

Analysis on the Innovative Development Model of "PPP" in Sanya Shared Farm

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Abstract

Shared farms belong to a special category of the sharing economy. While bringing great convenience to people's lives, the sharing economy can also prevent overcapacity, promote other emerging industries, and bring people a new way of life, injecting them into daily life vitality. The PPP model transfers part of government responsibilities to social entities in the form of franchise rights. The government and social entities establish a community relationship of "benefit sharing, risk sharing, and full cooperation". The government's financial burden is reduced, and the investment risks of social entities are reduced.

Keywords

shared farm; PPP model; innovative development model.

1. Introduction

As soon as the concept of shared farms was put forward, it was paid attention to by all sectors of society, including the national government, some enterprises, and farmers across the country. The report of the 19th National Congress of the Communist Party of China clearly pointed out that agriculture, rural areas, and farmers are fundamental issues related to the national economy and people's livelihood. We must always make the resolution of the "three rural issues" the top priority of the party's work and implement the strategy of rural revitalization. Construction suitability evaluation is an important method to assess the suitability and suitability of construction land for a certain purpose. Suitability of urban and rural construction land

Evaluation is based on in-depth investigation and analysis of the local natural environment, human environment, social environment, construction conditions, etc., according to the natural conditions and human impact of the land, and construction requirements to conduct a comprehensive comprehensive evaluation of the construction land to determine the construction of the land Suitability. By referring to the relevant researches of domestic and foreign scholars, it is not difficult to find that for different regions, different environments, and different types of construction land, the "qualitative + quantitative" evaluation method is generally adopted: first, the various factors that affect the construction of the land are selected and classified. And determine the importance of factors, comprehensive analysis and evaluation of various factors, so as to obtain the suitability of land construction. [1]

2. Analysis of the Development Status of Sanya Shared Farms

2.1. The Concept of Shared Farms

Shared farms are a form of leisure agriculture and a business model of sharing economy. It is a characteristic residential lifestyle and economic development model that emerged under the background of China's special economic and social environment and specific ownership. It is an important starting point for rural revitalization strategies and beautiful rural construction. A successful shared farm can not only experience the "romantic sojourn", but may also realize the

"poetic dwelling", which has important practical significance for promoting the integration of urban and rural development. [2] Shared farms are a comprehensive management and development model for rural revitalization that allows farmers to fully participate and benefit; it is an effective way to build a natural agricultural ecosystem under the background of "Internet + agriculture" to achieve the matching and effective management of social high-quality resources. It is based on the theoretical support of the sharing economy, the Internet as the technical support, the needs of middle- and high-income families and "migratory birds" as the market support, with private customized services as the core, uniting the government, enterprises, farmers and other diverse forces to cultivate the integration of agriculture and tourism. Develop new formats. Specifically, on the premise of not changing the ownership of farmers, the villages, farms, and bases with conditions will be connected to urban consumers through the construction of infrastructure, industrial support, public services, environmental features, etc., to maximize the docking. Determined liquidity is transformed into stable demand, while further reducing the urban-rural gap. The common operation mode of "shared farms" allows farmers to sell and lease their farm's agricultural products, characteristic handicrafts, farm houses, and even planting rights to consumers from cities, while urban consumers can better enjoy the wealth in the city. The pastoral pleasure is a new type of industrial model that realizes the ecological "three-life synchronization" of rural production and life, the "integration of the three industries" of the primary, secondary and tertiary industries, and the "trinity" of agricultural cultural tourism. Compared with ordinary farms, sharing The characteristic of the farm is that it takes farmers' cooperatives as the main carrier; focuses on business operations, allowing farmers to participate and benefit, integrating circular agriculture, creative agriculture, and farming experience; it is supported by mobile Internet, Internet of Things and other information technologies, and modern agriculture. Sharing with homestays is the main form of business. The rise of shared farms will drive a large amount of agricultural income in all aspects, and can also reduce the pressure of the government's macro-control. Secondly, it can lead the trend of new lifestyles. [3] Shared farms are one Farming complexes is also an important starting point for the construction of beautiful villages. The construction of shared farms is of great significance for promoting rural economic development, driving agricultural industry, agricultural product processing industry, tourism service industry and other related industries, and improving farmers' living conditions. Rural transformation new way.

2.2. The Nature of Shared Farms

Shared farming refers to the leasing of resources such as land, farm houses, etc., that follows the theme of "not seeking ownership, but seeking what is used", with "co-construction, sharing and win-win" as the essential feature, and without changing the ownership of property rights. The right to use and the right to use, individualized transformation of rural idle housing, and transform it into a variety of models for citizens' pastoral life, vacation and health care, cultural and creative industries, etc., through the Internet and the demand for urban rental housing to form the government, collective economic organizations, The "four wins" situation for farmers and urban consumers. As a new model of integrated development of rural tourism, the core feature of shared farms lies in the use of the concept of "sharing", which can effectively circumvent or solve a series of complex problems and obstacles restricting the development of rural tourism, such as land, capital, and markets. This is mainly reflected in the following five points: First, the land is "shared". The nature of the land needed does not need to be changed, and there is no need to "bid, auction, and list", just cooperate; secondly, the funds are "crowdfunding". Farm users will pay for the construction of "temporary facilities, village bed and breakfasts" or even "country inns, rural hotels". Of course, it can also be built by the company itself and then transferred; third, customers are "off the shelf". Farm users themselves are customers, and the market demand for pastoral life is particularly strong in the context of urbanization and modernization. Fourth, the environment is "beautiful". In the "beautiful rural

construction", the government has invested a lot of money to create the village environment, reducing the infrastructure and environmental investment in the construction of shared farms; in the end, farmers are profitable. Farmers not only have the land rent for their homesteads and the operating dividends of cooperative projects on collective reserved land in the village, but they can even obtain stable income by customizing services for farm consumers. [4]

3. Analysis of the Development Status of Sanya Shared Farms

3.1. Policy Support

Under the background of the "village revitalization strategy" proposed by the 19th National Congress of the Communist Party of China, the process of the traditional agricultural society moving towards a modern industrial society must go through the development stage of "urban-rural integration". The general law of urban and rural social development is: the modernization process will accelerate the process of urbanization, which will lead to the increasing gap between urban and rural areas and the intensification of social contradictions. Eventually, the "urban-rural integration" strategy has to be organized and implemented at the national level. The "Rural Revitalization Strategy" proposed by the 19th National Congress of the Communist Party of China is a grand strategic plan to solve the problem of the imbalance of urban and rural development since China's reform and opening up. The construction of beautiful villages is an important part of the rural revitalization strategy, and shared farms are an important starting point for beautiful villages. .

The emergence of shared farms can be said to be an important measure to solve the problems of agriculture, rural areas and farmers. In November 2016, the State Council Information Office issued the "Opinions of the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council on Improving the Measures for the Separation of Rural Land Ownership Contracting Rights." The "separation of rights" has released the land management rights and laid an important institutional foundation for the development of modern rural agriculture, including "shared farms." The report of the 19th National Congress of the Communist Party of China also put forward the "Rural Revitalization Strategy". The No. (1) Document of the Central Committee in 2018 fully deployed and implemented the rural revitalization strategy. At present, the country is vigorously encouraging "tourism to achieve rural revitalization." Furthermore, with the issuance of documents such as the "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Strategy for Rural Revitalization" and "Notice on Carrying out the Cultivation of Characteristic Towns", the outstanding point of "shared farms" has attracted much attention and has become a new one. Hot investment.

(2) Innovative ideas: Service model: In the process of comprehensively implementing the rural revitalization strategy, many parts of the country have developed a rural tourism model. Shared farms are a product of the integration of agriculture and tourism. Based on urban needs, they are built in surrounding villages. Its development will help increase agricultural product sales and increase the income of farmers while promoting the integration of agriculture, industry and commerce. Sanya is rich in tropical agricultural resources and is currently vigorously developing beautiful villages. Currently, 66 beautiful villages are under construction. Tourism is one of the pillar industries in Sanya. It has a good foundation for the development of rural tourism. Accelerating the development of rural tourism based on shared farms will be an important part of realizing rural revitalization and promoting the construction of global tourism. Therefore, in the future, Sanya shared farms can be developed and operated based on two models: crowdfunding or leasing models for many unspecified users, which can adopt equity sharing, asset sharing, product pre-sale, project crowdfunding, land identification, Site leasing, etc., allow consumers to obtain physical objects, identity recognition and spiritual

satisfaction, as well as project operation benefits; the sharing model of agricultural production materials or facilities for many farms can adopt agricultural machinery sharing.

Service target: Hainan Island has a large number of "winter migratory bird crowds" from the mainland to spend the winter every year. Therefore, shared farms with long-stay functions are very popular and even become rigid market demand. In particular, the real estate purchase restriction policy in 2018 has intensified this development. If we can make good use of this market demand and fully integrate it with the results of the "beautiful village" construction project, then shared farms may become a fusion of urban and rural residents with Chinese system characteristics on the scale of Hainan Island. A new type of residential community to get along with.

(3) Establish a model: As a new model of integrated development of rural tourism, the core feature of shared farms lies in the use of the concept of "sharing", which can effectively circumvent or solve a series of complex problems and obstacles restricting the development of rural tourism, such as land, capital, and markets. This is mainly reflected in the following five points: First, the land is "shared". The nature of the land needed does not need to be changed, and there is no need to "bid, auction, and list", just cooperate; secondly, the funds are "crowdfunding". Farm users will pay for the construction of "temporary facilities, village bed and breakfasts" or even "country inns, rural hotels". Of course, it can also be built by the company itself and then transferred; third, customers are "off the shelf". Farm users themselves are customers, and the market demand for pastoral life is particularly strong in the context of urbanization and modernization. Fourth, the environment is "beautiful". In the "beautiful rural construction", the government has invested a lot of money to create the village environment, reducing the infrastructure and environmental investment in the construction of shared farms; in the end, farmers are profitable. Farmers not only have the land rent for their homesteads and the operating dividends of cooperative projects on collective reserved land in the village, but they can even obtain stable income by customizing services for farm consumers.

Take Amy Farm as an example in China. This is a membership-based family farm that accepts idle high-quality farmland trust applications from relevant local governments, cooperatives, rural tourism resort projects, characteristic towns and other units nationwide through the idle farmland trusteeship plan. After the environmental review of the land, Amy will carry out the unified construction and turn it into a unified management farm to realize the all-round operation of the shared farm. Through sharing, it connects the idle land in the countryside, rural farmers and urban households, so that the barren rice fields can be revived; maximize the use of idle resources in the countryside; while generating income for farmers, urban households can be ecological and environmentally friendly. , Non-polluting healthy staple food, matching better quality rural resources.

Mingyue Village, Pujiang District, Chengdu, is a representative of the shared rural tourism maker base. The representative resources are green thunder bamboo and a kiln. The annual number of tourists is 180,000. Starting from the top-level design, Mingyue Village determined the theme positioning of "Chashan Bamboo Sea Mingyue Kiln" based on the characteristics of Leizhu, tea industry and other characteristic industrial resources and the historical relics of Qiong kiln. The Linpan courtyard has introduced and transformed 17 projects including pottery studios, theaters, art galleries, academies, hotels, restaurants, and handicraft experience halls to provide entrepreneurs with a place for entrepreneurship. Mingyue Village has developed pottery, plant dyeing, seal cutting experience courses, and tea picking and tea making experience courses based on the "IP + cultural creation" model to meet the diverse experience needs of consumers. At present, 45 cultural and creative projects have been introduced from across the country, spurring villagers to open 24 cultural and creative and rural tourism businesses. At the same time, in order to increase farmers' income, Mingyue Village has established a cooperative to help develop, package and promote agricultural products. It has

successively launched "Mingyue Brewed", "Mingyue Handmade Tea", "Mingyue Village", and "Lei Bamboo Shoots", which are popular in the market. Agricultural product brand. In addition, Mingyue Village also provides planning and design, entrepreneurship training, and low-interest loans to old villagers and returning youth. The introduction of these support policies and the establishment of a service platform have greatly inspired all parties including farmers. Entrepreneurship enthusiasm of the main body has realized the revival of the old village

3.2. Analysis of the Development Model of Shared Farms in the Practice of Integration in Sanya

Analysis of the development model of shared farms at home and abroad: The four classic shared farms developed earlier and more successful at home and abroad are Amy Farm in the United States, Ma Farm in Japan, Princess Garden in Germany, and Amy Farm in Guangzhou. Analyze and summarize the successful experience of their operation and operation, mainly: First, the farm is located in the metropolis or the suburbs of the metropolis, which can satisfy the urban people's yearning and experience of rural life, and the source of customers is stable; the second is to focus on self-service and farming Experience captures the special needs of guests; third, most experience projects are free, allowing guests to participate in a strong sense of the farm owner; fourth, focusing on regular festival activities and shared cultural activities. Shared farms are the use of the sharing economy to revitalize rural resources, and use the Internet to share and distribute idle resources such as homestays, land, products, resources, projects, etc., to promote the integrated development of rural primary, secondary and tertiary industries, increase farmers' income, and achieve resource sharing And profit wins more. Most of the typical shared farms at home and abroad are businesses that involve multiple entities in construction and operation. However, in the actual construction and operation process, it is generally the enterprise (cooperative) responsible for planning, investment, etc. for the development, construction and operation of the farm; farmers participate in the construction of the farm through leasing, shareholding, industrial cooperation, labor outsourcing, etc., acting as landlords and stewards While the government is an auxiliary participant, it is mainly responsible for guiding and planning functions. Developers and operators (enterprises) use platforms such as the Internet to attract consumers and investors to participate in investment and joint construction, share risks, and share profits. Most shared farms determine the right to speak according to the proportion of asset allocation. Generally, the main body responsible for development and operation has a greater right to speak.

4. Sanya's Countermeasures and Suggestions for Developing Shared Farms

4.1. Adapt to Local Conditions

As a tourist city, if the new service model of shared farms in Sanya can better expand the rural tourism market, based on the big data analysis of the Internet sharing platform, rural tourism operators can be based on the gender, age, consumption preference and consumption of tourists. Levels and other accurate directional information can be used to classify different consumer groups, understand the needs of various market segments in rural tourism, and better provide tourists with tourism information and push corresponding rural tourism products. At the same time, it can correctly analyze the macro and micro environment of the rural tourism market, so that the business activities of rural tourism operators and enterprises can better adapt to the changes in the entire rural tourism market, and finally determine the marketing methods of the rural tourism market, thereby realizing the development of the rural tourism market purpose. Developing the rural economy, inheriting the local culture, and experiencing the nostalgic life is an important mission for the development of rural tourism.

The development of the 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 owner of the house through the sharing platform, which not only enables tourists to enjoy the local rural cuisine, but also enhances friendship with locals and appreciates the real local food culture. While reaping wealth, the villagers also promoted the local culture of the village 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 model of inns and homestays has become more and more popular. In 2016, the "Guiding Opinions on Promoting Green Consumption" issued by ten departments including the National Development and Reform Commission clearly stated that the government should support the development of the sharing economy, encourage the effective use of personal idle resources, and orderly develop homestay rentals. On the one hand, the development of homestays satisfies the desire of tourists to pursue different forms of accommodation and experience the culture of rural tourism destinations, while also driving other consumption. The landlord can not only make money by renting out houses, but also realize the comprehensive utilization of more idle resources through some short-term rental platforms. For example, when tourists need to rent a car, provide their own idle vehicles for rent to obtain the rental income; when there is a demand for tour guides, act as a tour guide and obtain the tour guide income. The homestay economy makes it possible for all people's resources to be transformed into market elements, and is the most convenient channel for people to obtain property and entrepreneurial income. Supporting the development of homestays can effectively solve the problems of insufficient housing and accommodation in rural tourism, inflated accommodation prices in peak seasons, and insufficient travel experience, thereby promoting the healthy and stable development of the rural tourism industry. [5]

4.2. Innovative Ideas and Methods

Integrate "Internet +" to broaden product sales channels. Rural enterprises often produce and process local agricultural products with high yields and good quality. Such agricultural products contribute significantly to agricultural output value. Nowadays, the concept of rural revitalization strategy is deeply rooted in the hearts of the people, and technological means such as big data and "Internet +" have accelerated the innovative development of rural enterprises. Rural enterprises can build characteristic vegetable and fruit picking demonstration parks on the basis of the sharing economy, and cooperate with the same type of planting parks in the same area to build an "Internet +" agricultural product e-commerce sales platform. With the help of the Internet, whether agricultural products are sold online or offline, the effect of reducing circulation links and expanding sales channels can be achieved. Online, products can be closely integrated through rural agriculture and the Internet, such as using the well-known social API to widely promote agricultural products, or opening micro-shops and flagship stores after comprehensively considering factors such as output, cost, and future development prospects to increase agricultural products. The popularity and sales volume of these propaganda methods and business models are low in cost, effective, and effective; offline, you can use convenient mobile phone communication to flexibly communicate with many fruit wholesalers, and choose the best to establish a reliable, stable, and beneficial Supply and marketing relationship to maximize self-interest. Making full use of technologies such as e-commerce marketing and the Internet, and riding the ride of the sharing economy, can effectively promote the circulation of agricultural products, improve the efficiency of the use of agricultural resources, and successfully break the imbalance of high cost, high loss, and low income in traditional agricultural sales methods, To strive for more profit margins for farmers. Coupled with the coming of the 5G era, the utilization rate and utilization efficiency of the Internet are getting higher and higher, and in conjunction with some emerging industries and

cooperation models that are newly born under the background of the 5G era, the development prospects of Sanya's shared farms are promising.

5. Conclusion

Sharing farms in Sanya have a good foundation for development, with huge development potential and broad prospects for development [6]. 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 development trend. As a new model of rural agricultural development, shared farmland is a governance paradigm and action plan for rural revitalization that is worth tracking and can be spread. The governance effects achieved by shared farms have been recognized and supported by the central and local governance practices. However, as a new form of industry integration, its deviations and difficulties in the implementation process still need to be based on institutional supply, coordination mechanisms, and governance models. Give a more precise grasp and advancement. As the rural revitalization strategy is further implemented, the construction and development of shared farms will also be discussed more comprehensively and in depth. As the first and only project to share economic projects with various agricultural resources in rural areas, shared farms have small competitiveness and great development potential. The benefits to the people to the country are far more than economic benefits, and put pressure on the country's macro-control. Reduce, satisfy the people's material life and bring vitality to spiritual life.

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