

# Content, Contemporary Situation and Major Effectiveness of Rural Complex Sustainable-Development-Models (SDM) From the Perspective of New Pastoralism—Based on Rural Complex Models “TianYuanLuJia, Zhejiang” and etc.

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**Abstract.** China is currently in a critical period of consolidating the achievements of poverty alleviation and rural revitalization. As an emerging pattern of rural economic development in China, Rural Complex is getting more and more attention. Some regions have already formed their own development models and many successful cases have emerged. Based on the sustainable development proposition of New Pastoralism, this study analyzes the characteristic development models of three successful state-level Rural Complex cases. On the basis, this paper summarizes the universal features from the characteristics. It finally proposes a Rural Complex Sustainable-Development-Model (SDM) which is "Multiple Integration and Construction of Industries — Simultaneous Protection and Development of Environment— Joint Effort and Sharing of People". This paper provides useful references and policy suggestions for the sustainable development of Chinese rural areas in the new era.

**Keywords:** New Pastoralism; Rural Complex; Sustainable Development; Developmental Path

## 1. Introduction

Rural Complex is a new industrial development pattern of the countryside that integrates circular agriculture, creative agriculture and farming experience. Since the No. 1 central document proposed the concept of Rural Complex in 2017, China has completed the historical task of poverty alleviation and stepped into a new journey of rural revitalization. In the critical period when poverty alleviation and rural revitalization are connected, the important value of Rural Complex cannot be ignored. However, current researches on Rural Complex are lack of practical basis, ignoring many details and common features in the process of development. Based on it, this study takes the proposition of Sustainable Development from the perspective of New Pastoralism as the starting point, and focuses on the concrete practice of production, ecology, and livelihood in three successful cases of Rural Complex in China. By analyzing the development models of different Rural Complex and concluding the successful experiences, this paper proposes a Rural Complex Sustainable-Development-Model (SDM). It provides a theoretical basis for the development of Chinese Rural Complex, and offers a model reference for promoting rural revitalization and sustainable development in the new era.

## 2. Definition and Brief Description of Rural Complex

### 2.1. Theoretical Evolution and Research Status of Rural Complex

In ancient Greek period, it was believed that the people living in the Arcadian mountains had a simple state of life in harmony with nature. There were also many literary works expressing the vision of such a state in ancient China, such as Tao Yuanming's *Peach Blossom Spring*. All of them initially conveyed the idea of Pastoralism, i.e., the beautiful vision of harmonious co-existence between human and nature. The advent of the industrialization era broke the balance between humanity and nature, and further stimulated people's desire for Pastoralism. In 1902, Ebenezer Howard (2010)[1] put forward the theory of Garden City in his book *Garden Cities of Tomorrow*, emphasizing the idea of combining urban and rural life organically. Based on this theory, Zhang Cheng (2017)[2], the

pioneer of Chinese Rural Complex, put forward ten propositions of New Pastoralism according to Chinese characteristics. He combines simple rural life with modern urbanization construction to create an organic and harmonious situation between humanity and nature. Among them, the proposition of Sustainable Development is the core idea of New Pastoralism, which advocates the integration and sustainability of production, ecology, and livelihood, emphasizing natural ecological concept (Han Sen, 2020) [3].

Currently, there is no concept of Rural Complex abroad. Development patterns such as Leisure Agriculture and Rural Tourism are analogous with the connotation of Rural Complex (Fu Hongbo, 2019) [4]. Some scholars research the development of leisure agriculture based on the perspective of conceptual evolution. Buijjs et al. (2006) [5] study the evolution of social landscape from the perspective of people's perceptions of nature, and find that the hedonistic image of nature is strengthening, which provides an opportunity for the development of leisure agriculture. Some other scholars focus on specific practice, analyzing the model evaluation and its optimization. For example, through interviews and literature review, Boukas (2019) [6] summarizes Cyprus local rural tourism model which is centered on native agriculture, culture, religion and nature tourism. He also points out that the model exists deficiencies such as mismanagement and lack of knowledge.

In researches on Rural Complex in China currently, the main research directions include landscape design planning of Rural Complex, summary of practical experience, and exploration of the development model to promote rural revitalization. Using the sustainable concept and ecological aesthetics, Lin Guohu et al. (2020) [7] explore the path of promoting rural revitalization from the perspective of cultural research in Zhejiang. Zeng Shengcong et al. (2019) [8] use policy diffusion theory as an analytical framework to compare five practical Rural Complex cases in China, and conclude different characteristic model experiences. Through literature review, it is found that most of the current researches on Rural Complex lack theoretical basis, and are difficult to form a systematic theoretical mode. As an effective carrier of poverty alleviation and rural revitalization in the new era of China, Rural Complex is highly relevant to the current development direction, which can meet the needs of sustainable development in Chinese rural areas. Therefore, it is necessary to research further.

## **2.2. Practice Situation of Rural Complex at Home and Abroad**

Before China started to construct Rural Complex, some countries or regions have already opened the path of exploring, emerging diversified development forms such as Community Garden, Green Agriculture Tourism and Weekend Farm. Focusing on the natural environment and the subjectivity of aborigines, the Japanese government actively develops Green Tourism Industry. The U.S. develops Citizen Farm, where mutual assistance between farms and communities is the main organizational form. It can provide citizens with high-quality, healthy and cost-effective agricultural products, and open up channels of distribution so that farmers and citizens can both benefit and win-win. In France, a number of NGOs join hands to develop Agricultural Tourism. They adopt professional management approaches to develop leisure agriculture mainly by administration of farm. Due to the efficient use of natural resources and strong government support, the construction of Rural Complex abroad has formed a mature development model with high social and economic value.

In 2012, Wuxi City, Jiangxi Province, China, started the first Rural Complex project "TianYuanDongFang" to create a composite development mode of "Agriculture + Cultural Tourism + Residence". In February 2017, the concept of Rural complex was officially written into the No. 1 central document. It was planned to pilot in 18 provinces in China, with 26 projects constructed. Since then, each pilot area started to explore the development paths of their own characteristic Rural Complex patterns according to local conditions. However, at present, some Rural Complex projects under construction are still in the exploration stage, with the lack of one unified and standardized construction system nationwide. They are also facing lots of difficulties such as low level of industrial development, a large gap in finance and the talent, serious homogenization problems and so on. Despite being accompanied by plenty of problems, the important utility value of Rural Complex has

already revealed, such as boosting rural economic growth, promoting rural habitat improvement and enhancing the main position of farmers. Moreover, the endogenous momentum for sustainable development in rural areas is steadily strengthening. Now China has formed a number of classical Rural Complex development models, and sprung out cases such as “TianYuanLuJia” in Zhejiang Province, “HuaXiangGuoXiang” in Hebei Province and so on.

### **3. The Utility and Current Situation of Rural Complex Constructed in China at Present**

In the pilot construction of China's Rural Complex, each region combines the local characteristics and advantages to create its Rural Complex development models. Many vivid cases have emerged. For example, the first batch of ten pilot cases of Rural Complex have made important achievements, which are considered as ten benchmark cases. Fu Hongbo (2019) [4] summarizes them into six models and broadly outlines the different development characteristics of Rural Complex in China. This study selects three cases from the ten, namely "TianYuanLuJia" in Huzhou City, Zhejiang Province, "HuaXiangGuoXiang" in Tangshan City, Hebei Province, and "DuJiangYan TianFuYuan" in Chengdu City, Sichuan Province. They can represent three typical development models of Rural Complex. Through a comprehensive analysis of the cases, this part discusses the utility and current situation of Rural Complex constructed in China now.

#### **3.1. "TianYuanLuJia" in Huzhou City, Zhejiang Province**

##### **(1) The Model of "Family Farm Type" Rural Complex**

Family Farm is a new type of agricultural business entity. In family farm, family members are main labor who engage in large-scale, intensive and commercialized agriculture management. This concept was formally proposed in the report of the Third Plenary Session of the 17th CPC Central Committee in 2008. Its development was further accelerated by the issuance of the file *Guiding Opinions on the Implementation of Family Farm Cultivation Program* in September 2019. Up to 2018, the number of family farms in China has reached 600,000. The Model of "Family Farm Type" Rural Complex requires local governments to rely on local characteristic natural advantage resources to develop agricultural production, and finally create a Rural Complex coordinating diverse leisure tourism functions. “TianYuanLuJia” in Huzhou City, Zhejiang Province is a representative of this model, in addition to “HongZhiYuan Farm” in Ya'an City, Sichuan Province, and "HuaQing Farm" in Leshan City, Sichuan Province.

##### **(2) Development Process of "TianYuanLuJia" in Huzhou City, Zhejiang Province**

Lu Village is located in Anji County, Huzhou City, Zhejiang Province, about one hour's drive from the provincial capital city Hangzhou. It has about 16.7 square kilometers of land, more than 600 households and around 2000 people. Before 2011, Lu Village was a recognized poor village with low annual income and heavy debts. Since village Party branch secretary Zhu Renbin assumes office in 2011, he started to explore the operation mode of the "Family Farm Type" Rural Complex, and made remarkable success.

Industry is a solid economic foundation for rural sustainable development. Only by grasping the core of "Industrial Prosperity" can we make economic construction in a characteristic way. In the past, Lu Village had a single industrial operation, where agriculture and processing industries went on their own way. It resulted in low added value of products and slender income of farmers. Therefore, Lu Village changed its development ideas. They explored a path of industries integration, that was, combined agriculture with processing industry and tourism. By this way, family farms were constructed. As a pillar, these farms could drive various industries to integrate together. In order to better play the role of family farms in driving the rural economy, Lu Village invited a professional design team at enormous expenditure. The team took the lead to complete the redesign of the village's tourism, industry and environmental enhancement planning, and finally formed a linkage development model. In the model, the family farm cluster was the core, and 18 diversified family

farms, including grape farms, alpine pastures and peony farms, were built according to local conditions. Lu Village then form a general layout of "One Core, Two Streams, Three Districts and Four Villages". In order to create a good environment, the secretary of the village committee of Lu Village strengthened the construction of environmental protection infrastructure and focused on improving the villagers' living and health habits. On the basis of it, Lu Village created family farm clusters through exploiting excellent natural resources such as soil, topography and landscape advantages. This mode could accurately mine the characteristic highlights and innovate the form of resource utilization. At the same time, Lu Village focused on the dissemination of advanced ideas. They constructed the "Two Mountains Theory" College and forum, creating a base to spread advanced rural practice demonstration and theory dissemination. In order to make the dividends of rural development benefit more people, Lu Village developed the "Company + Village + Family farm" pattern, turning villagers into "Stockholders". On the one hand, the land transfer rate in Lu Village was as high as 98%, where villagers operate agricultural farmhouses and B&Bs around the family farms. It was a useful supplement to the operation of family farms. On the other hand, Lu Village exploited the advantages of collective economy to the full. In the cooperation with the tourism company, Lu Village collectively took 49% of the shares, and the villagers obtained the dividends of collective income according to their respective shares, so as to ensure the income of the villagers to the utmost extent.

Based on a series of innovative development practice above, Lu Village has successfully created the model of "Family Farm Type" Rural Complex. After several years of development, the collective assets of Lu Village rose from three hundred thousand yuan in 2011 to nearly one hundred million yuan. The annual income of the collective economy also increased by about 2.85 million, and the villagers' per capita income level nearly doubled.

### **3.2. "HuaXiangGuoXiang" in Tangshan City, Hebei Province**

#### **(1) The Model of "Ecological Tourism Type" Rural Complex**

The Model of "Ecological Tourism Type" Rural Complex needs to rely on the ecological landscape characteristic of each region, and develop modern agriculture which is highly related to it.

The rural tourism is the pillar of industrial development, and finally construct a Rural Complex with ecological characteristics that integrates green ecology, agricultural production, leisure and entertainment. The "HuaXiangGuoXiang" in Tangshan City, Hebei Province is a representative of this model, in addition to Longyang District in Baoshan City, Yunnan Province, and the "YiTong organic farm of Wugong Mountain" in Pingxiang City, Jiangxi Province.

#### **(2) Development Process Of "HuaXiangGuoXiang" in Tangshan City, Hebei Province**

Qianxi County is located in the northern part of Tangshan City, Hebei Province, within a two-hour economic circle around the capital. It covers an area of about 1,439 square kilometers and has a total population of about 405,000. The area has unique natural advantages, such as good planting conditions and high forest coverage. It is also surrounded by mountains and water. In October 2017, the project of "HuaXiangGuoXiang" Rural Complex in Qianxi County was officially launched. The local government has positioned the project as "Landscape and Field, Fragrant Flowers and Fruit Lane, Poetry and Painting Countryside Residence" to develop the model of "Ecological Tourism Type" Rural Complex, creating a development model for rural revitalization.

As an excellent origin of mixed fruits, the flower, forest and fruit agriculture was the driving force for development. Qianxi County relied on the local natural landscape to integrate innovative elements such as tourism and cultural industry, so as to achieve a deep integration of three major industries. The sustainable promotion of the new industry was inseparable from the optimization of the development layout and industrial system. Qianxi County established cooperation with many scientific research institutions and universities to create a development pattern of "One Town, Four Districts and Ten Gardens". The characteristic town was the center of this pattern, so that the multiple functions of ecological tourism industry could be reasonably distributed. In order to maintain the beautiful local environment for better development of tourism, Qianxi County invested in the

construction of infrastructure such as traffic roads and sewage treatment projects. They also actively carried out the village cleaning action to realize the daily cleaning of domestic waste, creating a green home with excellent natural environment and good habits of villagers (Yu Guangning, 2021) [9]. In addition to ecological protection, Qianxi County organically combined ecological and agricultural development, and exploited agricultural resources and local villages as tourist attractions. Farmers were the key players in the construction of the Rural Complex. Qianxi County insisted on the concept of being farmer-oriented, and the collective equity dividends obtained from the cooperation with enterprises were an important source of income for local farmers.

After three years, Qianxi County has successfully created the model of "Ecological Tourism Type" Rural Complex. Up to 2020, the regional GDP of Qianxi County exceeds 12 billion yuan, and the year-on-year growth rate of total import and export reached 16.7 %. The county has won such honorary titles as "National Ecological Demonstration Zone", "National Garden City" and "China's Top Ten Livable County" and so on.

### **3.3. “DuJiangYan TianFuYuan” in Chengdu City, Sichuan Province**

#### **(1) The Model of " Cultural Carrier Type "Rural Complex**

For areas with much cultural deposits, they can mining local culture as the basis to construct " Cultural Carrier Type "Rural Complex. It can not only achieve the succession of culture inheritance, but also make local culture the endogenous power to promote industrial prosperity and sustainable rural development. It also needs to be supported by ecological agriculture and leisure tourism, so that a multifunctional Rural Complex with cultural heritage can finally be achieved. “DuJiangYan TianFuYuan” in Chengdu City, Sichuan Province is a representative of this model, as well as Wufu Town in Nanping City, Fujian Province.

#### **(2) Development Process of “DuJiangYan TianFuYuan” in Chengdu City, Sichuan Province**

Xujia Town and Tianma Town in Dujiangyan City are located in the core of the Dujiangyan Irrigation District, about 10 kilometers away from downtown. The two towns cover areas of approximately 36.6 square kilometers, including 13 communities and 133 village groups. In 2017, the “DuJiangYan TianFuYuan” Rural Complex project was officially launched. It was positioned as "pastoral landscape with the fragrance of fruits and flowers", which aimed to create a pioneering area for rural development. TianFuYuan paid particular attention to the inheritance of local traditional cultural elements, protecting 1,768 forest tribes in western Sichuan, building 8 A-class forest tribe scenic spots, and arranging 29 intangible cultures, ancient villages and so on. In this way, it successfully utilized local unique resources to promote sustainable development of the region (Zhu Xin,2021) [10]. In the process of construction, TianFuYuan broke the original agricultural industry pattern and explored the urban agriculture development road of "Agriculture + Culture + Tourism". It also planned the functional layout of "Four Gardens, Three Districts and One Center" with the integrated service center as the main focus. In order to better benefit the farmers, the local government proposed a benefit linkage mechanism between the enterprise and the farmers based on rural collective economy. After three years, “DuJiangYan TianFuYuan” Rural Complex has become a high-quality sample of rural revitalization practice in Sichuan Province, and has transformed into a beautiful rural demonstration area in China.

## **4. Summary of General Characteristics and Analysis of Sustainable-Development-Model (SDM) Based on Rural Complex Cases Above**

According to the sustainable development proposition of New Pastoralism, the unification of production, ecology and livelihood is the focus of sustainable development. The construction of Rural Complex requires sustainable cultivation of industries, improvement of ecological environment and sustainable life of local people. The three cases introduced above represent three different development models, but these models are not only individual, but also have universal characteristics.

This part will explore the commonalities of the three models from three perspectives: production, ecology and livelihood so as to form a useful reference for rural development.

#### 4.1. Production: Multiple Integration and Construction of Industries

Production is the activity and process of creating wealth. Only by creating a good rural production and management pattern can production activities become the first driving force of rural economic growth and sustainable development. At present, the primary industry is still dominant in rural areas of China. It is the main economic source of the rural population and the foundation of rural development. Historical experience proves that the dominant position of agriculture is unshakable. In the current critical period when China's agricultural development is changing from increasing production to improving quality, creating a scientific agricultural production pattern is an important foundation for economic growth. While adhering to the primary industry as the leading industry, promoting the integrated development of primary, secondary and tertiary industries, and reasonably optimizing the spatial layout of industries are the common features of various Rural Complex models. It can be summarized by "Multiple Integration and Construction of Industries".

##### (1) Integrated Development of Multiple Industries

On January 28, 2021, China National Development-Reform Commission and the Ministry of Rural Development jointly issued the Notice on *Securing and Regulating Land for the Integrated Development of Rural Industries*. It requires the integrated development of multiple industries and effective use of land for agricultural and rural development, which helps to coordinate regional resources and create economic benefits. Integration of industries is a powerful driving force for rural economic growth. Before the construction of Rural Complex, the three regions mostly adopted a single development pattern of agricultural industry. On the one hand, it leads to low added value of agricultural products and low profit for farmers. On the other hand, it was difficult to make the most use of natural resources, thus resulting problems such as resource idle. In the process of Rural Complex construction, the three regions have developed a multi-industry integration mode. For example, "TianYuanLuJia" establishes family farms to combine agriculture with processing industry and tourism, "HuaXiangGuoXiang" integrates tourism and cultural industry in the flower, forest and fruit agriculture, and "DuJiangYan TianFuYuan" has developed an urban agriculture pattern of "agriculture + culture + tourism". It has been proved that the integrated development of multiple industries not only can help to prolong industry chain and increase industrial added value, but also revitalizes the regional resources while optimizing the rural landscape, which can create huge industrial benefits.

##### (2) Optimization of Spacial Layout

At present, some local governments in China have issued relevant opinions on promoting industrial spatial planning and strengthening land security. These documents aim to achieve policy innovation in planning management, land transformation and rural land use. For example, the document, *the Opinions on Supporting Planning and Land Security for Industrial Project Development* issued by Hainan Provincial Government, requires appropriate planning for the use of rural collective construction land. Reasonable spatial layout and regional industrial development are complementary relationships. Industrial development dominates the direction of rural construction, while the optimization of spatial layout strongly enhances the match between industrial development and local features. Whether it is the spatial layout of "One Core, Two Streams, Three Districts and Four Villages", "One Town, Four Districts and Ten Gardens", or "Four Gardens, Three Districts and One Center", it is not difficult to find that all three places have not ignored the important role of reasonable spatial layout for industrial development. Rather, they insist on the principle of "Finding the Key Point and Expanding Effectively", so as to clarify the main direction of the regional economy construction, and then make reasonable use of local advantageous resources. Only through optimization of spatial layout can landscape in every region be effectively used. It can better explore the characteristics of the region and improve the level of industrial development, thus driving the sustainable development of the rural economy.

#### 4.2. Ecology: Simultaneous Protection and Development of Environment

Ecological environment is an important prerequisite for rural sustainable development, which includes both natural and artificial landscape. Currently, China attaches great importance to the ecological civilization construction. Historical experience has proven that over-exploiting resources and destroying the ecological environment are no longer applicable. Only by protecting the ecological environment can economic construction be carried out better. The Rural Complex shows the construction direction for the balance between ecology and production, protection and development. The "Two Mountains Theory" is an important guide to the practice of the Rural Complex. Strengthening the beautiful rural construction, and then developing ecological resources on the basis can it be an advantageous source of rural economy, and finally promote the sustainable development of rural ecology. This common feature can be summarized by "Simultaneous Protection and Development of Environment".

##### (1) Insist on Beautiful Rural Construction

In late 2021, the Central Committee of the Communist Party of China and the State Council issued the document *Opinions on Promoting Green Development of Urban and Rural Construction*, proposing the goal of creating green, ecological and livable villages. The document provides directions for beautiful rural construction from many perspectives, such as construction of infrastructure, preservation of rural culture, and creation of agricultural industry chain. Through case comparison, it can be found that the three regions have well followed the goals and requirements of beautiful rural construction in the process of building Rural Complex. Through increasing environmental infrastructure, improving villagers' living and hygiene habits, carrying out village cleaning campaigns, preserving village ancient culture, and other initiatives to improve the environment of Rural Complex. Beautiful rural construction can improve natural and artificial landscape, while enriching cultural deposits. It can also promote the sustainable development of rural industries. As a core component of rural revitalization strategy, the construction of beautiful villages in the process of Rural Complex is a necessary way to promote the construction of ecological civilization in China.

##### (2) Rational Development of Ecological Resources

"Integrating resource development and ecological protection to promote the harmonious co-existence of human beings and nature" has become the general trend of China's economic and ecological civilization construction. More and more regional governments follow this trend and issue relevant policy documents such as *14th Five-Year Plan for the Protection and Development of Natural Resources in Guangdong Province* and so on. In general, the idea of ecological and economic construction in each region is relatively consistent. In other words, the effective protection of ecological resources is the premise, and on this basis, reasonable and moderate development is carried out. In this way, it would create a road that can not only reflect local characteristics according to local conditions, but also realizes sustainable development. Reviewing the three cases in this study, "TianYuanLuJia" explores the highlights of local soil and terrain resources to create a family farm cluster. "HuaXiangGuoXiang" has transformed local farms and villages into sightseeing spots. "DuJiangYan TianFuYuan" protects and inherits regional cultural resources and develops cultural tourism. Practice shows that protecting ecological environment on the basis, and orderly developing resources next, is an effective means to create rural characteristics and achieve sustainable development.

#### 4.3. Livelihood: Joint Effort and Sharing of People

The concept of people-oriented is the starting point and standpoint of China's development and construction. The progress of rural production and ecological improvement requires the participation of local villagers, while the standpoint of rural sustainable development lies in the improvement of rural residents' lives. The value and final goal of Rural Complex construction is to solve the employment problem of villagers, increase local income and improve people's living conditions. In order to benefit local villagers better, the three regions actively encourage villagers to join in the

construction of Rural Complex, playing their role as the master. At the same time, the local governments innovate the mechanism of rural benefit distribution to increase people's income. This common feature can be summarized by "Joint Effort and Sharing of People".

(1) Enhance the Subject Status of Villagers

Since the 18th Party Congress, China has attached great importance to the work of poverty alleviation and has achieved significant results. How to consolidate and improve the results of poverty alleviation is the main issue at present stage. As an important way to consolidate the results of poverty alleviation, stable employment has been realized beneficially in the process of constructing Rural Complex. The important feature of Rural Complex is the diversified integration of industries and the high utilization of ecological resources. Agriculture is the primary industry, and farmers are the main production subject, which means that farmers can play an important role in the construction process. As can be seen from the three cases, local villagers have participated in the construction process of Rural Complex in various ways. For example, they can participate in agricultural production directly or run farmhouses or B&Bs. This has strongly solved the problem of villagers' employment on the one hand, and can promote the development of rural economy on the other hand.

(2) People Share the Distribution of Benefits

Collective economy is the main form of China's rural economy. A reasonable way to use and distribute rural collective assets is of great practical significance for rural revitalization strategy. More and more provinces and cities have started to encourage the high-quality development of new rural collective economy. For example, the Department of Agriculture and Rural Affairs of Jiangsu Province announced 100 typical cases of new collective economy development in March 2022, aiming to encourage rural areas to innovate collective economy development forms and interest distribution mechanisms. In all three cases, the interest distribution mechanism of rural collective economy was all generally innovated. By increasing the income of local residents through equity share out bonus, the majority of farmers are driven to achieve income growth. It can also improve people's living standards, which helps to achieve common prosperity and sustainable development of rural residents' lives.

## **5. Rural Sustainable-Development-Model (SDM) Proposed: " Multiple Integration and Construction of Industries — Simultaneous Protection and Development of Environment — Joint Effort and Sharing of People"**

Based on the commonalities and advantages of different Rural Complex development models, this study summarize and propose a rural Sustainable-Development-Model (SDM) based on the perspectives of production, ecology and livelihood. The different features of the model are briefly described, and targeted policy suggestions are made accordingly.

(1) Multiple Integration and Construction of Industries: The First Driving Force of Rural Complex SDM

A sustainable regional economy should be able to reflect the characteristics of local development according to native conditions. At the same time, it should develop regional production based on them, so that a region could attain continuous endogenous development momentum and external supplementary support. Promoting the integrated development of rural primary, secondary and tertiary industries can effectively enhance the ability of regional economies. In the current process when three industries were being integrated, there are still serious internal and external environmental constraints. From the internal perspective, the current infrastructure construction in rural areas is insufficient and lacks abundant talent support. From the external perspective, one of the biggest problems lies in the difficulty of financing. Due to the single financing channel and limited government subsidies, the level of industrial integration development in rural areas of China is still low. In this regard, optimizing the spatial industrial layout is a good solution. Relying on professional planning institutions, who can make up for the shortcomings according to the actual situation of regional development, the region can maximize the local resources. It can strengthen the industrial

foundation and enhance the quality of industrial development as well. However, this method also requires the government to actively consummate the investment policy, and focus on developing financing channels for rural areas, so that difficulties in raising funds can be solved. They should also actively seek the cooperation of scientific research institutes or professional institutions. In the process of industrial construction, the most fundamental driving force should be talent. In this way, government ought to focus on the introduction of special industrial talents, so as to make the integration of industrial development truly scientific and sustainable, making up for the lack of capacity of rural production and management subjects.

#### (2) Simultaneous Protection and Development of Environment: The Prerequisite of Rural Complex SDM

Although conservation and development are the focal points of ecological construction in China, they do have encountered real problems in the process of practice. First of all, from policy implementation perspective, although the governments of all regions are strongly advocating the "Two Mountains Theory", the current concept of people in rural areas has not kept pace with the development of the region. The phenomenon will make it difficult to implement and consolidate the environmental protection work. For this reason, local governments should not only follow the "Two Mountains Theory", but also actively promote the concept of ecological development to the public. This way can improve administrative efficiency and recognition, and reduce the noise in policy implementation. On the other hand, many regions often overlook the fact that cultural characteristics are also organic ecological components. The culture of local characteristics can give substantial and successive guarantee to the development of a region, and is a unique element that highlights the characteristics of a region's development. So local culture should be valued.

#### (3) Joint Effort and Sharing of People: The Standpoint of Rural Complex SDM

The people are an important subject in China's development and construction process. All development is intended to ultimately return to the people. In the practice of rural construction in China, the people are the most fundamental and active productive force. No matter how complete and scientific the top-level design is, without the support and implementation of the people, it is difficult to play its real effectiveness. However, in the current Chinese countryside, people lack sufficient cognition about their own subject status. Also, many people do not participate in the process of rural construction enough. This requires the local government to innovate the form of leadership organization. For example, the Party Branch can be the chief leader of cooperative association, absorbing the majority of farmers into the process of rural construction. On this basis, the cooperative organizations composed of the people can become the main body in the construction process. At the same time, regional governments need to make reasonable use of collective economic forms, such as dividing equity with cooperators, following up on the improvement of regulations and policies in a timely manner, which can provide rule of law protection for the interests of the public.

## 6. Conclusion

This study analyzes three typical cases of Rural Complex represented by "TianYuanLuJia" in Huzhou City, Zhejiang Province, and researches the characteristic development model of Rural Complex from the sustainable proposition of New Pastoralism. The paper also summarizes the general features of the characteristics and proposes the Sustainable-Development-Model (SDM) of Rural Complex, which is "Multiple Integration and Construction of Industries — Simultaneous Protection and Development of Environment — Joint Effort and Sharing of People". Finally, this study makes policy suggestions for the construction of Rural Complex. However, this study still has the following shortcomings. First, the number of cases selected is too small to ensure that most of the development models of Rural Complex in China are covered. Secondly, it fails to effectively test the proposed development models. The above is hoped to be improved in future studies.

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