



## FORM BEST PRACTICES CONTEST

Municipality: Yaxi

Country: China

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Name project

The concept is: we can build a new vision of the city relying on the identity of places, sharing with the local residents in five villages, environmental sustainability, social responsibility shared.

Category Certification Criteria

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project

In order to improve the service of agritainment, develop folklore culture and farming culture and enrich cultural connotation of agritainment, the government strongly support the development of agritainment through making policies, personnel training, guiding farmers to develop and operate the business of agricultural food, leisure food and traditional handicrafts related to agritainment and building local brand.

Goal project

The aim is to enhance the operation, management and service of agritainment as well as increase farmers' income. More and more tourists come to Yaxi to enjoy rural idyll and taste the local food, and then the philosophy of cittaslow and slow food is promoted.



#### Result project

A number of people living in the city come to Yaxi to experience life and they are satisfied with the service and food offered by the agritainment. They know more about cittaslow and slow food, and then some of them begin to change their lifestyle. They no longer live a life with high pressure and fast pace and pay attention to slowing down the pace of their life, getting close to the nature, enjoying life and focus on high-quality life.

#### Finance (costs and benefits)

The funds for the improvement of agritainment facilities are from the government and farmers. Every farm stay spent about 100,000 in renovating the house and improving the facilities, and now the average annual income per person is about 20,000.

#### Staff (time use and saving)

The project group contains seven staff. It takes half an year to finish the project with the support of the village committee.

#### Additional information (if necessarily)

no

Link website: <http://chinacittaslow.com/>

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