俗村打造成为独具特色、富有活力的美丽乡村，成为大兴安岭地区最具地域特色的文化体验地、冰雪观赏和运动目的地以及矿泉养生休闲度假地。



## 挑战与问题

内蒙古兴安盟阿尔山市白狼镇林俗村地处大兴安岭中段岭脊南侧，西与蒙古国毗邻，边境线长40公里。林俗村距离阿尔山市中心34公里，国铁白阿线和省道S203线从村东面穿过。1952年开始，数以万计来自全国各地、各个民族的建设者来到白狼镇从事林业生产，伐木收入是主要经济来源。在林业限伐和禁伐以后，大部分林业从业人员只能靠打零工和采山货勉强维持生活，多数处于低收入温饱阶段，2011年，林俗村被列为自治区重点贫困村。

## 措施

**1. 发展民宿产业。**2018年政府通过棚户区改造收回房屋50间用于开发白狼镇林俗村民宿。民宿以打造“一座乡土博物馆，一座时光穿梭机”为设计理念，房屋外貌包括60年代的茅草房、70年代的毛石勾缝房、80年代的红砖房、90年代的松



木和白桦木木刻楞饰面房以及21世纪新型碳化木饰面房等多种房屋形态。民宿客房内部还原了上世纪60年代至90年代，不同时期林业工人的居住环境，展现完整的林俗文化，使游客能够体验不同年代白狼林区的生产生活特色。

**2. 展现林俗文化。**一是扩建阿尔山林俗博物馆。阿尔山市委、市政府加大林俗文化保护力度，在博物馆原来500多平米建筑面积的基础上扩建到现在的1,200余平米，馆内陈列展示了早期林业发展的史料、林业工人生产生活工具以及当地动植物标本等极具历史价值的展品，是一座独具特色的林区全景式博物馆。二是修建民族团结彩绘墙、中华民族文化长廊、大舞台、文创园等设施，不定期举办非遗展示、传统婚礼、文艺演出等宣传展演林俗文化。

**3. 创新产业发展模式。**白狼镇林俗村在运作模式上采取公司化运营，成立旅游合作社，居民将个人资源、资产等入股到经营主体参与分红，实现旅游开发公司、村集体与居民的共赢。林俗村利用林下资源发展林下产品加工项目，深度开发山野特产，培育自主品牌；组织滚冰节、林俗文化节等节庆活动，不断延伸和拓展产业链条，带动村民致富增收。

## 成效

白狼镇林俗村大力发展生态旅游带动47户贫困户脱贫增收，为林业家属500余人提供就业岗位。目前白狼镇直接和间接从事旅游的人数达800



余人，家家户户搞旅游，人人变成旅游从业者，每年人均增收 2,300 元。

### 经验与启示

**1. 多方帮扶。**一是政策帮扶，在各类规划、资金和项目中，向贫困村倾斜，使旅游和扶贫同规划、同推进、同显效。二是企业帮扶，将一部分扶贫资金入股当地旅游企业，由贫困户持股分红，同时支持鼓励企业和商铺吸纳贫困户就业，采购贫困户土特产。三是智力帮扶，鼓励村干部、致富带头人、经营户参加各类培训，提高创新创业能力。



**2. 全面保护。**从保护的意义来说，林俗村改造规划是为了保护优秀的林俗文化遗产，保护传统地区居住建筑群、街巷格局和居住生活形态，保护地方习俗及非物质文化遗产，保护典型的历史发展痕迹和浓郁的历史文化风貌。

### 下一步计划

下一步白狼镇将继续坚持在政策协调、资金投入、人员培训、产业培育等方面积极支持和推动林俗村发展，林俗村将在旅游品牌打造、旅游项目建设、产业优势互补等方面迈出更坚实的步伐，进而推动阿尔山区域经济全面发展，走出一条欠发达地区利用后发优势助推发展的新道路。

# Linsu Village, Arxan City, Xing'an League, Inner Mongolia Autonomous Region:

A characteristic rural tourism destination in the Greater Khingan Mountains

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## Abstract

Linsu Village of Bailang Town, Inner Mongolia Autonomous Region, combines the unique forest custom culture, ice and snow resources and mineral spring resources to develop all-for-one tourism and four-season tourism. On top of this, it adopts the “tourism +” model and tries to build itself into a unique and dynamic beautiful village, and the most distinct destination to experience local culture, appreciate the snow scenery, do sports and relax and enjoy the mineral springs in the Greater Xing'an Mountains area.





### Challenges and Problems

Linsu Village is located on the south side of the ridge in the middle section of the Greater Xing'an Mountains, adjacent to Mongolia to the west, with a borderline of 40 kilometers long. Linsu Village is 34 kilometers from the city center of Arxan, and runs through the Baicheng-Arxan Railway Line and Provincial Highway S203 in the east. From 1952, tens of thousands of builders of various ethnic groups from all over the country flocked to Bailang Town to engage in forestry and make their living on logging. After the government restricted and banned the

practice of logging, most forestry workers had to make a living by doing odd jobs and picking forest goods, and could only meet their subsistence needs with low income. In 2011, Linsu Village was identified as a key poor village in the autonomous region.

### Measures

**1. Develop the homestay industry.** In 2018, the government recovered 50 houses through the renovation of shanty towns for the development of homestays in Linsu Village. With the vision to build “a local museum, a time shuttle”, the appearance of the homestays varies from the thatched house commonly seen in the 1960s, the rubber grouting house in the 1970s, the red brick house in the 1980s, to the house with pine and birch woodcut veneer in the 1990s, and the house with new-type carbonized wood veneer in the 21st century. The interior of the guest rooms restores the living environment of forestry workers in different periods from the 1960s to the 1990s, showing the forest culture in its full, and allowing tourists to experience the different lifestyles of Bailang's forest area in different eras.





**2. Show the forest culture. First**, the Arxan Forest Customs Museum is built. Arxan Municipal Party Committee and Municipal Government have intensified the conservation of forest customs and culture. The museum is expanded from the original 500-plus square meters to more than 1,200 square meters in the construction area, and displays historical materials about forestry in its early days, tools used by forestry workers for production and domestic purposes, and local animal and plant specimens, among other exhibits of great historical value. It is a unique museum giving a panoramic view of the forest area. **Second**, a colored painting wall is created dedicated to the solidarity of different ethnic groups, so is a corridor designed to show China's ethnic cultures, a big stage, and a cultural and creative park. Intangible cultural heritage displays, traditional weddings, and theatrical performances are held from time to time to promote and showcase forest customs and culture.

**3. Reform the industrial development model.** Linsu Village adopts the corporatization model. A tourism cooperative was established, and the villagers invested their resources and assets in business entities to become shareholders and receive dividends, so as to achieve a win-win situation for the tourism development company, the village collective and the villagers. Linsu Village has also developed the under-forest product processing industry, deeply developed mountain specialties, and cultivated local brands. It has organized festivals such as the Ice Rolling Festival and the forest customs and culture festival, and continuously extended the industrial chain, to increase the income of the villagers.

## Results

By vigorously developing eco-tourism, Linsu Village has lifted 47 households out of poverty, and provided jobs for more than 500 family members of the forest workers. At present, the tourism industry in Bailang directly and indirectly hires more than 800 people, involving nearly every household and every individual, boosting the increase in per capita income by RMB 2,300 per year.

## Experience and Inspirations

**1. Assistance from multiple sources. First**, spend the Arxan Forest Customs Museum. The plans, funds and projects of various kinds all tilt toward the poor village, and tourism development and poverty alleviation are planned, and advanced simultaneously to ensure that they take effect at the same time. **Second**, enterprise assistance. Part of the poverty alleviation funds was invested in local tourism enterprises where poor households hold shares for receiving dividends. Meanwhile enterprises and



shops are encouraged to hire poor people and purchase local products from poor households. **Third**, intellectual support. Village cadres, poverty relief leaders, and business operators are encouraged to participate in various types of training programs to improve their ability to innovate and start a business.

**2. Comprehensive protection.** In terms of the significance of protection, the renovation plan of Linsu Village is to protect the heritage of excellent forest customs and culture, protect the residential buildings, street patterns and lifestyles in traditional areas, protect local customs and intangible cultural heritage, and retain typical historical development traces and distinct historical and cultural styles.

### Next Steps

In the next step, Bailang Town will continue to actively support and promote the development of Linsu Village in terms of policy coordination, capital investment, personnel training, and industrial cultivation. Linsu Village will take more solid steps in tourism branding, tourism project development, and leveraging complementary industrial



advantages, so as to promote the comprehensive economic development of the Arxan region and embark on a new path for underdeveloped areas to use the latecomer's advantage to promote development.





# 山西晋中市左权县： “红色乡村记忆”产业创新融合发展示范区

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## 摘要

山西省晋中市左权县“红色乡村记忆”产业创新融合发展示范区建设充分发挥革命老区资源、区位、群众、组织等优势，抢抓文化旅游融合发展机遇，以建设左权·中国北方国际写生基地为载体，推动红色旅游与生态旅游、乡村旅游融合发展，建设红色文化体验空间、乡村人才技培中心等项目，打造“红色—山水—写生—旅游—产业”的全链条发展模式。示范区蹚出一条红色资源活化、文旅融合赋能、庭院经济致富、乡村全面振兴的山西路径。





### 挑战与问题

山西省晋中市左权县总面积 2,028 平方千米，下辖 5 个镇、3 个乡和 160 个行政村，常住人口为 144,519 人。全县 9 个家庭农场和 4 个农业专业合作社，生产规模小而散、发展动力不足；红色资源挖掘活化利用不够，7 处革命遗址和 38 余处自然景观资源优势未转化为经济优势。全县经济发展处于产业链和价值链中低端，产业以一产为主，二产、三产延伸不足。企业属小微企业，多数以初加工为主，精深细加工仅占总量的 10% 左右。

### 措施

**1. 发展红色文创。**左权县孕育着革命老区的伟大太行精神，还记载着左权将军等一大批革命先辈的感人事迹。2022 年左权县投资 300 余万元完成一期 150 余款文创产品设计；2023 年启动二期 100 余款文创产品设计，打造红色艺术展览和红色文创集市。左权优质的自然资源和红色文化通过艺术的形式发扬光大，文创产品的立体化和符号化生动展现了太行精神。

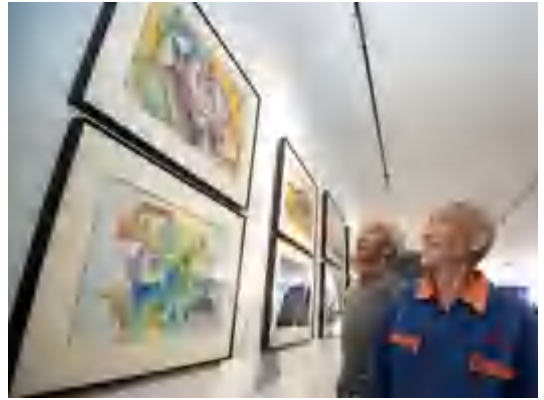
**2. 发展红色旅游。**左权县以红色为底色，融红色基因于自然风景。左权县将红色书信和红色标识元素与乡村特色生态庭院打造相融合，将红色故事、红色事迹与乡村生态慢游步道和村民体育休闲相结合，将红色书籍、红色主题活动与青春书吧等时尚业态主题相融合，让红色文化扮靓街头巷尾。

**3. 发展研学旅游。**左权县建设中国北方国际写生基地，引进山西传媒学院文创学院、山西大学美术学院、太原理工大学艺术学院、中北大学等多所院校共同建设红色研学基地。在写生基地“回”字型街道两旁修建青石园，布局画材店、文创店、清吧、餐吧、咖啡屋、VR 体验馆、冷饮店等新型消费业态。



**4. 发展集体经济。**左权县统筹整合财政涉农资金4,000万元,高标准打造中国北方国际写生基地,以泽城村为核心,联合半坡、西崖底、东安山、东安、西安组建写生产业联合党委,协同推动周边43个写生点标准化建设。按照公司50%、村集体25%、村民25%的比例进行分红,在带动村民增收致富的同时,实现了村集体经济从“零”到“百万”的跨越。

**5. 发展现代农业。**左权县通过深入实施产业结构调整,采用核桃和中药材套种,实现耕地价值最大化。充分发挥农民合作社的引领效应,进一步扶持壮大农业托管组织服务,培育发展核桃加工,推进绵核桃、中药材等农产品加工产业集群发展。有效加快构建示范区现代农业产业体系、生产体系、经营体系,切实保护耕地,为加快推进全县农业现代化进程提供示范样板。



### 成效

左权县通过“公司+村集体”的分红机制,辐射带动周边11个村1万余人次增收,提供230个稳定就业岗位,人均年收入2.5万元。发挥旅游多产业带动的优势,培育引导当地村民积极参与乡村旅游开发,将闲置的资源资产入股,激活庭院经济,通过自主经营、房屋租赁、折股分红、接待服务等多种方式实现增收,每户每年纯收入约3万元。通过建设示范区项目内4个村集体,年经济收入全部达到20万元以上,其中泽城村年集体经济收入达100万元,东安村、西安村年集体经济收入达30万元,西崖底年村集体经济收入达20万元。

### 经验与启示

**1. 创新培育乡村产业。**发展乡村产业,关键是要立足资源禀赋,开发具有市场竞争力的特色产品,发展具有区域特色的主导产业。示范区充分利用太行山自然风光,山间村落特色风貌、民俗民风特色风情,结合艺术的不同表现形式,依托特色、营造特色、凸显特色、形成特色,培育打造写生文化产业,走出一条乡村振兴的成功路径。

**2. 创新挖掘红色文化。**注重红色文化的多元价值开发,使红色文化融入生活。依托浓厚的红色文化氛围,示范区内4个村庄在发展写生产业过程中,将红色文化元素作为艺术院校户外教学的重要素材,形成了新时代传承红色基因、赓续红色血





现场观摩、专题培训等线上线下多种方式示范引领全县乡村振兴工作。二是在示范区下一步建设过程中，认识乡村建设开发的复杂性，做好风险预估和资源开发专业评估，建立工商资本投资清单制度和资本准入制度。结合当地农业农村发展情况，引导工商资本进入现代农业发展的薄弱环节和关键环节，如信息农业、智慧农业、共享农业等新业态和新模式，在立足现代农业的基础上实现乡村一二三产融合发展。

脉的新方式。同时，大力开发体现红色元素的信封袋、纸杯、笔记本等 150 余种文创产品，吸引更多稳定的年轻化客流，让承载红色文化和乡村记忆的文创产品融进年轻一代的日常学习生活，实现红色文化与现代时尚的完美结合。

### 下一步计划

一是认真总结示范区的做法与经验，形成一批可推广、可复制的典型案列，及时利用座谈交流、



# Zuoquan County, Jinzhong City, Shanxi Province:

The “Red Rural Memory” innovation and integrated development demonstration zone

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## Abstract

The “Red Rural Memory” Innovation and Integration Development Demonstration Zone in Zuoquan County, Jinzhong City, Shanxi Province, gives full play to the advantages of resources, location, masses and organizations of the old revolutionary area, and seizes the opportunity of integrated development of culture and tourism. While developing the North China International Sketching Base in Zuoquan, it promotes the integrated development of red tourism, eco-tourism and rural tourism, and has launched projects of the red culture experience space and rural talent training center, in an attempt to form a whole-chain development model covering the CPC heritage, landscape, sketching, tourism and related industries. The demonstration area has explored a path with Shanxi’s characteristics for making good use of the CPC heritage, empowering growth through culture-tourism integration, developing the courtyard economy to increase people’s income, and achieving rural revitalization in all respects.





### Challenges and Problems

Zuoquan County has an area of 2,028 square kilometers, with 160 administrative villages, three townships and five towns under its jurisdiction, and a permanent population of 144,519. There are nine family farms and four specialized agricultural cooperatives, all of a small scale and scattered across the county, and lacking the development momentum. The CPC heritage is still to be tapped, and the seven revolutionary sites and more than 38 natural attractions have not been transformed into economic advantages. The county's economy is at the middle and low end of the industrial chain and value chain, and dominated by agriculture, with insufficient



extension of secondary and tertiary industries. Its enterprises are all micro and small-sized ones, most of which are engaged in primary processing, with those engaged in deep processing only accounting for about 10% of the total.

### Measures

**1. Develop the cultural and creative industry based on the CPC heritage.** Zuoquan County was the birthplace of the great Taihang spirit of the old revolutionary area, and recorded many touching stories of a large number of revolutionary leaders such as General Zuo Quan. In 2022, Zuoquan County invested more than RMB 3 million to complete the design of more than 150 cultural and creative products in the first phase. In 2023, it will launch the design of more than 100 cultural and creative products in the second phase and organize an art exhibition and a cultural and creative market themed on the CPC heritage. Zuoquan's high-quality natural resources and CPC heritage are carried forward through the form of art, and the three-dimensional cultural and creative products are vivid symbols of the spirit of Taihang.

**2. Develop red tourism.** Zuoquan County uses red as the background color and combines its CPC heritage with natural scenery. It uses red letters and red logos in the



decoration of rural characteristic eco-courtyards, shares CPC revolutionary stories at rural eco-trails and other sports and leisure facilities, and integrates books and activities themed on the CPC heritage with book bars and other fashion businesses, filling the streets and alleys with red culture.

**3. Develop study tours.** Zuoquan County is building the North China International Sketching Base and has introduced many institutions such as the Culture Creativity & Management School of Communication University of Shanxi, the Academy of Fine Arts of Shanxi University, the College of Arts of Taiyuan University of Technology, and North University of China to jointly develop the study tour base themed on the CPC heritage. Bluestone gardens are built on both sides of the shaped (the architecture layout featuring a style that one square encircled by another bigger one) street of the sketching base, and the street is flanked by new-type consumption businesses such as art material stores, cultural and creative shops, lounge bars, restaurants, coffee houses\VR experience halls, and beverage shops.

**4. Develop the collective economy.** Zuoquan County coordinated and consolidated agriculture-related government funds of RMB 40 million, and built the high-standard North China International Sketching Base. With Zecheng Village at the core, it united Banpo, Xiyadi, Dong'an Shan, Dong'an and Xi'an villages to set up a joint Party committee governing the sketching industry, and coordinated efforts to promote the standardization of 43 surrounding sketching points. The dividends are divided among the company (50%), the village collective (25%)

and the villagers (25%). In addition to increasing the villagers' income, the project has increased the income of the collective economy from zero to over RMB 1 million.

**5. Develop modern agriculture.** Zuoquan County tries to maximize the value of cultivated land through in-depth industry restructuring and interplanting walnut trees and medicinal herbs. It gives full play to the leading effect of farmers' cooperatives, further supports and expands agricultural production trusteeship services, cultivates walnut processing, and promotes the clustering development of agricultural product processing industry involving the walnuts and medicinal herbs. It has effectively sped up the construction of a modern agricultural industrial system, production system and management system in the demonstration area, effectively protected the cultivated land, and provided a demonstration model for accelerating the process of agricultural modernization in the county.





## Results

Through the “company + village collective” dividend mechanism, Zuoquan County has increased the income of more than 10,000 people in 11 surrounding villages, created 230 stable jobs, and had a per capita annual income of RMB 25,000. It gives full play to the advantages of tourism in driving the development of multiple industries, guide and help local villagers to actively participate in rural tourism development, invest with their idle resources and assets, and stimulate the courtyard economy. The villagers have increased their income by starting their own business, collecting house rentals, receiving dividends, and providing tourist reception services, with an annual net income of about RMB 30,000 per household. Thanks to the development



of the demonstration zone project, each of all the four village collectives has registered an annual income of more than RMB 200,000, specifically, Zecheng Village has an annual income of RMB 1 million, Dong’an and Xi’an each RMB 300,000, and Xiyadi, RMB 200,000.

## Experience and Inspirations

### 1. Cultivate rural industries through innovation.

The key to developing rural industries is to develop characteristic products with market competitiveness based on local resource endowments, and develop leading industries with regional characteristics. The demonstration area makes full use of the natural scenery of Taihang Mountain, the characteristic landscape of mountain villages, and folk customs, and applies different forms of artistic expression to tap and highlight existing characteristics and create new ones, cultivate the sketching and cultural industries, and blaze a path of rural revitalization that works.

**2. Tap into red culture in an innovative way.** Efforts are made to tap the multifaceted value of red culture and integrate red culture into everyday life. Relying on the rich CPC heritage, the four villages in the demonstration area used elements of the CPC heritage as important materials for outdoor art education while developing the



sketching industry, thus finding a new way to inherit and carry forward the CPC heritage in the new era. At the same time, it has vigorously developed more than 150 cultural and creative products such as envelope bags, paper cups, and notebooks that contain elements of the CPC heritage, to attract more young customers to buy and use these cultural and creative products, and make red culture fashionable.



### Next Steps

**First**, Zuoquan County will summarize the practices and experience of the demonstration area, produce a number of best practices that can be promoted and replicated, and organize online and offline activities such as symposiums, on-site observations, and thematic training to demonstrate and lead the county’s rural revitalization work. **Second**, while continuing to develop the demonstration area, Zuoquan County shall understand the complexity of rural development and development, do a good job in risk estimation and professional assessment of resource development, and formulate the list of business areas open to industrial and commercial capital investment and the capital access policy. In light of the development status of local agriculture and rural areas, it shall guide industrial and commercial capital to invest

in the weak links and key links of modern agriculture, such as new forms and models concerning the use of information technology in agriculture, smart agriculture, and shared agriculture, and realize the integrated development of rural primary, secondary and tertiary industries on the basis of modern agriculture.





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