Study on the Mode and Strategy of Rural Land Circulation Management Based on the Background of Rural Revitalization Strategy

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Abstract. Rural land circulation is of great practical significance to ease the contradiction between urban and rural land supply and demand, to realize the complementarity of urban and rural resources, economic integration, urbanization and construction, and the land circulation mode chosen to adopt is related to the efficiency of land resource utilization. At present, China has made fruitful achievements in the exploration of land circulation mode, but there are still many problems in the current agricultural land circulation mode, so we should start from the national conditions of our country and the development situation of different regions, adhere to the principle of science, and construct a reasonable model of agricultural land circulation.

1. Introduction
Rural land circulation is of great practical significance to ease the contradiction between urban and rural land supply and demand, and to realize the complementarity of urban and rural resources, economic integration and urbanization construction [1]. It is a powerful weapon and reliable guarantee to realize the optimal allocation of agricultural resources and intensive development of agricultural economy, promote agricultural modernization and increase farmers’ income, and is also the only way to build a new socialist countryside [2]. And choose what kind of land circulation model is related to the efficiency of land resource utilization.

The Decision of the Central Committee of the Communist Party of China on Some Major Issues of Promoting Rural Reform and Development, adopted by the Third Plenary Session of the 17th Central Committee of the Communist Party of China on October 12, 2008, states that farmers are allowed to transfer land contract management rights in the form of subcontracting, leasing, swapping, transfer and joint-stock cooperation. This important policy innovation promotes the practical exploration and theoretical research of rural land circulation.

Scholars at home and abroad have done a very rich study on land circulation, such as the current situation of land circulation, problems and countermeasures [3-5], etc. However, literature shows that there is a relative lack of research on the combination of rural revitalization strategy background and rural land circulation. Rural areas are not only the major base areas for land circulation in China, but also the main battlefield for rural revitalization. It is of great practical significance to explore how to
develop the vast rural areas in China under the background of rural revitalization strategy, specifically how to rationally develop and utilize rural land. Relevant researches mainly include Chen [6], Guo [7], Tang [8], Hu and Deng [9] and so on to discuss the existing problems and countermeasures of land circulation under the background of rural revitalization strategy from a specific regional perspective. However, there is a lack of research on rural revitalization strategy and rural land circulation from the national level, leaving a possible research space for this paper. Therefore, this article attempts to combine the general background of the rural revitalization strategy, based on the analysis of the current characteristics and development trend of land circulation, to initially put forward a rural land circulation management mode that can be popularized, and to discuss the policy suggestions to promote the rural land circulation management around this mode, which can provide useful reference for the orderly development of the rural land circulation management and the smooth implementation of the rural revitalization strategy in our country.

2. Analysis on the Current Situation and Blocking Factors of Rural Land Circulation

2.1. Analysis of Current Situation of Rural Land Circulation
The transfer of the right to contracted management of rural land in China was first put forward in 1984 by the central government's No.1 document. In a long period of time, the scale of the transfer of rural land in China is stable and gradually shows a trend of accelerating development. According to the comprehensive analysis, the current rural land circulation in our country has the following characteristics: first, the circulation speed is accelerated, and the scale is emerging. So far, the average proportion of the transferred land area to the cultivated land area is about 8%, and the number of farmers involved in land transfer accounts for about 30% of the number of farmers. Secondly, the form of land circulation is mainly subcontract and lease, and develops to diversification, specifically including subcontract, transfer, exchange, stock cooperation, lease and other forms [10].

With the intensification of the central government’s policy of benefiting farmers and the rapid influx of external capital, the circulation of rural land has shown a trend of accelerating development. In particular, the Decision of the CPC Central Committee on Several Major Issues Concerning Comprehensive Deepening Reform put forward after the Third Plenary Session of the 18th CPC Central Committee further clarifies that the relevant policy concepts such as “encouraging the circulation of contractual management rights to large professional families, family farms, farmers’ professional cooperatives, agricultural enterprises and developing various forms of scale management” further stimulate the development of rural land circulation. From 2007 to 2019, the average annual growth rate of the national land circulation area is 11.69%. By 2019, the national land circulation area is about 662 million musses, accounting for 41.33% of the household contracted cultivated land area.

2.2. Analysis on Blocking Factors of Rural Land Circulation
Rural land circulation is the basic work for the construction of modern agriculture. Only by centralizing some farmers’ land circulation can agriculture form intensive management, modern agriculture take shape at the beginning, and there is only hope for the prosperity of industry [11]. Therefore, the circulation of rural land use right is the inevitable trend and development trend of China’s agricultural development and has its objective necessity. However, the circulation of rural land is not plain sailing and there are many factors that hinder it. The main manifestations are: (1) unclear definition of land property rights, which cannot truly reflect the real value of land, resulting in low land transfer prices and frequent conflicts and disputes, affecting the interests and enthusiasm of farmers in land transfer; (2) The land circulation market is not perfect and does not play an effective role in the utilization and allocation of land resources; (3) The government’s ability to provide services for circulation is weak, and market circulation information lags behind; (4) Agricultural projects are costly and risky, and it is difficult to cultivate economies of scale.
3. The Main Mode of Rural Land Circulation in China

With regard to the pattern of land circulation, foreign research was carried out earlier. For example: Japan mainly adopts the lease-type land trust model, France’s rural land circulation model, mainly land lease, lease-based, with self-cultivation as a supplement, the development and evolution of the land circulation model in the United States is adapted to its highly intensive production and modern production level, with land leasing as the main way, large-scale farm management as the carrier. At home, in recent years, within the framework of the national land circulation policy, various parts of China have carried out active exploration and innovation on the rural land circulation model. Rural land circulation was initially mainly a model of farming, with the improvement of agricultural productivity and the state's encouragement and support for land circulation, gradually in Tianjin, Chongqing, Beijing, Guangdong, Chengdu, Jiaxing, Wuxi and other places have developed into subcontracting, transfer, swap, leasing, equity, auction, mortgage and other circulation model. These land circulation patterns have their advantages and disadvantages, which are constantly revised and perfected in practice.

Land subcontracting, that is, the farmer in land contract period, in accordance with the provisions of the sub-contract, the land re-transfers behaviour. After subcontracting, the original land contract relationship does not change, the sub-contractor still has to perform the rights and obligations in the land contract, and the contracting party is responsible for the original contractor according to the subcontract. This type of land circulation is generally due to the contracted land farmers into the city to work or engage in non-agricultural industries, but also unwilling to give up the land management rights to take the mode of circulation. In this mode of circulation, farmers can subcontract land to individual farmers, such as some large grain farmers, such as Zhejiang's "Wenzhou model", but also subcontract the land to some leading enterprises, such as Sichuan's "Kunshan model." The land subcontracting mode is simple to operate, the advantage is that it can promote the transfer of surplus rural labour and the moderate scale of land management, and improve the efficiency of land use. However, the disadvantage is that the subcontracting contract period is generally short, the interests of the sub-contractor is not stable protection, which is not conducive to the sub-contractor to increase investment in land, will directly hinder the expansion of the scale of food production and the increase in the income of grain.

Land leasing is based on equality and voluntary, the land is entrusted in writing to the collective economic organization or intermediary organization to manage, and the two organizations on behalf of farmers and owners to sign a contract, by the owners of the land for unified development and management, farmers charge a certain amount of rent. In the current land circulation model, the lease business mode is a kind of land circulation mode which operates more standardized, accepts a wide range and conforms to the law of market economy. The advantage of this land circulation model is that on the one hand, it can liberate the surplus labour force and maintain the farmers’ existing land income; on the other hand, it can attract the input of foreign factors of production and improve the land income. The disadvantage is that market rents are unstable and are not conducive to the maintenance of land power and sustainable input of factors of production.

Adopt the transfer mode of land share cooperative system, convert the land contracting right of farmers into equity, transfer the land use right to the land share cooperative economic organization for unified operation and development, and the operating income obtained shall be distributed according to the shares of the land after deducting collective accumulation. Compared with the land subcontracting and leasing business model, the contract time in this mode is longer, the contract relationship of land is more stable, it is beneficial to the sustainable input and production of factors of production, and it is a kind of land circulation mode and scale business model with high degree of marketization. However, this land circulation model is to convert the real right of land into equity, equity can only be transferred and cannot be exited, so when the joint-stock cooperative organization losses or even close down, the farmers who own the equity may suffer a greater loss, or even lose the land’s contract management rights forever.

Land swap refers to the exchange of land contract management rights belonging to the same
collective economic organization by both parties for their own practical needs. Land swap operation is simple, but the degree of marketization is not high, more in private transactions, in the legal process is faced with more disputes, do not belong to the mainstream land circulation model, cannot meet the sustainable use of land, the legitimate interests of the exchange cannot be fundamentally guaranteed, so can only become a supplementary way of land circulation model.

4. The Internal Relation between Rural Revitalization Strategy and Rural Land Circulation

4.1. Rural Revitalization Strategy Provides Opportunities for Efficient Circulation of Rural Land

The rural revitalization strategy puts forward the overall requirements of industrial prosperity, ecological liability, rural civilization, effective governance and rich life. From the perspective of theory and practice, the realization of the overall requirements of the rural revitalization strategy needs the support of land resources, while the circulation of land in rural areas can realize the supply of essential factors. Therefore, the rural revitalization strategy has become one of the reliable guarantees for the implementation of the rural revitalization strategy. Objectively, the rural revitalization strategy also provides an opportunity for the efficient circulation of rural land. On the one hand, the rural revitalization strategy has pointed out the direction for the effective promotion of rural land circulation. The planning of rural revitalization strategy provides institutional guarantee and strategic guidance for rural land circulation, which can clearly regulate the direction of rural land circulation. On the other hand, the rural revitalization strategy provides favourable conditions for the orderly development of rural land circulation. As a systematic strategy to solve the problems of agriculture, rural areas and farmers, the rural revitalization strategy has already made clear the relevant technologies involved in the development of rural land circulation, such as the supply of rural land circulation system, the activation of factors, market construction and innovation of circulation methods.

4.2. The Efficient Transfer of Rural Land Provides Impetus for the Realization of Rural Revitalization Strategy

The most direct impact of the efficient promotion of rural land circulation on the rural revitalization strategy is to promote the realization of industrial prosperity, ecological liability and well-being. Prosperity of industry is the requirement of developing rural productivity and the focus of rural revitalization. Ecological liability is the key to rural revitalization. Wealthy life is the foundation of rural revitalization. Efficient promotion of rural land circulation is conducive to the development of agricultural modernization and large-scale management of agriculture. It can also realize the large-scale distribution of rural land resources and finally achieve diversified income for farmers. Therefore, the efficient promotion of rural land circulation provides a strong source of power for the implementation of the rural revitalization strategy.

5. Discussion on the Management Mode and Strategy of Rural Land Circulation for Rural Revitalization

5.1. Joint-Stock System Circulation Mode Is an Important Starting Point for Harmonious Integration of Rural Land Economy into Rural Revitalization Strategy

Rural revitalization urgently needs the promotion and development of joint-stock transfer mode, which is one of the important means to promote the formation of “high efficiency, high efficiency, intensive conservation” rural revitalization type of rural land transfer. GDP has changed from the past pursuit of quantity to the pursuit of quality. It requires that land resources should shift from incremental expansion to the simultaneous development of inventory and excellence [12]. The competitiveness of scattered individual farmers can be promoted to the level of joint-stock company competition, which is conducive to the realization of modern land management and large-scale management, and advanced agricultural technology can be applied to agricultural land management, thus opening up a broader
market, fully reflecting the scarcity of land resources and improving its efficiency [13]. At the present stage, there are two types of joint-stock land circulation management modes, namely “company peasant household” and “peasant household independent joint management”. Both types have their own scope of application and comparative advantages. Concrete analysis of specific problems is needed to implement them in specific regions. For example, the “company peasant household” type mainly refers to peasant households joining the company as equity to obtain equity, and the company conducts efficient management of the land. The farmer’s independent joint management mainly refers to the farmers in or near the natural villages providing land resources and part of the funds, hiring professional technicians and management personnel to manage the land in or between the natural villages, and the farmers become the major shareholders behind the company to collect the benefits. This mode is suitable for the rural areas with high coastal development level, because farmers have enough capital investment and provide necessary land resources, and the objective reality of better infrastructure conditions in the region itself makes the land resources in the region exert the maximum agglomeration and scale benefits.

5.2. Rural Revitalization Rural Land Circulation Management Strategy
Undeniably, China has achieved fruitful results in the exploration of land circulation mode, however, at present, China's rural land circulation is small in scale, short circulation period, and the degree of concentration is not high. The reason is that there are many aspects that need to be explored and innovated, such as the peasant masses’ ideological awareness problem, the interest protection question. These factors have gradually become the obstacles to the large-scale and market-oriented development of agricultural land circulation, such as the imperfect system of rural land property rights and the imperfection of the market mechanism. In order to promote the smooth flow of agricultural land, to realize the scale and modernization of agricultural land, we must start from the national conditions of our country and the development situation of different regions, and construct a reasonable model of agricultural land circulation.

5.2.1. Adhere to the Basic Principles of Agricultural Land Circulation and Promote Sustainable Transfer of agricultural land. In the process of rural land circulation, choosing the appropriate circulation mode cannot damage the main interests of farmers, force farmers to separate from the land, but also cannot expropriate farmers’ land for non-agricultural management and development; we must follow the basic principles of “equality, voluntary, paid, agricultural land”. On the basis of following the basic principles, the transfer of land is not only conducive to the large-scale operation of farmland infrastructure and agricultural technology extension, but also protects farmers’ land circulation income through the models of exchange, leasing and subcontracting, so as to increase grain income and increase production.

5.2.2. To Formulate and Improve Relevant Laws and Regulations and Standardize the Land Transfer Process. The land contract management right plays an extremely important role for farmers, in order to protect the legitimate rights and interests of farmers, in the process of land transfer, we must strictly follow the legal procedures. Regarding the policy of land circulation, although the state has some involvement at the policy level, but the actual policy effect is not obvious, such as the specific scope of land circulation, form, procedures, prices and other aspects of the content are obviously missing, which is the invisible increase of land circulation obstacles, but also seriously restrict the enthusiasm of farmers to carry out land circulation. For the content signified and imperfect in the current law, we should explore new ways that are in line with the interests of farmers, the operation law of market economy and the standardized operation of the land market, and strengthen the protection of land ownership.

5.2.3. Improve the Land Circulation Market System and Strengthen Comprehensive Supporting Measures. Under the background of the acceleration of the rural population’s non-agricultural transfer
and the deepening of modern agricultural construction to form the gradual expansion of rural land circulation, the central government proposed to regulate the transfer of land contract management rights in accordance with the requirements of "perfect management and strengthening services". Therefore, we must focus on cultivating and perfecting the market system of land circulation, exerting the positive role of market mechanism in the allocation of resources, and improving the efficiency of land circulation. At the same time, we should also strengthen the relevant comprehensive supporting measures, such as social security measures, employment measures, and so on, only in this way, the land of this factor of production can really flow together, in order to gradually realize the scale of land, intensive management, to promote the realization of increased grain production and income.

5.2.4. Actively Integrates into the Rural Revitalization Strategy and Speed up the Circulation of Rural Land Management. The implementation of the rural revitalization strategy is to adhere to the party’s management of rural work, adhere to the priority development of agriculture and rural areas, adhere to the dominant position of farmers, adhere to the overall revitalization of rural areas, adhere to the integration of urban and rural development, adhere to the harmonious coexistence of man and nature, adhere to the process of adjusting measures to local conditions and step by step, and is an important measure to solve the “three rural” issues in the new era. Pushed by the rural revitalization strategy, the vast rural areas have great development opportunities and prospects. Both government funds, policies and funds from agricultural enterprises will tend to have certain development potential and large poverty areas in rural areas. At this time, the vast rural areas should actively integrate into the country’s rural revitalization strategy. Local governments should actively guide farmers to take the characteristic new agricultural development path, actively cultivate moderate-scale agriculture, induce the primary motive force of land circulation scale management, and effectively ensure that the vast rural areas share the fruits of rural revitalization.

6. Conclusion
The issue of whether the vast rural areas can be well-off in an all-round way has become the most urgent problem to be solved in China’s current development. To increase farmers’ income, increase agriculture and stabilize the rural areas, the land problem should be solved first. Taking the rural land circulation as a breakthrough point, activating the rural land resources, improving the land use efficiency, and promoting the intensive use and large-scale management of rural land are one of the effective means to solve the rural revitalization problem. Based on a systematic exposition of the current reality of rural land circulation and a reasonable analysis of the blocking factors, proposes that the joint-stock circulation mode is the better choice for rural revitalization rural land circulation, discusses the development strategy of the joint-stock land circulation mode under the background of rural revitalization, and specifically proposes to perfect the property right system, clearly define the land property right, and establish a risk protection system for land circulation. To improve the rural social security system, the state should adhere to the basic principles of agricultural land transfer, promote the sustainable circulation of agricultural land, formulate and improve relevant laws and regulations, standardize the land circulation process, improve the land circulation market system, strengthen comprehensive supporting measures, etc.

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