

Exploration and experience analysis of Chengdu pastoral complex construction

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Abstract: Pastoral complex is the product of rural development to a certain stage. It is another rural development symbol with the characteristics of the times after the household contract system, land transfer, family farms, farmers' professional cooperatives and characteristic towns. After the concept of "pastoral complex" was put forward by the state, 18 provinces including Sichuan province carried out the pilot construction of pastoral complex. This paper introduces some explorations in the construction of pastoral complex in Chengdu, and analyzes and introduces its construction experience in detail, in order to provide reference for the construction of pastoral complex in China.

1. The Proposal of Pastoral Complex

In 2012, Zhang Cheng put forward the concept of pastoral complex for the first time, and established the rural Oriental practice in Yangshan Town, Wuxi, Jiangsu Province. In September 2016, relevant leaders of the leading group of the central rural work investigated the project and recognized the development mode of the pastoral complex project of Tianyuan Oriental. In February 2017, the No.1 document of the Central Committee proposed that: support the conditional rural construction to take farmers' cooperatives as the main carrier, let farmers fully participate in and benefit from the pastoral complex, which integrates circular agriculture, creative agriculture and agricultural experience, and carry out pilot demonstration through comprehensive agricultural development, comprehensive rural reform, transfer payment and other channels.

2. The exploration of Chengdu's Pastoral Comprehensive Construction

2.1. Introduction To Chengdu

Chengdu is the capital of Sichuan Province, an important city in the western region and one of the national central cities. As an important part of building a national central city that fully embodies the new development concept, Chengdu is vigorously implementing the Rural Revitalization Strategy, cultivating rural industrial advantages, stimulating rural reform momentum, and creating a happy and beautiful countryside.

The construction of pastoral complex in Chengdu has unique development conditions: first, Chengdu has a good agricultural foundation. In recent years, Chengdu's agricultural added value, per capita income of rural residents and other indicators have achieved stable growth. Moderate scale operation of land, transaction amount of rural property rights, stable growth of farmers' cooperatives and family farms. Second, there are a large number of national famous brand of agricultural products. Such as Pixian Douban, Dujiangyan kiwifruit, Longquan honey peach, Pujiang ugly orange, Qionglai black pig black tea, etc. Third, as an international tourism city, Chengdu is rich in tourism resources and famous for its giant panda. Dujiangyan water conservancy project has made Chengdu a land of abundance with thousands of miles of fertile land. Chengdu's characteristic culture has become an important soul of Chengdu's pastoral complex construction.

2.2. Evolution of pastoral complex construction in Chengdu

The development process of Chengdu pastoral complex is the history of Chengdu's exploration to solve the "three rural" problems, develop rural tourism and promote agricultural industrialization. The emergence of agritainment brings the consumption and entertainment of urban people into the countryside, and the pastoral complex realizes the deep integration of food, play, housing, cultural innovation and industry, which is the inevitable result of rural development.

2.2.1 Embryonic stage

In the 1980s, with the deepening of reform and opening-up at any time, urban people began to have leisure time, redundant energy and relatively abundant income, and had higher demand for the quality of life. The farmers around the city began to use the advantages of unique original rural natural scenery and characteristic farmhouse dishes to attract urban people to come for leisure, sightseeing and delicious food. Chengdu is the birthplace of "Nongjiale". Traditional Nongjiale is mainly self-employed, with good environment and delicious dishes as its main selling points. Even with the continuous upgrading of rural tourism, Nongjiale is still loved by people in Chengdu and becomes the best place for family and friends to get together on weekends.

2.2.2 Development stage

Around 2000, a large-scale agricultural sightseeing park began to appear, which mainly takes the flower sea, tea garden, orchard and other carriers to provide tourists with experience activities such as flower appreciation, tea tasting, fruit picking, etc., so that city tourists can experience in person while enjoying the rural scenery. For example, strawberry picking garden and grape picking garden around Chengdu let many tourists, especially family tourists experience fruit picking together. In addition, with the country's attention to rural tourism, the government began to plan to build some projects, and the government's unified planning is also the main feature of this stage. Chengdu mainly has three holy flower towns built by Jinjiang District. Ancient town tourism relying on ancient villages, towns and other folk customs has also become the main form of rural tourism in this stage, such as Huanglongxi ancient town built on water around Chengdu, Luodai Ancient town built on Hakka culture, Pingluo ancient town built on water and folk customs, etc.

2.2.3 Exploration stage

Around 2010, people are not only satisfied with the catering and sightseeing of traditional rural tourism, but also hope to use weekends or short holidays to return to nature, live a leisurely and comfortable rural life, realize the deep relaxation of body and mind and the baptism of soul. The deeper, more diversified and higher quality rural residential buildings begin to appear. Rural residential buildings are far away from urban life, serve diversified and thoughtful, and live a life Slow pace and distinctive theme attract a large number of high-quality city tourists. Chengdu Rural homestay mainly focuses on Western Sichuan characteristic houses, integrates the original houses of surrounding residents, upgrades and transforms on the basis of traditional Western Sichuan houses, pays attention to the integration and innovation of rural culture, and emphasizes the experience of participants from the design of the project and the experience of agricultural projects.

2.2.4 Promotion stage

In 2017, tianfuyuan in Dujiangyan City became a national level pastoral complex pilot project. Xinjin County carried out the pilot project of pastoral complex at the provincial level, and other districts and counties also carried out the construction of pastoral complex in full swing. At present, Chengdu pastoral complex has formed a "1+1+n", that is, a national pilot, a provincial pilot, and the construction pattern of each district and county. The construction of Chengdu pastoral complex has the following characteristics: first, most of Chengdu pastoral complex projects are dominated by the government or connected by the government, which are located in the far suburb counties (the third circle originally called), and most of them are located in the Western control area of Chengdu, and the layout conforms to the overall planning and layout of Chengdu. Second, in terms of the floor area, the project of Tianfu new area with the smallest planning area is 2000 mu, and the others are basically more than 10000 mu. Third, from the perspective of investment funds, among the

announced investment amount, the least Tianfu new area project is 1 billion yuan, and the rest are more than 2 billion yuan. Fourth, from the perspective of industrial structure, most of them reflect the agricultural basis, such as most pastoral complexes take rice as the agricultural industrial basis, or create symbiotic system, or create international brands, or create hybrid rice Silicon Valley, which has its own characteristics.

Table.1. Comparison of pastoral complex in some districts of Chengdu

Location	Represents an item	Land Area (sq. km)	Investment	Rank
Dujiangyan	Tianfuyuan pastoral complex	36.6	About 2.1 billion yuan	National level
Xinjin	Tianfu Agricultural Expo Park	129	—	Provincial level
Qingbaijiangt	My Garden	2.8	About 2.5 billion yuan	City level
Shuangliu	Kam Ma Heung, Wan Kong Kong Taoyuan	6.55	—	City level
Pidu	"Tianfu Bucolic" international Rice Valley Bucolic Complex	6.16	—	City level
Jintang	The Olive Customs of Huai Zhou	20	About 2.0billion yuan	City level
Xindut	Fanghua Guicheng pastoral complex	15	—	City level
Dayiy	Langi Shangshan Daoxiang fishing song	10.8	About 2.0billion yuan	—
Tianfu new area	Chinese-western pastoral complex	1.33	About 1.0billion yuan	—
Qionglai	The Valley of heavenly peace	6.15	About 3.0billion yuan	—

3. Experience analysis of pastoral complex construction in Chengdu

3.1 Continuously improve the quality of rural tourism

The pastoral complex is the product of a certain stage of rural tourism development. In the process of exploring rural tourism development, Chengdu has always led the development of rural tourism with innovative thinking. For example, the first farmhouse in China, the Xujia courtyard, has constantly adapted to the market development and adjustment. Now it has gone through four generations of farmhouses, with a view to establishing a museum in the development stage and pushing Sichuan style bonsai art and China's leisure agriculture to the country. In addition, Daliang winery focuses on liquor, vigorously promotes Chinese liquor culture, and establishes an Organic Sorghum Planting Base of ten thousand mu. In addition, the winery has broken the traditional thinking pattern, created a straw art themed "happy countryside", created a net red project to attract many tourists, realized the perfect combination of agriculture and cultural and artistic creativity, and constantly improved the quality of rural tourism.

3.2 Provide new impetus for Rural Revitalization

The 19th National Congress of the Communist Party of China proposed to vigorously implement the strategy of Rural Revitalization and promote the revitalization of rural industries, talents, culture, ecology and organizations. In terms of industry, the construction of pastoral complex breaks the tradition that only primary agricultural products exist in agriculture, increases the added value of agricultural products, promotes the industrial chain of agricultural products, organically integrates primary, secondary and tertiary industries, and realizes the "Trinity" of agriculture, culture and

tourism; in terms of talents, the construction of pastoral complex attracts a large number of experts and scholars to study and introduce agricultural project construction professionals, and trains agricultural science and technology professionals. The application of talents and new farmer professional managers provides new impetus for Rural Revitalization; culturally, the construction of pastoral complex digs deeply into the local traditional agricultural cultural resources, protects the original agricultural culture and folk customs in rural areas, develops agricultural cultural innovation on this basis, and radiates new charm on the basis of traditional rural culture; ecologically, the construction of pastoral complex is adapted to local conditions and retains large scale. We should pay more attention to the protection of land and environment, and create a beautiful village with green water and green mountains. In terms of organization, the construction of pastoral complex activated rural grass-roots organizations, became a communication service platform between farmers and introduced enterprises, and led local farmers to actively participate in project construction to increase farmers' income.

3.3 New path for poverty alleviation

The most arduous task for China to achieve the two centenary goals and build a moderately prosperous society in an all-round way is to overcome poverty. The pastoral complex is rooted in the countryside and serves the farmers. It clearly puts forward "let the farmers fully participate in and benefit from it", and clarifies the status of the participation and benefit subject of the farmers in the development of the pastoral complex, which is to realize the income increase and poverty alleviation of the farmers. From the very beginning of rural construction, local farmers are included in the planning, or they can get rent income and share in operation, or provide jobs, or provide entrepreneurial platforms. The core of targeted poverty alleviation lies in industrial poverty alleviation. Through the development of agriculture centered industries, including planting and maintenance, processing logistics and other industries, tourism, catering and accommodation, cultural innovation and other industries are carried out to extend the industrial chain and improve agriculture Industry added value, realize the transformation from "blood transfusion" to "hematopoiesis", let farmers have more sense of gain and happiness, and provide a new path for poverty alleviation.

3.4 Provide a new engine for urban-rural integration

The integration of urban and rural areas is mainly to strengthen the construction of rural areas, change the long-term urban-rural dual economic structure, realize the integration of urban and rural population, technology, capital, resources and other elements, and achieve the comprehensive, coordinated and sustainable development of urban and rural economy and society. The construction of pastoral complex can optimize the industrial layout of urban and rural areas, realize the industrial cooperation, complementarity and connection between urban and rural areas, provide comfortable living environment for villagers, and attract more urban people to live a yearning rural life, so as to break the traditional separation of urban and rural areas in the process of urban and rural development, realize the overall development of urban and rural areas in terms of economy, society, culture and ecology, and provide urban and rural areas with a comfortable living environment. Integration provides new engines.

3.5 Provide a new breakthrough for agricultural supply side reform

At present, the main contents of agricultural supply side reform in China include: adjusting structure, changing mode and promoting reform. China's agricultural structure has undergone many rounds of adjustment. Some places attach great importance to economic crops and neglect the production of grain. Chengdu pastoral complex insists on the agricultural industry as the main part, develops products with high economic added value such as fruits and flowers, and realizes the organic unity of food security and modern efficient agriculture. In terms of transformation mode, the pastoral complex, based on the resource carrying capacity and environmental capacity, introduces modern agricultural technology, promotes green farming, ecological circulation and other production modes, and pays more attention to the sustainable use of resources and the

coordinated development of production ecology. In promoting reform, the construction of pastoral complex can effectively promote the reform of agricultural land system, rural financial reform and the adjustment of rural organizational structure, activate rural production factors and resources, realize the shift and upgrading of agricultural industry, and provide a new breakthrough for the reform of agricultural supply side.

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