Education and Social Work
ISSN Print: 3079-515X
ISSN Online: 3079-5168
https://doi.org/10.63313/ESW.9116

Exploration on the Path to Prosperity of "Shanshui Qiaocheng"

Lecheng Li
School of Economics and Management, Zhejiang Normal University (Sino-African International Business School), Jinhua, Zhejiang 321000, China

How to cite this paper: Li, L. C. (2026). Exploration on the Path to Prosperity of "Shanshui Qiaocheng". *Education and Social Work*, 3(3), 91-100. ISSN Print: 3079-515X; ISSN Online: 3079-5168.
https://doi.org/10.63313/ESW.9116
Published: 2026-03-31

Copyright © 2026 by author(s) and Erytis Publishing Limited.
This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).
http://creativecommons.org/licenses/by/4.0/
CC BY 4.0

Abstract

Against the tide of high-quality economic development, Shanshui Qiaocheng is proactively pursuing transformation. This paper elaborates on how the region keeps pace with the times from four major dimensions. In terms of culture, Qiaocheng deeply explores its local cultural heritage, holds cultural festivals, builds cultural landmarks, strengthens its soft cultural power, and attracts tourists and investors. For technology-enabled agriculture, it introduces modern agricultural technologies, enhances the added value of agricultural products, constructs a smart agriculture system, and promotes the upgrading of the agricultural industry. In automation, it drives the intelligent transformation of the manufacturing industry, improves production efficiency and product quality, and builds a new highland for intelligent manufacturing. Meanwhile, through policy incentives and entrepreneurship support, it attracts college students to return home, injecting fresh blood and innovative vitality into Qiaocheng to jointly compose a new chapter of rural revitalization. In an era intertwined with globalization and modernization, Shanshui Qiaocheng, a region blending natural beauty and profound cultural heritage, needs to base itself on traditions while daring to innovate on its path to prosperity, so as to achieve economic prosperity and social progress through diversified development strategies.

Keywords

Traditional Culture; Technology-Enabled Agriculture; Technology-Driven Rural Prosperity; College Students Returning Home; Rural Development

1. Base on Traditional Culture and Build a New Engine for Cultural Economy

1.1. Build Cultural Bases and Promote Local Characteristics

Shanshui Qiaocheng should fully tap and utilize its rich traditional cultural resources, such as ancient architecture, folk customs and handicrafts, to build cultural bases with local characteristics. These bases serve not only as windows for cultural display and inheritance, but also attract tourists to experience and learn,

thus boosting the development of cultural tourism. By holding cultural festivals and folk activities, the visibility and influence of cultural bases will be elevated, making them a shining name card of Shanshui Qiaocheng. Relying on its long history and rich folk resources, the She Ethnic Village has carefully built a cultural base integrating cultural inheritance, display and experience. The base not only restores the architectural style of a traditional She village, but also systematically displays the intangible cultural heritage of the She people, including costumes, songs and dances, and crafts, through exhibition halls and inheritance centers, allowing tourists to experience the unique charm of She culture in an immersive way.

1.2. Promote and Protect Dialects and Strengthen Cultural Identity

Dialects are an important part of local culture, carrying abundant historical information and emotional memories. Shanshui Qiaocheng should attach importance to the promotion and protection of dialects, popularize dialect culture through education, media and other channels, and enhance residents' cultural confidence and sense of belonging. Meanwhile, it can develop dialect-related cultural products such as dialect textbooks, songs and film and television works to further expand the cultural market and realize the economic transformation of cultural resources. The She Ethnic Village deeply recognizes the importance of dialects as living cultural fossils and takes active measures to protect and inherit the She language. By offering dialect courses in schools, holding dialect cultural festivals, and promoting She songs and stories on new media platforms, it stimulates young people's interest and identity in dialects, ensuring the continuation of this precious cultural heritage.

1.3. Utilize Traditional Cultural Resources to Develop Cultural Industries

Integrating traditional culture with modern industries is an important way for Shanshui Qiaocheng to achieve prosperity through culture. It can develop the handicraft industry based on traditional craftsmanship; create characteristic performing arts projects by leveraging local operas and music; and develop cultural and creative products themed on traditional culture to meet tourists' shopping needs and boost the growth of the cultural industry. The She Ethnic Village closely integrates cultural protection with economic development, and develops rural tourism, featured agricultural product sales and handicraft production based on its cultural base, realizing the effective transformation and appreciation of cultural resources. This development model of "culture + tourism + industry" not only increases villagers' income, but also promotes the wide spread and exchange of She culture, injecting new vitality into rural revitalization.

1.4. Expand the Path of Rural Civilization Construction

Rural civilization construction is a multi-dimensional and comprehensive process

covering various aspects; it is the key to the rural revitalization strategy, with the core of shaping a positive and civilized rural fashion and spiritual outlook. Due to differences in time and regions, the content of rural civilization construction varies and needs to be adjusted flexibly according to local conditions. In contemporary society, under the influence of wrong ideologies such as money worship and consumerism, the traditional ethical order in rural areas is facing challenges and impacts to a certain extent. Therefore, integrating excellent traditional Chinese culture into rural civilization construction, exploring the relationship between the two, and finding effective integration points will provide a new perspective and direction for rural civilization construction, and further enrich its practical paths.

2. Strengthen Scientific and Technological Innovation to Empower Agricultural Modernization

2.1. Technology-Enabled Agriculture

1. Improve Agricultural Production Efficiency Through Technology Empowerment

Shanshui Qiaocheng should actively introduce and promote modern agricultural technologies such as intelligent greenhouses, precision irrigation and remote pest monitoring to improve agricultural production efficiency and quality. Scientific and technological means will be used to optimize the planting structure, increase crop yield and quality, and raise farmers' income. Meanwhile, agricultural technology training and extension services will be strengthened to improve farmers' scientific and technological literacy and application capabilities. As a model of agricultural tourism in Wenzhou and even Zhejiang Province, Tiandinghu Farm has always adhered to the concept of "technology-led and green development". The farm has profoundly transformed and upgraded traditional agriculture by introducing advanced agricultural technologies. In terms of efficiency improvement, the farm has widely applied modern technologies such as intelligent irrigation systems and remote pest monitoring and early warning systems, realizing precision agricultural management. The application of these technologies has not only significantly reduced labor costs, but also greatly improved the utilization efficiency of water resources, pesticides and fertilizers, bringing higher economic benefits to the farm.

2. Improve the Quality of Agricultural Products Through Technology Empowerment

Tiandinghu Farm focuses on quality control and brand building of agricultural products. By adopting environmental technologies such as biological control and organic planting, the farm reduces the use of pesticides and chemical fertilizers, ensuring that agricultural products are green, healthy and safe. Meanwhile, the farm has established a sound traceability system for agricultural product quality, conducting full-process monitoring and management of production, processing and transportation, so that consumers can buy and eat with confidence. The report to the 20th National Congress of the Communist Party of China points out that achieving high-quality development is one of the essential requirements of

Chinese-style modernization, and developing new quality productive forces is an inherent requirement and an important focus for promoting high-quality development. New quality productive forces in agriculture refer to new productive forces that improve production efficiency, optimize product quality and ensure the sustainability of the production process through advanced scientific and technological means and innovative management concepts. Led by agricultural scientific and technological innovation, characterized by high-quality labor as the main body, multi-factor integration as the structural feature, and digital-intelligent and green transformation as the morphological feature, new quality agricultural productive forces are generated through breakthroughs in disruptive and cutting-edge technological innovations and the optimal allocation and combined innovation of agricultural production factors. They aim to promote the in-depth transformation and upgrading of the agricultural industry, facilitate a leap from quantitative to qualitative change in agricultural productivity, thereby improving the quality, efficiency and competitiveness of agriculture and achieving high-quality agricultural development.

2.2. Technology-Driven Rural Prosperity

1. Develop Characteristic Agricultural Industries and Broaden Farmers' Income Channels

Combined with the natural resource advantages and market demand of Shanshui Qiaocheng, develop characteristic agricultural industries such as featured fruit planting, organic vegetable cultivation and ecological breeding. Improve the added value and market competitiveness of agricultural products through branded and large-scale operation. Meanwhile, actively explore deep processing and e-commerce sales models of agricultural products to broaden sales channels and increase farmers' income sources. Tiandinghu Farm focuses on the construction of smart agriculture, realizing precise management and intelligent control of agricultural production by using modern information technologies such as the Internet of Things and big data.

2. Integrate Multiple Paths to Prosperity

Tiandinghu Farm has also actively explored the integrated development of agriculture with tourism and culture. The farm is equipped with a children's playground, parent-child handicraft experience area, planting experience area, fruit picking area and other experience projects, allowing tourists to enjoy rural scenery while participating in agricultural production and experiencing the joy of labor and harvest. Meanwhile, the farm holds various agricultural cultural activities such as farming culture festivals and agricultural product fairs to further promote the integrated development of agriculture and culture.

3. Implement Automated and Unmanned Technologies to Enhance Industrial Competitiveness

3.1. Introduce Automated and Unmanned Equipment to Improve Production Efficiency

As another major layout of Wahaha Group in the field of intelligence, Juyu Wahaha Production Base has fully adopted unmanned and automated technologies, realizing the intelligent, efficient and precise production process. By introducing advanced artificial intelligence technologies such as sensors, computer vision and machine learning, the production equipment can independently perceive the surrounding environment, make decisions and execute tasks, greatly improving production efficiency and product quality.

1. Unmanned Production

The production line in the base is equipped with intelligent robots and automated equipment that can complete the whole process from raw material handling and processing to finished product packaging without manual intervention. Meanwhile, the base has adopted unmanned forklifts, unmanned transport vehicles and other logistics equipment, realizing automated and intelligent material transportation, reducing labor costs and improving logistics efficiency.

2. Automated Production

The production line of the base has realized real-time monitoring and intelligent scheduling of the production process by integrating advanced control systems and algorithms. Through data analysis and prediction, the system can detect and solve potential production problems in advance to ensure the stability and reliability of the production process. In addition, the base has introduced intelligent testing equipment and quality control systems to conduct strict testing and quality evaluation on finished products, ensuring that products meet standards and customer requirements. Automation enables high-precision and high-consistency operations, reduces human errors, and ensures stable and reliable product quality. By optimizing production processes and reducing repetitive labor, automation improves production efficiency. In a highly competitive market, automation also empowers manufacturing enterprises to respond quickly to market changes, shortening production cycles and accelerating the launch of new products. Automation also plays a vital role in reducing production costs by cutting labor demand, energy consumption and raw material waste. In the long run, automation promotes the transformation of manufacturing to intelligent manufacturing, realizing intelligent management and control of the production process by integrating advanced technologies such as artificial intelligence and big data analysis. This transformation not only improves the intelligence level of the production process, but also enhances the adaptive capacity and flexibility of the manufacturing system to cope with complex and changeable production tasks and market demands.

3.2. Establish Chain Stores to Expand Market Share

Relying on the production efficiency and product quality improved by automated and unmanned technologies, enterprises in Shanshui Qiaocheng can actively expand markets externally. By establishing chain stores and franchise stores, high-quality products and services will be promoted to a broader market. Meanwhile, brand building and marketing will be strengthened to enhance brand awareness and reputation, further consolidating and expanding market share. According to an interview with the founder of the Wahaha Base, the production base will maintain consistency in brand image and service standards during the construction of chain stores. Store decoration, product display and service processes will strictly follow Wahaha's core brand values and positioning to ensure that customers receive the same high-quality experience in different stores.

It was also noted that to enhance brand awareness and reputation, online and offline marketing methods will be adopted. The brand will be actively promoted through social media, advertising, public relations activities and other channels to attract more consumers' attention and trust. Meanwhile, cooperation with local enterprises, schools and other institutions will be established to carry out group purchases, customized business and further expand market share. In operation, standardized operation processes and management systems will be established, covering store management, service specifications, product display, inventory management and other aspects. Advanced information management systems such as ERP and CRM will be adopted to realize efficient data management and sharing, improve operation efficiency and ensure the operation quality of all stores.

4. Attract Talent Return and Stimulate Innovation and Entrepreneurship Vitality

4.1. Current Employment Status of Contemporary College Students

In today's society, with the popularization of higher education and the increasing number of graduates year by year, the employment of college students has become the focus of social attention. In recent years, China has faced relatively great downward economic pressure, and enterprises have drastically shrunk new jobs. However, with the deepening reform of China's higher education system and the continuous expansion of college enrollment, the number of college graduates continues to rise every year. According to the Ministry of Education, the number of new college graduates in 2024 is expected to reach 11.79 million, an increase of 210,000 year on year. The massive number of graduates flooding into the job market has led to an extremely severe employment situation. Although the state has continuously introduced preferential employment policies and created jobs for college students, the employment problem of college students remains fundamentally unresolved in the face of the growing workforce.

Under the new situation, economic growth has slowed down and job demand has decreased. Firstly, China's downward economic pressure continues to intensify,

making business operations more difficult and reducing the demand for new jobs, which increases the difficulty of college students' employment. Secondly, the guarantee mechanism for college students' employment and entrepreneurship is imperfect; some college students face difficulties in obtaining job information and their legitimate rights and interests are not protected. Thirdly, there is an imbalance between supply and demand in some industries, with large talent gaps and recruitment difficulties; the upgrading of the industrial structure has not been effectively supported by talent supply, and the professional knowledge acquired by many college students cannot meet the needs of employers, resulting in a prominent oversupply. Fourthly, some employers have problems in recruitment standards and processes.

At the same time, entrepreneurship, as an important force driving economic and social development, also provides a broad stage and unlimited possibilities for college students. Therefore, the active participation of college students in employment and entrepreneurship after returning to their hometowns is not only crucial for personal growth, but also of far-reaching significance for national and social development. Both Tiandinghu Farm and Wahaha Production Base provide suitable jobs for college students, and the government also offers subsidies for college students returning home to start businesses.

4.2. Achievements of Attracting Returning College Students to Employment and Entrepreneurship

1. Promote Rural Revitalization and Urban-Rural Integration

With the in-depth implementation of the national rural revitalization strategy, rural areas have ushered in unprecedented development opportunities. As high-quality talents with higher education, college students returning home for employment and entrepreneurship inject new vitality and momentum into rural areas as fresh blood. Equipped with advanced scientific and technological knowledge, innovative thinking and keen market insight, they can develop characteristic industries based on rural realities and promote the modernization and industrialization of agriculture. This not only helps improve agricultural production efficiency and increase farmers' income, but also drives the construction of rural infrastructure and the improvement of public services, narrowing the urban-rural gap and promoting urban-rural integration.

2. Alleviate Urban Employment Pressure and Optimize Human Resource Allocation

At present, the urban job market is facing increasingly fierce competition. Especially against the background of economic transformation and upgrading, employment opportunities in some industries have decreased, highlighting the difficulty of college graduates in finding jobs. Meanwhile, rural areas in China suffer from serious brain drain and lack sufficient talent support for economic development. College students returning home for employment and entrepreneurship can not

only effectively alleviate urban employment pressure, but also realize the rational allocation and full utilization of human resources. By integrating their knowledge and skills with rural resources, they create more jobs, attract and retain more young talents to contribute to rural development, forming a virtuous cycle.

3. Stimulate Rural Innovation and Entrepreneurship Vitality and Promote Industrial Upgrading

Innovation is the primary driving force for development. College students returning home to start businesses often bring innovative thinking and management models, creating new growth points for rural industries. They dare to try new technologies, new business forms and new models such as e-commerce live streaming, rural tourism and rural e-commerce, equipping traditional agriculture with internet wings, broadening sales channels for agricultural products and enhancing product added value. Meanwhile, by introducing modern enterprise management concepts, they promote the standardized, branded and intensive development of rural industries and improve overall competitiveness. Such innovation and entrepreneurship activities can not only stimulate rural economic vitality, but also drive the optimization and upgrading of rural industrial structure to achieve sustainable development.

4.3. Provide Subsidies and Rewards for Talents

To attract and retain various talents, Shanshui Qiaocheng should establish a sound talent incentive mechanism. Provide subsidies and rewards for introduced high-level talents and innovative and entrepreneurial talents; commend and reward talents who have made outstanding contributions in scientific research, education, medical care and other fields; strengthen care and support for talents and provide a sound working and living environment. These measures will stimulate talents' enthusiasm and creativity and promote the all-round development of various undertakings in Shanshui Qiaocheng.

1. Financial Support

The government can set up startup funds to directly support college students returning home to start businesses. This can include financial rewards or subsidies for entrepreneurial projects in specific fields or industries, such as agricultural technology and cultural creativity. Secondly, the government can cooperate with financial institutions to provide loan support for college students returning home to start businesses, including low-interest startup loans or loan guarantees to help them obtain bank loans.

2. Preferential Policies

The government can introduce preferential tax policies to reduce the entrepreneurial burden of college students, such as reducing or exempting corporate income tax and value-added tax, so that college students can obtain more financial support in the initial stage of entrepreneurship. In terms of tax incentives,

the government can also provide financial subsidies to encourage college students to start businesses in agricultural technology, ecotourism and other fields. Secondly, the government can provide venue support for college students returning home to start businesses by building incubators and entrepreneurship parks in rural areas, offering free or low-rent office space and shared facilities to reduce initial investment costs. Thirdly, the government can provide training support to help college students improve their entrepreneurial skills and knowledge by organizing professional institutions or enterprises to offer entrepreneurship courses covering business plan writing, market analysis, team building and other aspects.

3. Resource Support

The government can assist college students in connecting market resources including customers and suppliers to help them better integrate into the market. Combined with local conditions, the government can also provide opportunities for college students to display and promote their products by holding agricultural product fairs and tourism promotion conferences, helping them expand business scope and enhance competitiveness. Secondly, the government can provide technical resource support by guiding scientific research institutions, universities and other technical resources to tilt toward entrepreneurial projects of returning college students and helping them solve technical problems, including technical consulting, technology transfer and patent transformation services. Finally, the government can provide information support by building an information service platform to offer policy consulting, market information, technical intelligence and other services for college students returning home to start businesses.

5. Conclusion

To achieve prosperity, Shanshui Qiaocheng needs to make efforts in many aspects: basing itself on traditional culture, strengthening scientific and technological innovation, implementing automated and unmanned technologies, and attracting talent return. Through the exploration and practice of these diversified development paths, Shanshui Qiaocheng will fully tap and utilize its own resource advantages to achieve all-round economic and social development and prosperity. Among these, the employment and entrepreneurship of college students returning home are the most important. Youth are precious treasures and sources of pride for their hometowns, requiring us to forge ahead bravely on the "road to the future". In recent years, Wenzhou has promoted the construction of a youth-developed city across the region, adhering to nostalgia as a bond, policies as a driver and services as the focus, hoping that contemporary college students can act as spokespersons for their hometown, spread Wenzhou’s good voice and tell Wenzhou’s good stories. Cities are the main battlefield for youth to make achievements. At present, Wenzhou is thoroughly implementing the "Strong City Action" across the city, offering a stage for entrepreneurship, space for growth and prospects for future

development. It is expected that we will deeply feel the sincerity of our hometown in craving for talents in the new journey, ride the tide of the new era, return to create the future after completing studies, and run to pursue dreams on the hot land of our hometown. Struggle is the most heroic cause of youth, which always inspires us. We should master real skills for entrepreneurship and career development, act as climbers with one heart, expand circles of like-minded friends. Whether we return to our hometown or go far away after achieving academic success, our hometown will always be a warm harbor, lighting up the "light" of waiting for us.

References

[1] Wu Di. Analysis on the Path of Integrating Excellent Traditional Chinese Culture into Rural Civilization Construction from the Perspective of Rural Revitalization[J]. Smart Agriculture Guide, 2024, 4.

[2] Zhou Haotian, Duan Xiaomei. New Quality Productive Forces in Agriculture from the Perspective of Chinese-Style Modernization: Theoretical Review, Value Implication and Future Approaches[J/OL]. Journal of Chongqing Technology and Business University (Social Sciences Edition), 1-10[2024-08-24].

[3] Nan Liangsheng, Guan Zhengwei. Research on the Application of Automation Technology in the Production of High-End Manufacturing Industry Against the Background of Intelligent Manufacturing Development[J]. Modern Industrial Economy and Informatization, 2024, 14(06).

[4] Zhang Huixing, Wang Chen. Research on the Current Employment Situation and Countermeasures of College Students Under the New Situation[J]. Technology Wind, 2024(22).

[5] Song Xianfang. Research on Government Policy Support and Social Support in College Students' Returning Home Entrepreneurship[J]. New Silk Road Horizon, 2024(07): 43-46.