

# Exploration the Road to Prosperity in China's Rural Areas Based on the Investigation of the Villages around Beijing

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**Abstract.** In order to explore the ways to get rich in villages, we had been to the villages around Beijing. On the basis of the field investigation of four villages around Beijing: Huoshaoying Village, Baojiapu Village, Xiaoyuzi Village and Niuzhan Village, the way to get rich in rural areas is discussed in depth based on their rich history, achievements and experience, after investigating four villages that develop homestay tourism, art, agricultural products and food processing industries respectively, we have explored the ways to get rich in villages more comprehensively from different angles. The result of the investigation shows that different villages have different situations, and different villages have different optimal development paths, which requires someone to explore and discover. Rural revitalization must be adapted to local conditions and cannot blindly follow the trend.

## 1 Introduction

In April, 2018, President Xi Jinping emphasized during his inspection in Hainan that the key to rural revitalization is the revitalization of industries<sup>[1]</sup>. It is necessary to encourage and support farmers to develop characteristic agriculture, rural tourism, and garden economy based on local resources, and increase farmers' income through multiple channels. It is pointed out that it is necessary to vigorously support farmers to start their own businesses, and to support villagers to get rich, so as to achieve common prosperity in the end<sup>[2-5]</sup>. In order to dig deeper into the process of villagers' self-enrichment, investigate the advanced deeds of leaders who have become rich, and discover extraordinary things in this type of ordinary group, tell the

Chinese story from a small point, and tell the Chinese people's poverty alleviation and comprehensive revitalization in the new era. In July, 2022, we walked into four villages around Beijing: Huoshaoying Village, Baojiapu Village, Xiaoyuzi Village and Niuzhan Village to investigate their rich history, achievements and experiences, and go deep into the villages. Explore ways to get rich in rural areas.

## 2 Taking the countrysides around Beijing as the examples

### 2.1 Huoshaoying Village, Kangzhuang Town: A Poetic Symbiotic community



**Fig. 1.** Huoshaoying Village(from our own WeChat public account "Huakaishan Township Practice Group")

At the end of July. A few white clouds floated in the air, and lotus flowers were dotted among the green ponds. The wild ducks and white geese by the pond were pacing (as shown in Fig.1). Three or five villagers gathered in the fitness square to pull their home. Occasionally, cats and dogs ran and jumped past, which was peaceful. This is now Huoshaoying Village, which is full of poetry, integrates ecology, culture and characteristics, and truly realizes the symbiosis of homestays and village dwellings.

Huoshaoying Village, Kangzhuang Town, is located in Yanqing District, Beijing, which has the title of "China's Natural Oxygen Bar". It is a natural village under the jurisdiction of Kangzhuang Town. Huoshaoying Village respects the wishes of the villagers and the rural texture, and truly realizes a series of symbiosis of architecture, residents and culture.

In the past, Huoshaoying Village was famous for being "dirty and messy". Not to mention three large garbage pits

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in front of the village, the roads are also full of potholes and mud. Since 1990, the village has demolished 9 random buildings, and the garbage pit has been transformed into a lotus pond. A street park and a fitness square have been built in the village. In 2010, the village also implemented the "garbage classification project", the environment of Huoshaoying Village has been improved unprecedentedly, and a natural ecological picture has gradually spread. In the past, like other villages, the villagers of Huoshaoying Village also depended on farming for their livelihoods. In 2016, when the current village cadres went to Zhejiang for a field inspection, they found that the homestay industry in the local characteristic villages was doing well, and it was indeed a "way to make money". So, the homestay industry was introduced into Huoshaoying Village. It can be seen now that the beautiful environment created by the ecological transformation of Huoshaoying Village complements the reputation of "natural oxygen bar" in Yanqing District, and has become the biggest "trump card" to attract homestays to settle down. The 2022 Beijing Winter Olympics set up a sub-competition area in Yanqing, which brought a "spring breeze" to the homestay industry in Huoshaoying Village. Relying on the title of "Natural Oxygen Bar" in Yanqing District, and with the blessing of the neighboring World Expo Park, although the epidemic has restricted foreign tourists, it has also allowed more locals in Beijing to choose "city tours". As a result, the number of tourists has increased. Over the course of a year, the income has tripled compared to the previous farming period. Not only that, but now, relying on its own ecological and geographical advantages, and taking advantage of the policy of "one hundred teachers enter one hundred

villages", the village is also actively connecting with universities and units to set up studios - such as Beijing Agricultural College, Central Academy of Drama, Great Wall Protection Association, etc. There is also a "Cultural Corridor" in the Lotus House, where calligraphy and art lovers can hold exhibitions of their works. At present, Huoshaoying Village is not only at the forefront of economic rankings in Kangzhuang Town, but also ranks among the top in the town and even the district in various rankings.

## 2.2 Niuzhan Village, Zhaitang Town: Roses in the deep mountains pave the way to prosperity

In 2005, the small coal kiln on which the villagers depended was shut down. For a time, the villagers had no source of income, and their lives fell into difficulty. They had to choose to grow crops, but they only earned 10,000 yuan a year, barely enough to make ends meet. In 2015, the Committee of Agriculture of Mentougou District, Beijing organized relevant experts to visit Niuzhan Village and found that the land here is suitable for growing roses, especially edible purple double-petal roses. Therefore, the district and town government helped Niuzhan Village to develop a rose industry; a factory was set up to process roses into products and sell them. Niuzhan Village has a total of more than 300 acres of rose gardens. Since then, Niuzhan Village said goodbye to the "coal rice", picked up the "green bowl", and unfolded a vivid scroll of working together to get rid of the low and draw a blueprint for prosperity.



Fig.2 Niuzhan Village, Zhaitang Town (from our own WeChat public account "Huakaishan Township Practice Group")

This kind of rose can triple the income of the villagers in one year. During the flowering period, the roses picked by the villagers themselves can be sold to the processing factory, and they can earn more than 200 yuan a day; the elderly with inconvenient activities can go to the factory to help in sorting and processing after training, and make roses into Rose wine, rose cake, rose sauce, rose oil and other products; when it is not in bloom, they can join the "nursing team" to do some work such as weeding, watering, and fertilizing, and they will be paid daily. Not only that, there is a large apple orchard in the village, and apricot trees, pear trees, walnut trees and other fruit trees are also planted on the mountains. The villagers pick the fruits, process them and sell them, which also brings in some income. For some elderly people who cannot do farm work, the village also arranges work such as street cleaning for them. Since the epidemic, there have been more posts to manage the village entrance. For the elderly who are really inconvenient, there are pensions and

subsidies to provide them with the most basic living security. As a result, at the doorstep of the house, the source of income has become more and more abundant. Walking on the country road, the village is peaceful and full of leisurely and comfortable atmosphere.

## 2.3 Baojiapu Art Village: Integrating Art into Life

From 2012 to 2014, in response to the implementation of Beijing's "safe afforestation" policy, villagers needed to adapt to the transition from farming to forest conservation. In fact, although Pangezhuang Town is indeed a veritable hometown of watermelons due to its unique geographical advantages, the sandy soil of Baojiapu Village is actually not suitable for farming, and the villagers have always had a meager income. , this income transition is a historical inevitability. During the transitional period of income change, Secretary Bao used the green post-employment

policy to let the villagers go to work in the green road and do some jobs such as cleaning, security, garbage sorting, etc., so as to ensure the income of the villagers, protect the hearts of the people, and maintain stability. In this way, the villagers have the reversal fee for the land, the



**Fig.3** Baojiapu Art Village (from our own WeChat public account "Huakaishan Township Practice Group")

Although the income of the villagers has stabilized, there is still room for improvement in the income level. In 2017, Beijing launched the "one city, three belts" policy, which clearly proposed to strengthen the construction of historical and cultural cities and cultural belts; the "13th Five-Year Plan" report for the next five years also mentioned the importance of culture in development. In addition, the village leaders themselves are very fond of art, and also attach great importance to the important role played by the nurturing of the artistic atmosphere in the growth of children. This is where the idea of an art village took root. In 2020, the village leaders decided to attract artists to settle in, and the art village came into being. There are a total of 98 families and 200 houses in Baojiapu Village. Every household has spare houses, so artists can rent the houses of the villagers to live in, and the rent has become one of the main income for the villagers. The increase in the income of a rented house will also attract other neighbors to follow, and everyone will rush to repair the house and optimize the surrounding environment to provide rentable houses. This behavior will form a certain scale and will eventually make the whole village environment and the ethos is significantly improved. As a result, sculptures created by artists can be seen everywhere in the village, and various art paintings are painted on the walls. Not only has the "One Space" exhibition hall been established, but more than 20 art courtyards are under construction.

The current art village is only a prototype. The further development goal of Baojiapu Village is to form a complete industrial chain on the basis of not changing the appearance of the original village - walking on a clean asphalt road, the walls on both sides are telling the traditional stories of China; Baojiapu Art Village will form an industrial chain that integrates art experience, accommodation, catering and art sales; it will become "a child who can accept the edification of art after birth and grow up in an environment with a good cultural atmosphere. And then subtly accept, learn and spread Chinese traditional culture and art". To truly realize the combination of tourism and art, life and income increase together to prosper.

#### 2.4 Xiaoyuzi Village, Dahuashan Town: The Road to E-commerce to Sell Peach

There are nearly 600 households in Xiaoyuzi Village, Dahuashan Town, Pinggu District, and about 2,500 mu of peach trees are planted. Surrounded by mountains on three

maintenance workers have the wages, five social insurances and one housing fund, and other villagers have the first and second jobs one after another, and their income has gradually stabilized.



**Fig.3** Baojiapu Art Village (from our own WeChat public account "Huakaishan Township Practice Group")

sides, it may not be a good place to develop high-tech, but it is very suitable for planting fruit trees, especially peaches, so many villagers began to plant peach trees. This one has created an industry. In order to save manpower investment, the village uses drones to spray foliar pesticides; in order to reduce the loss of peach yield, the village sprays antifreeze feed in winter; in order to integrate the strategy of protecting the environment, the village uses hanging backboards to expel insects; In order to make the big peaches grow better, the village implemented the inverted straightening technique - tying an iron pipe into the ground and tying it to the trunk to allow the tree to grow upwards, so as to better perform photosynthesis.

In recent years, Xiaoyuzi Village, which has closely followed social trends, has also introduced an e-commerce sales model. A total of two Jingdong express delivery points, two SF express delivery points and one postal express delivery point have been set up in the village, and the daily order volume can reach more than 3,000 orders. Villagers have a high degree of recognition of the e-commerce sales model, but the use of this method for sales is still relatively limited to the young people in the village. They are more familiar with the use of social platforms, and most of the elderly do not even use mobile phones. However, most of the villagers cooperate with e-commerce companies outside the village, and the price they receive for peaches is higher than the price that the farmers themselves sell offline in the village.

The village is developing continuously. Everyone can see that the roads in the village are better built, there are more tall buildings, the construction of primary and secondary schools has also been completed, more and more people are buying peaches, and the days of the village are changing day by day. It is good. It is precisely because Xiaoyuzi Village in Dahuashan Town has successfully explored its own "road to prosperity" and maximized its own advantages that it can truly increase the income of rich peasants and change the past situation in one fell swoop.

### 3 Conclusion

After investigating four villages that develop homestay tourism, art, agricultural products and food processing industries respectively, we have explored the ways to get rich in villages more comprehensively from different angles. The four villages have developed industrial models suitable for their own villages. The sandy soil of Baojiapu

Art Village is not suitable for farming, so the land is used for safe afforestation, realizing the transformation of the rural area into an art village, strengthening party building, and harmoniously blending art with the village; The terraced fields of Niuzhan Village, Zhaitang Town are full of edible roses, creating jobs through food and food processing, providing villagers with jobs. Increase income, but also increase income for the village; Xiaoyuzi Village takes advantage of the terrain Develop the peach farming industry, combine new technologies, and leverage emerging e-commerce companies to build the brand image of Pinggu Big Peach; Huoshaoying Village respects the wishes of the villagers and the rural texture, and truly realizes a series of symbiosis of architecture, residents and culture. The experience of four rural development - "according to local conditions". "Rural revitalization must go steadily, and don't blindly follow the trend." Different villages have different situations, and different villages have different optimal development paths, which requires someone to explore and discover. In addition, "the village looks at the village, the household looks at the household, and the villagers look at the village cadres. When the village cadres take the lead in taking action, after a certain benefit is generated, the villagers will naturally follow." To achieve rural revitalization, we must first focus on each village to have a good leader.

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