

# Research on the Suitability Evaluation and Development of Shared Farm Construction

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## Abstract

**At present, China's Internet economy is becoming increasingly prosperous. The internet-based sharing economy has effectively driven the economic growth of the whole country. Sharing farms belong to a special category of sharing economy. While bringing great convenience to people's life, sharing economy can prevent overcapacity, promote other emerging industries, bring people new lifestyle and inject vitality into daily life.**

## Keywords

**Shared farm, agriculture, production capacity, Internet.**

## 1. Introduction

As soon as the concept of Shared farm was put forward, people from all walks of life paid attention to it. The report to the 19th National Congress of the Communist Party of China clearly points out that agriculture, rural areas and farmers are fundamental issues concerning the national economy and people's livelihood. We must always make solving problems related to agriculture, rural areas and farmers a top priority in the work of the Whole Party and implement the rural revitalization strategy. Construction suitability evaluation is an important method to evaluate the suitability and suitability of construction land for a certain use. Suitability of land for urban and rural construction.

Based on the in-depth investigation and analysis of the local natural environment, cultural environment, social environment, construction conditions, etc., the construction land is comprehensively evaluated according to the natural conditions and man-made influences of the land as well as the requirements of construction, so as to determine the appropriate degree of land construction. Through refer to the related research of scholars both at home and abroad is not hard to find according to different regions, different environment, different types of construction land, generally USES "qualitative plus quantitative evaluation method: first of all the various factors of influence on the land for construction of selection and classification, and to determine the factors important degree, comprehensive analysis and evaluation to all kinds of factors, and the construction land suitability. [1]

## 2. Domestic and Foreign Developments

The four classic Shared farms developed earlier and more successfully at home and abroad are Amy Farm in the United States, Ma Farm in Japan, Princess Garden in Germany and Amy Farm in Guangzhou. The analysis and summary of their successful experience in operation and operation mainly include: first, the farms are located in the suburbs of metropolises or metropolises, which can meet the yearning and experience of urbanites for rural life and stabilize the customers; Second, pay attention to self-service, agricultural experience, to seize the special needs of the guests; Third, most of the experience projects are free, so that the guests have a strong sense of participation, the sense of the farm owner; Fourth, pay attention to the regular holding of events and cultural activities to share.

## 2.1. Domestic Market and Policies

Market: sharing under the background of rapid economic development in our country, share market demand more and more rural idle resources more and more, houses, land and so on is extremely huge market, the city's vacancy appeared some platform to meet the market, but the rural spare resources has not been a great platform for integration. The investment heat of some traditional industries is gradually decreasing, and people who have accumulated capital in the original industries are also waiting for the opportunity of transformation. As a result, the target of investors has shifted from cities to the countryside, which is similar to the popular b&B in tourist cities, but the "Shared farm" lacks a good model to open up the market. [2]

Policy: sharing the emergence of the farm is an important measure to solve the problem of agriculture, rural areas and farmers, in November 2016, the State Council Information Office of the general office of the central committee of the communist party of China about perfecting The General Office of the State Council's opinions on the ownership of rural land contract right management division method, the "separation of division" allowing flexibility for land management rights, for, including "sharing the farm", the modern system of rural agricultural development laid the important foundation. The "Rural revitalization Strategy" was also put forward in the report of the 19th National Congress of the COMMUNIST Party of China (CPC), and the first Document of the CPC Central Committee of 2018 fully implemented the strategy. At present, the country is vigorously encouraging "rural revitalization through tourism". Moreover, with the issuance of documents such as The Opinions of the CPC Central Committee and the State Council on The Implementation of Rural Revitalization Strategy and the Notice on The Cultivation of Characteristic Towns, the outstanding point of "Shared farms" has attracted much attention and become a new investment hot spot.

In China, take Amy Farm as an example. It is a membership family farm that accepts applications for idle and high-quality farmland trusteeship from relevant local governments, cooperatives, rural tourism vacation projects, characteristic towns and other units across the country through idle farmland trusteeship program. After the environmental audit of the land, Amy will be unified construction, into a unified management of the farm, to achieve the full operation of the Shared farm. By sharing, we can connect the idle land in the countryside, rural farmers and urban families, and revitalize the barren rice fields. Maximising the use of idle resources in the countryside; While generating income for farmers, urban families can eat the ecological, environmental and pollution-free healthy staple food to match better quality rural resources.

## 2.2. Foreign Situations and Cases

Compared with domestic and foreign countries, due to different land policies, different countries have different conditions and development of "Shared farms". Take the United States as an example. There are many farmers in the United States. Compared with Chinese farmers, they take up more land resources. For example, there is A Amy'sFarm in Los Angeles, the United States. This farm only has two regular employees, but it makes a lot of profits every year. The farm raises 3 cows, 4 horses, more than 10 pigs, more than 20 sheep, more than 100 chickens, geese and other poultry, and grows dozens of vegetables, dozens of peach, plum, orange and other fruit trees. The characteristics of the farm is that there is no threshold, free access, the farmer set a daily farming target, volunteers work together, fruits and vegetables picked at will, no sale, the purchase price is set by the buyer, pay, change. Mafarm of Japan is located in Chiba Prefecture in the Tokyo metropolitan area, in the heart of The mountainous Luyano Mountains, less than two hours drive from downtown Tokyo. The Tokyo metropolitan area, with a population of more than 30 million, provides a steady stream of customers for mother's ranch. The farm was set up to allow more people to participate happily in agriculture. Mafarm farm has four main characteristic sections, urban small farm garden, professional agricultural school,

farm product direct sale and farm land leasing broker, which are the main income source of the farm at present.

Take Princess Gardens in Germany, a former wasteland rented from the government and turned into an urban farm. It became a public farm field, and anyone could come in and take the fruits of the garden, but only if it was cultivated. Many volunteers have brought their own potatoes, tomatoes, turnips, cilantro and other "local specialties" to the garden to plant. We meet each other and exchange ideas with each other. The different ways in which the three countries operate have generated strong reactions. In the United States, farmers provide land, produce and eventually sell it as a commercial chain. Germany provides land on one side, clients "give each other more", and everything from toil to harvest has nothing to do with money. The four major components of MaFarm Farm in Japan, each of which is independent and has its own operating model and each of which is profitable, are worth learning. The success of both forms in the three countries has inspired the future of the Shared Farm.

### 3. Share the Nature of the Farm

Shared farm is a form of leisure agriculture and a business model of sharing economy. It is a comprehensive management development model for rural revitalization that allows farmers to fully participate in and benefit from; Under the background of "Internet + agriculture", it is an effective way to build a natural agricultural ecosystem and realize the matching and effective management of high-quality social resources. It is to foster a new business model of integrated development of agriculture and tourism, with the sharing economy as the theoretical support, the Internet as the technical support, the demand of middle - and high-income families and "migratory birds" as the market support, customized services as the core, the government, enterprises, farmers and other diverse forces. Specifically, under the premise of without changing the ownership of the peasants, the conditional villages, farms, base through infrastructure, industrial support, public services, environmental features, such as construction, connected to the urban consumers to maximize the docking, the uncertain liquidity into stable demand, at the same time, further reduce the gap between urban and rural areas. The common operation mode of "Shared Farm" is that farmers can sell and lease the agricultural products, characteristic handicrafts, houses and even planting rights of their own farms to consumers from cities, while urban consumers can better enjoy the pastoral pleasures that are unavailable in cities. It is a new industrial model to realize the synchronization of rural production and life ecology, the integration of primary, secondary and tertiary industries, and the integration of agricultural culture and tourism. Compared with ordinary farms, the characteristic of Shared farms is that farmers' cooperative is the main carrier. It is mainly operated by enterprises, so that farmers can participate in and benefit from it. It integrates circular agriculture, creative agriculture and agricultural experience. Supported by information technologies such as the mobile Internet and the Internet of Things, modern agriculture and home-stay sharing are the main forms of business. The rise of Shared farms will bring a large number of agricultural benefits in all aspects and reduce the pressure of macro-control by the government. Secondly, it can lead the trend of new lifestyles. [3] The efficient resource-sharing mode brought by Shared farms in agriculture gradually realized a good match between agricultural resources and demands, and promoted the development of rural economy. The countryside has great potential to develop the sharing economy. The Shared farm can not only meet the diversified tourism and leisure needs of tourists today, but also help the transformation and upgrading of rural tourism. Meanwhile, it can inject new impetus into the economic growth of the countryside and promote the construction of beautiful countryside. The implementation of Shared farm promotes the development of rural economy. Although the development of Shared farm has just started, its future is really unlimited.

## 4. Construction Steps of Shared Farm

### 4.1. Prerequisites

Shared farm is a kind of sharing economy. And the premise of the sharing economy, the oversupply economy, is that people not only have a material surplus but also recognize their surplus. Then we should make the farm owners realize that they need to double their surpluses, that they need to be Shared out, and that they need to be transmitted and supported by society. From this point of view, Shared farms provide an excellent solution to agricultural overcapacity and supply and demand imbalances. With regard to overcapacity in agriculture, we cannot do what other industries have done to eliminate "zombie enterprises". Overcapacity in agriculture should be cleared up in its own way. The country is now vigorously promoting the sharing economy, and in agriculture, the most significant benefit that can solve the problem of excess production capacity is Shared farms. Therefore, China has been implementing the policy of favoring farmers. China's sharing economy model develops rapidly and has become a representative of the new economy known by the public. In the sharing economy, everyone is both a producer and a consumer, everyone can become an independent enterprise, and everyone can produce goods. To build a Shared farm is to develop rural areas, especially poor and backward villages, on the basis of this idea and in combination with national policies, local conditions and market demands. Some of the network, not to express; Some rural housing conditions, the environment is not beautiful, and so on. These weak and absent infrastructure and supporting services will directly limit the development of Shared farms. The local government can take infrastructure construction and supporting facilities and services as the key points of rural revitalization and beautiful rural construction, accelerate the progress of infrastructure construction and supporting construction, and promote the formation of farms as soon as possible. In addition, in terms of service, the comprehensive service level of some farms is relatively low, and the managers and servers of the farms have not kept up with the legal consciousness, spirit of contract and service consciousness, and do not pay attention to improvement. In the planning, government departments should clearly indicate which departments should organize regular training and guidance for farm managers and service providers.

### 4.2. Construction Measures

Perfect infrastructure: Establish a reasonable home stay facility to make the home stay facility feel like home and ensure the basic living problems of the "Shared farm" customers; Secondly, the network and entertainment facilities should be set up reasonably according to the actual situation of each place. Although it is a sharing economy, it still needs regular staff to maintain health, facility safety, environment and so on. Functional mode: The basic functional plates of the Shared farm include six functions, such as production, living, experience, shopping, catering and accommodation. In addition to the production functions, other functional plates should be distributed intensively. Among them, production function refers to, mainly used for agricultural production, planting food crops, cash crops or engaged in livestock, poultry, aquatic products and other breeding production. Agricultural product quality safety should accord with requirement of corresponding national standard. Local "Shared farms" should set up a training and education mechanism, regularly select and send farm managers to participate in relevant training, and constantly improve their management level. Each farm should also regularly organize skills training and education to improve the overall quality of staff. In accordance with the principle that the infrastructure construction in the village is mainly invested by the owner and the construction outside the village is mainly invested by the government, priority should be given to the construction of beautiful rural areas to improve the external connection and cohesion conditions of farms and promote the formation of farms as soon as possible. We will

optimize and upgrade the industrial structure to suit local conditions and attract capital investment. Using the "+" Internet technology, to establish the information monitoring system for agricultural production, agricultural disasters in agricultural production, land quality, animal and plant epidemic monitoring, natural elements when enter the trade circulation of agricultural products, can also be carried out on the market analysis and forecast, analysis of agricultural development, the direction of the realization of "order agriculture". In the process of agricultural production, the growth status of crops can be integrated through the network, so as to give early warning to disasters and ensure the healthy growth of crops. In the sales process, the market dynamics can be grasped through the network and consumers' consumption intentions can be timely understood. Farmers can also learn agricultural knowledge timely through the Internet and improve their professional skills. [4]

### **4.3. Build Beautiful Countryside**

Under the sharing mode, different living landscapes can be constructed according to the specific conditions of different villages. For example, the public streets in the village are used to set up a market, through which the local characteristic agricultural products and handmade fabrics are traded, so that urban residents can deeply participate in the rural life. Organic fruit and vegetable picking can also be done on empty farmland, or fish fishing can be done in ponds. These all need to be based on the sharing of production materials, farmland and fish ponds for commercial development, to provide a variety of places and facilities for tourists and urban residents to enjoy and rest. Through the construction and transformation of infrastructure to improve the capacity of resource sharing and service level. [5] Rural cultural resources are very rich, which are not only the artistic crystallization of the working people, but also the splendid treasure of national culture. Although the rural cultural resources are rich, it is urgent for people to protect and develop. In the sharing of cultural resources, first of all, rural public areas can be transformed, such as stage, square, pond, etc., into modern living facilities with unique styles. Secondly, the idle houses in the countryside should be transformed and designed in terms of culture and art, such as folk culture center, artist studio, experience center, etc., to attract foreign tourists. In this way, not only cultural redevelopment can be carried out, but also the innovation and entrepreneurship of local young people can be promoted, which not only develops the local economy, but also realizes the sharing of cultural resources. [6]

### **4.4. Improve Rural Tourism**

For the development of rural tourism market, under the Internet sharing platform of large data analysis, the rural tourism operators can according to the tourists' gender, age, consumer preferences, consumption level, etc has accurately the directivity of the information to different consumer groups, understand the requirements of all market segments of the rural tourism, to provide visitors with better tourism information and push the corresponding rural tourism products. Meanwhile, it can correctly analyze the macro and micro environment of rural tourism market, so that the operation activities of rural tourism operators and enterprises can better adapt to the changes of the whole rural tourism market, and finally determine the marketing mode of rural tourism market, so as to realize the purpose of rural tourism market development. It is the important mission of rural tourism development to develop rural economy, inherit rural culture and experience homesickness. The development of sharing economy can better satisfy tourists' desire to experience the culture of rural tourism destinations. For example, tourists can share the family kitchen with the host of the house through the sharing platform, which can not only enable tourists to enjoy the local rural food, but also enhance friendship with the local people and appreciate the real local food culture. While reaping their wealth, villagers also promote the local culture of the countryside to tourists, allowing them to experience the local folk customs and enjoy the feeling of home. With the development of leisure agriculture and rural tourism e-commerce, the sharing economy

mode of inns and homestays is more and more popular. The Guidance on Promoting Green Consumption issued by the National Development and Reform Commission and other 10 departments in 2016 clearly mentioned that the government should support the development of the sharing economy, encourage the effective use of idle resources by individuals, and develop the rental of home stay facilities in an orderly manner. On the one hand, the development of home stay accommodation satisfies the tourists' desire to pursue different traditional accommodation methods and experience the culture of rural tourism destinations, while driving other consumption. Landlords can not only make money by renting houses, but also realize the comprehensive utilization of more idle resources through some short rent platforms. If tourists need to rent a car, they can provide their own idle cars for renting and obtain rental income. Act as a tour guide when required and obtain tour guide income. Home stay economy, which makes it possible for people to convert all resources into market factors, is the most convenient channel for people to obtain property and entrepreneurial income. Supporting the development of homestay can effectively solve the problems of insufficient housing resources, excessively high accommodation prices in peak season and insufficient tourism experience in rural tourism, thus promoting the healthy and stable development of rural tourism industry. [7]

## 5. Conclusion

China's agricultural development has achieved remarkable results, the Shared farm development foundation is good, the development potential is huge, the development prospect is very broad. [8] In addition to the rapid development of modern information technology and science and technology, Shared farms also need to be built on the basis of the Internet, in line with the current trend of development. As a new mode of rural agricultural development, Shared farm is a governance paradigm and action plan for rural revitalization worth tracking and spreading. The governance achievements of Shared farms have been recognized and supported by the central and local governance practices. However, as a new business form integrating three industries, the deviations and difficulties in the implementation process still need to be more accurately grasped and promoted in terms of system supply, cooperation mechanism and governance mode. With the further implementation of the rural revitalization strategy, the construction and development of Shared farms will be more comprehensive and in-depth discussed. Shared his farm as for now the first and only one for rural agricultural resources sharing economic projects, the competitiveness of small and large development potential, to the people to the state far more than the benefits of economic benefits that simple, let the national macroeconomic regulation and control the pressure decreases, and satisfy people's material life to the spiritual life.

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