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Research on the Rural Revitalization Model and Path of Cao Village, Ruian, Wenzhou Under the Context of Common Prosperity

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Abstract

Against the backdrop of pursuing common prosperity, rural revitalization stands as a critical task for China's modernization drive. This paper takes Caocun Town in Rui'an, Wenzhou, known as "China's No.1 Jinshi Village", as the research object to explore its innovative rural development model. Restricted by fragmented village resources and disjointed industrial layout, the 14 villages under Caocun established Rui'an Jinshi Tourism Development Co., Ltd. under government guidance, adopting a shareholding reform mechanism featuring "all villages hold shares and all villagers share dividends". Guided by the Wenzhou Spirit of "traversing thousands of mountains and rivers, speaking thousands of words, thinking of thousands of strategies, enduring thousands of hardships", Caocun built a complete industrial chain covering primary, secondary and tertiary industries. It developed smart ecological agriculture, featured agricultural processing, intangible cultural heritage manufacturing and integrated cultural tourism, study tours, outdoor sports and agritainment, forming an integrated pastoral complex covering 54,300 mu. The shareholding system unites scattered village collective assets, and a series of shared workshops realize local employment and steady growth of village collective income. This study concludes that Caocun's model combines the Wenzhou Spirit, traditional imperial examination culture, collective shareholding reform and full industrial chain integration to achieve balanced regional common prosperity. It also identifies existing constraints including insufficient two-way flow of urban-rural factors and room for corporate governance optimization, offering replicable experience for rural revitalization nationwide.

Keywords

Common Prosperity; Rural Revitalization; Four-Thousand Spirit; Shareholding Reform; Caocun Model

1. Introduction

The advancement of rural revitalization is the most arduous and critical task in China's pursuit of common prosperity and Chinese-style modernization. As a typical

rural region in Wenzhou, Caocun Town of Rui'an boasts profound imperial examination culture, earning it the reputation of "China's No.1 Jinshi Village". For a long time, its 14 administrative villages suffered from fragmented resource allocation, repetitive low-end projects and vicious internal competition, which severely restricted coordinated regional development. To break such bottlenecks, local authorities took the lead in promoting collective shareholding restructuring and established Rui'an Jinshi Tourism Development Co., Ltd., unifying scattered village collective resources under one integrated operating platform. Rooted in the local Four-Thousand Spirit, the town has constructed a complete primary-secondary-tertiary industrial chain centered on smart agriculture, featured processing and integrated cultural tourism, forming a distinctive pastoral complex development paradigm. This paper systematically sorts out Caocun's institutional innovation and industrial layout, dissects its internal logic of realizing regional common prosperity, analyzes its practical limitations, and extracts replicable experiences for rural areas across the country to advance industrial integration and collective economic growth.

2. Development Dilemmas of 14 Villages in Caocun Town

2.1. Historical Obstacles: Fragmented Resource Operation and Inter-Village Conflicts

Driven by separate development interests, each village independently constructed cultural and agricultural tourism projects, leading to repeated construction, resource waste and internal competition. Separate operation modes split the overall cultural and ecological resources of Caocun, hindering the formation of regional brand competitiveness.

2.2. Practical Challenges: External Market Pressure and Internal Fragmentation

Under the background of slow global economic growth, cultural tourism consumption faces both opportunities and challenges. The scattered layout of villages fails to form unified "Jinshi Culture" brand, and the segmentation of labor, land and cultural resources restricts the expansion of industrial scale and comprehensive economic benefits.

3. Institutional Innovation: Establishment of Rui'an Jinshi Tourism Development Co., Ltd.

3.1. Shareholding Restructuring Mode: All Villages Hold Shares and All Villagers Share Dividends

Led by the town government, 14 village collective economic cooperatives jointly set up the tourism company. Each village subscribes shares based on registered population, with all villagers as indirect shareholders. A total of 29,500 villagers can

share industrial dividends, and three-fifths of local residents realize nearby employment and entrepreneurship.

3.2. Operation Mechanism of Four Resource Lists

The company sorts out local resource list, supply-demand list, policy support list and surplus labor list to build a unified information database. It matches low-income households with posts and builds a direct supply chain between farmers and processing workshops to raise the purchasing price of agricultural products by 20% compared with the market level.

3.3. Construction of Co-wealth Workshop Matrix

The company builds a "1+5+N" co-wealth workshop matrix, taking the general dispatching center as the core, equipped with Suo Noodle Workshop, Cultural Tourism Workshop, Copper Craft Workshop, Homestay Workshop and Paragliding Base. Each micro-workshop drives local residents to increase income steadily through targeted recruitment and agri-tourism integration modes.

4. Full Industrial Chain Development of Caocun Town

4.1. Primary Industry: Ecological and Intelligent Characteristic Planting and Breeding

Caocun develops large-scale grain planting with the support of Amy Smart Agriculture Platform, forming characteristic industries including golden chrysanthemum, early spring tea, lotus, black crystal red bayberry and rice-crayfish symbiotic breeding. Intelligent agricultural equipment raises the per mu output value of farmland from 2,000 yuan to 14,000 yuan.

4.2. Secondary Industry: Deep Processing of Agricultural Products and Intangible Cultural Heritage Manufacturing

The secondary industry covers germ rice processing, brown sugar production, Jinshi Suo Noodle processing, copper craft manufacturing, bone-free lantern production and wood movable type printing. It develops cultural and creative products with the mascot "Young Master Jinshi" as the core, extending the value chain of agricultural products and intangible cultural heritage.

4.3. Tertiary Industry: Integrated Cultural Tourism, Study Tour and Outdoor Experience

Relying on Jinshi culture, lantern culture and southern boxing culture, Caocun develops diversified tertiary industries including organic catering, rice field camping, study tour education, paragliding, wedding photography and small train sightseeing. The town receives more than 2.6 million tourists in the first half of 2023, bringing tourism revenue exceeding 200 million yuan.

5. Theoretical Analysis of Caocun's Rural Revitalization and Common Prosperity Model

5.1 Four-Thousand Spirit: The Spiritual Foundation of Diligent and Innovative Development

The Four-Thousand Spirit (traversing thousands of mountains and rivers, speaking thousands of words, thinking of thousands of strategies, enduring thousands of hardships) guides Caocun to integrate scattered resources, attract social capital and develop integrated industries. It supports continuous exploration in institutional reform and industrial innovation.

5.2. Shareholding Cooperation: Institutional Guarantee for Balanced Common Prosperity

The joint-stock company unifies dispersed village collective assets under centralized operation. A sound corporate governance structure with shareholders' meeting, board of directors and board of supervisors realizes scientific democratic decision-making, and establishes a complete supervision and benefit distribution system to balance the interests of all villages.

5.3. Full Industrial Chain Integration: Core Path of Regional High-Quality Development

The coordinated development of primary, secondary and tertiary industries reduces market transaction costs and generates industrial synergy effects. Agriculture provides raw materials for processing industry, while processing and cultural tourism drive the premium of agricultural products, forming a closed-loop industrial system that continuously increases collective and individual income.

6. Conclusions and Enlightenments

6.1 Main Conclusions

First, the Four-Thousand Spirit provides spiritual support for villages to realize common prosperity through industrial development. Second, profound local traditional culture is the unique endogenous advantage of rural industrial upgrading. Third, collective shareholding reform led by local government is an effective institutional arrangement to integrate fragmented rural resources. Fourth, full industrial chain integration is the inevitable path to realize regional balanced development and shared benefits. Nevertheless, Caocun still has defects including unsmooth two-way flow of urban and rural factors and insufficient optimization of corporate governance system.

6.2. Practical Enlightenments for National Rural Areas

The Caocun model can be replicated for rural revitalization in regions with rich cultural resources and scattered village economies. Local governments should

promote standardized collective shareholding reform, tap characteristic cultural resources, build whole industrial chains, and set up serialized co-wealth workshops to realize the coordinated development of village collectives and steady income growth of villagers. Meanwhile, governments need to improve the two-way flow mechanism of urban and rural production factors and optimize the governance system of village joint-stock enterprises.

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