Track 2
Besides the megacity and other cities

Rural revitalization under the background of balancing urban and rural development:

A case study of Batang village, Guangdong province, China
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1. Introduction
Since reform and opening up of China in 1978.

Unbalanced development of urban and rural development in past few decades. Here takes the Batang village as an example to analyze.

2. Problems
2.1 Lack of infrastructure

1. Restroom without sewage system
2. Unrecognized bus station
2. Problems

2.2 Unbalanced economic development

1. Primary industry
2. Hand weaving

In production aspect, the urban-rural income ratio had increased from **1.86:1** in 1986 to **3.33:1** in 2009, even though it’s reduced to **2.7:1** nowadays.

2.3 Dilapidated living environment

1. Population trends of Xinxing county

In ecology aspect, China’s cities have attracted **more and more people from rural to urban for living**. Less population means less people for living and producing in rural areas. With the time goes, the rural left dilapidated living environment.
2. Problems

2.4 Insufficient sharing between urban and rural areas

In governance aspect, insufficient sharing between urban and rural areas is a historical issue. With the process of rural revitalization in recent years, rural tourism became the main way to implement. But just with the support of government is not enough, insufficient sharing between urban and rural areas needs bottom-up initiatives of local people to achieve rural revitalization.

3. Methods

3.1 ReBAM theory

ReBAM (Recreational Belt Around Metropolis) theory firstly offered by Prof Bihu WU in 1998. This theory has been applied and developed in Xiamen, Chongqing, Kunming, Shanghai, Wuhan, and Beijing city. It's an effective method for rural revitalization which includes three determinants, they are the growth of domestic demand, transportation networks, and policy-driven supply.

Travelling population trends of Xinxing county
3. Methods
3.2 Field survey

The traffic system of Batang village is convenient that include **No.534 county highway** to connect surrounding cities. There are **5 cities** can be arrived within **2 hours transit time**. And the total population of these cities are around **12.4 million** that provide great potential tourists. The **convenience traffic network** support the ReBAM theory of rural revitalization for **rural tourism**.
3. Methods

3.3 Literature review

1. Yunfu city function plan
2. Xinxing county function plan

Literature review finds the **policy-driven supply** to further support the rural revitalization of Batang village is suitable for tourism model.

4. Results

4.1 Living aspect

1. Facilities system
2. Traffic system

These will give local residents a **better living condition**. Then more and more local people will be willing to live here. It’s also better for **servicing tourists** and inheriting rural civilization.
4. Results

4.2 Production aspect

1. Land use
2. Industrial layout

The land use and industrial layout will offer more opportunities for improving local economy, and this will support the tourism development of Batang village.

4.3 Ecology aspect

1. Landscape structure
2. Landscape conservation areas

Not only considered the tourism model for rural revitalization, but it also attended to balance the relationship of natural landscape and cultural landscape.

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4. Results

4.4 Governance aspect

National governance coordinate with local autonomy will form a co-management system for rural revitalization. Even if the governance consist of government and local villagers can not be drawing as a blueprint, but this governance system is almost the most important link of rural revitalization chain.

5. Discussion and conclusion

Based on the guide of School of Architecture, South China University of Technology, PB Design and relative organizations support, the research started from August, 2018 through field survey, workshop study, finally got the acceptance by local villagers and approval of Guangdong Postgraduate Education Innovation Project.
5. Discussion and conclusion

And recently, this research got the third prize of National Competition for Ecological Wisdom Inspired Urban and Rural Practice in July, 2019.

1. The research focused on rural problems of China, found four main problems such as lack of infrastructure, unbalanced economic development, dilapidated living environment and insufficient sharing between urban and rural areas. Combined with ReBAM theory, field survey and literature review analyzed tourism model for rural revitalization is a good way especially for Batang village. Based on planning knowledge from living, production, ecology and governance aspects designed a new way for rural revitalization as well as try to solve the existing problems.

2. The ReBAM method based on three determinants of the growth of domestic demand, transportation networks, and policy-driven supply. It’s also need to explored diversely for different villages.

3. Under the background of balancing urban and rural development, the research found a feasible way based on tourism model for rural revitalization. Hope this research will be useful whatever in practice or academic field.

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Up to now almost one year past, Batang village is developing well. The problem of restroom on the lake to pollute the living environment has been solved. New plaza and excellent sewage system is gradually constructing.

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