

Research on Sustainable Development of Rural Tourism Under the Goal of Common Prosperity Taking Hainan Jiahe Shared Farm as an Example

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ABSTRACT

To achieve common prosperity, the most arduous task still lies in rural areas. Developing rural tourism is an important way to narrow the urban-rural gap and achieve rural revitalization. This article takes Hainan Jiahe Shared Farm as an example to analyze its successful experience in sustainable development of rural tourism, extract replicable and promotable models, and provide practical reference for sustainable development of rural tourism.

Keywords: *Common prosperity, Rural tourism, Sustainable development.*

1. INTRODUCTION

Common prosperity is the essential requirement of socialism with Chinese characteristics, as well as the long-term goal and great mission of China's socialist construction. The report of the 20th National Congress of the Communist Party of China pointed out that Chinese path to modernization is the modernization of common prosperity for all people. The National 14th Five-Year Plan and 2035 Vision Outline propose to actively narrow the income gap between urban and rural areas, achieve more equitable and inclusive development results, and make more significant substantive progress towards achieving common prosperity for all by 2035[1]. Although China has completed the comprehensive poverty alleviation task in 2020, the weak links in its current development still lie in the vast rural areas, where problems such as relative poverty, hollowing out, insufficient endogenous driving force, and extensive industries are still prominent. Therefore, the most arduous task of achieving common prosperity is also in rural areas. [2] Practice has proven that tourism development can significantly reduce the income gap between urban and rural areas. [3] In the context of the new era, the development of rural tourism has become an important means to promote the high-quality development of rural industries, promote common

prosperity, and meet the needs of the people for a better life. It has become an important force for promoting the prosperity of rural economy, increasing residents' income, narrowing the urban-rural gap, inheriting rural culture, and promoting rural transformation. It is of great significance for promoting people's wealth, achieving rural revitalization, and common prosperity. [4-5]

In the 1980s, the World Commission on Environment and Development pointed out that sustainable development is the ability to meet the development needs of both contemporary and future generations.[6] Sustainable development includes the development of the environment, society, and economy.[7] In early research on sustainable development theory, environmental factors were considered a key focus, but later studies have suggested that in order to achieve overall sustainable development, social and economic factors are equally important.[8] Sustainable tourism is the ideal goal for the development of rural tourism. [9] The key to sustainable rural tourism is to coordinate the interaction between ecological environment protection, social development, and economic benefits, which promote and coordinate with rural tourism. [10] In recent years, studying the sustainable development of rural tourism from the perspective of industrial integration has become

one of the mainstream approaches. [11] Among them, the integration of culture and tourism and the integration of agriculture and tourism are the two main research directions for the integration of rural industries [12-13]. Enhancing the connotation of rural tourism through culture and promoting the dissemination of culture through rural tourism jointly contribute to rural revitalization; It can also expand economic benefits through the innovative integration of cultural and creative industries and rural tourism, and through Internet marketing. Traditional agriculture and its culture are the most important tourist attractions in rural tourism. The integration of agriculture and tourism not only enhances the value of local agricultural products and drives economic development, but also promotes the protection of the natural ecological environment in rural areas.[14] The study has also found that the effective integration of the agricultural tourism industry will generate greater integration effects, which can then be combined with other industries to achieve polymorphic integration, multi industry integration, and achieve mutual promotion and efficient development [15]. Integrated development cannot be achieved without the support of local government policies. Adhering to innovation and creating local characteristics can help achieve high-quality and sustainable development of agricultural tourism integration. [16]

Currently, China's tourism industry is gradually entering a stage of transformation and quality improvement. How to promote sustainable development of rural tourism and achieve common prosperity in rural areas has become an important lever for rural revitalization work. This study takes Jiahe Shared Farm in Danzhou, Hainan Province as the object of research on sustainable development of rural tourism, with the aim of summarizing its excellent successful experience, extracting replicable and promotable development models, and providing practical guidance and theoretical support for the sustainable development of rural tourism in other regions.

2. PRACTICAL EXPERIENCE OF SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN JIAHE SHARED FARM

2.1 Farm Overview

Jiahe Shared Farm is located in Youwen Village, Nanfeng Town, Danzhou City, Hainan Province. It is adjacent to Songtao Reservoir to the south and

Wanyang Expressway to the north. It is a 20-minute drive from Danzhou urban area, with a superior geographical location. Starting from 5,000 acres of wasteland in 2013, after ten years of hard work, this place is not only an agricultural planting base, but also a processing and sales base for agricultural products, and a rural ecological health tourism base. The farm highlights the development of efficient agriculture with tropical characteristics, and integrates the primary, secondary, and tertiary industries according to market demand, creating Hainan's first modern agricultural sightseeing park with the theme of tropical fruit IP flavor. In 2022, Jiahe Shared Farm was rated as a Gold Coconut level Shared Farm and a Five Coconut level Rural Tourism Point in Hainan Province. In 2023, its offline tourism brand "Yunshe · Songtao Hainan China Village" was rated as a Five Coconut level Rural Tourism Point in Hainan Province, becoming a popular rural tourism check-in point for tourists. In the past decade, the farm has driven 2 village committees and 11 natural villages to achieve rural revitalization, linked 50,000 acres of surrounding land into production and operation, and led the villagers to sound the horn of common prosperity.

2.2 Specific Methods

Jiahe Shared Farm is a successful case of agricultural industry development, with an annual revenue of over 200 million and widespread attention on the internet. The farm has improved the efficiency and product quality of agricultural production by enhancing land quality, introducing advanced technology, collaborating with multiple research institutions, and establishing a strict quality control system. At the same time, through the "shared farm" model, farms not only increase farmers' income, but also promote rural revitalization. The "Xihe Farm" brand and the "Yunshe Songtao · Hainan China Village" project within the farm, as well as the linkage with local characteristic brands, have provided strong support for the sustainable development of the farm. The success of Jiahe Shared Farm lies in its exploration of the development path of modern agriculture, as well as its positive role in promoting local economic development, improving farmers' lives, and promoting rural revitalization.

The contribution of Jiahe Shared Farm in promoting local farmers' employment is mainly reflected in the following aspects:

2.2.1 Effectively Solving the Employment Problem for Local Farmers and Helping Them Lift Themselves Out of Poverty and Increase Their Income

Jiahe Shared Farm has effectively helped farmers increase their income through its unique business model and multi-channel sharing approach. Specifically, the operating results of Jiahe Shared Farm are shared with local poverty-stricken households. As of now, about 10 million yuan of dividend income has been distributed to poverty-stricken households in 10 towns including Nanfeng and Dongcheng, involving more than 11,000 people. In addition, Jiahe Shared Farm has solved the employment problems of 150 farmers in the surrounding area, helped 112 registered impoverished households lift themselves out of poverty and increased their annual income, with an average annual income increase of over 36,000 yuan per person. At the same time, the Songtao Academy homestay project, developed and constructed in cooperation with surrounding villages, has promoted the development and growth of the village collective economy, and increased the income sources of the village collective. Jiahe Shared Farm not only provides direct employment opportunities, but also drives the development of related industries such as planting, processing, sales, and services, indirectly providing employment opportunities for more farmers. Jiahe Shared Farm has improved its operational efficiency and promoted local economic development and farmers' income growth through its business development and project construction.

2.2.2 Fission-based Membership System Helping with Agricultural Sales and Expanding Network Coverage

Jiahe Shared Farm adopts a combination of online and offline methods for product sales and brand promotion, mainly through the following strategies:

Integrated online and offline sales strategy: Jiahe Shared Farm utilizes a combination of online platforms and offline experience centers to expand its product sales channels and brand influence. Online promotion and sales of products are mainly carried out through online stores, social platforms, etc. The online membership coverage of Jiahe Shared Farm is wide, including multiple provinces such as Jiangsu, Zhejiang, Shanghai, Beijing, Tianjin, Hebei, Fujian, Guangzhou, and Shenzhen.

The number of member community service groups has reached more than 2,000, and the number of members has already exceeded 300,000. Offline, Jiahe Shared Farm has established "Xihe Farm" life experience halls in nine other provincial capitals, including Danzhou and Hangzhou. These experience halls not only serve as display platforms, but also provide visitors with play and immersive experiences, comprehensively connecting "people, goods, and venues" and enhancing consumers' awareness and goodwill towards the brand. Through this combination of online and offline methods, Jiahe Shared Farm's agricultural product sales network has achieved coverage of different customer groups, increased product exposure and consumer purchasing convenience, and promoted sales network and brand building.

Promotion of brand membership system: Jiahe Shared Farm has established a membership system and annual card home delivery service with the enterprise brand as the centripetal force, creating various types of brand membership cards such as "Tropical Star Fruit Twelve Constellation Card, Island Impression, Shan Hai Jing", etc. Through online social new retail, member fission is carried out, and the power of social media is used to promote products and expand members. Through sharing, recommendation and other forms, more potential customers are attracted. In addition, through continuous interaction with customers, product information is updated in real-time for members, providing great convenience and discounts, while also promoting the improvement of customer brand awareness and loyalty.

2.2.3 Standardization Construction, and Establishing Brand Awareness

Jiahe Shared Farm has developed 537 standards and processes through deep cooperation with institutions such as the Chinese Academy of Tropical Agricultural Sciences, Zhejiang Academy of Agricultural Sciences, Zhejiang Citrus Research Institute, and South China Tropical Crop College, promoting agricultural standardization. These standards and processes cover the introduction of new varieties, full process control of planting, fruit grading and selection, nationwide sales distribution, and after-sales service. In addition, Jiahe Shared Farm has set up cold chain warehousing centers in Danzhou and Hangzhou, always adhering to strict tropical fresh food standards to ensure product quality and enhance brand value.

Jiahe Shared Farm also collaborates with 100 local specialty brands to develop and sell agricultural products with different characteristics from 19 cities and counties in Hainan. The agricultural products are branded and professionalized, and sold through offline rural revitalization halls and online pavilions in the air. By developing different product lines such as "Xihe Farm", "Island Impression", and "Yunshe Songtao · Hainan China Village", it is aimed to meet the needs of different consumers while strengthening our brand image.

2.2.4 The Linkage of the Three Industries, and Common Prosperity

Industrial prosperity leads to rural prosperity. In order to improve the production efficiency and quality of agricultural products, provide tourists with rich tourism and leisure experiences, and promote local rural revitalization and regional economic development, Jiahe Shared Farm aims to achieve "co-construction, sharing, and co-prosperity". Through the model of integrated development of primary, secondary and tertiary industries, it has created a 55,000-acre tropical pastoral complex, forming a demonstration area integrating agricultural parks, tourist attractions, and shared communities for living.

Primary industry: With the development philosophy of "simple agriculture, quality agriculture, and sustainable agriculture", it mainly focuses on the planting and production processes of agriculture. By introducing and planting various tropical fruits such as wax apple, pineapple, passion fruit, yellow pitaya, Feizixiao, Guifei mango, etc., and cooperating with farmers, a centralized planting and production base has been formed. **Secondary industry:** It mainly refers to the processing of agricultural products. By collaborating with research institutions such as the Academy of Agricultural Sciences, agricultural standardization has been promoted, including the introduction of new varieties, control of planting processes, and graded selection. Cold chain storage centers in Danzhou, Hangzhou, and other places have also been established to ensure the quality and safety of agricultural products. **Tertiary industry:** It refers to the development of tourism, leisure, entertainment, and other tertiary industries centered around farms. With the "Tropical Fruit Theme Park" project as the center, the production, processing, and rural tourism of tropical agricultural products are integrated. With the ecological resources of

Songtao Reservoir, a high-quality "Yunshe Songtao · Hainan China Village" agricultural and cultural tourism vacation project is created. The entire farm not only provides agricultural tourism experience projects, but also offers natural classroom research, intangible cultural heritage wax printing course experience and other projects.

3. EXPERIENCE AND ENLIGHTENMENT OF SUSTAINABLE DEVELOPMENT OF RURAL TOURISM

3.1 Encouraging Enterprises to Enter Rural Areas for Development

Enterprise participation in rural revitalization can stimulate the internal development vitality of rural areas. Cooperative development between enterprises and rural areas can achieve technology transfer, integration of supply chains, expansion of markets, and sustainable development. The successful case of Jiahe Shared Farm demonstrates how enterprises can transform rural natural resources into assets that can generate economic benefits through scale operation and efficient resource utilization. Through cooperation with major research institutes and agricultural science institutes, they introduce production technology and production lines, achieve standardized and branded product development, and promote rural economic revitalization and farmers' income increase. Therefore, it is necessary to encourage enterprises to actively participate in rural construction, promote the transfer of talents, funds, technology and other resources to rural areas, and achieve common prosperity as soon as possible.

3.2 Enterprises Should Have Feelings

In the process of development, enterprises should not only focus on economic benefits, but also pay attention to social and environmental benefits. After linking the interests of enterprises and rural areas, most of the value-added benefits are obtained, which is not conducive to increasing farmers' income and the long-term development of agriculture. Therefore, enterprises should have a sense of social responsibility in rural revitalization, use broad emotions to help farmers and rural areas continue to increase income, assist vulnerable farmers, train technical talents, activate idle personnel, land, and funds in rural areas, form service-oriented connections with farmers, and

contribute to rural revitalization and common prosperity. Jiahe Shared Farm adheres to the goal of "co-construction, sharing, and co-prosperity", and through the direction of "guarding, creating, and revitalizing", has achieved the common growth of the enterprise and the local community.

3.3 The Government Should Choose the Best in Attracting and Selecting Investment

The government needs to screen capable and responsible enterprises for rural investment to ensure the sustainable development of projects, while also providing a favorable investment environment and policy support for enterprises.

3.4 Farmers Should Cooperate with the Quality Standards of Enterprises

The revitalization of rural areas cannot be separated from the technological and modernization of agriculture. The sustainable development of enterprises requires ensuring the quality of products, which requires farmers to closely cooperate with enterprises, follow the quality standards formulated by enterprises for production, in order to ensure the market competitiveness and sustainable sales of products.

4. CONCLUSION

Jiahe Shared Farm has successfully transformed traditional agricultural production into a comprehensive experience area that includes leisure tourism, product sales, rural tourism, and other functions through the concept and model of shared agriculture. This farm not only improves land utilization and product quality, but also ensures product quality control through cooperation with research institutions. Through the sales strategy of "primary industry brand" and the model of "shared farm", Jiahe Shared Farm has successfully increased farmers' income, promoted rural revitalization, and become a model of combining agriculture with tourism and leisure vacation. The key to its success lies in standardized production processes, brand building, a combination of online and offline sales strategies, and the protection and development of local culture. The success of Jiahe Shared Farm lies not only in its innovative business model, but also in its profound sense of social responsibility, precise guidance from the government, and active participation of farmers. These factors together provide useful insights for

the sustainable development of rural tourism and offer a model for rural revitalization in other regions.

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