



中国广西壮族自治区桂林市龙脊镇金江村江边组

Jiangbian Group, Jinjiang Village, Longji Town, Guilin City, Guangxi Zhuang Autonomous Region, China

金江村江边组位于中国广西壮族自治区桂林市龙胜各族自治县龙脊镇，邻近世界级旅游资源龙脊梯田，旅游发展条件完备，但游客稀少，经济来源仍以传统农业为主，村民人均年收入不足 5000 元，深度贫困人口占比 30%。2017 年 10 月，桂林市旅游发展委员会与爱彼迎签署战略合作协议，以贫困村金江村为试点，多举措开展乡村旅游扶贫工程。村民成立农村旅游合作社，以集体名义租赁村中闲置民房，打造具有当地文化特色的共享民宿，民宿经营收入归全体村民所有；培训妇女管家，引导村民开展客房服务、餐饮接待等措施实现全民分红；挖掘农耕文化与乡风民俗，开发梯田徒步、打糍粑等乡村旅游体验产品，联合网红公众号打造罗汉果网红茶饮增加农民收入。金江村探索出了以爱彼迎的共享住宿模式实现乡村振兴的旅游扶贫新路子。

Jinjiang Village is located in Longji Town, Longsheng Multi-ethnic Autonomous County, Guilin City. Adjacent to Longji Terraces, a world-class tourism spot, Jijiang Village, with good conditions necessary for developing tourism, used to see very few tourists. Traditional agriculture was the main component of its economy. The villagers' per capita annual income was less than 5,000 RMB and 30% of the villagers lived in dire poverty. In October 2017, Guilin Municipal Tourism Development Committee signed a strategic cooperation agreement with Airbnb, making the impoverished village of Jinjiang a pilot area for rural poverty alleviation through tourism. The villagers set up rural tourism cooperatives which leased idle houses in the village and transformed them into homestays with local cultural characteristics, and the income from the operations were shared by all the villagers. Other measures were taken such as training women housekeepers and providing guidance for the villagers to do room service and catering. Meanwhile, steps were taken to draw on farming culture and folk customs and develop tourism products to enhance tourist experiences, such as walking on the terraces and pounding glutinous rice to make cakes, and cooperate with online celebrities to sell tea-based monkfruit drinks on their official account platforms in order to increase the villagers' income. Jinjiang Village has successfully found a new road to rejuvenation and poverty relief through tourism, based on the Airbnb homestay model.



房屋改造前后

Houses before and after renovation

爱彼迎提供 2018

Photo by Airbnb 2018



成立旅游合作社

Setting up tourism cooperative

爱彼迎提供 2018

Photo by Airbnb 2018



妇女管家整理房间
Woman housekeeper tidying up a room

爱彼迎提供 2019
Photo by Airbnb 2019



村子俯瞰图

Aerial view of the village

爱彼迎提供 2019

Photo by Airbnb 2019



村中妇女
Women in the Village
爱彼迎提供 2017
Photo from Airbnb 2017



梯田传统农作展示

Traditional farming at terrace field

爱彼迎提供 2017

Photo by Airbnb 2017

中国贵州省水城县海坪彝寨

Haiping Yi Village, Shuicheng County, Guizhou Province, China

中国贵州省水城县积极探索创新易地扶贫搬迁机制，按照“搬迁一个寨子，打造一个景区，发展一个园区，激活一个集镇，脱贫一批群众”的思路，将地处边远、自然环境恶劣等地区的贫困群众集中搬迁到旅游景区、产业园区、特色小镇、城市社区等发展条件较好的地方，成功打造出了以高端规划“筑弘业”、多元投资“建家业”、公司帮扶“稳就业”、股权连心“创新业”、盘活资产“添实业”、景区带动“兴产业”这“六业并举”的易地扶贫搬迁“海坪模式”。海坪千户彝寨位于海坪彝文化小镇内，以彝族文化为依托，建有海坪彝文化园、风情街、商业街、世界鞭陀博物馆、海坪红色藏品馆、观光小火车等。彝寨依山而建，按照六个组团进行排布，包括“武、乍、糯、恒、布、默”六个支系，充分彰显彝族人民的传统文化和展示“海坪”模式扶贫的有效成果。

Shuicheng County in Guizhou Province has been proactively exploring an innovative model of poverty alleviation through resettlement. Following the scheme of “resettling a village, building a scenic zone, developing an industrial park, invigorating a town and lifting a batch of people out of poverty”, the county gathered the impoverished people living in remote and inhospitable areas and resettled them to places with favorable conditions such as tourist areas, industrial parks, towns with special features or urban residential areas. It successfully set up the “Haiping model” of poverty alleviation through resettlement, characterized by working simultaneously on six fronts, namely, formulating strategy at the top level, investing in housing projects from diverse sources, providing stable jobs with the help of enterprises, starting new businesses with villagers as shareholders, and transforming existing assets into tourism-related industries. The 1,000-household Haiping Yi Village is located inside the Haiping Yi Cultural Town which has built a Yi Cultural Park, a folk culture street, a shopping street, a World Whipping Top Museum, a Haiping Red Memorabilia Museum, a sightseeing train and other facilities characteristic of local culture. Lying at the foot of the mountains, the village is divided into six groups in line with the six branches of the Yi ethnic people, i.e., the “Wu, Zha, Nuo, Heng, Bu, and Mo” branches, which showcase the Yi traditional culture as well as the success of the Haiping poverty alleviation model.



夜景

Night view

杨茜雲 / 摄 2016

Photo by Yang Qianyun 2016



雪景

Snowscape

姚咏 / 摄 2017

Photo by Yao Yong 2017



夜景

The village at night

姚咏 / 摄 2017

Photo by Yao Yong 2017



火把节

Torch Festival

姚咏 / 摄 2016

Photo by Yao Yong 2016



文化小镇
Cultural Town

姚咏 / 摄 2017
Photo by Yao Yong 2017



彝族姑娘

Yi girls

姚咏 / 摄 2017

Photo by Yao Yong 2017

中国海南省三亚市中廖村

Zhongliao Village, Sanya City, Hainan Province, China

中廖村是中国海南省三亚市北部的一个黎族村，自然和人文旅游资源丰富，但原来村民生活来源主要为田地收入和外出打工。2017年4月7日，华侨城海南公司与中廖村达成合作协议，先后投入5000多万元，按照全域旅游扶贫思路，秉承“文化+旅游+城镇化”的发展理念，充分整合农业生产、乡土文化、农垦等资源促进农旅融合，实现人才扶贫、产业扶贫、旅游扶贫三方面的精准扶贫。通过租赁村民房屋、土地，建成民宿、餐馆，提供就业岗位等方式，将中廖村从原先单纯的农耕村落逐步转变为集休息游憩、旅游观光和体验式消费为一体的旅游目的地，实现政府、企业和村民的互惠共赢，为村民持续发家致富拓宽新路径。

Located in the north of Sanya City, Hainan Province and inhabited by Li ethnic people, Zhongliao Village is rich in natural and cultural tourism resources. However, the villagers used to earn their living mainly by farming and seeking jobs outside. On April 7, 2017, Overseas Chinese Town (OCT) Group Hainan Company reached a cooperation agreement with Zhongliao Village. The company invested more than RMB 50 million successively and took a “culture+tourism+urbanization” approach in developing all-for-one tourism for poverty relief. Making full use of agricultural, folk cultural, reclaimable land and other resources, it realized the goals of agriculture-tourism integration and targeted poverty reduction in three aspects: talent, industry and tourism developments. By leasing villagers’ houses and land, building homestays and restaurants, and providing jobs, it worked in cooperation with the villagers and transformed Zhongliao Village from a farming village into a tourist destination that combines recreation, tourism and special experience consumption, creating a mutually beneficial win-win result for the government, enterprises and villagers, and expanding the channels for the villagers to become prosperous.



非遗学堂改造前后

School listed as intangible cultural heritage before and after renovation



山水黎歌表演
Performing Li songs against a landscape backdrop



黎家小院演艺
Performance at a Li family yard



黎锦

Li brocade making



星空帐篷
Star tents



村上书屋
Village library



中国河南省三门峡市北营村陕州地坑院景区

Shanzhou Silo-Cave Scenic Zone, Beiyong Village, Sanmenxia City, Henan Province, China

陕州地坑院坐落于中国河南省三门峡市张汴乡的北营村，是中国乃至世界最古老的民居样式，于2016年对外开放，平均年接待游客80万人次，年旅游收入2500万元。景区和北营村共同制定了以地坑院旅游资源为依托，乡村旅游为抓手，“产业支撑，务工增收”为脱贫路径，对贫困户“优先录用，因人设岗”为举措，加大对北营村的扶贫力度。2016年以来，景区百味巷安置北营村96家农户从事餐饮业，百艺苑吸收69家农户从事商业零售，环卫、安保部门接受北营村216名村民就业。不足千人的北营村几乎家家有人从事乡村旅游相关的工作，北营村年旅游业收入400万元，实现人均年旅游业增收4000元。北营村13户贫困户中15个劳动力全部在景区就业，劳动力转移率达100%，顺利实现了全部脱贫。

Located in Beiyong Village, Sanmenxia City, Henan Province, Shanzhou silo-caves are among the oldest living quarters in China and the world. Opened to public in 2016, the caves have since received 800,000 tourists a year on average, with an annual tourism revenue of RMB 25 million. To address the poverty situation in Beiyong Village with the silo-cave tourism resources, the Scenic Zone and Beiyong Village over the years have jointly pursued a strategy of relying on the silo-cave resources, developing rural tourism, providing jobs, so as to lift the people out of poverty. Measures were taken to give priority to hiring poor people to work in the businesses and, in particular cases create jobs for them. Since 2016, Baiweixiang (Hundred-flavor Alley) in the scenic zone has employed 96 villagers from Beiyong Village to work in its restaurants; Baiyiyuan (Hundred Arts Street) employed 69 villagers in its retail businesses, and the sanitation and security departments provided jobs for 216 villagers. In Beiyong Village with a population of less than 1,000 people, almost every family now has someone engaged in work related to tourism. Beiyong Village has realized an annual tourism revenue of RMB 4 million. The villagers' earned RMB 4,000 per capita annually through tourism as an additional income. The 15 people fit to work of the 13 impoverished households in Beiyong Village are now all working in the scenic zone. The whole village has been lifted out of poverty 100%.



地坑院改造前后

A silo-cave before and after renovation



百味巷 2016
Baiweixiang (Hundred-flavor Alley) 2016



婚俗表演

Wedding show

加娇 / 摄 2019

Photo by Ja Jiao 2019

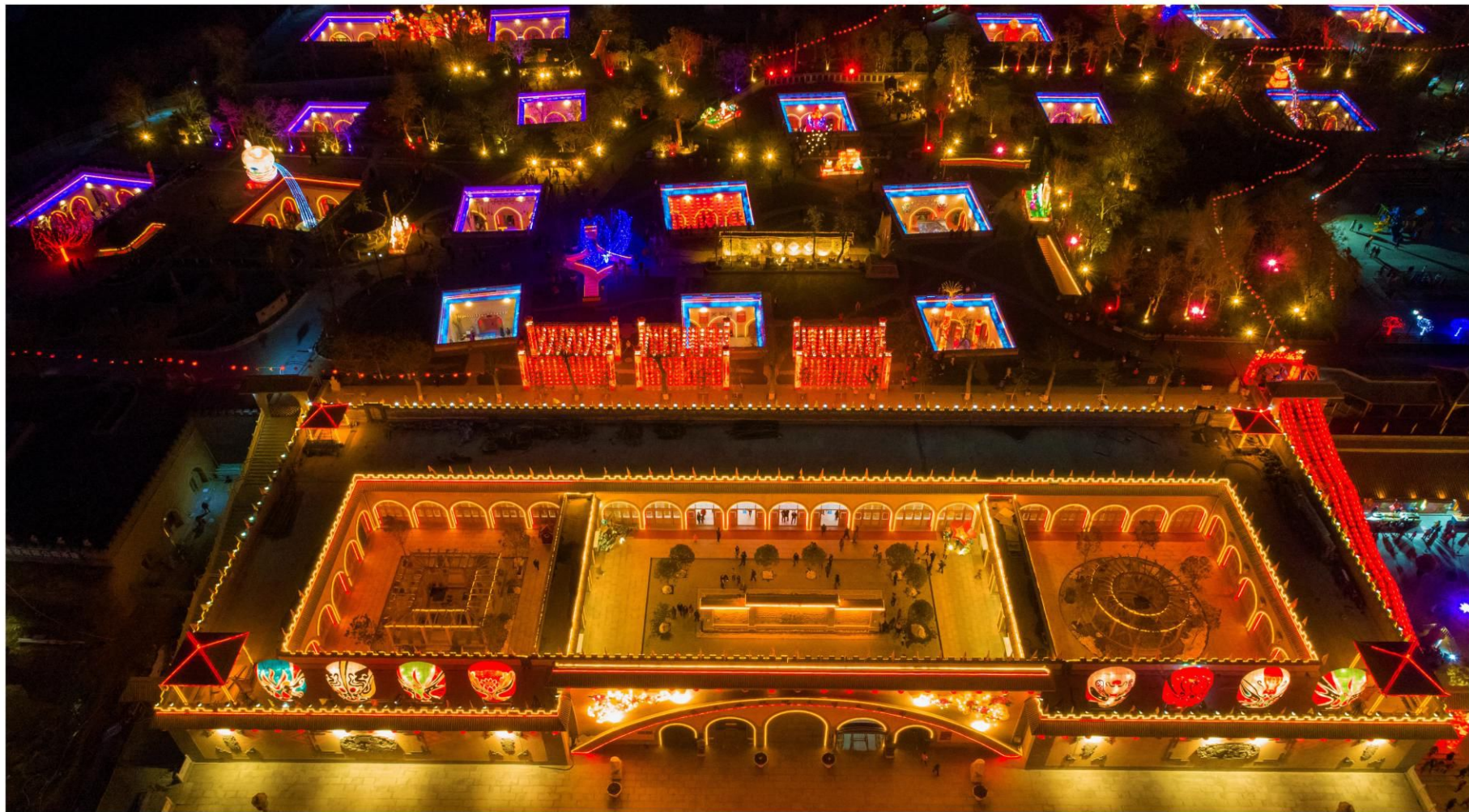


地坑院鸟瞰

Bird's-eye view of the silo-caves

马迈 / 摄 2016

Photo by Ma Mai 2016



陕州灯会

Shanzhou Lantern Show

张春红 / 摄 2017

Photo by Zhang Chunhong 2017



陕州十碗席 2018
Ten-bowl meal in Shanzhou 2018

中国河南省三门峡卢氏县新坪村豫西百草园

Yuxi Baicaooyuan, Xinping Village, Lushi County, Sanmenxia City, Henan Province, China

豫西百草园位于河南省三门峡市卢氏县官道口镇新坪村境内。原先全村 10 个村民组散居在 12 平方公里的沟沟岔岔中，有贫困户 75 户。2014 年 11 月份由三门峡百草园农业科技有限公司注册投资建设的豫西百草园，立足卢氏“天然药库”的资源优势，采取公司+农户+种植基地的方式，实现“土地集约化、农民职业化、种植特色化、销售网络化”运作，流转新坪村河沟组、北坪组土地 1000 余亩，打造了中药材核心观赏区、薰衣草观赏区、紫薇园观赏区、24 节气观赏区、鲁冰花观赏区。同时，对河沟村 28 个民居院子全部进行修旧、如旧改造，开设养生茶坊、乡村老物件淘宝屋、酒坊、磨坊、豆腐坊等，打造以“年代故事”为主题的民俗园，把项目区建设成为环境优美、设施先进，集生态种植、休闲观光、中药养生、民俗体验、旅游度假于一体的国家中医药生态园区。2018 年底，新坪村已全村脱贫。

Yuxi Baicaooyuan or Hundred Plant Park, is located in Xinping Village, Guandaokou Town, Lushi County, Sanmenxia City, Henan Province. The village used to have 10 groups of villagers, including 75 impoverished families, who lived in gullies and ditches scattering in an area of 12 square kilometers. In November 2014, Sanmenxia Baicaooyuan Agricultural Science and Technology Co., Ltd. invested in and built Baicaooyuan. By taking advantage of Lushi's "natural repository of medicines" resources and adopting a "company +farmer+planting base" approach, the company integrated the use of farmland, trained villagers as skilled workers, developed the planting with special features and realized online sales. More than 1,000 mu farmland belonging to the village's Hegou and Beiping groups, were turned into Chinese herbal medicine, lavender, crape myrtle, 24-solar-term views and lupinus scenic spots. Meanwhile, 28 villagers' homes in Hegou Village were renovated in the original style, and turned into health-tea house, antique shop, wine shop, mill, tofu shop, etc., and a folk culture spot was set up featuring "period stories". Thus Xinping village was transformed into a national traditional Chinese medicine ecological park with a beautiful environment and modern facilities, combining eco-farming, sightseeing and leisure, health care with Chinese medicine, folk culture experiencing and holiday tourism. At the end of 2018, all the Xinping villagers were officially out of poverty.



豫西百草园改造前后
Yuxi Baicao Garden before and after renovation



老农乐开了花 2017
A happy old man 2017



花海
Sea of flowers



悬壶

Hanging pot



薰衣草木屋
Lavender hut



农民股东喜获分红 2017

Farmer shareholders receiving dividends 2017