



The Development Patterns, Difficulties, and Suggestions of Sharing Farms in Hainan Province

Take Fangyuan Village in Yanfeng Town, Meilan District, Haikou as an Example

Baoer Lin, Wenfei Lin, Yueyang Ma^(✉), Erqi Jin, and Junyi Zhang

The Hainan University-Arizona State University Joint International Tourism College, Hainan
University, Haikou 570228, China
yueyangm@asu.edu

Abstract. Sharing farm is the key to develop rural tourism and improve tourism structure in Hainan. In recent years, sharing farm is a new way to promote the integration and development of primary, secondary, and tertiary industries in rural areas. Sharing farms in Hainan have made great progress in the past five years, however, they still have various of difficulties that prevent their improvement.

Keywords: Sharing farm · Rural revitalization · Development patterns · Sharing economy

1 Introduction

Sharing farm emphasized its share ability, it is a new form of shared economy. Sharing farm can be defined as a personalized modification of rural idle houses and courtyard that based on citizens' different demand to create various kinds of farms and finally let them out through the Internet. Sharing farm encourages public participation and realize efficient resources allocation, which brings better experience to consumers [1]. Moreover, sharing farms break through space restrictions through visual production and modern logistics by using the Internet, which can make some consumers enjoy tropical fruits and high-quality ecological resources. Besides, it adapts the business model of sharing economy with government support, enterprises and cooperatives' investment, and farmers' participation. The intrinsic characteristics of sharing farms are multiple cooperation and shared profits. For local farmers, sharing farm can not only reduce the risk of loss and improve product added value, but also establish a stable consumption relationship between farmers and customers through product adoption and house leasing.

In recent years, with the increasing number of idle houses and land in Chinese rural areas, governments have implemented many effective ways to reduce the land waste in countrysides. Sharing farm is one of the most essential ways to realize rural revitalization. However, in the past five year, sharing farm faced a various of difficulties which

B. Lin, W. Lin, Y. Ma, E. Jin and J. Zhang—Authors contributed equally.

© The Author(s) 2023

Y. Chen et al. (Eds.): ICMETSS 2022, ASSEHR 693, pp. 258–267, 2023.

https://doi.org/10.2991/978-2-494069-45-9_31

prevents its development. Therefore, this essay takes Fangyuan Village as an example, uses SWOT analysis, and focuses on exploring Hainan sharing farms' development patterns, difficulties, and giving some practical suggestions.

2 Basic Concept of Sharing Farm

2.1 Sharing Economy Theory

Sharing farm can be defined as an economic form that individuals or organizations occupying the idle resources to obtain benefits and make full use of the idle resources. Different from other economics, sharing economy has its special characteristics [4]. The essential content of sharing farm is to integrate idle goods and services, and provide products and services at relatively low prices. For suppliers, they can benefit from their idle resources in a specific time. For consumers, they can obtain the use right of products and create more value by renting them.

2.2 Core Elements of Sharing Farm

2.2.1 Agricultural Idle Resources

With the rapid progress of urbanization in recent years, a large amount of rural labor has been transferred to urban areas which leads to the significant increase of rural idle land, houses, and product equipment. However, sharing farm can reuse these idle resources and realize the mutual benefit between suppliers and consumers.

2.2.2 Using Right Transfer

Using right transfer, including land-use right transfer, labor-use right transfer, and equipment-use right transfer. The land-use right transfer can be directly provided to agricultural consumers, which will reuse the idle land and reduce the land waste. The labor-use transfer is the act of consumers to hire rural labors to participate in agricultural production and give them rewards in a certain period. Similarly, equipment-use right transfer also leases product equipment and gain benefits from consumers.

2.2.3 Information Sharing

Sharing farm uses internet to connect consumers with agricultural resources and realize the disclosure, transparency, and sharing ability of rural resources' information. Firstly, consumers can adequately gain rural idle resources' information through the internet, and determine whether or not to buy these products. Secondly, the process of rural production is completely transparent that consumers can feel free check their products without space or time limitation. Thirdly, the comments of idle resources, employed peasants, hosting service, and products' quality are also opened and visible which can promote the improvement of service quality and production processes.

3 Case Study

3.1 The Introduction of Fangyuan Village

3.1.1 Basic Information

Fangyuan village is located in Yanfeng Town, Meilan District, Haikou city, adjacent to the mangrove nature protection base. The village mainly takes art as its theme, creating a tourist attraction for leisure and vacation. Thanks to the development of the sharing farm model, this village is well-known in the local area and popular on weekends, so it is a well-deserved resort.

3.1.2 Operation Mode

Fangyuan village is located in Yanfeng Town, Meilan District, Haikou city. In order to build the beautiful countryside, Hainan Rural Revitalization Bureau encourages enterprises to participate in rural revitalization, and actively guides enterprises to help rural tourism development. Fangyuan International Village is a typical shared farm. Enterprises build a cultural tourism industry by leasing the idle land of farmers. Farmers can enjoy dividends when enterprises are profitable. Furthermore, the participation of enterprises provides many jobs for local residents, which is of vital importance for the rural revitalization in Fangyuan Village.

3.1.3 Main Industries

Fangyuan International Village is mainly a leisure resort with Chinese characteristics of “slow life and elegant culture”. It can be described as a leisure resort area, it allows visitors to experience the atmosphere of modern art gallery, restaurants and hotels. It is also a research base, applying for the project of the research base by the advantages of local conditions and rich research contents. There are also independent and distinctive spaces for tourists and professionals to teach and exchange calligraphy and painting. In addition, Fangyuan Village also has a farming experience area, a red cultural area, and an ancestral hall area of Li’s family, which is convenient for students to experience labor, remember their predecessors and explore the origin of Fangyuan Village, so that tourists could feel the charm of local culture from different perspectives.

3.2 The Development of Fangyuan International Village in Recent years

In general, the village is a well-developed village in the new rural construction in Hainan province. It was an essential project in constructing beautiful countryside in Hainan Province in 2021. Driven by this project, Fangyuan Village was rated as “Five Coconut-level Rural Tourist Spot in Hainan Province” and “Popular Science Education Base in Hainan Province”². The village appeared in the recommended resorts of many tourists and became an “online celebrity” on the Internet.

For local farmers, working with the enterprises is secure and stable because they can adequately participate in the village construction by running the restaurants or working in the special hotels. Moreover, they can also gain benefits from their rental income and

dividends. The local residents stated that after the establishment of the sharing farm in Fangyuan Village, the living environment has become more comfortable, and the living standard has indeed been greatly improved.

3.3 Policy Supporting

Hainan's "beautiful countryside" guiding policy came up with stage, giving the direction of accelerating ecological development, improving living condition and increasing the utilization of resources.

To implement the policy, the government strengthens leadership and updates the policies and guidelines on the basis of the actual situation. The policy allows optimizing and adjusting the land use layout without changing the land space index at the county level. Secondly, exploring the planning "blank space" mechanism. All localities can reserve no more than 5% of the mobility index of construction land in township, land space planning, and village planning, and can apply for the use of new industrial land such as public welfare facilities, rural cultural and tourism facilities [3].

4 Swot Analysis

4.1 Strength

4.1.1 Policy Supporting

The successful construction of Fangyuan International Art Center cannot be achieved without the support of policies. The policies issued by the People's Government of Hainan Province to promote the construction of sharing farm have considered the long-term and sustainable development of rural areas. They provide new ideas for the revitalization of the countryside in the rural area without destroying the original environment, and provide subsidies for enterprises that vigorously promote the construction of farms. They use financial allocations, insurance subsidies, put forward land planning policies and encourage talents to devote themselves to constructing sharing farms. They also put forward a series of methods for enterprises to plan, organize, lead and control the construction of sharing farms.

Under the guidance of policies, government assistance and social participation, enterprises have successfully carried out the construction of sharing farms. In the face of new problems constantly revealed during the process, a new round of policies will be implemented after the trial sites are successfully tested and the government determines that they are feasible. The research base now being built in Fangyuan Village is supported by the "White Paper on the Development of Research Tourism in Hainan Province" policy, and is a project that can be combined with sharing farms and promoted together 6.

4.1.2 The Location of the Village and the Development Prospect of Hainan Province

Fangyuan Village has an unspoiled ecological environment. The geographical advantage of this place is that the land is sparsely populated, and it is in Jiangdong New District,

which is close to Haikou Meilan Airport and convenient for tourists to come. In addition, the long-term development prospects of Hainan Province are good, under the leading of the policy of free trade port, there will be quantities of tourists coming to Hainan under the improving situation of the domestic and global epidemic.

4.1.3 Heaps of Idle Resources in the Village

The rational use of resources without destroying the original ecological base is the most important part of rural revitalization. Sustainable tourism is one of the best choices for the Fangyuan International Art Village. Before the companies settled in Fangyuan Village, the village had a large amount of wasteland, including uncultivated woods and long-idle lotus ponds. Young villagers chose to work in the city, leaving young children and old people at home to stay in the empty houses. In the spare time, the elderly would grow some wheat, strawberries and corn, but they did these without organization and management, just for their own consumption or sold a small part of them. After companies moving in, they make contracts with local residents take over the lotus ponds and vacant houses, develop sharing farms, provide income and jobs for them. These realize the sharing of resources and economy to a large extent.

4.1.4 Well-Developed Infrastructure and Local Residents' Abundant Economic Base

Fangyuan Village itself was not defined as a poor countryside before, the villagers have a certain economic base and are willing to rent out their houses to enterprises. Fangyuan Village was originally a relatively well-equipped village, with a clear organizational division of labor from the village head, village committee, to the town government. What is more, the location is relatively close to Haikou, so the villagers' income cannot be categorized as poor but well-off. The villagers are willing to rent the land resources when the enterprise proposes to lease the land for a long time and the villagers can collectively share the bonus to achieve the purpose of using the idle resources and discussing and building together. It also allows Fangyuan International Village to have a larger scale than other sharing farms, with a planning area of more than 4,300 acres.

4.2 Weakness

4.2.1 Geological Factors

Fangyuan International Art Village is located at Yanfeng Town, Jiangdong New Strict, HaiKou. It is close to the river that enters to sea, with an average terrain of 2.5 to 16 m, and is adjacent to Dongzhaigong National Natural Reserve in the east. Affected by topography, Fangyuan Village has a small area, with an area of 163 hectares. In addition, with the restriction of ecological protection policy, exploitable area of tourism is small, which is not conducive to the expansion of industry. Furthermore, there is only one shuttle bus from the city to the scenic spots. It is inconvenient for travelers and employees who live in the downtown to arrive at Fangyuan Village.

4.2.2 Inconsistent Plan and Non-cooperation of Villagers

Fangyuan Village takes eight elegant Chinese cultures as its theme, namely, Qin, chess, books, paintings, poems, wine, flowers and tea. However, there is a red culture memorial hall in this village, which is different from the style of Fangyuan village. Moreover, the architectural style of its homestay is quite different from that of the villagers' own houses. The outlook of traditional buildings lack of artistic atmosphere. These problems arise from non-cooperation of villagers. Unlike the previous ways that the governments help to approve the land acquisition, the negotiations were done by the company, which makes it hard for enterprises to follow the original design and plan.

4.2.3 Unequal Partnership

Sharing farms emphasize the reciprocal relationship between enterprises and farmers, but during the actual construction process, the development of farmers will be restricted by enterprises. For example, it is mandatory for farmers to rent out land and farmers' management will also be controlled by companies. In addition, between villagers and enterprises, most villagers gain extra money by renting out their idle houses and lands. However, the role of the government in the process of project construction and implementation is not significant, and more is the embodiment of policy guidance.

4.2.4 Inadequate Management and Supervision Mechanisms

As a project emerging in recent years, the sharing farm lacks a perfect management and supervision system. Farmers with limited education level, unclear grasp of laws and regulations or even inability to communicate in Mandarin, and business operators who are not skilled in the Internet and other technologies all bring obstacles to the system management. There are currently three main modes of operation within the Fang Yuan Art Village: business self-employment, business outsourcing, and villager self-employment. This system of multi-party participation with one party assuming more responsibility has certain problems of how to motivate employees and who should take responsibilities for problems.

4.3 Opportunity

4.3.1 The Construction of Hainan Free Trade Port

AS a new territory of China free trade, Hainan province owns a unique development opportunity. The CPC Central Committee issued the overall plan for the construction of Hainan Free Trade Port to provide policy support for cultural tourism. Relying on Fangyuan International Art Village Project, the local area has become the typical cultural tourism countryside in Haikou city. Sharing farm in Fangyuan Village is a key construction project in Haikou. Driven by this project, Fangyuan Village was rated as "Five Coconut-level Rural Tourist Spot in Hainan Province" and "Popular Science Education Base in Hainan Province".

4.3.2 The Prevailing Trend of Study Tour

Study travel is a new tourism mode that combines education with travel. “The White Paper on the Development of Research Tourism in Hainan Province”⁷ points out that “we should promote the application and identification of research bases and curriculum construction, and actively carry out and implement colorful research activities.” The government’s policy support for research bases and the support of schools, teachers and students will promote the development of research industry in Fangyuan Village, expand its influence and promote the development of local tourism.

4.4 Threats

4.4.1 The Impact of COVID-19

Construction of the Fangyuan International Art Village began in the second half of 2019, which is also the outbreak of the epidemic. The epidemic has a big influence on many industries, especially tourism industries. It affected the construction of Fangyuan International Village during its initial operation. The art village had extremely low volume of passengers in the early days and continues to suffer this until today due to the recurring epidemic. As some programs have few visitors or are not allowed to open, the boundaries of staff responsibilities are easily blurred and there exists the problem that one staff member needs to work in more than one department, unable to provide an accurate solution to visitors’ questions and needs.

4.4.2 Lack of Uniqueness

Fangyuan Village is a sharing farm with cultural and popular science experience as its development mode. At present, except for the featured B&B, which has a more complete operating mechanism, the Hanfu Experiencing Hall, the Calligraphy and Painting Hall and the shared vegetable garden are not yet large in scale, and the facilities are not complete, so it has not yet had unique features or industries.

Today there are larger, more diverse and better-equipped sharing farms being built across the country and around the world. For example, Yuanjia Village in Xianyang, Shaanxi Province, which advocates the concept of green and ecologically sustainable development and shows the evolution of rural life in China’s Guanzhong region since the Ming and Qing dynasties. The Beijing Little Donkey Farm, which combines production, research and other flexible business models, is one of the more mature and famous sharing farms in China [8]. In the future, as more and more sharing farms are established in response to the policy call, Fangyuan Village will be easily replaced if it still does not have its unique or outstanding industries.

5 Suggestions

The construction and development of sharing farms in Hainan Province should be align with the actual situation of rural revitalization in Hainan Province. In response to the strengths, weaknesses, opportunities and threats reflected regarding the construction of sharing farms in Hainan Province by Fang Yuan Village, the villages and the governments

of the province are able to optimize the industrial structure, improve infrastructure development, encourage local residents to participate in the operation, and promote detailed standardization, so that to foster sharing farms to provide long-term momentum for the rural revitalization of Hainan Province.

5.1 Optimizing the Industrial Structure

The rural revitalization needs to be underpinned by the prosperity of industries. Only when rural industries are flourishing firstly can the prerequisites be provided for the economic development of rural areas and solve the rural issues. The integrated development of the primary, secondary, and tertiary industries in rural areas with sharing farms as an effective carrier can provide a valuable direction for the construction of novel rural industrial systems [9]. Fangyuan Village and other sharing farms in Hainan Province should always persist with agricultural development as the main pillar, reasonably build roads, lighting, and facilitate people's livelihood and recreational facilities such as B&Bs and restaurants scientifically. Thriving particular tourism products with local characteristic agricultural products as the core, which demands to establish the industrial operation characteristics of sharing farms and form an industrial chain that integrating production, processing, selling, and tourism derived from agriculture [10].

On the basis of establishing the industrial operation characteristics, exploiting industrial diversification can be conducted as the next step for sharing farms in Hainan. Through drawing on internationally renowned sharing farms in the US and Japan to develop business such as wedding photography, scientific education, and study tour. While broadening revenue channels, avoiding homogenization of shared farms with other agritourism projects.

A Unique brand can be forged through improving the industrial structure of sharing farm as well. To this end, Hainan Province can absorb the experience of internationally renowned sharing farms and introduce a digital operation system, leveraging the huge base of middle-class customers to expand the brand effect of sharing farms and attract more social forces to help build the rural area in Hainan Province.

5.2 Enhancing the Infrastructure Development

Infrastructure development of sharing farms can accord with the principle of sustainability. Attracting more tourists to the sharing farm by setting bus transport routes or arranging for B&Bs to provide passengers the pick-up service, or constructing infrastructure through using materials produced locally or in nearby villages and towns, which leads to gain further economic sustainability. The local community ought to limit the scope of construction, take into account the local rural fabric and natural environment, as well as reserving local farmland, waters, forests for ensuring a sustainable environment. Furthermore, transforming a number of useless houses and factories into sports, education, and health facilities, which all will be shared with local residents and tourists, can contribute to local social sustainability.

5.3 Encouraging Local Residents to Participate in the Operation

In addition to attract local residents to participate through shareholding of operation right of vacant houses or lands, local government should take measures to allow indigenous residents to acquire dividends of sharing farm development. It is an efficient way to encourage villagers to sufficiently use local resources for employment or entrepreneurship, and guide them to become one of the main protagonists of important decisions and plans for sharing farms [11] For example, policies such as free resettlement housing, setting guaranteed dividends, and business start-up subsidies can be enacted for residents participating in the construction of sharing farms to broaden their sources of income.

5.4 Promoting Detailed Standardization

On the basis of the demand for sharing farms' management, the government ought to focus on combining the elements which clarifies the scope of standards for shared farms that profoundly affect the development of sharing farms, such as economic efficiency, ease of operation, and savings on inputs. Furthermore, it is considerable to distinguish the norms in areas related to the division of rights, training of service personnel and land transfer on farms according to actual practice.

6 Conclusion

Sharing farm is an important mean to accelerate rural revitalization, and actively respond to central governments' beautiful countryside policy. As a famous sharing farm in Haikou, Fangyuan Village makes great efforts to improve its service quality and tourism environment. However, it still has some drawbacks and limitations of its design and plan. Therefore, many aspects include service quality, rationality of design, and the sharing ability should be improved in the future.

References

1. Zhou, J., & Lian, X. (2021). Sharing farms: Promoting rural revitalization through the sharing economy—— takes the practice of shared farms in Hainan Province as an example. *China Urban Planning Society. (eds.) Proceedings of the — 2020 China Urban Planning Annual Conference (16 Rural Planning)* (pp.736–745). China State Construction Industry Press.
2. Chen, X.M.& Zhang, Z.W. (2022). Under the background of Hainan Free Trade Port, new business forms of rural culture and tourism development——Take Fangyuan Village in Haikou, Hainan Province as an example. *Travel Through*. 76–78
3. General Office of Natural Resources Department. (2019). *Notice of the General Office of the Ministry of Natural Resources on Strengthening Village Planning and Promoting Rural Revitalization*. http://gi.mnr.gov.cn/201906/t20190606_2440234.html
4. Hao, S. (2022). Research on rural sharing economy under the vision of rural revitalization. *Rural Agriculture and Farmers (version A)*.04 (2022):32–33.
5. Li, H. W., Cai, Y. X., Wang, H. Y., Wu, X. F. & Tu, A., X. (2022). Development status, problem analysis and improvement suggestions of Hainan shared farm. *Rural Economy and Science and Technology (01)*, 153–155 + 177.

6. Zhao, S. (2021). White paper on the development of study tourism in Hainan officially released. *Hainan Daily Press*. 2021(15), A06.
7. World Research Tourism Organization (2022). *Hainan Daily Think Tank Research Tourism Development and Exhibition White Paper of Hainan Province* <http://www.hinews.cn/news/stystem/2021/07/20/032585102.shtml>
8. Zhang, X., Xin, J. H., & Zeng, X. L. (2019). The impact of domestic and foreign sharing farm models on China's agritourism development. *Farm Economic Management*. 2019, (05), 5-9.
9. Fu, R. (2022) Building a dream field, establishing, sharing and enriching mutually practical exploration of Hainan's sharing farms. *Chinese Journal of Rural Revitalization*.24–31. <http://www.zgxczxzz.com/pdf/web/viewer.html?file=/upload/other/file/20220302164618775282.pdf>
10. Li, R., Han, B., Cui, J., & Liu, T. (2020) Current situations and planning of Hainan shared farming: a case study of Nantian Shared Farming in Sanya. *Planners.*, 76–81. <https://d.wanfangdata.com.cn/periodical/ChlQZXJpb2RpY2FsQ0hJTmV3UzIwMjIwNDElEgxnHMMyMDIwMTAwMTEaCGIzcW5yZzcx>
11. Liu, B., He, X., Chen, X., Chen, J., & Xiao, X. (2019) SWOT analysis and planning suggestions for the development of shared farms in Hainan Province. *Chinese Journal of Tropical Agriculture.*, 39: 99-102. <https://d.wanfangdata.com.cn/periodical/ChlQZXJpb2RpY2FsQ0hJTmV3UzIwMjIwNDElEg9yZG55a3gyMDE5MDUwMjAaCGhjZWRR6Z3di>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

