

Rural Homestead Transfer Mode and Case Study in Rural Tourism Development

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Abstract: Along with the rapid development of our economy, it has brought the unbalanced development of urban and rural areas, unbalanced distribution of resources between urban and rural areas and so on. The government of rural revitalization puts forward the increase of rural tourism development and construction, but it does not involve the study of rural homestead circulation. This paper analyzes the four modes, and finds that the four modes are government-led, developer-led, developer-government-led and village collective-led. Based on this, this paper finds that at present, the willingness of homestead transfer in some areas is low, it is difficult to build tourism brands, some villagers are still unable to secure resettlement, and tourism is not obvious to the development of local economy. This paper puts forward countermeasures to solve the above transfer mode problems. The government should not only consider the regional development and economic interests and rush for success, but also force farmers to go upstairs against their will and force villagers to carry out homestead transfer. What rural tourism province needs is its native and original nature. Build tourism brand and form industrial closed loop. We will ensure that the income of rural households does not decrease. We should attach importance to connecting markets and making industries bigger and stronger. At the same time, we should prevent simple copying of models.

1. Introduction

Since the reform and opening up, China has achieved remarkable development in all aspects. The economy has generally achieved steady growth, and people's living standards have significantly improved. However, while achieving rapid development, it has also caused the problem of unbalanced urban and rural development and unbalanced distribution of urban and rural resources. As an important part of rural industry, rural tourism has a significant impact on promoting the development level of rural industry, rational development and utilization of rural resources, etc. In the Strategic Plan for Rural Revitalization (2018-2022), it is clearly pointed out that "leisure agriculture and rural tourism boutique project" should be implemented. The development of rural tourism is an important measure to stimulate domestic circular consumption and build a new development pattern, which is an important way to achieve sustainable development in rural areas. And the development and utilization of the residence is the base, which alleviates the tension of rural tourism land demand to a certain extent and also drives the land revitalization. The Notice of

the Ministry of Agriculture and Rural Affairs of the Central Rural Work Leading Group Office on Further Strengthening the Management of Rural Homestead (ZNFA [2019] No. 11) encourages village collectives and farmers to revitalize the use of idle homestead and idle housing, and develop farmhouse, homestay, and rural tourism according to law and regulations through independent operation, cooperative operation, and entrusted operation. To comprehensively promote rural revitalization, we should give priority to the development of agriculture and rural areas, adhere to the integrated development of urban and rural areas, and smooth the flow of urban and rural elements. We will steadily promote the revitalization of rural industries, talents, culture, ecology and organizations.

Taking the recent five years' literature as an example, the rural tourism development of homestead has become a research boom. The literature in recent five years shows that the transfer mode of homestead tourism can be divided into the cooperation mode between the government and developers, the government led mode, the developer led mode, and the village collective led mode. ① From the perspective of the development subject of the cooperation model between the government and developers, rural tourism development often involves multiple interest subjects such as the government, village collective economic organizations, farmers and companies. Taking Tianjin and Chongqing as examples, in the face of the complex property rights allocation of rural resources, the advantages of all parties in rural tourism can be brought into full play, which can reduce excessive development and ensure the service quality Gao Rongli (2019) [1]. and others have studied it. ② The government plays a key role in the transfer of homestead in the current rural tourism development, which is dominated by the government. In this process, the effective play of government functions is a key, and the strategic orientation of government decision-making is the key. Taking Zhangjiakou Winter Olympic Games as an example, the characteristic cultural tourism makes full use of the idle homestead, vigorously develops rural tourism, and realizes rural revitalization. Zhao Yanhua, Li Haihua (2021) [2] and others mentioned that the government has played an important role in the rural tourism development of homestead. ③ This mode of developer led mode is usually introduced to developers by the local government through bidding, and is fully funded by developers to develop and build villages and create rural tourism products. Introduce enterprise operation mode, cooperate with multiple parties, activate idle land and strengthen policy guidance in multiple ways, improve relevant laws and policies on rural homestead development, so as to activate homestead assets, improve the utilization efficiency of rural homestead, and realize rural development and increase farmers' income Ouyang Wenting, Wu Bihu (2017) [3] and others mentioned the developer led model. ④ Multi village tourism in the village collective leading mode connects rural areas, agriculture and farmers, which has become an important way to solve the "three rural" problems and an important subject in poverty alleviation and development. Based on the field survey of Huazhuang Village, Nanzhang County, Xiangyang City, this paper analyzes its development model, summarizes the composition of the "collectivized rural tourism development model" Yang Lulu, Wang Hang Hang (2022) Wang Jinzhong (2009) [4,5].

There are documents on the research on the transfer of homestead Cao Wenqiang (2021) [6], but there are few research directions on rural tourism in ethnic townships. It's time to comprehensively promote rural revitalization, adhere to the priority development of agriculture and rural areas, and consolidate and expand the achievements of poverty alleviation. Under the general trend of the policy, this paper will conduct a comparative analysis of the homestead tourism development cases in different provinces. In rural tourism development, it is of practical significance to introduce a new model to promote the orderly circulation and development of homestead.

2. Comparative Study of Development Models

There are four revitalization models of Rural Homestead in China showed on Table 1.

Table 1: Revitalization model of rural homestead

Pattern	“Developer+government led "model	“Developer led "model	“Government led "model	“Village collective leading "model
Classic case	Shicheng County, Ganzhou City, Jiangxi Province	Ganyugou Village, Miyun, Beijing	Chongli District, Zhangjiakou, Hebei	Daping An Village, Ji County, Tianjin
Resources	<ol style="list-style-type: none"> 1. Home of White Lotus 2. Home of Tobacco 3. Town of Lanterns 4. Rich historical and folk custom resources 5. The Second "Hometown of Hot Springs in China" in Jiangxi Province 	<ol style="list-style-type: none"> 1. Remote and original villages 2. The suburb of Beijing has a superior geographical location and a large number of tourists 	<ol style="list-style-type: none"> 1. Deep cultural accumulation 2. The contradiction between supply and demand of residential land in the village is prominent 3. It is located in the central area of Beijing Tianjin Tangshan 1-hour economic circle 	<ol style="list-style-type: none"> 1. Daping Village is located at the foot of the ancient Great Wall 2. There are many tourist attractions around Daping Village with unique geographical location.
Implementation motivation	The enterprise expects to obtain the economic benefits arising from the increment of land development	Beizhuang Tourism Development Company has rented abandoned or idle homestead (or collective land) in the village in the form of 50 year lease, two sets of idle houses as shares and cooperation	Tourism development in scenic spots to enrich collective economic income	Members of rural collective economic organizations and rural collective economic organizations shall be unified for utilization and development
Management operation mechanism	Enterprise operation+government supervision coordination	Soliciting farmers' willingness+enterprise investment and construction	Consultation+government land acquisition and relocation	Soliciting opinions+collective unified development
Industry type	Small immersive idyllic (natural) scenery homestay	Large cultural tourism projects under unified planning and construction	Large cultural tourism projects under unified planning and construction	Develop rural tourism development projects
Advantage	<ol style="list-style-type: none"> 1. Less investment cost 2. Preserved the original ecological environment of the old site. 	<ol style="list-style-type: none"> 1. Improve the living environment of farmers and solve the demand for housing land 2. Drive the development of rural tourism and accelerate industrial 	<ol style="list-style-type: none"> 1. Improve the living environment of farmers and solve the demand for housing land 2. Improve the intensive utilization of construction land and save the construction land indicators 	<ol style="list-style-type: none"> 1. The village collective saved funds for construction and development 2. Villagers can also get some rewards from it 3. The business

		<p>development</p> <p>3. Increase economic income of collective assets</p> <p>4. Preserve the original ecological characteristics and architectural appearance</p> <p>5. Ensuring farmers' income</p>	<p>4. Form a driving force for the development of rural tourism and accelerate the industrial development</p> <p>5. Increase employment rate</p>	<p>scale has been expanded</p>
Inferiority	<p>The villagers have not been resettled, and the resettlement fees have not been fully paid</p>	<p>The initial investment is large, and a large amount of supporting infrastructure needs to be built</p>	<p>The tourism industry chain is incomplete, the characteristic tourism brand does not dominate, and the industry chain does not form a systematic closed loop</p>	<p>1.The existing construction investment is insufficient</p> <p>2.No large-scale development and no further upgrading of tourism services</p>

2.1. Developer + Government-led

Shicheng County, Jiangxi Province, which is known as the hometown of white lotus, tobacco and lanterns, is rich in historical folk resources and scattered in tourism resources. At the same time, it is the second "hometown of China Hot Springs" in Jiangxi Province. Enterprises expect to obtain the economic benefits generated by land development and value-added. In this case, Jiangxi Tourism Group has a mode of development led by developers and the government, resulting in a small immersive rural (natural) scenery homestay. Its advantages are that it has solved the restriction on development and operation imposed by the management regulation that "the homestead land is transferred to the city capital along with the house, and cannot be rebuilt", the investment cost of enterprises is low, and the original ecological environment of the former site is retained to a certain extent. Shicheng County has implemented 105 key tourism-related projects, with a planned total investment of 9.18 billion yuan, of which 7.14 billion yuan has been invested. The construction of rural tourism projects has boosted the rapid development of tourism in Shicheng. From January to November, Shicheng received 4,005,600 domestic tourists, with a comprehensive tourism income of 1.891 billion yuan, up by 30.09% and 37.62% over the same period of last year. Its advantage is that the investment cost of enterprises is low, and the original ecological environment of the former site is retained. Its disadvantage is that the villagers have not been resettled, and the resettlement fees have not been fully fulfilled.

2.2. Developer-led

Ganyugou Village, Miyun, Beijing, which belongs to a remote and original village, is located in the suburb of Beijing, with a unique location. Due to its remote location and inconvenient transportation, local villagers gradually moved out, resulting in a large number of houses being idle or even abandoned. The vacancy rate of houses in the village is as high as 80%, making it a veritable "hollow village". The registered population of Yugou Village is only 41 households with 71 people, the average age is over 60 years old, and the resident population is less than 20. With the gradual aging of the age structure, young laborers have gone out to make a living, leaving the land

and mountain fields unattended. Most of the 43 houses in the village are idle. Beizhuang Tourism Development Company has leased the abandoned or idle homestead (or collective land) in the village in the form of 50-year lease and two sets of idle houses as shares. This method solicits farmers' wishes + enterprises' investment and construction, which is a large-scale cultural tourism project with unified planning and construction. Its advantages lie in that the village planning is orderly, which can improve farmers' living environment, solve the just-needed homestead, improve the collective utilization of construction land, save the construction land index, form the driving force of rural tourism development, accelerate industrial development and increase the economic income of collective assets. It has the original ecological characteristics of the countryside, retains the original appearance of ancient buildings, and ensures farmers' income to the greatest extent. Its disadvantages lie in the large investment in the early stage, the need to build a large number of supporting infrastructure, and some villagers still have doubts about their reputation or are unwilling to retreat.

2.3. Government-led

Chongli District, Zhangjiakou [7], Hebei Province, with profound cultural accumulation, is located in Beijing-Tianjin-Hebei, relying on the development of the Winter Olympics. With the hosting of the Winter Olympics, Beijing-Tianjin-Hebei integration. Large-scale unified planning and construction of cultural tourism projects can be carried out. Its advantage lies in its profound cultural accumulation. It is located in the central area of the one-hour economic circle of Beijing-Tianjin-Hebei, forming a driving force for the development of tourism, accelerating industrial development and increasing employment. Its disadvantages are that the contradiction between supply and demand of homestead in the village is prominent, the upfront investment is large, a large amount of supporting infrastructure needs to be built, the financial requirements of collective economic organizations are high, the tourism industry chain is incomplete, the characteristic tourism brands are not dominant, and the industrial chain does not form a systematic closed loop.

2.4. Village Collective Leadership

Ping 'an Village, Ji Da County [8], which is located at the foot of the ancient Great Wall, enjoys a unique geographical location with numerous tourist attractions around it. As members of rural collective economic organizations, rural collective economic organizations should unify the use and development of rural homestead and farmhouses. Rural homestead use right is authorized by private organizations such as land use right oriented investors and developers, and the village collective that develops tourism development projects such as farmhouse music saves the funds for construction and development. Villagers can also get certain remuneration from it and expand the scale of operation. Its disadvantages are that the existing investment funds for construction are insufficient, the scattered homestead is difficult to be developed and utilized in an overall way, and the tourism service cannot be further upgraded.

3. Problems in the Existing Development Mode

3.1. Low Willingness of Farmers to Transfer Homestead

So far, most farmers are unwilling to give up the right to contract land and homestead to settle in cities. The rate of farmers settling in cities is too low, and the rate of land withdrawal is also low Gou Zhengjin (2019) [9] also pointed out in the article. Taking Chongqing as an example, a total of 767200 households applied for the conversion of rural household registration to urban household

registration, and only 30400 households applied for land return, which is less than 4% of the total households. The data shows that only a small part of the eligible households are willing to replace the homestead. This problem seriously affects the circulation and development of homestead. For example, the case study of Liwo Town, Qingzhen City, Guizhou Province shows that 27.37% of the rural households have migrant workers; In terms of household income, the area of residential land currently occupied by households is below 100 m², accounting for 5.96%, 100~200 m² accounting for 80.01%, 200~300 m² accounting for 12.28%, and 1.75% of households are above 300 m²; According to farmers' willingness to live in cities and towns, 55.76% of the surveyed farmers are willing to live in cities and towns, while 44.21% are unwilling to live in cities and towns. According to the basic situation of household homestead, 54.03% of the households have no idle homestead, and 45.97% of the households have idle homestead; 64.56% of the farmers have experience of homestead transfer, and 35.44% of the farmers have not conducted homestead transfer. From the perspective of rural tourism, 38.95% of the farmers are not satisfied with the income from rural tourism, and 61.05% of the farmers are satisfied with the income.

3.2. Weak Local Infrastructure and Serious Homogeneity

Lack of analysis of their own advantages. This problem occurred in Miyun Ganyugou Village, Beijing Zhao Tingting (2021) [10] also pointed out that the lack of hardware facilities and supporting services in some villages affected tourists' experience. In particular, there are deficiencies in safety and health, service level, etc., which are doubted by consumers. The homogeneity of rural tourism is very serious. For example, many villages and towns prepare to build characteristic towns and folk villages, which are full of small traders but ignore the regional cultural characteristics. At the time when the TV drama "White Deer Plains" was popular, five rural tourism projects with the theme of White Deer Plains were distributed on the White Deer Plains, which is just over 200 square kilometers. These projects all take Bailuyuan as an important selling point, ignoring the local advantages. The form is mostly "antique architecture+Shaanxi snacks". After the TV drama effect was weakened, there was little passenger flow in the huge Bailuyuan Folk Village.

3.3. It is Difficult to Build a Tourism Brand

At the initial exploration stage, the tourism brand is not bright enough, and the industrial chain has not formed a systematic closed-loop. It is homogeneous with the industrial development of surrounding villages and has relatively weak attraction to tourists and developers. The tourism industry chain is incomplete, the characteristic tourism brands do not dominate, and the industry chain has not formed a systematic closed loop. Taking Chongli District, Zhangjiakou, Hebei Province, as an example, with reference to the Blue Book of Ice and Snow Activities in Hebei Province (2018-2019), although Chongli's economy has developed in recent years, its economic dividend accumulation is still insufficient, which can only meet the basic needs of tourists, its lack of travel and shopping projects, entertainment facilities, tourism products and other markets have not been perfected to the extreme.

3.4. The Resettlement of Some Transferred Villagers is Difficult to be Guaranteed

In Shicheng County, Ganzhou City studied, in 2015, in order to open the signboard of global tourism and develop the local economy, the government funded the joint development of the tourist distribution center project with enterprises. More than 100 villagers from five local village committees actively cooperated with the government in land acquisition and demolition. However,

after more than four years, the relocated households regretted that the resettlement results could not be guaranteed. By sorting out the current situation of rural tourism development and its model, it is found that the lack of rural ideas, the irrational structure of specific investment, information asymmetry and market uncertainty limit the sustainable development of rural tourism.

3.5. Tourism is not Obvious to Local Economic Development

This problem arises in Daping Village, Jixian County, Tianjin City, except for the leading village in Pingli County, Ankang City, which is located at the junction of Shaanxi, Hubei and Chongqing. The development of Longtou Village is dominated by the government. It is precisely because of this that the Longtou Village will soon be developed. The characteristic landscape, infrastructure and living conditions, such as the antique street, Qin Chu agricultural culture park, sightseeing tea garden, will be improved significantly. But the good times are not long. Except for important holidays, there are few tourists here. Several workshops with local characteristics, such as wine making and tofu, built earlier, have closed down. The shops on both sides of the antique street have also basically become Airbus. A villager said that although characteristic houses have been built, there are not many ways to earn money, which cannot drive economic development. According to the local villagers of Longtou Village, the core scenic area of Longtou Village covers an area of about 9 square kilometers, involving 550 villagers. About 90% of the farmers have transferred their land, covering an area of 2000 mu. At present, the transfer cost is about 750 yuan per mu. However, due to the fact that the tourism industry has not yet become stronger, and no other large-scale industries have been formed in the village, it is difficult for farmers to find other ways to become rich after land transfer. Young and middle-aged workers are basically working outside, and labor loss makes it difficult to develop.

4. Proposal

First, the government should not be eager to achieve success by only considering the development and economic interests of the region, forcing farmers to go upstairs against their own will, and forcing villagers to transfer homestead. The government should hold villagers' meetings, visit and investigate for many times to find out the farmers' real ideas and willingness to compensate, so as to form a homestead withdrawal mechanism and a reasonable land withdrawal compensation standard that can effectively improve farmers' welfare.

Second, rural tourism in the province needs to be local and authentic. Looking at the development process of more than 100 years abroad, some experiences have been continuously explored in practice by western countries. The European Union is the region with the best development of rural tourism in the world. The characteristics of rural tourism development in Europe are mainly reflected in the localization and authenticity of products, the perfection of infrastructure, policy support and marketing orientation. Due to various reasons, the current management of rural homestead is relatively weak, and some places need to develop based on their own unique natural resources and activities. Rural tourism is a "one side of a thousand villages" activity and lacks deep participation, which makes tourists have a low sense of experience. People always remember snacks, rather than real folk customs and historical precipitation in the countryside.

Third, create a tourism brand to form an industrial closed loop. Food, clothing, accommodation, shopping and entertainment are essential elements of tourism. At the same time, all parts of the country are vigorously developing the tertiary industry represented by the tourism industry, cultivating their own brands and driving their economic development. Improve tourism projects and expand tourism commodity market. Increase tourism resources to promote regional development,

actively introduce powerful tourism development companies, and carefully support and cultivate tourism projects, such as the Zhangjiakou Winter Olympic Games, to change the use of ski resorts in summer, or build some entertainment facilities that can be changed in summer to extend the tourism industry chain; Deeply develop local natural resources, such as wild vegetables, and highlight regional characteristics such as pecan pendant and tourism products; In combination with the construction of Ice and Snow City, build a commercial street with international famous brands, enrich tourism elements, and reasonably improve the industrial system.

Fourth, ensure that the income of the transfer farmers does not decrease. The compensation standard must be reasonable, and there are relevant provisions for reference. The survey found that the amount of compensation has the greatest impact on farmers' decision whether to vacate the housing base. A new standard can be formulated for determination by reference to the compensation standard for land acquisition. According to the Land Management Law, land acquisition compensation includes "land compensation fees, resettlement subsidies and compensation fees for attachments and young crops on the ground", of which the land compensation fees and resettlement compensation fees are determined according to the multiple of the original value. As the non-agricultural use of land has higher benefits, the land will suffer corresponding losses. However, when farmers withdraw from the right to use homestead and convert it into the right to land contractual management, they can obtain the right to use the land, so they only need to pay a small amount of land compensation; the resettlement subsidy is the compensation cost for the surplus labor force caused by land acquisition. It is an inevitable trend to reduce the administrative intervention in the land market and expand the role of the market. The improvement of contractual relationship will have a positive impact on the long-term, stable and reliable development performance of rural tourism.

Fifth, some experts and grassroots cadres believe that the fundamental purpose of building a beautiful countryside is to benefit the countryside and farmers, and industrial development is the top priority. Therefore, on the one hand, we should attach importance to docking with the market, making the industry bigger and stronger, and at the same time, we should prevent the duplication of simple models. The bottom-up development mode of Yuanjia Village has strong initiative, which can bring popularity and increase villagers' income by driving villagers' development. Although it is very necessary for the leading village to be dominated by government investment in the early stage of construction, sustainable development can only be achieved by going to the market and strengthening the industry.

5. Conclusion

Rural tourism takes rural natural and cultural resources as tourism attractions, and relies on the beautiful landscape, natural environment, architecture, culture and other elements of rural areas to develop tourism products with rural sightseeing, rural vacation and rural leisure as the main content. With the development of society, the attraction of rural tourism will be greater, and the development of rural tourism will be more and more valued by investors and operators. This paper lists four dominant modes of homestead transfer: government led, developer led, developer and government led, and village collective led. Rural tourism is the trend of the times, but there are still problems. This article lists that some villagers are unwilling to retreat from their land, which is very difficult to develop. The local infrastructure is weak, homogeneity is serious, and it is in the initial stage of exploration. The tourism brand is not bright enough. The industrial chain has not formed a systematic closed-loop. Some villagers still have no security for resettlement, and the tourism development model has not had a positive impact on the local economy. This paper proposes solutions to related problems. The government can not only consider the development and

economic interests of the region, but also force farmers to go upstairs against their own will, forcing villagers to transfer homestead. Rural tourism in the province needs to be local and authentic. Food, clothing, accommodation, shopping and entertainment are essential elements of tourism. The compensation standard must be reasonable, and there are relevant provisions for reference. We should attach importance to docking with the market, making the industry bigger and stronger, and at the same time, we should prevent the duplication of simple models. It is suggested to propose a more reasonable way for rural tourism homestead transfer.

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