

Research on the Development of Shared Farmhouses in the Context of Rural Revitalization

Yuhao Liu, Shuai Liu, Ronghui Guo, Yuhai Miao, Jundan Wang

City Institute, Dalian University of Technology, Dalian, Liaoning, China

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Abstract: At the 19th session of national congress of the communist party of China (CPC), the strategy of revitalizing the countryside was mentioned by the CPC and the Chinese government. In the process of implementing the rural revitalization strategy, it is worth considering how to promote the stable, harmonious, and high-quality development of China's current agricultural and rural economy and society rationally and efficiently. This paper proposes a new business model based on the sharing economy, relying on the beautiful ecological environment and simple customs of China's countryside, to provide quality short-, medium- and long-term rental services for Chinese urban residents who come to China's countryside for leisure, holiday and retirement by adapting unused houses to local conditions, thereby improving the utilization rate of unused houses in China's countryside and thus helping to solve the problem of excess unused resources in China's countryside. In this way, it will help to solve the problem of over-utilization of unused resources in China's rural areas and thus promote the development of a quality economy in China's rural areas.

1. Prospects for the Development of shared Rental Commercial Projects in Rural Idle Houses in Liaoning Province

1.1 The Science of Developing a Shared Rental Commercial Project for unused Rural Houses in Liaoning Province

First, on 2 January 2018, the Central Committee of the Communist Party of China and the State Council of China issued Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Strategy for the Revitalisation of the Countryside, which clearly stated: exploring the "separation of the three rights" of ownership, eligibility, and use of residential bases, implementing the right of collective ownership of residential bases, safeguarding the right of ownership of residential bases and the right to use them. The policy proposed by the Chinese Communist Party and the Chinese government provides a strong guarantee that rural areas in Liaoning Province, China, will break free from the shackles of old-fashioned thinking and actively explore the commercial project of sharing and renting out unused houses in rural China.

Secondly, according to information released on the website of the People's Government of Liaoning Province of China, there are 5,503,000 rural residential bases in Liaoning Province of

China in 2020, covering 4,713,000 mu of land, of which there are nearly 164,000 idle residential bases covering 180,000 mu. In the remote rural areas of China's Liaoning Province, the rate of unused rural residences is even higher.

Thirdly, as demand for rural living grows among urban Chinese consumers, there is an increasing demand from urban Chinese for rural residences in China. According to information made public by the Department of Culture and Tourism of Liaoning Province, since the thirteenth Five-Year Plan, a total of 225.108 million people have visited rural areas in Liaoning Province, generating a staggering 165 billion yuan in revenue. Since 2019, China's Liaoning province has received nearly 200 million rural tourism visitors. By the end of 2020, of the 1,169 townships in Liaoning province, 280 were involved in rural tourism, 1,311 administrative villages had the foundation to develop rural tourism and had formed a certain scale, and nearly 10,000 rural tourism business units (households) in the province, including 7,481 agricultural (fishing) caravans, more than 300 agricultural sightseeing and farming experience areas. There are more than 200 leisure farms and rural complexes.

Therefore, based on the relevant policies in China and the actual situation in Liaoning Province, China, there is a good basis for the development of shared rental commercial projects in rural idle houses in Liaoning Province, China.

1.2 The Technical and Economic Feasibility of Developing a Shared Rental Commercial Project for unused Rural Houses in Liaoning Province

Firstly, due to the continuous progress and improvement of network information technology, WeChat applets are now widely used in all walks of life, and the implementation of rural idle house sharing and rental business projects cannot be implemented without the application of WeChat applets[1]. Through the WeChat applet, a network platform can be set up for sharing and renting out unused houses in rural areas. For rural residents who need to renovate and rent out their unused houses, on the one hand, it provides them with consultation and construction services on matters related to the renovation and design of their unused houses, and at the same time, it also provides a rental platform for their renovated unused houses, and they can, according to their conditions and needs, display their renovated unused houses on the platform through photos, videos, and AR. For urban residents, on the one hand, we provide short, medium, and long-term rental services, i.e. urban residents can choose their preferred unused houses for short, medium, and long-term rental through the information displayed on the platform according to their conditions and needs, and the whole transaction is conducted online[2].

Secondly, the profitability of the rural unoccupied house sharing and the rental business project is on the one hand to charge for the design and construction of the houses to ensure quality and reduce costs, and on the other hand to make a profit by charging a percentage of the rental fees for unoccupied houses that are rented out on the platform. Rural residents who own unoccupied houses can also make a return on their capital and make a profit by receiving a percentage of the fees from the project.

2. The Significance of a Shared Rental Commercial Project for Unused Rural Houses in Liaoning Province

2.1 The Creation of a Shared Brand of Rural Housing Rental is not only a Way to Inject Vitality into Rural Revitalization, But Also in Line with the Theme of Common Prosperity

Firstly, in the context of China's promotion of the rural revitalization strategy, the rural idle house sharing, and rental commercial project actively explores and taps into the idle housing resources in

rural Liaoning Province, which has great practical significance in promoting farmers in Liaoning Province to increase their daily income, coordinating and optimizing the integrated development of urban and rural areas, and stimulating the economic vitality of Liaoning Province and China's countryside.

Secondly, the new ideas, new thinking, and innovative creativity brought by rural outsiders help to open the eyes of some of Liaoning's more closed-minded rural residents, expand their horizons, enhance their thinking and open up their patterns. While the commercial project of sharing and renting out unused rural houses in Liaoning Province is in operation, it also strengthens the construction of rural infrastructure[3], the comprehensive improvement of rural sanitation and the cultivation of social talents in Liaoning Province, and promotes the construction of the material and spiritual civilization in rural Liaoning Province, promotes the harmonious and balanced development of rural Liaoning Province, helps Liaoning Province achieve a great integration of urban and rural cultures, and helps deepen the implementation of China's rural revitalization strategy.

Thirdly, by combining the sharing economy model with the traditional rental model, the Rural Idle House Sharing and Renting Business Project helps to promote the development of China's rural tourism industry, which not only greatly promotes the comprehensive reform and innovation of China's rural tourism industry[4], but also meets the rural tourism accommodation needs of China's urban residents and provides a channel for Chinese farmers with idle farmhouses to share their idle resources and gradually increase their daily income. It also provides a channel for Chinese farmers with unused farmhouses to share their leisure resources and improve their daily income, thus helping the residents of China's rural areas to gradually move towards common wealth.

2.2 Providing Jobs and Relieving Employment Pressure

The operation of a shared rental commercial project for unused rural houses involves the need for management staff, technical staff, service staff, design staff, and maintenance staff. In terms of management positions, the project requires one financial manager and one staff manager for every five service areas, while in terms of maintenance, the project requires one housing repair and maintenance staff for every five service points. The technical staff, are responsible for the daily operation of the app and the extension of its functions. In the short term, the project will only require three technicians to ensure its success of the project[5]. As for the design staff, in the short term, the project will only require five people to improve the exterior and interior of the building. The need for technical staff will increase as the rural rental project grows. Initially, it is estimated that for every five villages covered by the rural rental project, approximately six jobs will be created.

In Dalian, China, for example, by 23 December 2021, all 1,635 villages (communities) in Dalian had revised and formed effective village rules and regulations, achieving full coverage of village rules and regulations in the city's urban and rural communities, nourishing civilized village culture with moral rules and regulations, and promoting the harmonious and healthy development of rural areas and communities. If the project can be successfully operated in every eligible village within Dalian, China, the project may provide up to 1,000 jobs.

3. SWOT Analysis of the Development of Shared Rental Commercial Projects in Rural Idle Houses in Liaoning Province

3.1 S -- Advantage Analysis

3.1.1 Better Value for Money

The Rural House Sharing and Renting Business Project not only provides quality services from design, modeling, budgeting, construction, and renting to farmers in Liaoning Province, China who need to renovate and rent out their houses, but also provides quality rental services to customers who need to live in rural areas in Liaoning Province, China. The project is profitable by charging a fee for the renovation of the house and a percentage of the rental fee, and the fees charged for the project are low compared to similar services, which is a great advantage for the development of the rural shared rental business project in Liaoning Province, China.

3.1.2 Easy to Manage

To ensure that the renovated houses are serviced promptly, the parties to the commercial project of shared rental of unused rural houses will set up service areas in the areas where the project is carried out and will have especially employed maintenance and service staff.

3.1.3 Integrated Services with Low Operational Risk

First, unlike the vast majority of related platforms and companies that only provide services on one side of renting or renovating and remodeling. On the one hand, while providing a shared rental platform for unused rural houses, it also provides renovation design and construction services for homeowners; on the other hand, while providing long, medium and short-term rental services for tenants, it is dedicated to solving the problem of tenants' needs for sub-letting in the middle of the process.

Secondly, based on providing shared rental services for idle rural houses, the Rural Idle House Shared Rental Business Project has derived businesses such as the sale of in-depth red cultural tourism experience products and the sale of special agricultural products, thereby enriching the project's business, dispersing the project's operational risks and helping to develop the project's market.

3.2 W -- Disadvantage Analysis

3.2.1 Limited level of project team members

At present, the project team members are all university undergraduates, lacking practical experience, and can provide a relatively average level of service, to a certain extent being more oriented towards unused rural houses that need small-scale renovation. The professionalism of the project team members has therefore become a shortcoming in the development of the project.

3.2.2 Inadequate project operations

On average, one manager is responsible for the project management of five rural villages. The number of houses is large and widely distributed, and there are not enough managers. In addition to this, most of the staff lack systematic training, with a large proportion having only basic house maintenance skills and less knowledge of house maintenance and customer interface.

3.3 O -- Opportunity Analysis

Firstly, according to the questionnaire data, there is a wider consumer market for shared rental commercial projects in rural areas. The number of customers it can attract is large. If the rural shared rental market continues to grow, more owners of unused homes and tenants with rural accommodation needs will be attracted to the project. We will have more opportunities to work with local people in rural areas and attract more investment from outside.

Secondly, growing technology is also providing the impetus for the development of rural shared rental businesses. The project plans to launch a platform that will be optimized and the members' design and operational capabilities will be driven by technology. With the help of relevant technology, the Rural Idle House Shared Rental Business Project is also bound to become more and more mature.

3.4 T -- Threat Analysis

Increased user consumption requirements. The significant advantage of the services currently offered by rural shared rental commercial projects is their lower price. However, this advantage is only temporary, as economic development is increasing the consumption levels of both urban and rural residents, and the demands of urban dwellers for living conditions and homeowners for renovations will gradually increase. Although rural shared rental commercial projects for unused houses are primarily for the convenience of the people, attention must also be paid to the quality of the product to capture a certain market share. Only when the quality is improved will there be more partners and consumers.

The market is influenced by the fact that no similar project has yet started to operate on a large scale across regions in China. The development time is relatively short and all aspects of service, operation, and management appear to be relatively young, so the project's ability to cope with market fluctuations has yet to progress.

4. Conclusion

Firstly, with the rapid development of China's society and economy and the rising living standards of the Chinese people, the Chinese people's demand for material and spiritual life is also increasing. The development of the commercial project of sharing and renting out unused rural houses is inseparable from the pursuit of material life by Chinese rural residents and the increase in consumption levels of Chinese urban residents and their aspiration for a life of sojourn in rural China. The shared rental project not only satisfies the material needs of Chinese rural residents to increase their income and wealth, but also satisfies the spiritual needs of Chinese urban residents to relieve the pressure of work. In addition, there is a large amount of unused housing in China's rural areas that can be tapped into, and the demand for it is also large, so there is a great prospect for sharing and renting out unused farmhouses. Secondly, the project helps to solve the problem of employment difficulties for rural residents while achieving innovation in the value of unused rural homes. Therefore, the rural idle house sharing and rental commercial project is promising under the current stage.

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