THE ANALYSIS OF NOSTALGIA ELEMENT AMONG THE NEW DEVELOP
RURAL-URBAN INTEGRATION IN BEIJING
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ABSTRACT
The construction of a new round of urbanization as the central subject of deepening reform in the new ruling group content, its core is the person's urbanization, the new type of urbanization. New urbanization in Beijing should be more emphasis on people-centered, retain courtyard, remember “homesickness”, promote the Beijing economy, society, population, resources and environment comprehensive, balanced and sustainable development.

KEYWORDS: New Type of Urbanization Nostalgia Element Characteristics Analysis

INTRODUCTION
The urban population in China has already been up to 750 million until 2014, while the rate of urbanization has reached 54.77%, which basically reaches the global average level. From the perspectives of comparison among different countries in the world, it takes Great Britain to be urbanized for 200 years, the United States for 150 years and Japan for nearly 100 years. As for China, urbanization has been undertaking for no more than 40 years. However, the evolution of urbanization has successfully won the global concerns because of its remarkable effects within such a short term. Urbanization is the only way to modernization. It is vital to solve problems regarding to agriculture, countryside and farmers. It plays a fundamental role in coordinated development of both rural and urban areas. It is an important way to expand domestic demands and upgrade industries. It is of momentous realistic and far-reaching historical significance on improving the people’s living standard and quality of life, making an all-round well-off society and accelerating the advance of socialist modernization. Obviously, urbanization has won all expectations and undertaken a vital historic obligation in three dimensional rural issues solving, areas coordinately developing, domestic expanding, industrial upgrading, well-off society building up and socialistic modernization accelerating, and finally, as a result, China Dream—to achieve the Chinese nation’s bright prospect on the road to revival—will come true (1)

ISSUES
With the promotion of new type of urbanization, such new concepts has been gradually integrated in the construction of urbanization as people oriented, the law of nature respected, historical inheriting and green and low-carbon life pursuing etc. The concept of respecting the law of nature during the process of city construction was created in China’s central urbanization working conference conducted in Beijing December 2013. Making full advantage of unique and beautiful landscapes, the urban construction should be integrated with nature. Meanwhile, the central document proposed such a beautiful vision for the future urbanized construction in a particular
This Vision stroke a chord in everyone’s hearts, which also further requires that the new type of urbanization development should be based on the goal of urban-rural integration, economical intensive land usage, eco-friendly and livable city construction and harmonious development of human and nature.

ANALYSIS AND RESEARCH ON “NOSTALGIA”

What is “Nostalgia”?

What does “Nostalgia”[2] mean? It has been explained in a popular poem named NOSTALGIA by a famous Chinese poet Yu Guangzhon saying “Nostalgia seemed a small stamp; Nostalgia became a travelling ticket; Nostalgia looms large to be a channel.” Throughout the lines of the poem, Nostalgia arouses travelers’ resonance, which can be defined as an innermost feeling. This kind of feeling can easily make people lost in thought and awaken the memory of the soul.

The new type urbanization also mentioned the term “Nostalgia”[3], which defined as a special contradicted emotional experience. As for people who are moving from rural area to urban area, they can be easily missing their original lifestyle in rural area because they may feel confused and can hardly get use to a new life in urban area, which directly leads to homesick. So the concentration on “Nostalgia” means to concentration on people’s emotions, which is detailed to urbanization for people. A fact that the term “Nostalgia” comes from the Report on the Work of the Government reveals that people’s emotional needs and satisfaction has been involved in the targets of urbanization construction in terms of national policy. It is a realistic choice made by the new leaders of central government who decide to make more efforts to transfer rural urbanization into sustainable urbanization for citizens.

Li Wenliang, Deputy Director of China Sinology Research and Communication Center, Advisory office of the State Council, indicates that such prose sentences coming from the governmental working report demonstrates that central government has attached importance to Ecological Progress. The purpose is to arouse the whole society’s concern on problems occurring during the process of urbanization, especially preserving and beautifying the natural environment and improving social environment as well. Li Song, a professor from Faculty of Arts of Wuhan University, gives several definitions on “Nostalgia China”. Firstly, as a modern concept, “Nostalgia” is caused by the conflict between tradition and modern. As a genuine experience within a modernized context, “Nostalgia” is more likely to be a slogan of coordinated development between human beings and nature, but also it can automatically reach a balance between material and ethical civilization. Secondly, regarding to the current construction of urbanization in China, “Nostalgia” can be considered as a political aim in a literature way, which marks the highlight of humanity index when urbanization progress is evaluated by the governmental leaders and this information is very clear to all now. “The modern concept ‘Nostalgia’ comes from the isolation between people’s emotional and reasonable feelings” pointed out by Professor Gao Bingzhong, who is from department of Sociology of Peking University. Under the background of globalization, the so called “Nostalgia” is no more than homesickness caused by a long distance. Instead, it has represented a tragic feeling that comes from those who have to be drifted about facing the gradually disappearing countryside because of the huge wave of urbanization project. The key of the new concept “Nostalgia” lies in the paradox that reveals villagers’ emotional and reasonable feelings bring them into a dilemma during the progress of urbanization. “Nostalgia”, as a strategic guidance, in fact, tells all that it should be concerned not only on whether villagers adapt in new environment or not but also being a good listener, then give then an eye on their life by conveying love and hope, which finally contributes to urbanization for humans with high quality in an
all-round way. Di Bo, from Communication University of China, differentiates the meanings of “Nostalgia” by viewing from traditional and modernized aspects. He thinks that traditional “Nostalgia” refers to a rational perception and valuable production of hometown as for people who are leaving home, while the new concept of “Nostalgia” generating from the new type urbanization is relative to the fourth collective moving. As a result, to make that vision come true, more efforts need to be made on the basis of a steady personal identification and social insurance. Viewing from the other way, YueYongyi, from Beijing Normal University, gives a warning that local culture will become extinct if to improve material standard of living is mainly concerned during urbanization, regardless of human’s value and dignity, which is the old way of forming a city dating back to the history of China. To some extent, the new concept is more revised compared with the traditional Nostalgia, which demonstrates that the significant role the local traditional culture has been playing in the road of developing urbanization.

To summarize all statements above, the common thing is concerning on people’s emotions—people who are leaving away from home tend to miss their hometown and look forward to going back one day. This is the most different of today’s urbanization from the past urbanization.

The Weak Position of “Nostalgia” under the Background of Urbanization

In the past, the city lay-out was mainly focused during the urbanization progress rather than preservation of ecosystem and cultural and historic relics. As a consequence, there is not old trees, houses with antique style and “Nostalgia” any more. Without any ecosystem, cultural and historic relics, later generations will surely not have the feeling of “Nostalgia”.

There is one thing that is necessary to emphasis that it can hardly recycle for ecosystem and cultural and historic relics, which means that once ecosystem and cultural and historic relics are destroyed, they will never come back. More and more cities and urban areas tend to be constructed into the same, which loses each original cultural signs and as a result, there is not any specific and unique scenery and people do not miss any more. Honestly, such flaws have been generated so far because a number of relics have been destroyed already. The consequence is urban areas are developing while people are not missing their hometown any more. So it can never follow the same way again when it comes to today’s urbanization.

NEW TYPE URBANIZATION VALUE ANALYSIS

How to keep historical relics during the progress of urbanization with a fast development? The value of new type urbanization lies in integrating urban areas with “Nostalgia” and emotions.

Effects Brought by Economic Globalization

With the economic globalization, there is an evitable trend that is the integration of global culture and cultural industry. Viewed from modern arts, movie and rock music[4], the global value tends to be the main stream.

Beijing’s Hutong Culture has been Destroyed and Rebuilt

The disappearing of traditional Hutong is an inevitable result because of interest-oriented urbanization in China. However, a new culture of the city cannot that easy to be formed that Hutong is replaced by modern style of residential buildings with a modern high technology as a basis. Currently, Hutong has been reconsidered as urban residential area with cultural significance. The behavior of breaking down Hutong has been stopped. However, it cannot be denied that it gives
another chance for those smart and interests-oriented developers and investors to rebuild modernized Hutong with its closed architecture style so as to meet the needs of wealthy owner who would like to live in city center. The rebuilding of such Hutong community and its culture is obviously a copy from historic culture integrating with new modernized technology.

The Extinction of “Nostalgia” within Particular Area Culture and Arts Hubs

Due to encouragement and supports to the development of cultural industry, there still exist some particular areas in Beijing, located in urban build-up area. Many industrial factory buildings in last century have been reconstructed into an art area. There are art studios, handicraft shops, galleries, as well as café, restaurant and bars and boutiques. Large numbers of young Chinese and foreign tourists are attracted because of its specialty area. Although these areas are intended to be innovative, the major consumption orientation contributes to a reality that they can still easily become an entertainment place for the young group and tourists. Therefore, their cultural features are reducing and even disappearing while entertainment and consumption trend is becoming increasingly apparent.

“Nostalgia” is Staying in New Rural Construction

New type of urbanization can be linked to a person’s aspiration of belongingness. So Beijing’s new rural area construction aims to keep the feeling of “Nostalgia” and green mountains and clear lakes. According to Heidegger, he has ever said that homeland contains the most original and beautiful things. “Nostalgia” is an integration of human beings and nature and is another way to show people’s infatuations on their homeland. It sees the process of transforming nature by humans and their soul construction. Therefore, preserving traditional villages and discovering cultural heritage is inheriting from forefathers, is responsible for historical civilization as well as objective requirements of new type of urbanization. While farmers are turning to citizens, both land and population urbanizations are necessarily developing at the same pace.

ANALYSIS OF “NOSTALGIA” ELEMENT IN NEW TYPE OF URBANIZATION

Keep the Memory of Beijing—“Nostalgia”

Under the strategic background of integration of Beijing-Tianjin-Herbei area, the urban construction in Beijing relies on the core function as a Capital city, which refers to political center, cultural center, international communication center and technology innovation center. Among these four centers, one is targeting culture; the other two is closely relative to culture; technology innovation center aims to display culture via new technology and method. Urbanization in Beijing should be responsible for conveying ancient capital culture and displaying Chinese civilization to the whole world; meanwhile, modern elements are necessary to be integrated in the construction of Beijing to preserve and expand traditional culture.

To Build up Specific countryside nearby Beijing

There are several points that need to be paid attention within the development of urban-rural area integration in Beijing, especially under the big background of integration of Beijing-Tianjin-Hebei area. Firstly, residents’ quality of life can be improved on a basis of keeping original view of villages as possible as they can: trees should be cautiously cut; lakes cannot be filled up; houses tearing down should be as less as possible. Secondly, the working method should be adapted to Beijing local conditions and try to explore a localized and specific mode of urbanization development. It is self-evidence that the cultural significance of historical relics and original villages as a kind of sign. Rome will not be that famous without the Rome Colosseum; Athens will not be such attractive without Parthenon. Besides, France is special and famous that there is not any modern architecture. While the quadrangle court yard is history of Beijing and can be the name...
card of Beijing as well.

To Push the Integration of Rural and Urban Area Ahead Orderly and to Constantly Complete the New Type of Urbanization

The integration of rural and urban area should be in progress in order\(^5\). Basically the target is the process will be lifted to a higher level ever year, then there should be a new development.

The target was set in 2003 to push integration of rural and urban area ahead. In Beijing suburb work conference held at the beginning of year 2003, Beijing suburb was considered as a new district of strategy of sustainable development and modern development zone to build up cosmopolitan. Apart from it, suburb was treated as a key area for capital city’s modernization development so as to move integration of rural and urban area forward.

The land operation rights were transferred in 2004. The rural land contractual management rights were implemented. According to the law and principles of voluntariness and compensation, the rural land contracting right of management circulation was actively pushed forward and it was also developed for multichannel agriculture moderate scale management.

The emphasis of 2005 was developing urbanized modern agriculture. To be detailed, agricultural structural adjustment was pushed on. Aiming to develop ecology, intensive cultivation and urbanized modern agriculture, agriculture development was expanded into sightseeing agriculture, leisure agriculture and experimenting agriculture.

Agricultural environment was governed in 2006. The agricultural environmental governance was strengthened; the plan of countryside environment construction was made out and implemented.

Rural infrastructure construction was strengthened in 2007. Basic rural infrastructure and public service facilities should be continuously updated and completed. Holding on such five constructions as the planning of keeping original view of villages and developing quality of rural road etc.

The mode of small towns development was starting to explore in 2008. It was to construct small towns and new countryside, adhere to “two-wheeled drive”; actively explored the developing mode, construction standard and management system.

Homestead certificate was issued in 2009. Reform of rural land system was to be strengthened; listed political suggestions on promoting circulation of rural land contracted management right; started working on current rural collective construction land and homestead certificate issuance; developed agricultural industry; guaranteed homestead usufructuary rights.

The reform of urban-rural fringe zone was promoted and a new mode of demolition compensation was explored in 2010. Fully exert subjective role of farmers in the reform of urban-rural fringe zone; actively promoted innovative mechanism; explored collective land usage and a new mode of demolition compensation as well.

In 2011, urbanized demolition and relocation was basically completed within up to 50 villages. To be sure to get the target, an overall planning was made out to deal with such issues as industrial development, arrangement for farmers’ moving, management of social security and collective asset disposal.
Efforts were made to increase farmers’ income and move forward rural area reform in 2012. To cultivate and complete operating modern agriculture organization, actively promoted rural collective land transferring and developed agricultural moderate scale management; meanwhile, speeded up the construction of agricultural technology supporting system and steadily push ahead the construction of major small towns.

New type of urbanization construction of capital city started to be work on in 2013. A great effort was made for Beijing urbanization products service proposals; nearly 1,000 million yuan was invested as credit for basic facilities for urbanization construction, urban redevelopment, industry upgrading and SMEs’ development joining in construction of urbanization. Moreover, new type of urbanization construction of capital city gained a support by innovatively adopting financial products and services in order to implement loans for urbanization, urban village renovation, enterprises asset-securitization products, and bank lease etc. with several kinds of financial service methods such as equity financing, debt financing, structured financing and lease financing etc. so as to meet the financial needs of new type of urbanization construction.

Until 2014 the progress of Beijing countryside urbanization was speeding up. The development of new type of urbanization was constantly explored; rural economic development was transferred at a faster pace; it was to do top-level design, optimize urban special distribution and industrial distribution and build up systematic organization etc.

In 2015 the key emphasis is to serve for the integration of Beijing-Tianjin-Herbei area development strategy and strategic positioning of capital city so as to promote the integration of rural-urban areas. Take Tongzhou Beijing as an example. Tongzhou is currently considered as a trial zone of new type urbanization as well as the second experimental zone for rural area reform. Tongzhou government devotes to explore a cost sharing mechanism of farmer citizenship, to establish diversified sustainable urbanized investment and financing mechanism, to reform and complete the system of rural homestead, to explore new type of management mode of administrative innovation and cost reduction and finally to promote the reform and innovation.

BEIJING’S NEW URBANIZATION WITH “NOSTALGIA” DEVELOPMENT MODE AND STRATEGY

Only integrating “Nostalgia” into new type of urbanization, the city can be full of memories and stories and be suitable for people to live in and work. Beijing’s urbanization does not repeat from the old pattern of European countries, nor does Beijing follow the way of Latin American urbanization. It is not a simple linear extension from city to countryside; it does not simply do addition of the policy of strengthening agriculture, benefiting farmers, and enriching rural areas. Rather, it is reconstruction on a basis of filling up a huge gap generated by the urban-rural dual structure, along with Beijing’s development requirements and characters, according to the basic requirements of actual situations of both China and Beijing. It not only creates a chance to develop countryside, but also is necessarily helpful for city development at the same time. The urbanization development in Beijing is going to change the way of city-focused construction. The central idea of new type of urbanization refers to rural development and completion of functions, management and industry for Beijing citizens.

European Relative Experience as Reference

Privatization of public land should be forbidden. It is not allowed to demolish “City Village” so as to use that space to build up high-density residential buildings. Urbanization should not be subject to real estate developers because
their aim is to build high-storeyed compound to maximize profits instead of thinking for location and requirements of residents. The progress of urbanization cannot be controlled by architects. Their general planning for urban expansion is the same as a large-scale manufacture of cars from automobile manufactories. Urbanization is a part of modernization, which reflects culture and social innovation and its character lies in several kinds of promotion elements. City is attractive to people who are living in countryside because of its bigger employment market, higher service and consumption level and broader prospect of entertainment. However, the living conditions in rural area can hardly keep pace with the development of cultural and economic modernization. Admittedly, it is still a long way to go to keep a balance of population between rural and urban areas and clarify the strategy of guiding urbanization. Therefore, to keep those unique and Chinese civilization and culture symbols developed for more than 4,000 years, it is a must for the government and the whole society to pay high attention to culture heritage and historic preservation.

The experience of European fast urbanization can be dating back to a hundred year ago—between end of 19th century and beginning of 20th century when industrialization was spreading through European continent. Nowadays, there are only a few European cities that are still developing such as London, Paris, Milan, Munich and Madrid. Therefore, one thing needs to be taken into consideration by looking at the experience from Europe, that is the different economic conditions and political background during the process of urbanization between two areas. Moreover, it takes a long time to get supports from the public and government to preserve cultural heritage even in Europe.

**Beijing has its Own Style of Urbanization Developing Mode and Strategy**

The essential content and selection of Beijing’s new type of urbanization mode is how to integrate cultural heritage and development into urbanization and how to put the “Nostalgia” into city planning and implementation. More efforts will be intensified to conserve or even restore historic sites and local traditions. Try as much as possible to avoid any destroy due to commercial targets, western value and consumption in the following three aspects.

**To Improve the Consciousness of Cultural Heritage and Preservation**

Beijing’s history and culture, to a large extent, can be reflected on the current situation and the quality of its architecture and cultural heritage including temples, old mansion, gardens, as well as well-preserved urban landscape and artificial scenery. New type of urbanization can save more time for Beijing city planning and construction so as to find out the best solution to keep a balance between urban heritage preservation and architectural modernization, between form and function. The most important thing is that these efforts not only take time but also require consistency between decision-making process and implementing management. It takes decades to successfully preserve European city heritage with hundreds of years. Many medium and small European cities are still attractive to travellers from the global such as Paris, Munich, Rome, Amsterdam and Stockholm etc. In this case, these cities are gradually modernized. Viewed from a long-term perspective, steady social modernization aiming to be a city with its local culture can resist temptation of tons of international modernization and finally reached a constant balance among culture, society and economy.

**To Ask Residents to Join in the Cultural Development**

Without residents’ participation in cultural preservation, all efforts are in vain. The function of culture lies in its reflection on traditional artificial value as its promotion of value in progress of civilization social development. At the same time people are always protective and innovative in terms of urban and rural cultural traditions. The thing is culture cannot be preserved without supports from wise and civilized residents and without any emotional reliance on local traditional
culture heritage. To let residents participate in cultural preservation requires to give a chance for them to listen, exchange and speak out their advices. Furthermore, there should be local organizations which can offer such kind of chances to residents and also some inter-organizations mainly taking care of organizing educational activities and collecting results of polls. Print media, TV and e-media are playing an essential role in the process because they are responsible for providing information, supervision and key reasons to success in culture preservation.

To Enhance Cultural Education and Improve Residents’ Consciousness of Culture

In terms of culture, it requires to enhance cultural education and improve residents’ consciousness of culture to protect people’s living environment. The literacy curriculum of each level is gradually reduced in many western countries. Rather, they put their eyes on the cultivation of students’ scientific and rational thought, which means there is no more room for students to develop their culture and art. However, to get to know modern social culture in a better way, cultural education is inevitable. It is still an important section of education system so it should be gained more concerns and supports. During the long-term transformation process that from industry-oriented economy to service-based economy, it becomes more and more important regarding to culture, technology and capability.

New Type of Urbanization Aims to have a Strong Environmental Resource Capacity

With a considerably increasing number of population in Beijing and the city carrying capacity on resource and environment, the environment has been destroyed to some extent, which leads to heavy traffic jam, high housing price, air polluted and lack of water resource etc. The total number of permanent resident population of Beijing, until 2011, has reached over 20 million (20.186 million), which has greatly exceeded the target—the permanent resident population of Beijing should be controlled to only 18 million until 2020—from “Beijing general planning from 2004 to 2020” approved by the state council of the People's Republic of China. The population of outcomer is the main source of increasing population, accounting for about one third. Therefore, to get to the goal of urbanization, the management of population controlling should be enhanced with truth-seeking attitude so that the population of out comer will not be increasing as fast as before. The increasing population can also be transferred from out of order to in order via employment and housing. It should integrate rural urbanization into city or even the global construction on the basis of general development of Beijing including rural-urban development. Based on technology innovation, the lay-out of rural-urban system should be optimized, as a result, to reach population optimization, resource and environment as well as a balanced development between rural-urban and other regions.

CONCLUSIONS

Rural and urban integration in Beijing has been “two-wheeled drive” of urbanization and new rural construction, which fully demonstrates “Environment-friendly Beijing, Culture-enriched Beijing and Technology-empowered Beijing”. From 2016 to 2020, Beijing new urbanization will devote more to integrate “Nostalgia” element into urbanization and culture preservation. Only through the way of integrating people’s emotional feelings of homeland into urbanization, can it be harmoniously and sustainably developing between human beings and nature and also China Dream can finally come true.
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