

# Explore a New Model for the Revitalization and Development of Urban Villages

## -- Take Eight Villages in Qinling Mountains as an Example

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### Abstract

Industrial revitalization is the top priority of rural revitalization, the first of the five revitalizations, and also an important channel to promote farmers' employment and income. In recent years, rural industries such as agricultural products processing and circulation, rural leisure tourism, rural e-commerce and other rural new industries and new formats have developed steadily and vigorously, consolidating the material foundation for Rural Revitalization. According to the standard of "one village, one scenery, one village, one characteristic", Xi'an high-tech Zone empowers the demonstration villages through the industrial introduction, implements 10 projects such as planning and design, industrial cultivation, strengthening the foundation, and creates a number of scenic villages with diversified business forms. Among them, the "eight villages in Qinling Mountains" are respectively positioned as the full element mountain rural experience demonstration village, the cultural tourism integration demonstration village, the agricultural tourism integration demonstration village, the new media creative industry demonstration village, the health care product rationing center, the urban and rural mutual aid pension base and the rural skill training base. The industries include rural tourism, the integrated development of agriculture and tourism, the construction of rural complexes, the rural health care product rationing, the new media creative industry demonstration and farmers' skill training, and each village has corresponding supporting projects.

### Keywords

Rural Revitalization; Eight Villages in Qinling Mountains; Sustainable Development and Rural Construction.

### 1. Introduction

Since 2021, Xi'an High Tech Zone has started the construction of rural revitalization, including 20 Rural Revitalization demonstration villages, 20 Rural Revitalization and transformation villages, and 60 rural revitalization and upgrading villages. Today, the first eight representatives of the Rural Revitalization demonstration village—"eight villages in Qinling Mountains" have met people with a new look. Xi'an high tech Zone takes rural revitalization as an important part of the construction of "happy high tech", and takes the city leading the township and realizing the zero difference between urban and rural areas as one of the main development directions of the construction of "happy high tech". For example, lijiayan village, which is positioned as an idyllic business and leisure village integrating tourism distribution, telecommuting, sightseeing and vacation, and interactive experience, first of all, through the centralized implementation of key projects such as ecological environment, smart agriculture exhibition, and interesting water system, the overall appearance of the whole village is changed; Secondly, by introducing industries such as agritainment, ecological fruit and vegetable

greenhouses, and exhibition and sales of characteristic products, the tourism industry, service industry and modern agriculture are nested to form an industrial integration, so that the traditional village can be “transformed” into a modern village with multiple functions such as pastoral, business, leisure and so on. Xi'an high tech Zone adheres to the principle of “work as appropriate, agriculture as appropriate, business as appropriate, tourism as appropriate, and forest as appropriate” in the construction of Rural Revitalization demonstration villages, which is an embodiment and practice of the concept of “integration of all industries”. This is the epitome of the “high-tech model” that Xi'an high tech Zone has innovated and explored in implementing the Rural Revitalization Strategy in recent years.

## 2. Study Area and Current Characteristics

With the process and practice of rural construction such as poverty alleviation and the improvement of living environment, while participating in and experiencing the profound changes in rural development, Xi'an high tech Zone proposed in 2021 that the integration and balance of urban and rural development should be one of the development goals of “happy high tech”, through the development of agriculture with industrialized thinking, the empowerment of agriculture by scientific and technological means, the concept of urbanization, the cultivation of “agriculture plus” new business forms, and the development of high-quality and efficient modern agriculture; We will gradually promote the balanced development of urban and rural infrastructure and public services through the implementation of the action of jointly building urban and rural governance, so as to achieve zero difference between urban and rural areas [1]. In addition, since this year, Xi'an high tech Zone has given full play to its advantages of enterprise agglomeration, mobilized more than 1500 “top five” enterprises and many small and medium-sized enterprise resources, targeted 204 administrative villages in the region, and adopted “four measures” such as cooperative operation, counterpart assistance, activity consumption, and tourism, to create a regional village enterprise cooperation model replicated by the administrative villages in the region through “ten thousand enterprises prospering ten thousand villages”. So far, 52 enterprises have signed strategic cooperation agreements with Xi'an high tech Zone on “Prospering ten thousand villages with ten thousand enterprises”. Fortunately, in the specific cooperation of “village enterprise linkage”, Xi'an high tech Zone enterprises' action of “rejuvenating the village” has formed a situation of diversified measures and paths. For example, Samsung, BYD, fast and other large industrial enterprises have provided a large number of jobs for farmers and broadened the path of income increase; Zhenbailiang, bailui, Grape Research Institute, etc. continue to provide technical support for agricultural development, and further consolidate the industrial cornerstone of Rural Revitalization; Hou and Wang [2] claims that cultural tourism enterprises have brought funds, talents and management concepts to the development of rural cultural tourism industry.

In order to thoroughly implement the Rural Revitalization Strategy, Xi'an high tech Zone has meticulously built eight beautiful rural demonstration villages, including lijiayan, yangjiapo, dujiazhuang, haojiazhuang, tangqizhai, shangtan, pingyanxia and Huafeng village, which have officially opened the park to welcome guests with a new look. Wide and tidy rural roads, new and beautiful farmers' new houses, interesting farming activities and poetic dreams of rural life are being realized one by one in the eight beautiful villages south of Huanshan road and at the foot of Qinling Mountains. The eight villages that opened the park this time are lijiayan village, yangjiapo village, dujiazhuang village, haojiazhuang village, tangqizhai village, shangtan village, pingyanxia village and Huafeng village in panguang street from east to west. Both are located in the suburbs of Xi'an metropolitan area, adjacent to the mountain highway in the north and Qinling Mountains in the south, with superior natural environment and good traffic conditions. In order to comprehensively implement the Rural Revitalization Strategy and promote the rural

construction in the high-tech area at the northern foot of the Qinling Mountains in a reasonable and orderly manner, Xi'an high tech Zone adheres to the planning first. According to the policies of the national, provincial and municipal governments at all levels on the Rural Revitalization Strategy, in accordance with the twenty word general requirements of the Rural Revitalization Strategy, strictly abide by the relevant requirements of environmental protection in the Qinling Mountains, comprehensively grasp the realistic development base, through the integration of regional resources, the study and judgment of development conditions, the formulation of goals and strategies Industrial development planning, village style positioning, infrastructure improvement, etc., will build eight villages and surrounding areas in the high-tech zone at the northern foot of the Qinling Mountains as "demonstration of urban-rural integration development" and "demonstration of Rural Revitalization of Qinling general reserve".

Ecological Garden Village, the scenery is more charming than the south of the Yangtze River. As the starting point of the eight villages, lijiayan village also ushered in butterfly changes. Walking into lijiayan village, the dwellings with white walls are located between green waters and mountains. Clean and tidy roads connect the inside and outside of the village. Clusters of flowers open wantonly in the spring breeze and warm sun, highlighting the unique charm of an ecologically livable and beautiful village everywhere. The village memory corridor records the development history of Li Jiayan, and the unique Gaoguan waterfall landscape of the village has also become a major feature. Since the construction of a beautiful village, the village has achieved roadway hardening, lighting, and built a multi-functional cultural room, a small leisure square, street lights and other infrastructure supporting facilities. Nowadays, the village is shady with green trees, the environment is clean, and the leisure facilities such as exquisite landscapes, small parks and stone benches have made rural life more comfortable. More people here "can see mountains, water and remember homesickness". According to "one village, one scenery, one village, one characteristic", Xi'an high tech Zone reasonably plans the demonstration village, which not only builds the "face" of the village, creates a neat and clean appearance of the village, but also improves the "inside" of the village, changes people's living habits, and realizes the mutual promotion, mutual transformation, and mutual influence of environmental remediation and rural civilization, so as to achieve the construction goal of repairing both inside and outside the beautiful village and addressing both the symptoms and root causes. At the same time, Long et al. [3] claims that the demonstration villages are empowered through industrial introduction, and a number of scenic villages with diversified business forms are created, making the Rural Revitalization demonstration villages become the characteristic symbol of Rural Revitalization and the highlight of ecological high-tech development in Xi'an high tech Zone.

### 3. The Rural Revitalization Strategy of Urban Villages

In order to thoroughly implement the Rural Revitalization Strategy, Xi'an high tech Zone takes the introduction of agricultural resources and the demonstration service of new agricultural technologies as a bridge, and through the integration of high-quality resources in the regional agricultural sector, it creates a new direction for the development of Rural Revitalization industry in Xi'an high tech Zone. In combination with the existing resources of eight villages and the demands of village development, Xi'an high tech Zone plans eight villages to be positioned as the ecological leisure and cultural industrial belt at the northern foot of the Qinling Mountains and the best tourism experience area at the northern foot of the Qinling Mountains. It is an ecological characteristic modern rural industry with rural natural ecological features and rural cultural inheritance as the main body, realizing the "integration of one industry and three industries, and the mutual promotion of agriculture, tourism, culture and tourism", and clarifying the industrial development positioning of eight villages. With the

development of rural industries as the core, efforts have been made to launch the construction of industrial projects such as smart greenhouses, Huafeng teahouses and shangtan commercial street. Combined with the foundation of regional agricultural and rural development and the characteristics of various resources, Xi'an high tech Zone continues to explore a new development mode of urban rural construction, strive to create a platform for the integrated development of modern agriculture, culture and tourism, and commercial operations and a stage for common prosperity, continue to promote the integration of primary, secondary and tertiary industries in Xi'an high tech new area and the comprehensive revitalization and development of agricultural and rural areas, promote the livability and employment of rural areas, the prosperity of farmers, and help the construction of "four high-tech".

The eight villages upgraded and transformed, such as the smart greenhouse in lijiayan village, the field flower sea in shangtan village, and the characteristic tea house in Huafeng village, can be described as "one village, one policy, one scenery, one village, one industry". As a demonstration village focused on Rural Revitalization, the smart agriculture exhibition center planned and constructed by lijiayan village integrates leisure, tourism, sightseeing and picking, builds a new agricultural production and management system around agricultural industrialization, intellectualization and informatization, builds a modern agricultural demonstration model of Xi'an high tech Zone, realizes agricultural efficiency and farmers' income, and synchronously drives the existing agritainment and home stay leisure tourism economy in lijiayan village. The exquisite rural houses in pingyanxia village are based on green mountains and rivers, local landscapes, humanistic history, beauty and livability. They make full use of the unique natural resources of the Qinling Mountains, develop rural tourism in Xi'an high tech Zone, and create an ideal model of integrated rural life integrating cultural exchange, farming experience, and creative creation. Village collectives and villagers can enjoy the dividends brought by rural industrial upgrading, continue to bring new jobs and more business opportunities to the local area, form a mutually beneficial and win-win industrial community with village collectives and villagers, and promote local cultural and tourism integration and Rural Revitalization [4]. As one of the "eight villages in the Qinling Mountains", shangtan village is located in the south of Guifeng mountain and is a must pass through place of Taiping National Forest Park. Combined with the actual situation of the village, it will be built into a demonstration village integrating rural markets, urban vegetable gardens, agricultural science popularization, agricultural innovation experience and ecological tourism. Shangtan Village Flower Sea and rural market have become a major feature here. While showing the beauty of rural wilderness and meeting people's demands to return to nature, it has better stimulated the enthusiasm of villagers to start businesses in their hometown. The tea house in Huafeng village has also become a major feature. Huayangyu is known as "the first tour in the South". Based on the deep excavation of natural landscape and historical and cultural resources, Xi'an high tech Zone has transformed the design of the idle old village committee of Huafeng village into a teahouse, hiding the Oriental Zen in the simple and elegant tea culture. As a place for villagers' leisure activities, the teahouse is mainly equipped with tea art, simple meals, tea culture experience and other functions externally, creating a leisure space where courtyard landscape and Qinling mountain scenery complement each other, and tea culture and Zen culture are integrated. Here, in the future, it will become a yearning place for fans of national style who love folk culture, traditional culture and crafts, Chinese clothes, tea ceremony and other contents.

Every village is full of scenery, and beautiful villages are painted, which is a vivid portrayal of Xi'an high tech Zone's efforts to promote the construction of beautiful villages. The beautiful rural demonstration project - "eight villages in Qinling Mountains", which was unveiled this time, has drawn a heavy color for the Rural Revitalization of Xi'an high tech Zone, and also added a new bright color to the city's "cultural tourism and leisure" construction. With the opening of the beautiful rural demonstration village of eight villages in the high tech Zone at

the north foot of the Qinling Mountains, idyllic rural revitalization pictures are slowly unfolding in Xi'an high tech Zone, showing full vitality. Beautiful villages are an important starting point for the implementation of the Rural Revitalization Strategy [5]. In recent years, Xi'an high tech Zone has firmly established the concept of "green water and green mountains are golden mountains and silver mountains", adhered to the strategy of industry nurturing agriculture, cities nurturing rural areas, and urban-rural integrated development, formulated the "high-tech standards" for the construction of Urban Rural Revitalization demonstration villages, and explored the "high-tech model" leading China's agricultural and rural modernization in accordance with the requirements of "overall promotion, key demonstration, and comprehensive improvement", Ensure that "one-year standard raising demonstration, two-year standard raising and expansion, and three-year comprehensive standards", effectively improve the quality of life and happiness index of farmers, comprehensively implement the Rural Revitalization Strategy, and promote the high-quality development of urban-rural integration.

Shangtan village is a natural village under the jurisdiction of Guifeng village, Caotang street, Xi'an high tech Zone. It is adjacent to pingyanxia village, which is also one of the "eight villages in the Qinling Mountains". A large area of rape flowers and 66 mu of landscape flowers are planted in the village. The Taiping mountain pass in the south of the Qinling Mountains, like a bay of warm arms, tightly hugs the village. The Flower Valley on the Taiping River bank and the mountains like Dai interweave into a moving rural picture, which makes people linger and forget to return. Shangtan village is a demonstration village of agricultural tourism integration built by Xi'an high tech Zone. It is a three-dimensional agricultural tourism complex composed of rural markets, urban vegetable gardens, agricultural innovation experience and ecological tourism. In the future, rural agricultural tourism forms such as shangtan living room, rural market, Rural flower sea and urban vegetable field will be built. Although the Rural flower sea just opened this year is small in area, it has the blessing of Qinling Mountains and unique landscape form, which has attracted a large number of tourists, It is a good place for weekend and holiday leisure. Jingyunsheng lijiayan village in the south of the Yangtze River, shangtan village with "cloud stream and Flower Valley", Huafeng village with historical memory, and the "eight villages of Qinling Mountains" at the foot of Qinling Mountains have attracted widespread attention once they appear. During the "May Day" period, tourists, together with rural areas and cottages, formed a beautiful picture of Rural Revitalization in Xi'an high tech Zone.

Pingyanxia village is named for its cliffs on three sides, only the Southwest has a gentle slope and looks like "Gui". It has a good ecological base provided by the Qinling Mountains. The climate in the village is mild and the scenery is beautiful. During the construction of the Rural Revitalization demonstration village, pingyanxia village resolutely avoided large-scale demolition and construction. The seven new houses were transformed from idle rural houses. The newly put into use Rural Revitalization demonstration base made full use of the existing buildings on the former site of the original village committee. In addition, pingyanxia village has also added green land, renovated the facade along the street, and updated the tap water system and sewage treatment system, further reducing the impact of production and living in the village on the ecological environment of the Qinling Mountains. Based on the full integration and utilization of idle resources, pingyanxia village was finally built into a demonstration village of cultural and tourism integration integrating cultural exchange, folk experience, leisure and entertainment, and creative creation. Like pingyanxia village, the construction of "eight villages in Qinling Mountains" has fully protected and utilized the existing local ecological resources, and formed their respective positioning and characteristics. It is understood that during the construction of the "eight villages in Qinling Mountains", Xi'an high tech Zone adheres to the principle of "work is suitable for work, agriculture is suitable for agriculture, commerce is suitable for business, tourism is suitable for tourism, and forest is suitable for forest". A total of

231 idle agricultural houses have been integrated, making full use of idle wasteland, giving birth to a number of cultural tourism facilities such as high-quality rural homestays, idyllic flowers, rural markets, etc., attracting many citizens and tourists for tourism and leisure, and bringing popularity and vitality to rural revitalization. Through the construction of Rural Revitalization demonstration villages, the “eight villages in Qinling Mountains” have formed their own unique revitalization paths, such as dujiazhuang, which focuses on urban and rural mutual care for the elderly, lijiayan, which develops rural business and leisure, and Tang qizhai, which provides health care rations, all of which have obtained the impetus for Rural Revitalization on the basis of their own natural endowment. The “eight villages in Qinling Mountains” have their own beauty, beauty and beauty in common, which comprehensively shows the achievements of the construction of Rural Revitalization demonstration villages in Xi'an high tech Zone in the past year, and also allows people to see a beautiful picture of Rural Revitalization that is slowly unfolding. At present, Xi'an high tech Zone is still making greater efforts to promote rural revitalization and promote common prosperity in high-quality development.

Jiang et al. [6] claims that Rural Revitalization includes many aspects, such as industry, talent, ecology, culture, organization and so on, which is a long process. The construction of Rural Revitalization demonstration villages is only the basic project for Xi'an high tech Zone to fully implement the Rural Revitalization Strategy. While accelerating the construction of Rural Revitalization demonstration villages, Xi'an high tech Zone also fully mobilized the enthusiasm of enterprises in the zone and vigorously implemented the action of “Prospering ten thousand villages with ten thousand enterprises”. At present, Xi'an high tech Zone enterprises have been deeply involved in Rural Revitalization. BYD, Samsung, fast and other large industrial enterprises have provided a large number of jobs for farmers in the region and broadened the path of income increase; Zhenbailiang, bailui, Grape Research Institute, etc. provide continuous technical support for agricultural development, and further consolidate the industrial cornerstone of Rural Revitalization; The capital, talents and management concepts brought by cultural tourism enterprises have effectively improved the development level of rural cultural tourism industry. In addition, many small and medium-sized enterprises have provided a steady stream of customers for lijiayan, pingyanxia, etc. through League Construction and other means. Starting from this year, Xi'an high tech Zone will also coordinate the resources of more than 1500 “top five” enterprises and many small and medium-sized enterprises in the zone, take “four measures” such as cooperative operation, counterpart assistance, active consumption, and being suitable for Industry and tourism, and “prosper ten thousand villages through” ten thousand enterprises “. The first step is to build the” eight villages in Qinling Mountains “into a regional village enterprise cooperation demonstration, then promote it to 100 demonstration villages, and finally replicate it to the whole administrative villages. So far, 52 enterprises have signed strategic cooperation agreements with Xi'an high tech Zone on “Prospering ten thousand villages with ten thousand enterprises”. Comprehensively promoting rural revitalization and helping to achieve common prosperity is the only way to achieve the great rejuvenation of the Chinese nation, and it is also the meaning of the “four high-tech” in the construction of Xi'an high tech Zone. The principal of the administrative committee of Xi'an high tech Zone said that Xi'an high tech Zone will continue to promote the revitalization of rural industries, talents, culture, ecology and organizations, gradually narrow the gap between urban and rural areas, promote the deep integration of urban and rural areas, create a new situation of rural revitalization, and let farmers share the achievements of the “four high tech” construction.

The construction of eight villages in the Qinling Mountains is to fully protect the local ecological resources, transform the original buildings on the site, and avoid large-scale demolition and construction. At the same time, the water supply, power supply and communication systems have been improved, and the tap water system and sewage treatment system have been

updated. Now, surrounded by mountains and shaded by trees; The flowing white clouds spread out in the vast sky, and accompanied by flocks of birds; At the foot, the limpid stream wiped out the heat of summer. Qinling eight villages have become modern villages with white walls and black tiles. This year, at the opening ceremony of eight villages in the Qinling Mountains, eight cultural villages with different characteristics attracted the attention of the media present. Pingyanxia village, which is characterized by traditional residential buildings in Guanzhong, is a landmark boutique residential building; Relying on the original ecology, hometown and field, Huafeng village is mainly an eco-tourism resort; Shangtan village, a resort surrounded by fields and flowers; Lijiayan village, an ideal place for enjoying flowers and fruits, enjoying cool air and summer vacation; Through the ancient and simple village tangqizhai village with ancient and modern charm; Dujiashuang village, a quiet place hidden in the city. These more than 50 participating enterprises are strategic cooperative enterprises of "Prospering" ten thousand villages by ten thousand enterprises in Xi'an high tech Zone. They will build the "eight villages in Qinling Mountains" into a regional demonstration of village enterprise cooperation by means of cooperative operation and Counterpart Assistance.

#### 4. Conclusion

In conclusion, in the process of promoting beautiful villages, Xi'an high tech Zone adheres to planning guidance and scientific layout, fully excavates ecological advantages, regional advantages and stock asset advantages, pays attention to protecting nostalgia, inheriting traditions, deeply implements the Rural Revitalization Strategy, and actively promotes and improves the development level of urban-rural integration in the region. The first batch of Rural Revitalization demonstration villages this time is only the first step of classification upgrading and demonstration leading. Next, Xi'an high tech Zone will design and build villages by classification, stratification and grading according to the three grades of Rural Revitalization demonstration village, reconstruction village and upgrading village. Give full play to the advantages of science and technology, talents and funds of Xi'an high tech Zone, adhere to the principle of taking cities and towns as a guide, promote agriculture with industry, promote rural construction with high quality and high standards, and speed up the establishment of a leading demonstration zone for the integrated development of urban and rural areas in the province. We will promote coordinated urban and rural development and comprehensively improve the well-being of the people.

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