



The Schoolhouse Mission

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We are a socially responsible for-profit enterprise.

Like the primary school we have built upon, our mission is very simple – the ABC's:

A. Respecting people

B. Operating legally and ethically

C. Providing customers with pleasant experiences

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S. Sustainability

Our business philosophy is sustainable tourism. We support our local community, leave the land in agriculture, use existing buildings, adopt green practices, and source food products locally, serving real food.

We also sponsor educational and cultural exchange programs that help visitors understand village life and that foster broader horizons for our rural neighbors.

These simple guiding principles act as the cornerstone for our business practice. We have found they do a good job in helping us pursue a broader philosophy. Nowadays rural communities are shrinking as the young flee to jobs and excitement in cities and the rural population declines and ages.

Nowhere is this more pronounced than in China, which has rapidly transformed from a nation of villages to one of ever-expanding cities. While progress is undeniable, townships have been an afterthought in this push towards modernization. Our main social goal is to help provide modern livelihoods so that people have the economic ability to sustain the life of the village of Mutianyu and of its surrounding rural communities without having to leave home.

Our business aim is to grow alongside the communities where we do business, and prosper while also preserving tradition. Mutianyu's abandoned village primary school was transformed into our main restaurant and office, symbolizing our efforts to preserve, maintain and encourage the life of these small villages. Hence our name, The Schoolhouse.

All of our business properties started off from run-down buildings. Of our rentals, each original house was leased at market prices from individual peasant families who received the proceeds directly. No one has been displaced by any of our development projects.

We work closely with our neighbors, the village governments, and park authorities to ensure our developments fit into the community and contribute to helping Mutianyu become a distinctive and sustainable Great Wall destination.