

The Role of Peasant Cooperatives in the Perspective of Tourism Poverty Alleviation

—An Empirical Study on the Reform of “Three Changes of Panzhou” in Guizhou Province

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Abstract-In today's society, the problem of poverty is highly concerned about all over the world. China is a large population country, among there are a large number of poor people. In order to reduce effectively poverty, our government has been trying various ways and means. Tourism poverty alleviation has been recognized as an effective poverty alleviation path at home and abroad. Because of its obvious characteristics, it plays a more and more prominent role in tourism poverty alleviation. Being based on the literature analysis and the method of field investigation , this paper takes the experience of tourism poverty alleviation in Panzhou City , Guizhou Province .It analyzes the current situation, predicament and useful experience of farmer cooperatives in tourism poverty alleviation.

Keywords: *tourism poverty alleviation; farmers' cooperatives; “The Three Changes of Panzhou”*

I. INTRODUCTION

On the basis of rural household contract management, farmers' co-operatives are the producers and operators of the same kind of agricultural products or the providers, users with voluntary federations and democratically-managed and mutual-economic organizations of the same kind of agricultural production and management ^[1].

At present, the work of poverty alleviation in our country has entered a critical period. As the main way of industry poverty alleviation, tourism poverty alleviation has produced remarkable results. As one of the important ways to promote tourism poverty alleviation, farmers' cooperatives have become an indispensable force in poverty alleviation in our country.

II. THE ORIGIN OF THE "THREE CHANGES IN PANZHOU"

PanZhou is the county level city under the direct jurisdiction of Guizhou Province and the escrow of Liupanshui City. It is located at the junction of Yunnan, Guizhou, Puan in its east, Xingyi in its south, Fuyuan and Xuanwei in its west, Shuicheng in its north, which is the west gate of Guizhou. Known as the Yunnan and Guizhou lock key, the Sichuan and Guizhou fortress^[2]. But the region still follows the traditional farming pattern, which leads to a large population with less land, a wide range of farming with fewer products. And a single backward

industrial structure makes itself be unable to get out of poverty where is very remote and out-of-the-way.

The government attaches a great importance to the "three rural issues". How to solve the problems of agriculture, rural areas, and farmers? In all local practices, Panzhou is the first to take the road of innovation in practice. It has been praised as "Three Changes in Panzhou". What is the "three changes"? That is, resources changed into assets, funds changed into the share capital, farmers changed into shareholders. (Figure 1)

Resources changed into assets. To promote transfer agglomeration and scale management of the contracted-household and highly dispersed cultivated land and agricultural resources, so as to revitalize the collective resources and real assets of idle and uncontracted households. To change funds into the share capital, to innovate the use of financial support funds, and to improve the efficiency of the use of collective idle funds for farmers and villages. Farmers become shareholders. Comparing with simple land leasing and capital lending, it is more beneficial to improve the relationship between farmers, village collectives and the main body of scale management. for farmers and villages collectively investing in shares with resources and funds. It mobilizes the enthusiasm of all parties to reduce the cost of friction in the future.

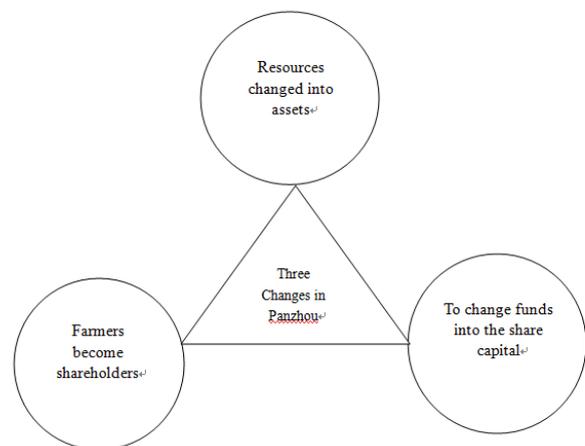


Fig. 1 "Three Changes in Panzhou"

Panzhou prefecture has been continuously exploring in the process of reform. According to the actual situation of

Panzhou, it has continuously strengthened the top-level design and overall planning of resources. Combining with local characteristics, it has formulated corresponding supporting policies, unified planning, and unified construction to promote the development of the collective economy.

III. THE DEVELOPMENT AND EFFECT OF "THREE CHANGES IN PANZHOU"

The sprouting place of "Three Changes in Panzhou" is located in Se Pneg Village of Pugu Township of Panzhou City. Starting from the cooperative of Yinhu Lake, it has constructed an ecological agriculture demonstration park on the Niangniangshan Plateau wet land in Guizhou Province. According to the model of "park company cooperative farmers ".It guides the villagers to take the land as shares in as shareholders, to take cash and borrowed money without interest as investors, and to work as workers in the garden. It has done good integration of local people, wealth, property, land and other resources to realize the construction of the park and the development of the village collective undertakings, and the simultaneous promotion of increasing income and becoming rich of farmers. And then to the "1+8" way, according to the development thinking of the "big village guiding the small village, the strong village guiding the weak village, the rich village guiding the poor village". The village-built "share farmers" have activated all kinds of resources and various elements, have broadened the channels for farmers to increase income. By 2015, the reform of "three changes in Panzhou" has been comprehensively popularized in the land of Panzhou, and "three changes in Panzhou" has also become the "original" way to solve the "three rural problems" in Guizhou.

TABLE 1 REAL ASSETS, SUCH AS LAND INVESTED

Equity form	collective land	"four wasteland"	water area	houses
quantity	514800 Mu	289 thousand and 200 Mu	683000 square meters	58600 square meters

TABLE 2 SOURCES OF SHARE FUNDS

share funds source	financial funds	village collective funds	farmers' decentralized funds	social funds
amount of money	661 million yuan	125 million yuan	428 million yuan	4.571 billion yuan

The reform of "Panzhou Three Changes" has covered 65 villages and towns in Liupanshui City, 31 communities (streets), 881 administrative villages and 29 provincial agricultural parks; the villagers have expanded the coverage of the reform through the land share of real assets and share funds, including 390 thousand and 500 farmer families having become share holders, the number of beneficiaries of the shares has reached 1.2903 million (including 334400 from 113100 poor households).

IV. THE MECHANISM AND EFFECT OF PEASANT COOPERATIVES IN "THREE CHANGES IN PANZHOU"

In May, 2012, the first co-operative, Silver Lake Cooperative, was set up in Sepeng Village of Panzhou. Through villagers joining the cooperative as investors, joining the park as workers, it had integrated all resources to build the ecological agriculture demonstration park on the plateau wet land of Niangniang Mountain of Guizhou. At first, it adopted the mode of "the park, company, cooperative, farmers" to guide villagers into share holders, so as to promote the development of the village collective undertaking and the becoming rich of the peasants. In 2013, the local government adopted the method of "1+8", that is, uniting Sepeng and Boqiu etc 8 villages' Party branches to set up the joint village party committee, it integrated the land, forest land and grassland resources in a large area to become shareholders and participated in the construction of the project. This had achieved good results.

After continuous reform and practice, the types of farmers' cooperatives in the "Three Changes of Panzhou" have become more and more numerous, involving more and more extensive scopes and coverage, covering foods, fruits, vegetables, tea, Chinese medicinal materials, breeding class, aquaculture, forestry, agricultural machinery, processing, service, and more than ten types of cooperatives.

The innovation of "Three Changes of Panzhou" lies in taking "four zones and three bases" as the carrier, taking the construction of agricultural parks as the platform, and vigorously developing agricultural characteristic industries in order to promote agricultural efficiency, increase farmers' income, and promote rural prosperity. The role of peasant cooperatives in the reform of "Three Changes of Panzhou" is self-evident. Since the reform of "Three Changes of Panzhou", farmers' cooperatives as an important carrier, in order to promote the reform of rural property rights system, activate various elements and resources in rural areas, it has given a full play to the main role of new agricultural management and has provided a better and more important platform.

V. THE REALISTIC PROBLEMS FACED BY PEASANT COOPERATIVES IN "THREE CHANGES OF PANZHOU"

In recent years, the farmers' cooperatives in Panzhou and Liupanshui City have been developing rapidly, but from the overall situation, the present situation is not optimistic, and there are still many problems. This is reflected in the following aspects:

A. Very Few Poor Households Lack Enough Understanding of Cooperatives

The current peasant cooperatives are built on the basis of single rural household contracting. Their main purpose is to provide members with the appropriate means of agricultural production, as well as other technical and information services.

Most of the poor households who still persist in farming have a relatively low level of education and

conservative thinking. In addition, they have been in a state of smallholder production for a long time and do not have a very good sense of cooperation. There is also the fact that the government does not have a strong propaganda campaign about cooperatives. Poor families are reluctant to join cooperatives because they are unable to understand them better and are afraid of being cheated to the detriment of their own interests.

B. The Lack of Professionalism among Cooperative Managers

The majority of the existing managerial personnel in cooperatives who are administrative staff are farmers, they have basically not received professional management training and study, and they have less confidence in management. In recent years, the young and middle-aged labor force in rural areas are almost all migrant workers, and those who remain in the countryside are mostly "old, weak, sick and disabled", and it is difficult to find professional managers with strong comprehensive abilities among them. Therefore, the lack of professional management ability does not conducive to the good operation of cooperatives, it can only rely too much on the government.

C. Non-standard Operation of Cooperatives

The establishment of a cooperative is not a clear organization, nor are there relative rules and regulations, or the rules set up by simple organizations and institutional rules established in imitation of other organizations. But the cooperative operation is not well implemented. Also there is no consciousness according to the rules of the system. So, even one simple rule is also formalization.

D. Heterogeneity of Cooperative Members

As the state gives a lot of policy support and other policy preferences to farmers' cooperatives, there will be false cooperatives resulting from the induction of interests, as well as some people with ulterior motives. They will resort to various means to defraud state's poverty alleviation funds, while some enterprises will be tempted by various means to connect with cooperatives or simply they turn into fake ones. This will directly damage the interests of farmers and seriously affect the development of cooperatives.

VI. COUNTERMEASURES AND SUGGESTIONS FOR INNOVATING PEASANTS COOPERATIVE OPERATION MECHANISM IN PANZHOU

A. Enhancing the Credibility of Farmers' Cooperatives

The purpose of enhancing the credibility of peasant cooperatives is to safeguard the vital interests of farmers, which to some extent represents the interests of farmers. So the development of cooperatives requires the trust of farmers. However, farmers' scientific and cultural quality is not high, which seriously hinders the development of rural cooperatives. The key to solve this problem is to do positive guiding work to farmers from the level of consciousness. It changes their ideology and makes them

realize the particularity and importance of cooperative economy. Second, the government and relevant departments should make full use of radio, television, network and other media to publicize and educate rural cooperative knowledge, strengthening farmers' understanding of cooperatives, and it removes obstacles for popularizing the idea of economic cooperation.

B. Enhancing the Professionalism of Managers in Rural Cooperatives

The Government should attach importance to the knowledge education and training of cooperative managers and enhance their working and cultural literacy, so as to enhance the vitality and attractiveness of cooperatives, it also helped to expand the scale of rural cooperatives. At the same time, the government should pay attention to the cultivation and introduction of professional talents, such as cooperation with agricultural colleges and universities, after all, professional talents have an irreplaceable role for cooperatives.

C. Improving the Functioning Mechanism of Cooperatives

The peasants' education level is not high and the cooperative economic consciousness is not enough, which needs the guidance and encouragement of the co-operatives. In the process of the development of the cooperatives, the basic interests of the peasants and the members of the cooperatives should be taken as the premise; We must always adhere to and abide by the basic principles of cooperatives, and must also have good internal management mechanisms and internal supervision mechanisms. In the process of production and construction of cooperatives, we must strictly formulate and implement the cooperative articles of association. Through these means it standardizes the behavior of cooperatives and their members, further more it improves and perfects cooperative management mechanism.

D. Strengthening of Regulatory and Legal Aids

The existence of cooperatives as an organization should be regulated accordingly. First, the government may establish special bodies to monitor the legitimacy of cooperatives from their establishment to operation; Second, co-operatives this group can set up their own institutions, such as cooperative associations, to supervise the qualifications of cooperatives and their members in a timely and effective manner. When necessary, the government can also give corresponding legal aids, with a heavy blow to those people or institutions with ulterior motives who are waiting for the opportunity to obtain state support funds, so as to create a good environment and create a good atmosphere for the development of cooperatives. It also maintains the good image of the cooperative and helps to guide more farmers to join the cooperative, and it expands the ranks of its members.

VII. CONCLUSION

Peasant cooperatives should have their own characteristics in the process of construction and development, and should adhere to their own basic principles, not only to develop cooperatives, but also to

promote the development of members, and to assume more social responsibility. As time goes by and society develops, cooperatives need to strengthen their own supervision and improve their abilities in all aspects. Of course, the development of cooperatives can not be separated from the efforts of the management and all members of the cooperative, as well as the help and promotion of the government and other social forces.

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