Analysis of Sustainable Development of Chinese Villages——Take the Design of XiangFeng Pastoral Complex in Guangzhou as an Example

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Abstract. Aiming to support rural economic development, reduce the income gap between urban and rural residents, revitalize the rural economy, as well as encourage rural areas in all regions to carry out scientific, rational and sustainable development reforms, the Chinese government provides a certain amount of development approaches for rural planning and rural economic revitalization. In the setting of the Chinese government’s rural strategy, design plans for rural complexes in various regions are emerging constantly. This article provides ideas for the planning and construction of pastoral complexes in other regions through the design ideas for the XiangFeng Pastoral complex in Guangzhou.

1. Introduction

In terms of the Chinese government closing the gap between urban and rural areas and increasing the income of rural farmers, the government has promulgated many active protective policies and encouraged the diversified development of rural areas. The rural pastoral complex is a development project that meets the above requirements. To this end, this article analyzes the development ideas of the rural complex, and provides ideas for the reform of rural development in the same type of area.

2. Sustainable Developments of Chinese Villages

2.1. Sustainable Developments of Villages

The Construction of Beautiful Village is a systematic project that needs to ensure the harmony of the rural environment, economy, resources and people's livelihood. In the process of its construction, it is necessary to make rural industries flourish and the villagers live comfortably, while maintaining and continuously improving the rural environment and ecology [1]. Rural sustainable development should
be carried out around the above, leaving precious economic resources and livelihood resources for future generations.

2.2. Rural Sustainable Development Principles
Rural sustainable development needs to follow the following principles: fairness principle, continuity principle, commonality principle [2]. That is, under the premise of ensuring the interests of all villagers, the natural resources and the environment will not be destroyed, the rural resource ecosystem will be maintained, and scientific sustainable development will be carried out.

Several sustainable development strategies in rural areas have relied on tourism as a tool for economic growth and job creation; The alternating peak and valley periods that seasonality entails—and their corresponding negative economic, environmental, or social impacts—may somewhat condition the success of these policies [3].

Issues related to agriculture, rural areas, and farmers are fundamental to the stability and people’s welfare of China as well as other developing countries, rural innovation system, which is a complex socioeconomic network that aims to revitalize the countryside and achieve balanced and sustainable development [4].

Increasing farmers' income, narrowing the gap between urban and rural economic development, and enriching the content of agricultural products are one of the themes of China's current economic development. Only by adhering to the concept of sustainable development and respecting the characteristics of agricultural products can we find a path suitable for rural reform.

3. Rural Pastoral Complex

3.1. The Definition of Rural Pastoral Complex
Rural pastoral complex is a new model of comprehensive rural development. Based on the development of beautiful villages and industries, it integrates with modern agriculture, leisure tourism, and pastoral communities, in order to expand the versatility of agriculture, and achieve organic integration of pastoral production, pastoral life, and pastoral ecology, and deep integration with primary, secondary, and tertiary industries [5].

3.2. Thoughts on the Construction of Pastoral Complex

From the arrow pointing in Figure 1 ("+" is a positive effect), we can see: Based on rural resources, and through the scientific input of local farmers in relevant agricultural resources, The construction of rural complexes applies agricultural products and rural tourism projects that focus on the development of agricultural products, attracting tourists from surrounding cities and regions for tourism and sightseeing consumption, and realizing the economic driving effect.

In the process of pastoral construction, government policies have an important guiding significance for local construction. Through the promulgation of government policies, the goal of attracting
investment can be achieved to a certain extent, and the improvement of infrastructure can also be implemented. It plays a coordinating role in the distribution of operating income of the rural complex.

4. The Design of XiangFeng Pastoral Complex in Guangzhou

Figure 2. Functional Area Plan of the Design of XiangFeng Pastoral Complex in Guangzhou
As it can be seen from Figure 2, the functional area of the pastoral complex project is divided into four areas: (1) Research experience area (agricultural training, picking, parent-child activities, etc.); (2) Catering business area; (3) Leisure accommodation area; (4) Large-scale planting area (Farming). The regional planning and design meet the needs of the current tourists in the surrounding areas and the local land resources.

Figure 3. Crop Regional Plan of the Design of XiangFeng Pastoral Complex in Guangzhou
As it can be seen from Figure 3, the crop area of the rural pastoral complex is divided into dragon fruit orchard, passion fruit orchard, vineyard, and herb garden. The number 1-7 areas are comprehensive orchards. The type of agricultural products planted will be renewed according to the developments of the aforementioned four orchards.
5. The Design of XiangFeng Pastoral Complex in Guangzhou

Table 1. The Design of XiangFeng Pastoral Complex in Guangzhou.

| Function Settings | Area | Content of the Functional Area | Usage of the Function Area |
|-------------------|------|--------------------------------|---------------------------|
| 4 Venues          | Village Harvest Venue, Village Fair Venue, Village Entrepreneurship Venue, Village Feast Venue, | Main place for the public to enjoy learning |
| 4 Institutes      | Agricultural Research Institute, Health care Institute, Nursing Institute, Meditation Institute, | Main place of residence and office |
| 4 Courts          | Banana Court, Litchi Court, Banyan Court, Paddy Court, | Relatively private places for groups |
| 1 Camp            | Four-Season Camp | Main place for outdoor sports and education |

It can be seen from Table 1 that the design and planning of the pastoral complex project is relatively reasonable. In order to meet the consumption target needs of different user groups, functional areas are divided to achieve consumption goals such as playing, learning, office, group gathering, outdoor sports and education.

6. Sustainable Development Practices of the Design of XiangFeng Pastoral Complex

6.1. Advantages of Sustainable Development Practices of the Design of XiangFeng Pastoral Complex

Each figure should have a brief caption describing it and, if necessary, a key to interpret the various lines and symbols on the figure.

6.1.1. Rich Product Content. Through the cultivation of the existing agricultural products such as dragon fruit, grapes, passion fruit and vanilla in the early stage, it provides early technical support for the learning of agricultural product cultivation technology, supplies product purchases to leisure tourism, and offers core content for the formation of regional brands to form regional brands.

6.1.2. Convenient Transportation. The XiangFeng Pastoral Complex Project is located in Zengcheng District, Guangzhou. The one-hour traffic circle covers Guangzhou, Shenzhen, Dongguan, Huizhou, Foshan and other places. It can reach Hong Kong, Macau, Zhuhai and other places within two hours.

6.1.3. In Line with Rural Strategic Development Goals. The sustainable rural pastoral complex design realizes the protection of the original crops, as well as the learning and exchange of agricultural planting techniques through the study and learning methods. At the same time, on the premise of increasing production and income of agricultural products, the sustainable development goal of increasing farmers' income has been achieved.

In the design of the development of pastoral complex projects, through learning, entertainment, leisure and other means, farmers can increase the added value of agricultural products in terms of selling agricultural products, providing homestay services, increasing outdoor sports and education, etc., to
provide effective solutions for farmers' scientific and sustainable income growth, when considering the local resources of the village.

6.2. Difficulties in the Practice of Sustainable Development of Pastoral Complex

6.2.1. Great Demand for Investment. There is a rich demand for local agricultural products and homestays, health centers and other product content. Relying solely on local farmers and the government’s investment strength is far from enough, and the government should promote investment policies in relevant media channels, encourage companies related to pastoral sports projects to invest, and improve subsequent planning and design.

6.2.2. Infrastructure Needs to Be Improved. Infrastructure such as the current accommodation, parking lot, and pastoral sports projects in various regions is temporarily not perfect, which needs to be rationally designed according to the planning situation.

6.2.3. Brand Building Needs to Be Strengthened. Under the aforementioned conditions of attracting investment and improving infrastructure, creating brand business cards is more conducive to product promotion, and subsequent multiple media channels are required for reasonable product mix pricing and publicity, and the brand image promotion of the garden complex.

7. The Practical Significance of the Construction of Pastoral Complex
"Agriculture + Community + Culture" is the main policy for the construction of rural complexes. It is an effective way to improve rural environment, increase farmers' income, rural agricultural cycle, and scientific sustainable development in the process of China's socialist modernization. Rural areas in various regions of China must adapt to local conditions, combine with local conditions, and design rural complexes. By strengthening urban-rural interaction, the rural economy will be driven to increase rural farmers' income.

Application
This paper is the project achievement of the Climbing Program project. Project number: pdjh2020b0780. Project Title: Economic Investigation and Analysis of the Rural Complex Based on the "ECIRM Strategic Model"——Taking Xiangfeng Farm in Zengcheng District, Guangzhou as the Research Object.

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