

Research on farmers' share of land value increment in rural tourism development from the perspective of common prosperity

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Abstract: It is an inevitable requirement for common prosperity for farmers to share the land value-added income in rural tourism development. From the perspective of common prosperity, farmers' sharing of land value-added benefits in rural tourism development should include all sharing, comprehensive sharing, co construction sharing, dynamic sharing of land value-added benefits, etc. However, in reality, there are some problems, such as the coverage of farmers sharing land value-added income is not wide, the content of farmers sharing land value-added income is not comprehensive, farmers' participation in tourism land development is low, and farmers' sharing of land value-added income is not dynamic enough. Therefore, in the future, we should build a three time distribution mechanism of land value-added income in rural tourism development, attach importance to the improvement of farmers' ideology, improve the extent of farmers' participation in tourism land development, and establish a dynamic adjustment mechanism for farmers to share land value-added income.

Keywords: rural tourism; Land value-added income; farmer common prosperity

In recent years, with the rapid development of rural tourism in China, a large amount of agricultural land has been transformed into rural tourism land, which has generated huge land appreciation income. However, farmers, as the main body of agricultural land property rights, have not shared much land appreciation income, which has caused many conflicts in some areas, and has attracted widespread attention from all walks of life. Therefore, how to enable farmers to share more land value-added income and enhance their sense of gain in rural tourism development is not only an urgent issue to be solved in rural tourism, but also an urgent issue to be answered in rural revitalization.

1. The Basis of Peasants' Sharing Land Value added Income in Rural Tourism Development: From Property Right, Contribution to Common Prosperity

The stage of land appreciation in rural tourism development can be divided into two stages: land circulation and tourism development. Land transfer stage refers to the process in which tourism developers obtain rural tourism land through land transfer and other means. The land appreciation in this stage mainly comes from the change of land use, that is, from low income agricultural use to high income rural tourism use. Tourism development stage refers to the process in which tourism developers develop rural tourism land according to land characteristics, their own strength, market demand and other factors after obtaining land use rights, so as to make it bear certain rural tourism products. At this stage, the land appreciation income mainly comes from the increase of factor input and market demand. In these two stages, should farmers share the land value-added income? What is the basis for sharing? At present, there are mainly two views in the academic circle, namely, the property right theory and the contribution theory.

The theory of property rights believes that farmers share the land value increment income in rural tourism development because farmers have the right to development of agricultural land and the property right to attract land tourism. At present, it is precisely because farmers lack the right to development of agricultural land and the property right to attract land tourism that farmers only get compensation for agricultural land, but fail to share the land appreciation income. Therefore, in the future, farmers should be given the right to agricultural land development and the right to tourism attraction to increase the proportion of farmers sharing land value-added income. Although this view can enable farmers to share some land value-added income, it is only limited to the land circulation stage, and still cannot solve the problem of farmers sharing land value-added income in the tourism development stage. The contribution theory believes that farmers share the land value-added income in rural tourism development because they contribute to the formation of land value-added income, and farmers share the land value-added income based on their contributions. However, in reality, due to the small contribution of farmers in the formation of land value-added income, the land value-added income they share is also less. Therefore, in the future, we should ensure the fair opportunity for farmers to participate in tourism land development and improve their ability to participate in tourism land development, so as to improve farmers' contribution to the formation of land value-added income, so that farmers can share more land value-added income. This view is obviously more advanced than the property right theory, which involves both the sharing of land value-added income in the land circulation stage and the sharing of land value-added income in the tourism development stage. In the stage of land transfer, farmers have transferred the right to development of agricultural land and the right to attract land tourism, that is to say, they have made contributions, so they should share the land value-added income; In the stage of tourism development, farmers are also eligible to share the land appreciation income because they have participated in the tourism land development and made contributions. However, in reality, this view has many problems, such as difficulties in improving farmers' ability to participate in tourism land development, lack of opportunities for farmers to participate in tourism land development, and its effect on improving farmers' land value-added income is greatly reduced. In addition, there are some disabled people in rural areas who cannot participate in tourism land development at all. Should they share more land appreciation income?

It can be seen that the theory of property right or contribution alone is not enough to let farmers share more land value-added income, and new basis needs to be found.

Common prosperity is the essential requirement of socialism and an important feature of Chinese modernization. Since the 19th National Congress, China has placed common prosperity in a more important position, and promoting common prosperity has become an important topic of national development. All undertakings of socialism with Chinese characteristics in the new era should be conducive to promoting common prosperity, including the distribution of land value-added income in rural tourism development. Taking common prosperity as the basis for farmers to share land value-added income in rural tourism development can highlight the importance and urgency of farmers to share more land value-added income than the theory of property rights or contribution. First of all, the theory of property right or contribution only looks at the issue of farmers' sharing of land value-added income from the perspective of sustainable development of rural tourism, while the theory of common prosperity looks at the issue of farmers' sharing of land value-added income from the perspective of China's socialist cause construction and modernization development. Secondly, increasing farmers' income is the key and difficult point to promote common prosperity. Under the situation that the growth of farmers' operating income and wage income is limited, increasing farmers' property income, especially land property income, becomes the key to increasing farmers' income. The development of rural tourism is undoubtedly an effective way to increase farmers' land property income

2. The content of farmers' share of land value increment in rural tourism development from the perspective of common prosperity

The General Secretary pointed out: "What we mean by common prosperity is the common prosperity of all the people, the people's material and spiritual life are rich, not the prosperity of a few people, nor the uniform equalitarianism." The core connotation of common prosperity includes the prosperity of the whole people, all-round prosperity, common prosperity and gradual prosperity. According to this understanding, common prosperity requires that farmers in rural tourism development should at least share the land value added income from all, all, joint construction and dynamic sharing.

2.1 All farmers share the land appreciation income

All farmers share the land appreciation income, which means that all farmers involved in tourism land development have the right to share the land appreciation income, and should not exclude some farmers, especially the vulnerable groups among farmers. Compared with other interest subjects in tourism land development, the game ability of farmers is weak, and the game ability of vulnerable groups among farmers is even weaker. Therefore, their land rights and interests are often violated, and they cannot share the land appreciation income. This is obviously contrary to common prosperity, which requires that all farmers involved in tourism land development can share the land appreciation income. Of course, it should also be noted that although all farmers involved in tourism land development have the right to share land value-added income, the extent to which different farmers share land value-added income will vary due to their different contributions.

2.2 Farmers fully share land value-added income

Farmers' comprehensive sharing of land value-added income means that farmers' sharing includes not only the material level, but also the spiritual level. The process of farmers' sharing land value-added income is not only a process of increasing farmers' material income, but also a process of improving their ideological awareness, especially in terms of sharing means and land value-added income use.

2.3 Farmers jointly build and share land appreciation income

Farmers should actively participate in the development of tourism land and create land value-added income together with other stakeholders. Farmers' sharing of land appreciation income is not to take the legitimate land appreciation income of other interest subjects as their own, but to rely on their own participation in tourism land development and their own efforts and struggles to achieve it. For farmers with labor capacity, only by participating in the process of tourism land development and making contributions, can they be eligible to share the land appreciation income.

3. Problems Existing in Farmers' Sharing Land Value added Gains in Rural Tourism Development from the Perspective of Common Prosperity

3.1 The coverage of farmers sharing land value-added income is not wide

In the land transfer stage, some farmers did not participate in the land transfer process due to low land dependence, lack of scientific and cultural quality, asymmetric information and other reasons, and finally only received compensation for land farming, so they did not share the land value-added income; However, those peasant elites represented by village cadres directly participate in the negotiation of land transfer process, and can more or less share some land appreciation benefits. In the stage of tourism development, most farmers are excluded, or only get less wage income in rural tourism projects, unable to share the land appreciation income. And those who have the business mind

can obtain business income and property income from rural tourism development, and can share the land appreciation income. Therefore, whether in the land circulation stage or tourism development stage, not all the farmers involved can share the land value-added income at present, that is, the coverage of farmers sharing the land value-added income is not wide enough.

3.2 The content of farmers' sharing land value-added income is not comprehensive

At present, farmers pay too much attention to the increase of the sharing proportion while ignoring the improvement of ideology in the process of sharing land value-added income. For example, in terms of sharing means, some farmers unilaterally tear up the original land transfer contract in order to obtain more land value-added income, lacking the spirit of contract; In terms of the use of land appreciation income, some farmers, after obtaining the land appreciation income, have become land profiteers and lack the sense of struggle. The purpose of allowing farmers to share more land value-added income is to make farmers' lives better. However, in reality, due to the lack of simultaneous improvement of ideology, some farmers' lives are not better, but worse.

3.3 Farmers' participation in tourism land development is low

In the stage of land transfer, land transfer was originally a process of land transaction between farmers and tourism developers, and farmers were the main participants. However, in reality, due to farmers' reduced dependence on land, farmers' incomplete land rights and other reasons, some local governments (or designated village collectives) have taken over the land in the name of land owners or land managers, replacing farmers' position in the land transfer, thus making farmers' participation in the land transfer stage low. If we say that in the land transfer stage, farmers will more or less participate in the land transfer, then in the tourism development stage, farmers in many places have no opportunity to participate. In reality, many rural tourism projects leave farmers behind after obtaining their land, and tourism development has become a one-sided affair of tourism developers, which has nothing to do with farmers. Therefore, whether in the land transfer stage or the tourism development stage, farmers' participation is low.

4. Suggestions on farmers' sharing of land value-added income in rural tourism development from the perspective of common prosperity

4.1 Constructing the three distribution mechanism of land value-added income in rural tourism development

Build a three time distribution mechanism of land value-added income in rural tourism development to achieve full coverage of farmers sharing land value-added income. The third distribution mechanism of land value-added income includes the initial distribution, redistribution and third distribution of land value-added income. The initial distribution is mainly determined by the market mechanism, and farmers share the land value-added income according to their respective contributions to the formation of land value-added income. Whoever makes a big contribution will share more land appreciation income. At this stage, the land value-added income shared by farmers is different due to different contributions. Redistribution means that the government and the collective redistribute part of the land value-added income on the basis of the initial distribution of the land value-added income, so as to narrow the differences between the various interest subjects. The government will use the land appreciation income obtained by itself to improve the infrastructure and public services of tourist destinations, establish a security system for farmers in tourist destinations, transfer payments to poor households, etc., so that farmers can indirectly share the land appreciation income. The collective will distribute the land appreciation income obtained through land ownership and other factors within the collective. The allocation can be determined through collective internal negotiation. The third distribution refers to that some interest subjects voluntarily transfer all or part of their land value-added income to farmers.

At present, people pay more attention to the initial distribution of land value-added income in rural tourism development, but pay less attention to redistribution and the third distribution. Therefore, in the future, we should focus on the improvement of the redistribution mechanism and the third distribution mechanism on the basis of continuing to improve the primary distribution mechanism. That is, on the basis of giving farmers the right to agricultural land development and tourism to attract property rights, improving the rural tourism land circulation market, and giving full play to the decisive role of the market, we should further improve the land value-added tax and fee system, increase farmers' participation, and clarify the redistribution rules of land value-added income; Establish and improve the charity incentive mechanism, and encourage relevant stakeholders to donate the land appreciation income to farmers.

4.2 Pay attention to the promotion of farmers' ideology

Farmers' comprehensive sharing of land value added income requires not only improving farmers' sharing ratio, but also improving farmers' ideological awareness. The improvement of farmers' ideology is mainly reflected in the improvement of farmers' ideology in terms of sharing means and land value-added income use. The ideology of farmers in terms of means of sharing mainly includes contract awareness, rule of law awareness, ecological environment protection awareness, etc. It means that farmers should share the land appreciation income through legal and reasonable means, rather than increase the sharing ratio through breaking the contract, breaking the law, destroying the ecological environment and other means. The awareness of land appreciation income use mainly includes rational consumption

awareness, struggle awareness, etc. It means that farmers should rationally use land appreciation income to better meet the growing needs of a better life, rather than squandering land appreciation income and deviating from spiritual civilization.

4.3 Establish a dynamic adjustment mechanism for farmers to share land value-added income

Whether the land is transferred in the form of lease or equity, a dynamic adjustment mechanism should be established for farmers to share the land value-added income. If the land is transferred by leasing, the rent of farmers should be adjusted regularly; If the land is transferred by means of shares, the farmers' dividends should change according to the changes in the income of tourism projects. However, considering the weak risk tolerance of farmers and the general emphasis on immediate interests, the land appreciation income shared by farmers can be divided into fixed income and dynamic income. No matter how the tourism project is operated, the fixed income should be timely distributed to farmers in accordance with the contract to ensure that farmers can obtain stable income. Dynamic income is the return of farmers' investment in tourism projects with land value-added income other than fixed income, and its amount should change with the income of tourism projects. This model needs to give full play to the role of the government. Local governments should not only regularly audit the operation of tourism enterprises to ensure that farmers' income is distributed in full and timely, but also create a good external business environment for tourism enterprises. When tourism development fails, they should ensure that tourism enterprises give priority to compensating farmers for land transfer.

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