

Analysis on the Value and Improvement Measures of the New Type of Villa Farm Style——A Case Study of Chengdu Tony's Farm

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Keywords: Collectively-Operated Construction Land; Property Rights; New Forms of Agriculture

Abstract: In recent years, the process of urban-rural integration has been accelerating, and relevant regulations for collectively-operated construction land entering the market have gradually been liberalized. Baiyun Village, Hongguang Town, Pidu District, Chengdu, has listed four collectively-operated construction land for development and construction of the "Tony's Farm" project by listed companies. However, due to the high similarity between the construction form and commercial dwelling, Tony's Farm was rejected from the government after requesting the property right to be divided. Does the division of property rights in Tony's Farm promote the revitalization of collective construction land, or does it deprive farmers of their rights?

The operation mode of Tony's Farm is a pilot project on collective construction land, which is related to whether commercial housing development can be carried out on collective construction land.

This article analyzes from the perspective of economic development and people's living standards. On the one hand, it is believed that the division of property rights promotes the revitalization of collective construction land. On the other hand, three improvement measures were proposed: allowing the entry of the real estate industry in areas with conditions, optimizing services and improving supporting measures, and launching family-style villa farms.

1. Introduction

1.1 Background

In recent years, China's economic development has entered a normal state, and the pace of urban-rural integration has accelerated. At the same time, the development mode of traditional agricultural parks has solidified, and farmers' income in agricultural development is facing downward pressure. In addition, the phenomenon of hollowing out rural areas is prominent and Public infrastructure are incomplete, which makes it more and more difficult for rural areas to carry urban and rural residents' needs for rural tourism. The concept of ecological civilization also requires the transformation of agriculture and rural areas.

The entry of collectively-operated construction land into the market has been the focus of agricultural and rural reform. In Baiyun Village, Hongguang Town, Pidu District, Chengdu, local residents relied on the results of early land improvement to transfer four collectively-operated construction land to Tony (Chengdu) Agricultural Development Co., Ltd. for the purpose of creating a rural complex. The planned total investment of Tony's Farm Project is 15 billion yuan, and the total planned area is about 20,000 mu. Among them, the collective construction land in the region is about 2900 mu, the new rural community construction land is about 1,000 mu, and the planned construction of new rural communities is 520,000 square meters.

However, the villas built by Tony's Farm are expensive and the consumption of ordinary residents is difficult. Secondly, the "one-family, one-house" building layout structure is highly similar to the commercial residential form, and it is far from the commercial service building form. This is difficult to avoid the real estate development in the name of collectively-operated

construction land commercial service projects. Finally, the market value of this business model is relatively vague. The actual impact on the improvement of local residents' lives needs further discussion.

The question of this article is: What is the value of the villa farm implemented by Tony's Farm? In order to promote China's economic development and revitalize rural land, how should the new villa farm style implemented by Tony's Farm be improved?

2. Literature review

2.1 The development of China's reform of entering the market for collectively-operated construction land

Since the founding of the People's Republic of China, the process of entering the market for rural collectively-operated construction land in China has gone through three stages: the strict control stage, some pilot stages, and the phase of gradually opening up.

After the founding of New China until 2000, it was in the strict control stage. During this period, collectively-operated construction land must be requisitioned and converted to state-owned land before it can be transferred. This stipulation made some people's strong demand for land unmet, while others were confined to land, and the dual economic and social structure of the city and the countryside showed obvious performance. The second phase was from 2000 to 2007, when the government began to explore the entry of collectively-operated construction land into the market. Under the premise of conforming to the plan, some farmers' collectively-owned construction land use rights can be transferred according to law. Regulations on the entry of collectively-operated construction land into the city began to be relaxed, and urban capital began to flow into the countryside. The third stage is that after 2007, collectively-operated construction land will be released from the market. Under the premise of compliance with planning and use control, the state allows the transfer, leasing, and shareholding of rural collectively-operated construction land, and implements the same market entry, same rights and same price as state-owned land. This regulation has greatly promoted the transfer of urban capital, and the process of urban-rural integration has developed rapidly.

However, the entry of collectively-operated construction land into the market has not been affirmed by basic laws such as the Land Management Law and the Property Right Law. There are also many conflicts between local regulations and basic laws issued by various places. Legislation for collective-operated construction land is urgently needed. On August 26, 2019, the 12th meeting of the Standing Committee of the Third National People's Congress passed a decision on amending the Land Management Law of PRC and the Law of PRC on Urban Real Estate Management. Among them, the requirement that non-agricultural construction must use state-owned land or the original collective land requisitioned as state-owned has been deleted, which means that collectively-operated construction land can directly enter the market. This is a major breakthrough, which means that collectively-owned construction land can directly enter the market and remove institutional obstacles to the road of urban-rural integration.

Whereas there is no clear stipulation on whether collective-owned construction land can be used for the construction of small property rights houses. It just emphasizes the need to comply with the plan and use the land in accordance with the originally planned use.

According to the ambiguous regulations on the use of collectively-operated construction land in the newly revised land management law, this article believes that the state supports the development of new agricultural formats and does not oppose small property houses and on the other hand is also worried that the land market will be affected too much by the entry of the real estate industry into the rural land market. So it is still in a vague attitude.

Judging from the current development situation of Tony's Farm, the new rural community model implemented by Tony's Farm radiates the development of 50,000 acres of organic ecological agriculture around it, which has indeed played a role in promoting economic development. Therefore, this article will discuss the value of the Tony's Farm model from the perspective of

economic development and people's living standards, and how this new agricultural business model should be improved to better meet China's current rural reform needs.

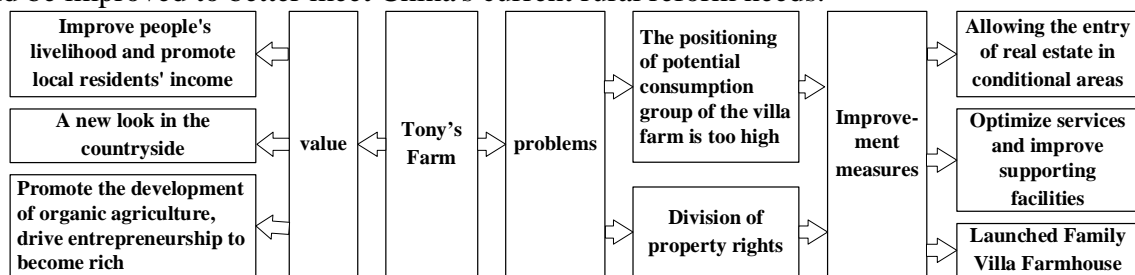


Figure The overall writing structure of this article

3. The Value Significance of New Villa Farm Type

Based on the concept of creating an international rural tourist resort, Tony's Farms plans to build Tony Organic Town in 6 villages including Hongguang Town and Sandaoyan Town in Pidu District. The planned total investment of Tony's Farm Project is 15 billion yuan, and the total planned area is about 20,000 mu. Among them, the collective construction land in the region is about 2900 mu, the new rural community construction land is about 1,000 mu, and the planned construction of new rural communities is 520,000 square meters.

3.1 Improve people's livelihood and promote local residents' income

With regard to the resettlement of villagers in the Baiyun Village project, Tony's Farm was built in accordance with the "1 + 23" standard, that is, a community with 23 basic supporting facilities, including public medical care, communication networks, culture, health, sports, and education. At present, 4 groups located in Baiyun Village, totaling 85,000 square meters of resettlement new homes have been completed and used, and local villagers have also smoothly moved back.

In addition to improving people's livelihood, Tony's Farm has given farmers 5 new identities and obtained 5 new benefits through a diversified industry linkage mechanism. One is to obtain land transfer income as the lessor of agricultural land management rights; the other is the cooperative profit dividend obtained as the cooperative shareholder; the third is the labor remuneration obtained as an industrial worker; the fourth is to rent and settle the house in the new district, and the rental income obtained as a landlord; the fifth is the entrepreneurial income obtained as an agricultural maker, thereby significantly promoting the income of local farmers.

3.2 A new look in the countryside

Since the Tony's Farm project was settled in Baiyun Village, the original rural housing has been rebuilt around the concept of "organic and healthy idyllic lifestyle". The structure and form show the characteristics of the garden architecture, the interior environment is elegant and comfortable, and it has a super villa level. At the same time, the farmland around the house was centrally improved through land circulation, and a production base of organic agricultural products was created to form a natural and beautiful rural landscape.

Surrounding the characteristics of "rural landscape", the fresh and pleasant rural environment created by Tony's Farm not only brings the visual and spiritual stimulus to local residents and tourists, but also promotes the prosperity of rural tourism.

3.3 Promote the development of organic agriculture, drive entrepreneurship to become rich

Tony's Farm is committed to making people live a healthy life, and the fields developed by the project are used to develop organic agriculture. Over the years, Tony's Farm has been producing and selling organic vegetables, using a direct delivery model from the countryside to the dining table. In terms of economic benefits, the production value of Tony's Farm in 2013 reached 103.95 million yuan, with a net profit of 7.55 million yuan. In 2014, the output value was about 130 million yuan and the net profit was more than 30 million yuan.

Tony's Farm has taken the lead in entrepreneurial development. Currently, it has formed a 300-mu field, a 100-mu plastic greenhouse, a 10,000-square-meter smart greenhouse, and a 2,000-square-meter cultural and creative space agricultural platform. Through the establishment of the Urban Agriculture Innovation and Entrepreneurship Fund and the provision of support policies covering talent cultivation, technological innovation, investment docking, market development and other full innovation and entrepreneurship creation incubation services, successively introduced Maker Coffee Bar, Organic Vegetable Salad Bar, Farm Private House Vegetables, Park Cooperatives, family farms More than 30 market players, settled in the park to carry out entrepreneurial innovation. Not only effectively promoted the development of organic agriculture, but also led local farmers to achieve entrepreneurial development together, directly or indirectly solved the employment problem for more than 700 farmers, and protected the income of farmers.

4. Problems with Tony's Farm

4.1 The positioning of potential consumption group of the villa farm is high

The building area of the villa generally ranges from 100 square meters to 500 square meters, and the price ranges from 3 million to 10 million yuan, about 30,000 yuan / square meter. House prices in Chengdu's Pidu District are generally around 10,000 yuan / square meter. By contrast, villa prices are higher, and ordinary residents do not have the ability to spend. By examining the potential consumer groups, this article analyzes that there are roughly three types of groups that can consume: local demolition residents, high-income groups working abroad, and residents in economically developed areas.

The first is local demolition residents. Due to the demolition of their old homes, this group of people received a large amount of compensation. At the same time, Tony's Farm provided them with a place to set up a new home. The combined assets can afford a villa farm. Second, high-income groups working outside. This group of people may have good jobs and high incomes abroad, and have the ability to buy villa farms locally. Third, residents in economically developed areas. They have their own housing in economically developed areas such as Beijing, Shanghai, and Guangzhou. Due to the high housing prices in the economically developed areas, if they sell their original houses, they will receive millions or even tens of millions of dollars, and then take out It is also possible to buy villa farms locally. These three cases do not include ordinary villagers around the local area. If ordinary villagers do not have superior jobs and rich assets, it will be difficult to live in a villa farm.

Regardless of housing or economic income, farmers should be the ultimate beneficiaries of collective land transfer income, not just the above three groups.

4.2 Division of property rights

The Tony's Farm project has acquired a series of legal rights before establishing a new agricultural community. Firstly, the Tony's Farm project is legally settled in, and obtained the right to legal matters such as the development and reform project establishment, environmental assessment environmental protection filing, bidding and filing, etc. Secondly, the land use is legally obtained. the Tony's Farm project obtained collective land immovable property right certificate according to law and obtained the right to use collectively-owned construction land; the plan was legal, the Tony's Farm project obtained a rural construction planning license according to law; the procedure was legal, and a rural construction permit was also obtained before construction; In accordance with the law for the completion of the house acceptance filing, initial registration of house ownership and registration of house ownership transfer.

However, after the completion of the first phase of Tony's Farm, the building was constructed with a "one-family, one-house" architectural layout structure, which is highly similar to the commercial residential form, but far from the commercial service building form. The government rejected this request when applying for separate registration and certification of more than twenty independent hotel villas that had been built together with the land use rights they occupied. The

government believes that Tony's Farm 's move is a real estate development rather than a commercial service building, so it refuses to authorize it. This article believes that Tony's Farm is actually a hole in the supervision of land use. Because the current land management law does not prohibit real estate development, but only to comply with the plan, it has led to the existence of highly similar small property houses in Tony's Farm.

5. Improvement measures of villa farm new style

The rural complex itself is defined as "agriculture + cultural tourism + real estate", and is a characteristic town composed of urban suburbanization and modern urban agriculture. It is not difficult to see that real estate is an important component, and the rural complex can also be regarded as a kind of urban suburbanization or rural urbanization. The current policy clearly stipulates the issue of the same rights and prices for urban land and rural land. Therefore, this article believes that the entry of the real estate industry into collectively-operated construction land is also an inevitable trend in the future.

5.1 Allowing the entry of real estate in conditional areas

Some views suggest that the new business model of Tony's Farm should be changed to long-term rental apartments and short-term rental housing, so as to avoid the problem of small property houses and vigorously develop the business service industry. However, the blind emphasis is that business-driven economy is incomplete. At present, China's current situation is that the per capita shopping mall area is high, and it faces the risk of excessive commercial volume. The commercial areas planned for development in many regions have not achieved their due value. If all the Tony's Farm are changed to rent hotel accommodations, it is likely that they will not attract customers and the economy will not flow. And Chinese residents generally prefer to buy a house instead of renting a house or staying in a hotel in terms of housing demand. From this point of view, it is not feasible to drive the economy through renting a house.

From the perspective of China's macroeconomic development, the unswerving development direction of the real estate industry is to ensure and maintain the stable operation of the national economy. This article believes that allowing the real estate industry to settle in collective construction land where conditions permit is a measure that can be piloted.

The prerequisites are the conditions that must be met for the pilot. The mode of Tony's Farm has a certain positive significance for economic development and can be used for reference, but it needs to meet certain conditions before it can be implemented. First, the environment is superior. The environment includes the natural environment and the cultural environment. The natural environment requires areas with beautiful scenery, pleasant scenery and rich natural resources. The cultural environment needs to have rich cultural heritage to attract people to move. Second, location conditions. Location conditions need convenient transportation to facilitate urban-rural interaction. The location should be around the economically developed big cities, and the distance should not be too far. Thirdly, economically developed cities need to have a certain driving ability. The urban population has the ability and pays attention to experience consumption, so as to drive the development of the tertiary industry. Only areas that meet the above three conditions can allow real estate to settle in collectively-owned construction land.

Of course, blindly pursuing business is not feasible, but while allowing the development of real estate, a small proportion of long-term apartment and short-term rental housing can make operations more flexible, less risky, and richer sources of income for farmers.

5.2 Optimize services and improve supporting facilities

The form of long-term rental apartments and short-term rental housing must have high-quality services. In the future, the business competition is not about whose cost is lower, but on whose service is better. If the thinking of business operations is still at the stage of "who's cost is lower", it will always stay in price wars, imitations, At the stage of crude manufacturing, customers cannot be robbed for consumption.

With the rapid rise of the experience economy, consumers pay more attention to the experience process, and people are more willing to pay for experience, environment, and services. Therefore, in rental housing such as hotels, homestays, etc., we must pay attention to service details and improve service quality; create a comfortable and convenient environment. Consumers come to the rural complex to feel the village atmosphere, and can integrate nature with the environment to allow consumers Willing to pay for this comfort and fun; constantly updating experience services, incorporating new technologies and new concepts, let consumers return.

5.3 Launched Family Villa Farmhouse

Retain part of the detached villa farms and transform another part of the detached villa farms into family-style villa farms. That is the original independent accommodation will be changed into two independent accommodations, such as one accommodation on the first floor and another accommodation on the second floor. This newly remodeled accommodation can be shared by siblings, relatives and friends in the family. Property rights are independent, and accommodation is also independent, but in the same villa, you can increase contact or not interfere with each other.

The price of a whole high-end villa farm is high, which limits the consumption of most groups. Family-style villa farms can reduce the price by half, greatly increasing consumer groups. Although the construction area has been reduced, it is also between 60-300 square meters, which will not affect people's normal life. In addition, the increased consumer population can also drive consumption and promote the prosperity of business in surrounding areas.

Summary

In the current reform of entering the market for collectively-operated construction land, on the one hand, we continue to pursue urban-rural integration for economic development and the improvement of people's livelihood; on the other hand, we avoid land market turbulence and restrict the entry of real estate. At present, economic development is in an era of consumers' desire for both material and spiritual needs. Consumers are paying more and more attention to the supporting experience of material spirit. The new business format implemented by Tony's Farm just meets this need and undoubtedly has taken the lead in the development of new agricultural business. This paper believes that this mode of piloting can be carried out in conditional areas, that is, real estate development is allowed on collectively-operated construction land, while a small proportion of long-term rental apartments and short-term rental housing are allocated, and further emphasis is placed on experience optimization services.

Acknowledgements

Humanities and Social Sciences General Project of the Ministry of Education (18YJA630107)

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