

The Breakthrough And Sustainable Path Of Green Economic Development In She Ethnic Townships: Based On A Case Study Of Muchen She Ethnic Township In Longyou

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For a nation to be rejuvenated, rural areas must be revitalized. The Ministry of Agriculture and Rural Affairs' guiding opinions on Accelerating the comprehensive Green Transformation of Agricultural Development to Promote Ecological Revitalization in rural areas mentioned that the comprehensive green transformation of agricultural development should be accelerated. Zhejiang Province, a demonstration zone for common prosperity, has carried out a number of innovative practices in promoting green development in ethnic villages, striving to lead ethnic towns in the province onto a sustainable path of common prosperity featuring "ecological resource assetization, ethnic culture activation, and integration of primary, secondary and tertiary industries".

Muchen Township in Longyou County is the only ethnic minority township in Quzhou City, Zhejiang Province. It is located in the Longnan hilly and mountainous area, with continuous bamboo forests and secluded valleys and streams, and has rich ecological resources; The She ethnic culture has been passed down and is rich in flavor. Ancient villages and ancient buildings are well preserved and there are many scenic spots and historical sites, which contain potential for cultural and tourism development. The bamboo weaving and agricultural product processing industries have a long history and are characteristic industries^[1]. In recent years, with the financial support given by Longyou County's policies, Muchen Township has achieved certain results in green development. However, like many ethnic villages in transition, Muchen Township has increasingly exposed its development predicament of insufficient innovative elements, single cultural and tourism formats, and insufficient industrial synergy. Under the policy guidance of the national green transformation of agriculture in the new era, we need to combine local resources and ethnic characteristics to deeply analyze the practice, predicament and solution of Muchen She Ethnic Township, and explore a sustainable path that combines ethnic characteristics, ecological benefits and economic vitality, which is of great theoretical value and practical reference significance not only for Muchen Township itself, but also for the vast number of similar ethnic areas.

I. The Current Situation And Problems Of Green Economic Development In She Ethnic Townships

The "paradigm leap" of ecological agriculture has achieved remarkable results but faces a surge in demand for innovative elements and a shortage in supply

In recent years, ecological agriculture in Muchen She Ethnic Township has been in a "paradigm leap" from traditional extensive planting to a green ecological model.

Zhejiang Sanhe Distillery Co., Ltd. has grown coix seed on a large scale in Muchen She Ethnic Township and innovatively introduced a closed-loop model of "planting - brewing - breeding - planting". Through the large-scale cultivation of coix seed for brewing, the organic wastewater and distiller's grains produced from brewing are scientifically planned. The wastewater is used for irrigating farmland, the distiller's grains are used as high-quality feed for local villagers to raise cattle and sheep, and the livestock manure is treated and returned to the field. To nourish the next round of coix seed cultivation. This model initially achieves the recycling of materials and energy within agriculture, reduces pollution and lowers costs, and is a localized practice^[2] of the concept of green circular agriculture. The Chuhe Natural Farm in Sheli Village has successively invested over 6 million yuan to build a smart agriculture high mountain organic vegetable natural farm, establishing a smart agriculture industrial chain through "Internet +", and is realizing full-process monitoring and data-driven management of vegetable cultivation. The Bletilla striata plantation in Shuangdai Village has adopted the intercropping model of Bletilla striata + corn, achieving dual benefits of medicinal value and cash crops on the limited land and increasing the comprehensive output rate^[3] of the land.

In the process of the gradual implementation of the "paradigm leap", the practices of the smart farm and the closed-loop model in Muchen Township are forward-looking, but most of them are pilot or spontaneous by enterprises and have not yet been transformed into public service capabilities shared by the entire township. The "Internet +" smart agriculture system of "Chuhe Natural Farm" has invested heavily, but its technical model and digital platform are currently not accessible to a wide range of small-scale farmers. In contrast, Jinzhu She Ethnic Township has systematized technology promotion and organizational coordination through a three-level linkage mechanism of "township - village - business entity", ensuring the large-scale implementation of models such as "rice-fish coexistence"^[4]. Muchen Township lacks not only top-notch talents, but also intermediary organizations and mechanisms for standardizing, localizing and popularizing advanced technologies and management models. This has led to the "paradigm" of green agriculture remaining at individual "highlights", making it difficult to form a "situation" that covers the entire township.

The tourism industry is experiencing a "pulse-like" flow of tourists and a decline in tourism appeal

Muchen She Ethnic Township, relying on the unique culture of the She ethnic group and the beautiful mountains, waters and ecological resources along the Lingshan River, has vigorously developed the cultural tourism industry. Visitors can experience She culture in Munich Old Street, visit ancient buildings and check in at the "Miaopi" common Prosperity Workshop. They can also take part in the "March 3rd" series of activities, Harvest Month activities, etc. There will be a surge in visitors during March 3, 2023. Both the Old Street Restaurant and the Phoenix Island Luxury Campsite saw more than three times the usual number of visitors^[5].

But during off-event periods, the number of visitors has plummeted, and there are only decent figures for holidays or tour group reservations, and the flow of visitors is very uneven. The cultural and tourism industry products are mainly "festival activities + sightseeing tours", and there are no tourist attractions such as Muchen Village, She Li Village, Shuangdai Village, and Fenghuangzhou Wild Luxury Campsite. Most tourists only choose "day tours". The basic services such as transportation, accommodation and catering are also not well developed and cannot meet the needs of tourists. The online promotion of the IP is weak, and its popularity is

limited to a small area. There is a lack of long-term marketing, and the sustainability of the visitor flow attraction is relatively weak. This leads to the visitor flow "coming and going quickly", making it difficult to form a stable flow of visitors.

Tourism products also rely heavily on the instantaneous cultural appeal of festivals such as the "March 3rd" of the She ethnic group. After the festival, there is a lack of daily, experiential businesses that can sustain consumption. New business forms such as the Phoenix Island Luxury Campsite and the She ethnic wedding custom Experience Hall have limited capacity and need to expand the depth of interaction. The key issue is that the cultural and tourism industry has failed to form a deep mutually reinforcing cycle with the local real economy. Tourists come to watch festivals and eat farm dishes, but how can they take away a bottle of coix seed wine with a story and a pack of dried bamboo shoots with She ethnic culture packaging? The "traffic" of culture and tourism cannot be effectively converted into the "sales volume" of agricultural products and the "voice" of brands, resulting in culture and tourism being culture and tourism, agriculture being agriculture, and industrial integration remaining superficial.

Agricultural product processing and the bamboo industry are in a stage of "fragmented prosperity"

Muchen She Ethnic Township has a long history of agricultural product processing and bamboo industry, with a large number of enterprises and workshops.

In Wucun Village of Muchen Township, Sanhe Distillery has established a "three-village linkage" system. The three villages have planted over 860 mu of coix seed and launched "Sanhe Grain Products" featuring coix seed wine and highland coix seed^[6]. Chuhe Natural Farm adheres to green agriculture and has successively invested over 6 million yuan to promote high-mountain organic vegetables. In the newly built modern smart agricultural tourism complex in Muchen Village and Kengtou Village, the "agricultural resources" brand has sold a large number of ecological agricultural products such as "Longyou Phoenix Tail Silver Thread Dried Bamboo Shoots", "Longyou Yellow Mud Fresh Winter Bamboo Shoots", and farm cowpea dried beans, driving the surrounding farmers to increase their income by 15,000 yuan per year^[7]. Traditional agricultural products are of good quality, but have a low degree of branding and marketization, and are restricted by regions. Although all three brands have gained some recognition, promoted green agriculture and increased farmers' income, there is a lack of cooperation and synergy at the common production and sales end, and even competition has emerged. The integration with tourism, cultural and creative industries is still in its infancy.

The problems in the bamboo industry are more typical and severe. The bamboo industry is a pillar of agriculture in Muchen Township, with a large scale of bamboo planting. There are currently 65,200 mu of bamboo forests, accounting for about 16.29% of the county. The township has also taken some measures to build a bamboo demarcation point in Mashukou Village to improve processing efficiency. In the context of low prices of moso bamboo, the development of forest floor economy has increased the income^[8] of bamboo farmers. Muchen Township is also the main insured area for the county's bamboo price insurance pilot program. But the total value of the bamboo industry is 81 million, which accounts for only about 4.70 percent of the county's total^[9]. The bamboo industry is mainly based on primary processing, with a large number of individual farmers who operate independently and lack synergy and innovation.

In contrast to the "five villages grouping together" development of the dried black bamboo shoot industry in Jinzhu She Ethnic Township, the "five villages grouping together" development strategy was adopted when facing a similar dried black bamboo shoot industry. With the location of the township government as the center, Jinzhu Township, in collaboration with multiple villages, relying on the township's affiliated enterprise - Jinzhu She Township Ecological Agriculture Co., LTD., uniformly built processing plants and introduced local virtuous enterprises to jointly create the "Little She Lang" brand, forming a collaborative system from production,

processing to brand marketing^[10]. This "grouping" model, which is strongly coordinated at the township level and led by market entities for operation, is exactly what Muchen Township lacks at present. The core problem that must be solved for the upgrading and breakthrough of the characteristic industries in Muchen Township is the lack of effective industrial organizers and resource integration platforms, which leads to the dispersion of high-quality resources, severe internal friction, and the inability to form economies of scale and brand effects.

II. The Path To Enhance The Green Economic Development Of She Ethnic Township

Strengthen industry-university-research cooperation, attract and cultivate talents, and inject funds

To solve the problem of lacking elements of innovation, it is necessary to build platforms for industry-university-research cooperation. The Muchen Township Government could take the lead and join forces with the science and technology and agricultural departments of Longyou County and Quzhou City, as well as provincial universities and research institutions such as Zhejiang A&F University, Zhejiang Academy of Agricultural Sciences, and Zhejiang Chinese Medical University to establish the "Muchen She Township Green Industry Innovation Center". Carry out research and development on ecological and green agriculture with agricultural universities and research institutions in the province, and attract outstanding innovative enterprises. Through regular expert guidance on agricultural product processing and promoting the modernization and scale-up of the industry, the process of ecological agriculture will be greener and the quality of agricultural products will be improved. By having enterprises take the lead in developing innovative models and applying advanced technologies, we inject innovative vitality into development.

Cultivate professional talents that fit local development in the process of cooperation with universities, and attract talents through preferential policies. In terms of talent policy, the government needs to shift from providing a single subsidy to designing attractive career platforms and development channels. Deepen and expand the existing experience of the "Pomegranate Red" Youth Maker alliance, upgrade to provide office space and policy advice, connect the technological resources of the "innovation center", the industrial resources of the countryside, and external capital, A "She Village Green Startup Incubator" that provides full-chain empowerment from project incubation, technology connection, product design to market development for returning young people, college students and wealth leaders. At the same time, expert training should be carried out in collaboration with universities, which should be linked to substantive benefits such as vocational qualification certification, credit assessment, and collective economic equity participation qualification, to stimulate the intrinsic motivation of farmers to participate in skill improvement and industrial transformation.

In terms of financial input, there is a need for active policy support from the provincial, municipal, county and township levels. While actively seeking special funds from all levels of finance and regular agricultural loans, boldly explore financial tools that are in line with the characteristics of rural industries. Try to set up the "Muchen She Village Green Industry Development Fund" by guiding county and township finances, absorbing profits from strong village companies in the township, social capital, and even idle funds of villagers. The fund operates in a market-oriented manner and adopts the model of "equity investment + risk compensation" to focus on technological innovation projects in key links of the industrial chain, start-up enterprises, and important infrastructure such as cold chain logistics and brand marketing.

Diversified products, brand building, and precise marketing

Drawing on the experience of all-inclusive tourism in Jinzhu She Ethnic Township, we can connect tourist attractions such as Muchen Village, Sheli Village, Shuangdai Village, and Fenghuangzhou Luxury Campsite to create an all-inclusive tourism development model of "from ancient to modern + green and healthy". Continue to explore the She culture, develop handicrafts, and experience folk customs in an immersive way; Break the

reliance on a single festival. Spring can be combined with the bamboo shoot season to promote the "spring outing and bamboo shoot digging" experience; In summer, the bamboo groves and streams will be the main focus of "summer retreat and study Tours" and water-related activities; In autumn, the "Harvest Brewing Festival" is held with the themes of coix seed harvest and brewing. In winter, "Shanha New Year Flavor" vacation products are created in combination with New Year pig rice and She ethnic New Year customs. The tourism appeal will be evenly distributed throughout the year.

Brand building must be integrated both online and offline, with a highly consistent visual image and cultural core. Shape and register region-specific trademarks. Online, use new media to promote and invite Internet celebrities to conduct "in-depth experience live streaming of She Village", covering daily life such as labor, cooking, and craft making, to showcase the real and three-dimensional green life of She Village. Offline, the brand image should be uniformly applied to all agricultural product packaging and tourism guidance systems, and "She Village Scenery" experience stores should be set up in major cities of the Yangtze River Delta as the brand's front line. Create unique tourism and product brands, precisely target customer groups through promotion exhibitions and new media platforms, and increase brand awareness through She ethnic festivals, She ethnic study Tours, and agricultural product promotion to attract stable customer flow.

Cultivate leading enterprises, form alliances, and improve supporting facilities

Muchen Township needs to fully enhance the physical operational capacity of the existing or newly formed "She Township Green Industry Alliance". The township government will lead the integration of ecological agriculture and bamboo industry, cultivate leading enterprises that can lead regional development and promote industrial upgrading, and develop in the "leading enterprise + cooperative + farmer" model. Continue to deepen the rural operation mechanism of common prosperity partners, form industrial alliances to integrate common prosperity resources, and achieve the sharing of cultural and tourism resources and complementary advantages among enterprises and villages. Strengthen regional cooperation in rural areas, closely follow the leading role of Xikou, develop in groups with other towns and townships, reorganize resources such as bamboo and wood, agricultural products, etc., and achieve coordinated development.

On the basis of internal synergy, Muchen Township can be more open to establishing strategic cooperative relations with other She ethnic townships within and outside the province that share similar resources and cultural origins. Take the initiative to establish a "Green industry corridor" collaboration mechanism with other She ethnic townships. Cooperation can be carried out in areas such as mutual recommendation of visitors, exchange of experience, and joint participation in exhibitions, gradually exploring deeper alliances with complementary varieties, collaborative processing, and unified brand identification in common industries such as bamboo shoots and Chinese medicinal materials, and jointly expanding the market.

In terms of supporting facilities, accelerate the construction of infrastructure such as transportation and communication, improve water conservancy facilities and build high-standard farmland. Build a logistics and warehousing system, a cold chain logistics system, and optimize transportation and sales routes to reduce costs. Enhance the level of informatization, build the Internet of Things and smart agriculture, promote the digital transformation of industries, and drive the transformation of industries from "fragmentation" to collaborative and efficient systems.

III. Conclusion

The core of the sustainable path of the green economy in Muchen She Ethnic Township lies in building a closed-loop system of "brand leadership, integration of the three industries, platform operation, and common prosperity". With a unified regional public brand as the core, She culture and ecological value are injected into

all agricultural products and tourism services to solve the problem of "having products but no brand". With cultural and tourism experiences as the traffic entry point and display window, ecological agriculture and green processing as the value core and experience content, and digital marketing and modern logistics as the connection channels, form an industrial ecosystem that mutually empower and circularity enhancement. Through materialized strong village companies or innovation alliances, play the roles of resource integrators, standard setters, market pioneers and benefit distributors to break the "fragmentation" predicament. Ultimately, through various forms such as land transfer fees, wages from workers, business income, and equity dividends, ensure that the fruits of green economic development benefit the vast number of farmers and village collectives, achieving an organic unity of ecological protection, economic development, and ethnic inheritance.

Promoting the sustainable development of the green economy in She ethnic townships is the key to achieving rural revitalization and common prosperity. Muchen Township, Longyou, is rich in ecological and cultural resources. Facing difficulties such as a lack of innovative elements, a sluggish cultural and tourism industry, and fragmented industries, it can overcome these difficulties by means of industry-university-research innovation, policy and financial support, and the formation of leading enterprises' alliances to promote the sustainable development of the local green economy. In the future, it is necessary to continuously deepen the integration of ecology, culture and tourism, and industry, create a green development model with ethnic characteristics, provide replicable practical experience for rural revitalization in ethnic areas, and truly realize that "green mountains and clear waters are as good as mountains of gold and silver".

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