

To cite this article: Qin Ziyi, Qu Mingrui and She Lina (2026). RESEARCH ON THE PROBLEMS AND STRATEGIES OF RURAL REVITALIZATION IN SUBURBAN AREAS: A CASE STUDY OF HUAIROU DISTRICT AND MENTOUGOU DISTRICT IN BEIJING, International Journal of Education and Social Science Research (IJESSR) 9 (3): 28-38 Article No. 1229, Sub Id 1895

RESEARCH ON THE PROBLEMS AND STRATEGIES OF RURAL REVITALIZATION IN SUBURBAN AREAS: A CASE STUDY OF HUAIROU DISTRICT AND MENTOUGOU DISTRICT IN BEIJING

Qin Ziyi¹, Qu Mingrui² and She Lina³

¹Beijing City University, No. 26, Yangzhen Section, Muyan Road, Yangzhen Town, Shunyi District, Beijing, China, qzy20050826@qq.com

²Beijing City University, No. 26, Yangzhen Section, Muyan Road, Yangzhen Town, Shunyi District, Beijing, China, 2436884787@qq.com

³Beijing City University, No. 26, Yangzhen Section, Muyan Road, Yangzhen Town, Shunyi District, Beijing, China, ggjj5432@163.com

Project Funding: Beijing City University Innovation and Entrepreneurship Project

DOI : <https://doi.org/10.37500/IJESSR.2026.9303>

ABSTRACT

Huairou District and Mentougou District in Beijing are home to distinctive agricultural products such as chestnuts, hawthorns, and wild jujubes, as well as rich rural eco-tourism resources. They are key areas for rural revitalization in the capital. Against the backdrop of digital rural development and the integration of urban and rural areas, these two districts have significant resource advantages. However, they still face prominent issues such as weak brands, product homogeneity, lagging digitalization and intelligence, insufficient community participation, and inadequate technical support, which hinder the improvement of industrial quality and farmers' income. This paper takes these two districts as the research subjects, analyzes the development bottlenecks, and proposes systematic optimization strategies to provide theoretical references and practical paths for the high-quality revitalization of rural areas in the suburbs of Beijing.

KEYWORDS: rural revitalization; suburban villages in Beijing; digitalization empowerment; industrial integration; brand building

1. INTRODUCTION

Huairou District and Mentougou District are crucial ecological barriers in Beijing's suburbs, as well as key bearing areas for characteristic agriculture and rural tourism, boasting high-quality agricultural product resources and mountain folk culture resources. With the full advancement of the rural revitalization strategy, the penetration of digital technologies into rural areas, and the upgrading of urban residents' leisure consumption, rural areas in Beijing's suburbs have encountered important opportunities for "agricultural quality improvement, cultural and tourism upgrading, and digital-

intelligent empowerment". However, for a long time, problems such as narrow sales channels for agricultural products, weak brand influence, homogenized cultural and tourism services, and low villager participation have been widespread. As a result, high-quality resources are difficult to be converted into economic benefits, and there is an urgent need for targeted solutions to these development bottlenecks.

2. MATERIALS AND METHODS

This study takes Huairou District and Mentougou District of Beijing as the research areas, and conducts research focusing on characteristic agricultural products including Huairou chestnut, Mentougou hawthorn, wild jujube and the rural homestay industry by combining literature research method, field investigation method and induction and summarization method. The data and practical materials are derived from field investigations in the two districts, pilot operation data, feedback from cooperative enterprises and relevant policy documents.

2.1 Research Objects and Scope

The core research objects are selected as the chestnut industry in Huairou District, the hawthorn and wild jujube industries in Mentougou District, as well as the rural homestays and the integration of cultural and tourism industries in these two districts. The research covers all links in the industrial chain, including agricultural product cultivation, deep - processing, brand marketing, community participation, digital and intelligent operation, and cultural and tourism experiences. The focus is on the pain points in the development of rural industries in the suburbs of Beijing and the paths for digital and intelligent improvement.

2.2 Data Sources

Field research data: From March 2023 to August 2025, the research team conducted on - the - spot visits, questionnaire surveys, and group discussions in the chestnut base in Huairou District, the hawthorn/jujube planting areas in Mentougou District, and cooperative homestays. First - hand data on farmers' production, market demand, consumer preferences, and community participation were collected.

Project operation data: Relying on the pilot results in Huairou District and Mentougou District, empirical data such as product sales, homestay bookings, community activity participation rate, online repurchase rate, and marketing conversion rate were collected.

Policy and literature materials: Policy documents from the Ministry of Agriculture and Rural Affairs and the Beijing Municipal Government regarding rural revitalization, rural e - commerce, deep processing of agricultural products, and integration of culture and tourism were sorted out, as well as relevant academic literature and industry reports on rural industrial development and digital empowerment.

Feedback from cooperation partners: Operational feedback and cooperation data from Beijing Deqing Culture Co., Ltd., cooperative homestays, community residents, and corporate customers were integrated to ensure that the research content was in line with reality.

2.3 Research Methods

Literature research method: Review theoretical achievements in fields such as rural revitalization, digital and intelligent rural development, industrial integration, and agricultural product brand building to establish the theoretical foundation for the research.

Field research method: Gain an understanding of the actual development status and existing problems of rural industries in the suburbs of Beijing through on - site visits to farmlands, interviews with farmers, consumer questionnaires, and investigations of homestay operations.

Inductive summary method: Systematically summarize the research data, pilot experience, and market pain points, extract the common problems in rural revitalization in the suburbs of Beijing, and propose implementable optimization strategies in combination with digital and intelligent technologies and industrial practices.

3. RESULTS

3.1 Issues in the Rural Revitalization and Development of the Suburbs of Beijing

3.1.1 Insufficient brand awareness

Although the characteristic agricultural products and rural homestays in the suburbs of Beijing possess regional characteristics, they lack a unified brand system and image packaging. Most products are still presented to the market in their primary forms, and no recognizable regional public brands have been established. Consumers have insufficient knowledge of the cultural values, geographical indications, and quality advantages of products such as Huairou chestnuts, Mentougou hawthorns, and wild jujubes. The brand trust and market recognition are relatively low, making it difficult to form stable consumption and word - of - mouth communication.

3.1.2 Homogenization of products and services

In terms of agricultural products, the primary mode is direct sales, with insufficient deep - processing and innovative development. The product forms are single, with low added value. There are minor differences among similar products, making it easy to fall into price competition. In the area of rural homestays and cultural and tourism services, most offerings are limited to basic accommodation and simple catering. There is a lack of theme design, cultural experiences, and characteristic activities. The service content is highly homogeneous, making it difficult to meet the diversified and immersive consumption needs of tourists.

3.1.3 Weak digital and intelligent marketing capabilities

Rural industries still rely heavily on traditional offline channels such as wholesale, markets, and physical stores. They have insufficient online operation capabilities and limited application of digital and intelligent tools such as e - commerce, short - video, live - streaming sales, community marketing,

and big - data precision marketing. The lag in building digital platforms, weak content operation, and low efficiency of traffic conversion have led to a limited reach of high - quality products and services and slow market expansion.

3.1.4 Insufficient Community Participation and Cultural Heritage Preservation

In the development of rural industries, local villagers have a low level of participation, and the interest - linkage mechanism is not well - established. Most villagers are engaged in simple labor, making it difficult for them to be deeply involved in business operations, decision - making, and profit distribution. Meanwhile, rural folk culture, farming culture, and traditional skills have not been thoroughly explored and well - preserved. They have not been effectively integrated into product development and tourism experiences, and the cultural value has not been transformed into industrial competitiveness. As a result, the rural development lacks internal driving force.

3.1.5 Insufficient Market Research and Technical Support

The industrial operation lacks regular and professional market demand research, resulting in inadequate understanding of consumption trends, user preferences, and competitor dynamics. As a result, products and services are prone to being out of touch with the market. Meanwhile, there is insufficient investment in deep - processing technologies for agricultural products, preservation and storage and transportation technologies, intelligent management technologies, and digital and intelligent operation technologies. The R & D and innovation capabilities are weak, which restricts the quality improvement, upgrading, and sustainable development of the industry. (see Figure 1)



Figure 1: Issues in the Rural Revitalization and Development of Suburban Areas in Beijing

3.2 Optimization Strategies for Rural Revitalization and Development in the Suburbs of Beijing

3.2.1 Building a Characteristic Brand System

Integrate resources such as Huairou chestnuts, Mentougou hawthorns / wild jujubes, etc. Construct a matrix of "regional public brands + product sub - brands". Create exclusive brands like "Chestnut Charm in the Suburbs of Beijing", "Hawthorn Love in the Suburbs of Beijing", "Wild Jujube Abundance in the Suburbs of Beijing", and "Leisure Retreats in the Suburbs of Beijing", and unify the packaging image and quality standards. Deeply explore the core values such as geographical indications, traditional craftsmanship, and ecological greenness. Tell good brand stories, strengthen cultural empowerment and quality certification, enhance brand recognition, trust, and premium - earning ability, and solve the problem of weak brand awareness. (see Figure 2)





Figure 2: Characteristic Brand System

3.2.2 Promote Industrial Innovation and Upgrading

Centering around agricultural product processing and value - added technologies, promote the transformation of primary agricultural products to intensive and deep - processing. Develop diversified products such as gift boxes, nutritional powders, and beverages, extend the shelf - life, and enhance the added value. The homestay and cultural and tourism services should shift towards theme - based and experience - oriented models, integrating elements like farming experiences, intangible cultural heritage handicrafts, and health - care research and study. This will form a composite service of "accommodation + experience + culture" to solve the problem of product and service homogenization. (see Figure 3)

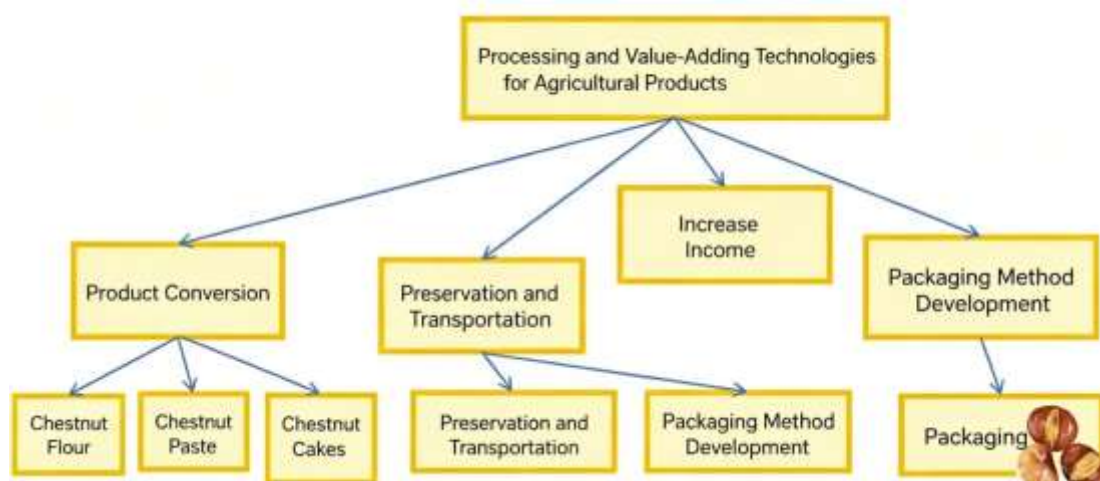


Figure 3: Diagram of the Industrial Innovation and Upgrading Model

3.2.3 Establish a Digital and Intelligent Operation System

Leverage brand - building and marketing technologies to construct an integrated online promotion matrix encompassing short - videos, live - streaming, e - commerce, and social communities, enabling precise reach. Rely on technologies such as big data, artificial intelligence, and the Internet of Things to create platforms for smart cultural and tourism services and agricultural product traceability. Provide one - stop services for homestay reservations, agricultural product purchases, and experience bookings, thereby enhancing marketing efficiency, consumer experience, and operational transparency. (see Figure 4)

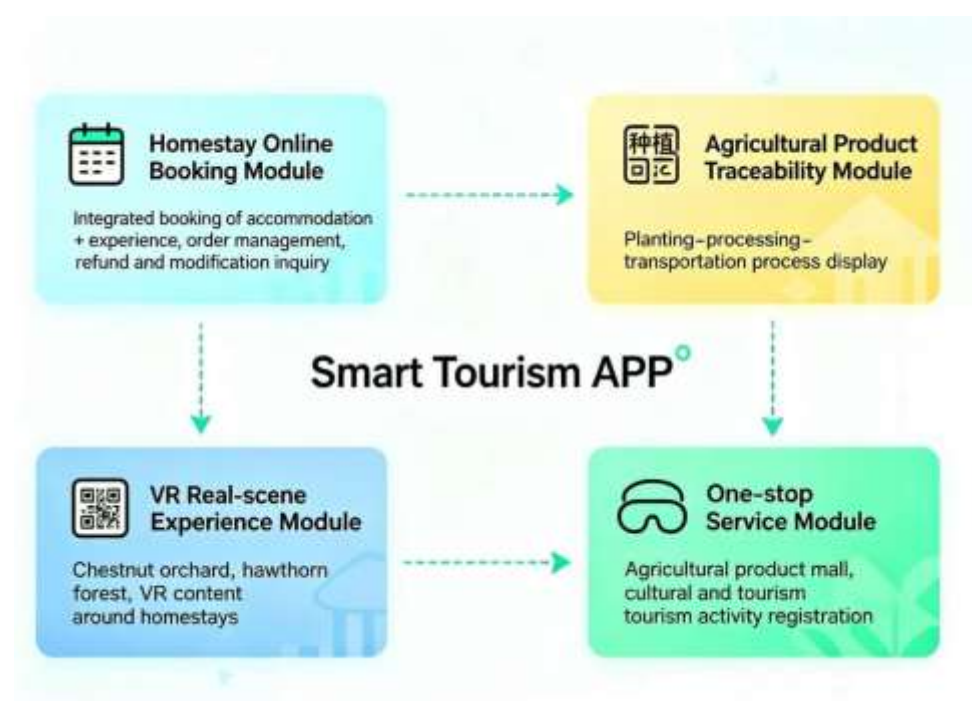


Figure 4: Smart Tourism APP

3.2.4 Improve the supply chain and channel network

Establish a modern supply chain featuring direct supply from production areas, cold - chain warehousing, and unified distribution to reduce losses and stabilize product quality. Expand diverse channels such as supermarkets, community group - buying, corporate gifts, special areas in homestays, and cooperation with scenic spots to form a closed - loop of "online customer acquisition + offline experience + in - scene sales", effectively addressing issues such as unsalable agricultural products, numerous circulation links, and meager profits. (see Figure 5)

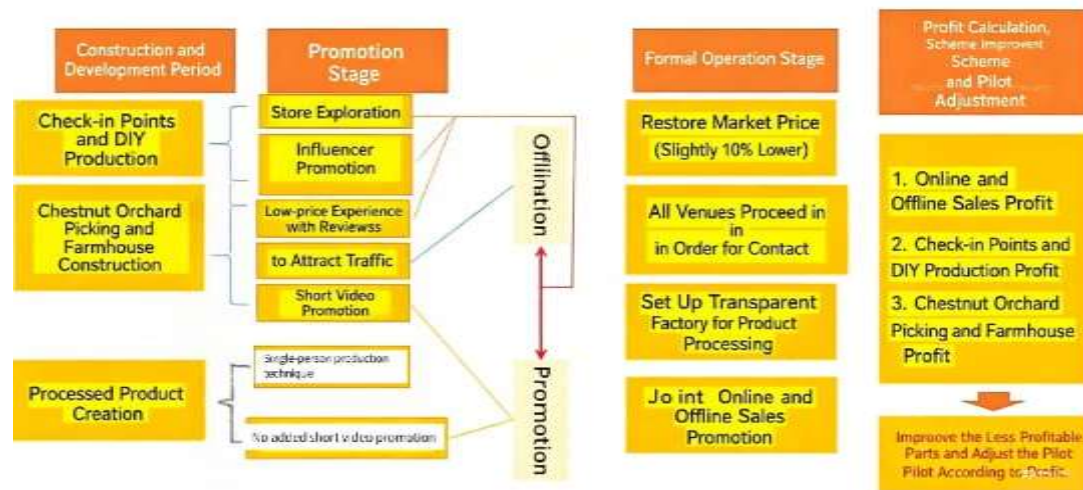


Figure 5: Schematic Diagram of Sales Channels

3.2.5 Strengthen Community Co - construction and Co - sharing

Implement the concept of rural participation and development. Establish mechanisms for cooperatives, joint - stock cooperation, and profit - sharing. Encourage villagers to participate in industrial operations by contributing land, labor, and products as shares. Conduct skill training in areas such as planting and processing, e - commerce operations, homestay services, and cultural interpretation to enhance villagers' market - oriented capabilities. Enable villagers to become industrial operators, beneficiaries, and cultural disseminators, thereby activating the internal driving force of rural areas. (see Figure 6)



Figure 6: Schematic Diagram of Community Co-construction and Co-sharing

3.2.6 Deepen the Integrated Development of Culture and Tourism

Supported by digital and intelligent integration technologies of the culture and tourism industries, integrate rural culture, natural landscapes, and agricultural resources to create immersive scenarios such as cultural experience workshops, theme festivals, and research and study bases. Incorporate folk culture, farming skills, and ancient village features into products and services to enhance cultural added value and tourism attractiveness, and achieve mutual promotion and progress between cultural inheritance and industrial development. (see Figure 7)



Figure 7: Schematic Diagram of the Integration of Digital and Intelligent Cultural and Tourism Industries

3.2.7 Improve Technical and Research Support

Establish a regularized market research and demand monitoring mechanism to accurately grasp consumption trends. Continuously introduce technologies such as agricultural product preservation and processing, intelligent management, and digital marketing to enhance the standardization and intelligence levels of the industry. Improve the integrated output model of "products + services + consultations" to provide full - chain support in terms of technology, models, and management for the quality improvement and upgrading of rural industries.

4. DISCUSSION

Rural revitalization in Huairou District and Mentougou District benefits from resource endowments and policy advantages. However, constrained by factors such as branding, channels, innovation, culture, and technology, there is still significant room for improvement in their development. Through systematic strategies including brand system building, industrial innovation and upgrading, digital and intelligent operation, supply - chain improvement, community co - construction and sharing, in - depth integration of culture and tourism, and technical research and support, the development bottlenecks

can be effectively addressed. This will promote the transformation of rural areas in the suburbs of Beijing from having "resource advantages" to "industrial advantages, economic advantages, and brand advantages", achieving increased agricultural efficiency, higher incomes for farmers, more beautiful villages, and enhanced cultural splendor. It will also provide a replicable and promotable practical model for rural revitalization in the suburbs of the capital.

REFERENCES

- [1] Jiachang G, Yuhan W, Mei Z, et al. Group Heterogeneity of Rural Households' Satisfaction with Good Life from the Perspective of Rural Revitalization—A Case Study from Zhejiang Province of China [J]. Sustainability, 2022, 14 (9): 5432-5432. DOI:10.3390/SU14095432.
- [2] Pu D. Research on the Development Path of Continuing Education in Medical Colleges and Universities under the Background of Rural Revitalization [J]. Advances in Educational Technology and Psychology, 2022, 6 (6): DOI:10.23977/AETP.2022.060612.
- [3] Yu W. Optimal allocation of urban and rural resources under the background of Rural Revitalization [J]. International Journal of Frontiers in Sociology, 2022, 4.0 (2.0): DOI:10.25236/IJFS.2022.040214.
- [4] Yang J. Research on the Effective Ways of Education to Promote Rural Revitalization in Liaoning: Based on the Perspective of the Training Model of Outstanding Rural Teachers [J]. Frontiers in Educational Research, 2022, 5.0 (3.0): DOI:10.25236/FER.2022.050301.
- [5] Yanfeng J, Hualou L, D. C I, et al. Modes and practices of rural vitalisation promoted by land consolidation in a rapidly urbanising China: A perspective of multifunctionality [J]. Habitat International, 2022, 121 DOI:10.1016/J.HABITATINT.2022.102514.
- [6] Chen Y. Research on the Upgrade Path of Rural Public Cultural Service in Ji'an City from the Perspective of Rural Revitalization [J]. Financial Engineering and Risk Management, 2021, 4 (6): DOI:10.23977/FERM.2021.040602.
- [7] Thelen T. Revitalization and Internal Colonialism in Rural Japan[M]. Taylor and Francis: 2021-11-01: DOI:10.4324/9781003261254.
- [8] Liangjun P, Gang L, Kai P, et al. Optimal farmer's income from farm products sales on live streaming with random rewards: Case from China's rural revitalisation strategy [J]. Computers and Electronics in Agriculture, 2021, 189 DOI:10.1016/J.COMPAG.2021.106403.
- [9] Clintonia S B, Ruoshui J, Michael W, et al. Establishing a social work model for China's rural vitalisation strategy [J]. China Journal of Social Work, 2021, 14 (3): 266-287. DOI:10.1080/17525098.2021.1938164.
- [10] Zhang L. Integration and Optimization of E-Commerce Industry Cluster and Green Supply



Chain Network under the Background of Rural Revitalization [J]. Journal of Sociology and Ethnology, 2021, 3 (2): DOI:10.23977/JSOCE.2021.030210.