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Evolutionary Path and Mechanism of Village Revitalization: A Case Study of Yuejin Village, Jiangsu, China

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Abstract: Rural revitalization strategy has been widely implemented and examined since its introduction by Chinses government. A profound understanding of how China's villages gradually grow from rural decline to vitalization has important theoretical and practical values. This paper tries to reveal the evolutionary path and mechanisms for a typical farming village growth during the past 40 years of China's economic reform. Based on an exploratory case study, the evolutionary course of the case is divided into three phases, including rural poverty alleviation stage centering on leading agricultural industry (1978~1998), rural prosperity stage focusing on the regional coordination development of agricultural industry chain (1999~2008), and rural revitalization stage putting emphasis on the construction of modern agricultural industrial system (2009-2018). The results demonstrated as follows. (1) The core motivations of rural poverty alleviation are establishing leading industries, catering to the reform of household contract responsibility system (HCRS) and rural talent-driven resource integration. (2) The main factors affect rural prosperity are synergy development of rural industries, agricultural management system reform and rural resource reconstruction. (3) The key elements of rural revitalization include agricultural-industrial integration as the core drive; farmland system innovation as the booster; and village collective economic organization (VCEO) as the central force. (4) The evolution essence of rural revitalization is the integration, reconstruction, and optimization of resource under the specific cultivation mechanisms, corresponding to rural growth path of self-repairing, self-adapting and self-improving; (5) The evolution mechanism of rural revitalization is a process in which the rural core competence evolves from low level to high level, and from traditional subsistence agriculture to market-oriented rural industry as villages' capacity for self-development evolves and improves continuously.

Keywords: Rural Revitalization; Evolution Path; Growth Mechanism; Case Study

1.Introduction

As a spatiotemporal location, villages have been existed steadily in the development of human history, not only inheriting the farming civilization for thousands of years but also playing an important social role. However, with the tremendous impact of covid-19 on the world's economies and the challenges of anti-globalization, climate change, food insecurity, rural areas are more economically fragile than cities towards the shock and cannot be overlooked (Mathy, 2007; chen,2020; Jiang et al.2020).Rural decline is becoming an increasingly prominent global issue caused by the widening rural-urban divide under the urban-rural dual system and market mechanism (Yin et al. 2019; Li,2019; Chen et al. 2020). The proportion of world's rural population in total drop from 66.39% in 1960 to 44.73% in 2018, with a significant drop in China from 83.80% to 40.85% of that year (World Bank). The rapid and large-scale decrease and transfer of the population in countryside mean that villages and farms around the world were declining as workers and the young migrate to urban areas (Liu and Li, 2017), which directly leads to the increasingly salient rural recession, reflecting in the severe outflow of rural talents, labor shortage, local market contraction, economic downturns(Wood, 2008; Markey et al, 2008 ;Carr et al, 2009; Li et al., 2016).

Rural revitalization is a policy response to a series of “rural diseases”, including village hollowing, environmental pollution, a weakening in agriculture, and rural poverty (Liu et al., 2018; Ning et al., 2018). Looking around the world, in the primary stage of industrialization, agriculture supports industry and provides primitive accumulation for industrial development. When industrialization reaches a considerable degree, industry begins to support agriculture and rural areas, realizing synergy development of industry and agriculture, city and rural areas, and becoming the universal development trend (Li et al, 2018). International experience also shows that when a country's urbanization rate exceeds 50%, capital, technology, management and other factors will shift to the agricultural sector (Li,2012; Wang, 2020). This trend occurred in the United States in the 1950s and in the industrialized countries of Europe in the 1970s, as well as in Japan, Australia and Russia (Champion,1989; Hugo and Smailes, 1985; kontuly, 1988; John, 1994; Odagiri, 2009). Countries represented by America, Japan, Canada, Germany have explored many successful models in rural development to tackle the urban-rural disparity and promote rural revitalization (Stephan et al., 2018; Yolande et al.,2013; Moser et al., 2018; Kenichiro and Satoshi, 2018).Nevertheless, the challenge of how to achieve comprehensive rural revitalization remain formidable represented by sluggish regions and counties in most developing countries.

China has been made useful explorations on the road to rural revitalization. Since China's reform and opening-up in 1978, the remarkable achievements of the reform had brought historic changes of the rural landscape, and strongly supporting the profound transformation of the whole national economy and society (Scott,1997; Huang, 2012). Currently, China's urbanization rate exceeded 50% in 2011, and by the end of 2019 it had reached 60.6%(National Bureau of Statistics, NBS,2020), which means that China has stepped into the development stage of urban-rural integration, and it is timely to revitalize rural areas. It was at this time that “rural revitalization strategy” was initiated by Chinses government in the 19th CPC National Congress, aiming to give priority to the development of agriculture and the countryside, establish and improve the institutional mechanisms and policy systems for integrated urban-rural development. So

as to accelerate the modernization of agriculture and the countryside in accordance with the overall requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent living (Yi et al, 2018).

The growth path and development mode of rural areas vary significantly due to the diversity in natural resource endowment, culture and tradition, economic system, and development stage among different countries and regions. The strong characteristics of the urban-rural dual economic structure of China make the path of rural growth and evolution in China unique and typical. Additionally, like the majority of developing countries and regions, China still faces various problems in the process of rural revitalization, such as weak agricultural competitiveness, rapid non-agriculturalization of production factors, aging of population, farmland decentralization and environmental pollution (Liu and Li, 2017;Liu 2018). Studies that explore and reveal the evolutionary path and mechanism of rural growth basing on the case of China' village would help develop essential theoretical framework and practical experience for rural revitalization in China and other countries in the world.

China's rural revitalization strategy provides an overall direction and pathway for rural development, but it also raises a series of questions that need to be explored in depth, especially about the driving forces and mechanism behind village revitalization. Specifically: 1) In terms of ordinary villages, how to make use of national policies combining their own resources to achieve rural revitalization? 2) what is the growth trajectory of villages from poverty and decline to prosperity and rejuvenation? 3) what is the internal mechanism and basic law of village revitalization evolution? These questions need to be revealed through exploratory case studies. By carrying out systematic study of the evolutionary path and mechanisms at the village level, we could obtain better answers to the questions above. In depth exploring the characteristics and mechanism of village revitalization, may contribute to better understanding of the main driving forces and their interacting relationships of village development, and gaining important implications for innovating institutional arrangement and policy guidance to promote sustainable village development.

From the microscopic perspective, this paper takes the growth of a typical village as an example, revealing the evolution process and the underlying mechanism of rural development from poverty to revitalization since the rural reform in China. Firstly, we divide the growth process of the village in the 40 years of the reform into different stages, to identify the characteristics and core growth factors of the village in each specific development stages. Then, the emphasis is put on excavating the "critical", "transitional" and "induced" causes of the village growth in different stages, establishing a process of growth and evolution model of rural revitalization. Grounded on an exploratory case analysis, the paper summarizes the evolution mechanism, path and law of village vitalization. This study may contribute to giving a better understanding of the growth path of a typically agricultural village during the transition from poverty to vitalization. It also provides an explanation for the political ecology of rural development during transition from urban bias to rural priority.

2. Literature review

2.1 Multiple research perspectives on rural revitalization

Rural revitalization is not only a complex system project, but also a scientific issue involving various interdisciplinary subjects. Contributions to research perspectives on rural revitalization mainly originate from agricultural economy, rural geography, rural sociology and ecology, rural administrative sciences (Huigen, 1996; Cloke, 1997; Terluin, 2003). In China, the reform and revitalization of village has attracted much attention. The paper mainly summarized from the research perspectives of rural development economics, rural geography economics and rural sociology.

Many scholars have long utilized development economics perspective to understand how to revitalize villages. Rural-urban integration is widely recognized as a vital path for rural renewal and development (Rotgé, 2000; Lazzarini, 2018; Liu et al., 2016a, b; Deininger, 2020). Typically, Chen et al. (2020) underlines the necessity to employ a global perspective and the rurbanomics that lifts rural economies as equal partners with urban economies. In an integrated rural-urban economy, agricultural modernization and the development of manufacturing and services can benefit both workers and consumers in both urban and rural areas (Steiner et al, 2019). The second development path of rural revitalization is rural industries integration. The idea of industrial integration originated from the research of American scholar Rosenberg (1963) on the evolution of American machinery and equipment industry. There are different expressions for this idea in the existing researches, such as "integration of agricultural industries" (Han, 2018) or "integration of three industries" (Zhao, 2017; Chen, 2018) and the practice of "six-grade industry" (Naraomi, 1998; Shigehito, 2012) in Japan, but the development concept is basically the same. Its main idea is to promote the extension of agricultural production to secondary and tertiary industries, and form a complete industrial chain integrating production, processing, sales and service, so as to enhance rural development vitality. According to the sustainable development path, Susy (2018) formulate Smart Village model for alternative village development model in Indonesia, which covered five dimension, namely resources, technology, service chains, institution, and sustainability as well as four development phases in which the collaborative governance model became its key executor. Kazuhiko (1998) designed three different types of typical eco-village models for revitalizing Japanese rural areas. Other studies have discussed revival initiatives including land system reform, rural innovation, agricultural modernization, and targeted poverty alleviation (Du et al., 2016; Blackmore, 2012; Ye and Zhong, 2017; Yin et al., 2019).

The idea that geography serves "agriculture, rural areas and farmers" was advocated by scholars (Wu, 1991; Liu, 2018, 2019). Based on the perspective of modern geography, previous studies mainly focused on rural revitalization planning (Li Gang, 2018; Hu et al, 2019), village classification system (Blunden, 1998; Hedlund, 2016; Li et al, 2020), rural reconstruction and transformation (Li et al, 2019; Long and Liu, 2016; Zhou et al. 2020), rural production space system (Wang, 2017, 2018, 2019; He and Wang, 2019), and rural regional system (Liu et al, 2019). In addition, Liu (2019) proposed that more attention should be paid to exploring the major theories and scientific approaches of the coupling of human-land system, the integration of urban-rural development and the fit of the functions of villages-towns. Study on rural revitalization from the perspective of geography explains the frontier problems and technological demands of rural science in the new era. It also provides important theoretical basis and thinking for the further research of rural science and village revitalization in China.

From the perspective of sociology, previous studies have shown three main ideas of rural revitalization. The first one is based on the community theory (Ferdinand Tonnies, 1957), proposing to build rural governance community (Nu,2013) and rural industrial community(Zeng and Xian,2019).The second is based on the concept of governance. (The world bank,1994; Bevir, 2012). Rural governance is considered as an important path to achieve poverty alleviation and sustainable development (Grindle, 2004). Qin (2020) believes that the key to rural governance is to solve three problems of human, including spiritual and ideological issues, social management and public service. Furthermore, on the basis of inheriting and innovating the Marxist thought of rural development and urban-rural integration (zhang, 2018), the concept of “ collaboration, participation and common interests” was put forward by president Xi Jinping as the core idea to guide China’s rural revitalization (Yao, 2020).It aims at jointly participating in social construction and sharing the fruits of development(Xi,2016). Also, the concept provides a new way of thinking to solve the dilemma of severe outflow of production factors, shortage of endogenous ability, interest imbalance and conflicts caused by the unilateral leadership of government or capital.

Additionally, several studies have analyzed the rural revitalization from the perspectives of culture, education and ecological environment, including organizing rural art festivals (Agnès et al.,2020), developing multi-talent education (Liu,2019; Li et al., 2019), designing eco-villages (Kazuhiko,1998), and examining the relationship between environmentally friendly land use and rural revitalization (Wang,2019).

2.2 The driving forces and approaches of rural revival

Village development mechanism is the process, mode, law and essence of the interactions between the internal and external factors which influence the development and evolution of village system (Li Yurui, 2019). Village revitalization is also the result of the endogenous driving factors, the exogenous driving factors and the interactive driving factors in the different stages of development.

Based on endogenous rural development theory (Picchi, 1994; Terluin,2003), studies have shown that rural talents, land use and industry development are core elements in rural revitalization. Rural elites represented by rural leaders and key people, are crucial actors in stimulating and integrating internal and external resources. They are also the main participants in village development (Onitsuka & Hoshino, 2018; Li et al., 2019c). Land consolidation is gradually favored in promoting rural revitalization due to its multiple benefits in social, economic and ecological aspects (Zhou, 2019). Wang (2019) demonstrated that the coupling degree between healthy ecological environment and rural revitalization were always at a high level. Local industry development have been widely proved and proposed as an vital endogenous driving force of rural revitalization, like developing organic farming(Ruta & Jakub, 2020), establishing local entrepreneurship (Li, 2019a), building a new town development zone, and integrating first-second-third industries(Li, 2019b). Besides, according to Hirschman’s ‘exit-voice’ theory, Li (2016) reveals that bottom-up revitalization initiatives, including local committees or stakeholders’ self-organized actions, play an important role in rebuilding villages.

Exogenous rural development theory addresses the decisive role of exogenous factors on rural development (Slee, 1994). It is also applicable to analyze impacts on rural revitalization. Studies have

shown that key exogenous variables include government intervention or policy, social capital (Li, 2019a; Wu Bin, 2020; Nugrahani & Saptatiningsih, 2019), the reach of the state (Mobo and Gao, 2017). Innovation system composed of technology innovation, institutional and management innovation, community-based network and intermediary platform innovation, which is also vital external support in realizing rural revitalization (Long and Liu, 2016; Chen et al., 2018; Yin et al, 2019). Actually, a comprehensive rural development theory combined local with external forces in driving rural development is more in line with research trends (Terluin, 2003; Marsden, 2010; Li et al, 2019c). Empirical evidence of successful villages indicates that rural development is based on the integration and coordination of internal and external driving forces, as well as the formation of interactive relations among elements and the harmonious coexistence of cyberspace. (Li et al., 2019c).

In terms of research methods, most of rural revitalization studies adopted case analysis by establishing theoretical analysis models for qualitative research (Yin, et al, 2019; Zhou, et al, 2020; Wu, 2020), including pattern-matching (Terluin, 2003), descriptive quantitative and qualitative (Nugrahani & Saptatiningsih, 2019), comparative analysis methods (Wang, et al 2018). Data collection was usually adopted by questionnaires, in-depth interviews (Nugrahani & Saptatiningsih, 2019), document review, semi-structured interviews, small and medium-sized workshops (Tang, 2020).

In contrast to qualitative analysis, empirical study mostly quantifies the results through data analysis. Guo (2020) employed spatial econometrics to investigate factors that affected the supply of rural educational resources. Tan et al. (2019) used Pearson's correlation coefficient analysis, system clustering, optimal segmentation of ordered samples and other method to reveal the evolution traits and driving forces of rural functions. Wang (2019) evaluated levels of environmental friendliness and rural revitalization using the quantitative study which included dimensionless method, entropy method and the coupling measure model with data from 2010–2017 in Hainan Province. Li (2019b) proposed a rural system evaluation model through an empirical study to explore rural revitalization paths.

By sorting out existing research, we can find that systematic research on the evolutionary mechanism and path of transition from rural decline to revitalization is relatively rare. In terms of research perspectives, current studies mainly focused on development economics, geographical economics and sociology, while village rejuvenation is a systematic project requiring a comprehensive analysis from a multidisciplinary perspective. In regard to research method, many studies used static analysis and a single-method approach. Few adopted an exploratory case study method and a combination of qualitative and quantitative methods. From the time dimension, most case studies conducted at a specific point in time or in recent years. However, a village change from poverty to revitalization is a relatively long-term development and evolution process, which requires longitudinal and in-depth research on policies and backgrounds in different periods. This paper elicits the evolution mechanism and path of village revitalization, based on ground theory combined with longitudinal and in-depth exploratory case study method and a comprehensive interdisciplinary perspective. Compared with the existing research, this study takes a typical agricultural village of China as the research unit and the time span extends from the reform and opening-up in 1978 to now. The results will shed light on understanding the law of evolution of village revitalization and provide experience for village revitalization in China and other regions.

3.Methodology

3.1 Study methods

It is appropriate to use an exploratory case study method as the evolution of rural revitalization is a dynamic process. Specifically, based on the following considerations: (1) The core research questions of this paper are " How to revitalize villages? " and " Why does rural revitalization have specific evolution laws and growth paths? ", which belongs to the category of "how" and "why" problem. Using an exploratory case study helps to understand the motivation and mechanism behind this particular phenomenon (Yin, 2002). (2) The concept of rural growth path and the evolutionary logic of rural revitalization involved in this study is abstract, so it needs to be deeply explored with rich case materials and data. (3) Lack of relevant research on internal mechanism and growth path of rural revitalization evolution. Adopting exploratory single case study is more conducive to focusing on the growth and evolution track of typical villages. An in-depth description and interpretation based on background and situational factors is helpful to refining the evolution rules revealed complex phenomena (Eisenhardt & Graebner, 2007).

3.2 Case Selection

Following the rule of typicality principle (Patton, 1987), we selected Yuejin village, China as the case for this study. Yuejin village locates in the northwest of Jiaze Zhen, Wujin district, Changzhou city, Jiangsu province. It is a famous hometown of flowers and trees in the southeast of China (Fig.1). Yuejin village covers an area of 3500 mu with 18 small natural villages and 21 villagers' groups under its jurisdiction. A total of 736 households are consist of 1,863 registered population and 321 migrant population. The main reasons for choosing this village are as follows. First, Yuejin village was once faced with a comprehensive system crisis, such as poverty and backwardness, ecological deterioration, and numerous social contradictions. This kind of problem is very representative in the process of rural development. If a village does not keep up with The Times, take the policy as the guidance, and develop by the reforms, it may encounter the problem of systemic crisis. Second, Yuejin village is a typical village that takes agriculture as the leading industry and realizes revitalization by multisystem reforms. It is different from villages that rely on industry or industrial and commercial capital to drive development. Third, Yuejin village has undergone tremendous changes since 1978. The average per capita income of the collective was 91 yuan in 1978, while the per capita net income of villagers was about 30,000 yuan in 2018, which is about 50% higher than the per capita disposable income of China's rural residents in the same period. Therefore, the conclusions and replicating experience based on the research on the reform process of Yuejin village are particularly instructive.

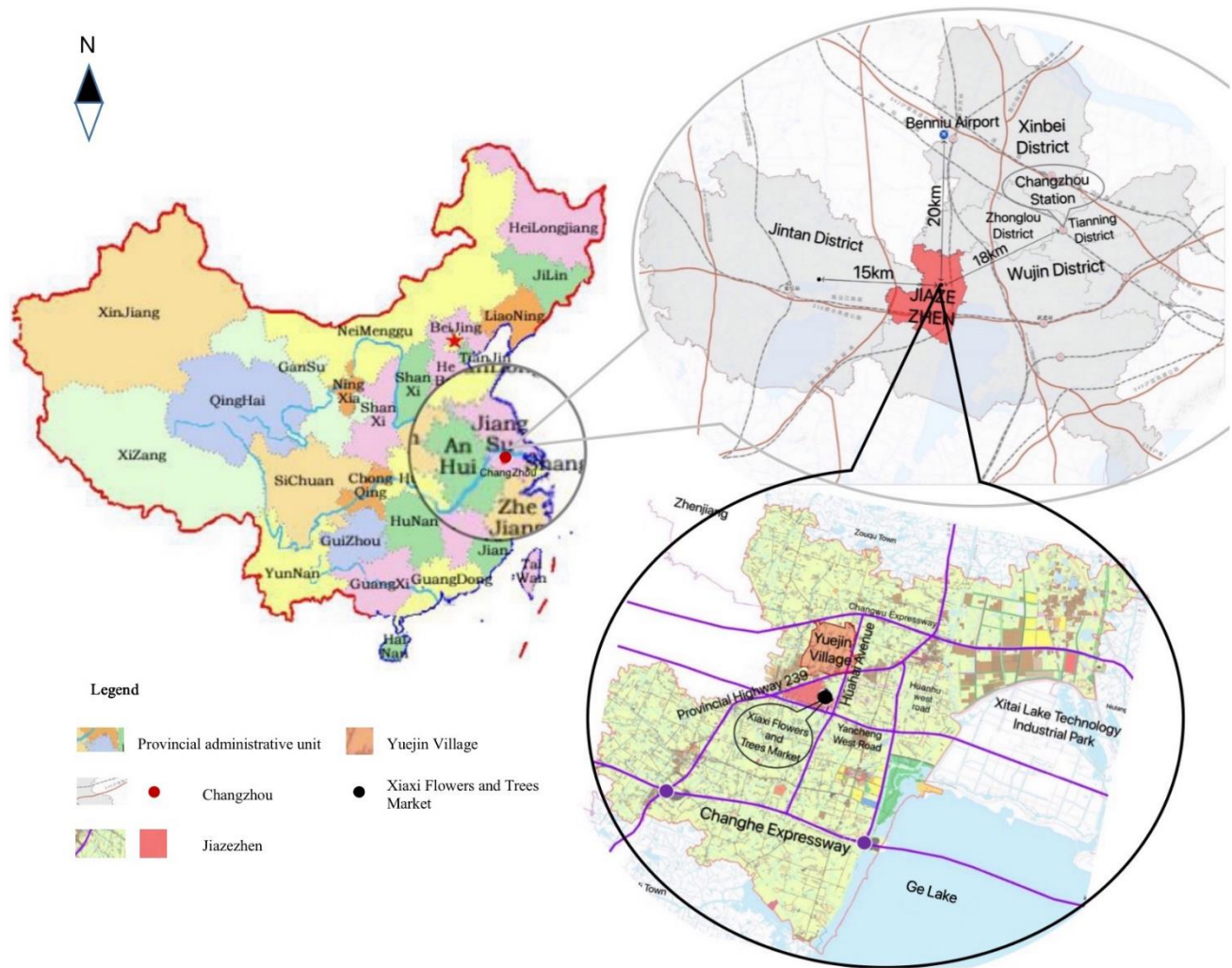


Fig. 1. Location of the case study area.

3.2 Data Collection

Primary and secondary data in this study were collected from June to December 2018, as shown in Table 1 & 2. Methods applied in this research include a semi-structured interview, focused interview, informal interview, on-site observation, and secondary data collection. The semi-structured interview was conducted with 20 representative villagers, composed by family farms owners, nursery stock brokers and managers of cooperatives. These interviewees were selected using judgment sampling. Survey questions for these people involves: development history of the village nursery stock industry and farmer cooperative organization, the growth process of each representative member, family financial status and the observed changes of the village, the cognition and evaluation of the village development planning and system reform, etc. The focused interview was conducted by judgment sampling with 16 executives involved in village reform and development. Survey questions for this group included: development history of Yuejin village industrial and Village Collective Economic Organization (VCEO), the reform process of village farmland system, the village farmland use, the composition and development history

of village committee members, the village development planning and construction, ecological environment protection, villagers' living conditions, etc. The informal interview was conducted with villagers selected by judgment sampling.

Table1. Data source and code

| Date source | Title | Number of entries | Code |
|----------------|--|-------------------|------|
| Primary date | Data obtained through in-depth interviews | 19 | F1 |
| | Data obtained through informal interviews | 32 | F2 |
| Secondary data | Village archives | 13 | S1 |
| | Minutes of the village committee meetings | 5 | S2 |
| | Working report and summaries of the village committee | 10 | S3 |
| | Policy paper on the village reform | 24 | S4 |
| | Media interview materials provided or approved by the village committee | 7 | S5 |
| | Existing research literature materials approved by the village committee | 11 | S6 |

Table 2 . Interviewees and the Core Content of the Interview

| Serial Number | Position and Number of Respondents | Contents | Interview Frequency | Duration of Time |
|---------------|--|---|---------------------|------------------|
| 1 | Director and Deputy director of the Rural Work Office of the District Committee (2 people) | The overall development of the rural economy in the region The reform of the rural property rights system Implementation measures of the rural revitalization strategy Characteristics of the rural reform in this district Evaluation and understanding of the development of Yuejin Village | 4 | 225 min |
| 2 | Director of the Rural Work Office of the District Committee (2 people) | Overall development status and evaluation of Yuejin village Status and evaluation of the pilot reform of agricultural land system Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 3 | 187 min |
| 3 | Head and Deputy Head of Town Agricultural Economics Station (2 people) | Overall development status and evaluation of Yuejin village Status and evaluation of the pilot reform of agricultural land system Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 2 | 132 min |
| 4 | Secretary of the Town, Major of the Town (2 people) | Overall development status and evaluation of Yuejin village Status and evaluation of the pilot reform of agricultural land system Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 2 | 88 min |
| 5 | Past and current secretaries and directors of Yuejin village (4 people) | General thought and development process of Yuejin village Introduction of key events and characters in different development stage The pilot measures for the reform of the agricultural land system Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 3 | 192 min |

| | | | | |
|----|---|--|---|---------|
| 6 | Village committee members (2 people) | Introduction of key events and characters in different development stage Land system reform process Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 1 | 76 min |
| 7 | Village team leader (2 people) | Introduction of key events and characters in different development stage Land system reform process Industrial development Village construction Ecology and environment protection Villagers' living conditions etc. | 1 | 63 min |
| 8 | Leaders of the farmland stock cooperative (2 people) | Development situation of the farmland stock cooperative in Yuejin village Membership Operating performance Operation mechanism Profit distribution mechanism | 2 | 102 min |
| 9 | Members of the farmland stock cooperative (2 people) | Development situation of the farmland stock cooperative in Yuejin village Members' rights and obligations Operating performance Profit distribution mechanism | 1 | 93 min |
| 10 | Village representatives (13 people) | Overall understanding of Yuejin village development Attitude to the village's farmland system reform Cognition of the civilization construction of village style Understanding of ecology and environmental protection Perception for villagers' living conditions | 1 | 412 min |

3.3 Data Analysis

The data analysis adopted the grounded theory method. The data analysis process involves three types of coding, namely open coding, axial coding, and selective coding (Glaser and Strauss, 2006). At the stage of open coding, double-blind coding is adopted to encode the meeting minutes and reports, interview records, and observation notes of 38 respondents' sentence by sentences. Forty-three initial categories are formed by conceptualization and categorization of the encoded data. At the stage of axis coding, continuous comparison and cluster analysis of open coding are introduced to explore the internal logic between the initial categories. According to the logical relationship of "cause-behavior-result", 43 initial categories are reintegrated into 35 sub-categories based on the village history and the literature guidance. Excluding the initial concepts that are least relevant to this study, 35 sub-categories are summarized into 15 main categories. At the stage of selective coding, repeated comparison and root analysis are employed. By combining the constructs in the main category, three theoretical frameworks are extracted, including cultivation mechanism of rural poverty alleviation, prosperity, and revitalization. At last, the growth motivation, measures, and results of villages are identified, and then the chain of evidence is established to determine the inherent logic of the evolution of rural revitalization.

4. Development overview of the case village

At the beginning of China's reform and opening-up, Yuejin village was a typical impoverished village

that had no office space for the committee, no collective assets, and no source of collective income. Since then, this village has seized the opportunity of national greening policy and farmland system reform by virtue of its location advantages and opened up the road of rural rejuvenation. This is a path of rural revitalization with the reform of the agricultural land system as the driving force, the agricultural flower and wood industry as the pillar, and promoting the village prosperous and villagers rich as main target.

The development course of Yuejin village can be divided into four stages (Fig.2). At the first stage, village nursery stock industry was gradually emerging, promoting rural poverty alleviation from 1978 to 1988. At this stage, the implementation of the household contract responsibility system (HCRS) meant that rural land was contracted to villager groups and individual farmers. Subsequently, seedling planting gradually replaced grain crops as the main industry, and farmers started decentralized planting operations. With the rapid increase in nursery stock production, brokers came into being to expand market sales. However, lack of effective constraints and supervision, the moral hazard and default of this group was particularly prominent. The per capita income of the village increased from 91 yuan in 1978 to 1,000 yuan in 1988, with an increase of 10.99 times.

The second stage was from 1988 to 1998, when the rise of the flower-plant industry help rural economic recovery. The reform of rural taxes and fees and the reform of farming system in China became the key turning point of Yuejin development in this period. Therefore, agricultural industry of the village expanded its agricultural business scope from single nursery stock to flower-plant, forming an agricultural industry supported by flowers and trees, and driving the village economic recovery. The per capita income of villagers increased by 3.5 times from about 1,000 yuan in 1988 to 3,500 yuan in 1998, and the planting area of flowers and trees in the village reached more than 50%.

In the third stage, the strategy of "enriching villagers based on flower-plant industry" brought village development to a new stage, from 1999 to 2008. With the rise of flower and trees industry, the economic effect of planting flowers and trees in the village was spilling over. During this period, the planting area of flowers and trees in the village kept increasing and accounting for more than 90% of the total cultivated area, which meant that the planting of flowers and trees had become the rural leading industry, driving the villagers on the road to prosperity. The per capita income of villagers risen by 2.29 times from about 1,000 yuan in 1988 to 3,500 yuan in 1998.

The time span of the fourth stage is from 2009 to 2018, in which the upgrading of the flower-plant industry promoted the village rejuvenation. In this stage, Yuejin village further clarified the development orientation of the characteristic industries, supported by the reform and innovation of land system and the cultivation of local professional talents. Finally, the characteristic modern agricultural industry system was established, which laid a solid foundation for the road to rural revitalization. The village has achieved an agricultural output value of 150 million yuan, an industrial output value of 35 million yuan, a village-level collective income of 1.8 million yuan, and a per capita net income of 29,500 yuan in 2017.

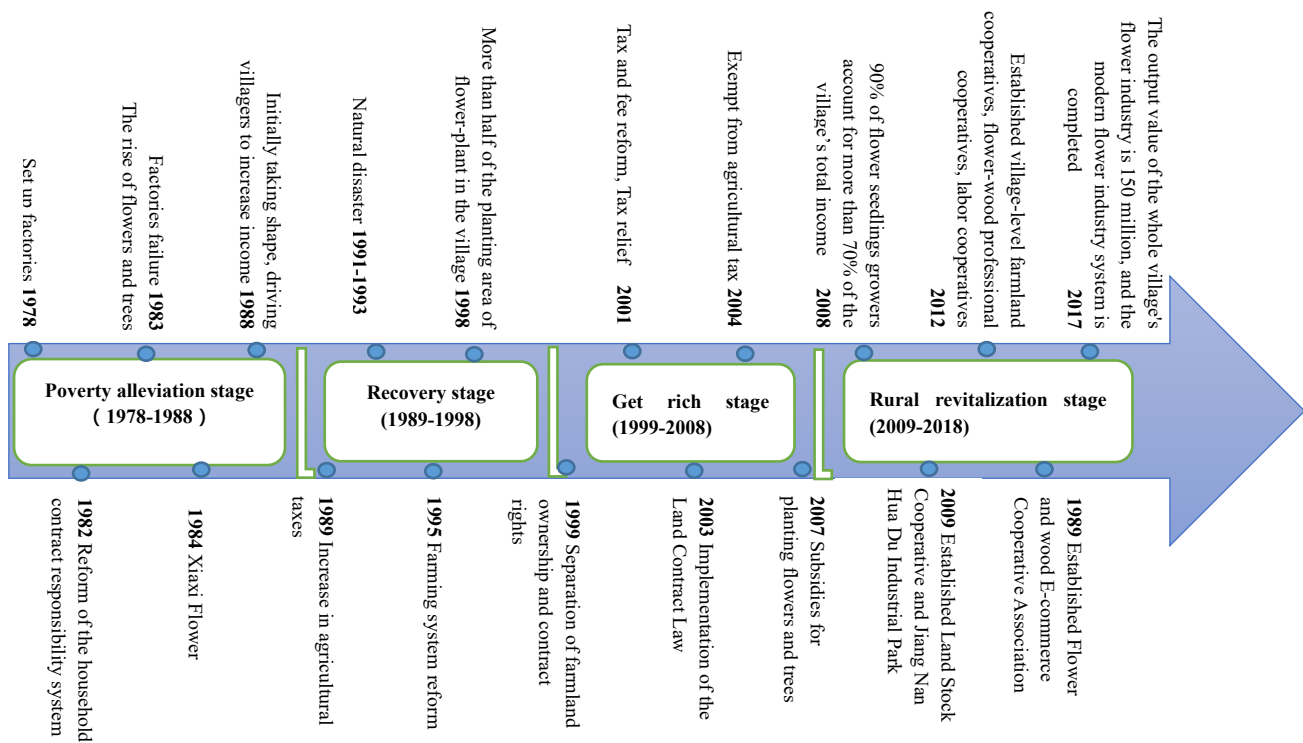


Fig. 2. Growth process of Yuejin village

5. Case analysis on the evolutionary mechanism of rural revitalization

The key to understand the evolution process of rural revitalization is to identify the "critical", "transitional" and "induced" causes of rural development in each stage, and to reveal the evolutionary mechanism of its continuous transition from seeking survival, gradual growth to promoting comprehensive development. The critical motivation are the factors that play a leading and decisive role in the rural stage development. The transitional motivation is the opportunity and space brought by policy or system change for rural development. The induced motivation is a kind of impetus formed spontaneously by the villagers, inducing the village changes and development. Based on the perspective of rural change and the development of rural industry, the growth and evolution course of the case village is divided into three phases.

5.1 Phase 1: Rural poverty alleviation focusing on leading agricultural industry (1978~1998)

The previous two stages mentioned above are merged into phase 1 here, because the development of Yuejin village was generally at the stage of rural industry rising and rural poverty alleviation from 1978 to 1998. Based on the process analysis, this study summarized and refined the mechanism of rural poverty alleviation (Fig. 3), the key factors and the evidence (Table 3).

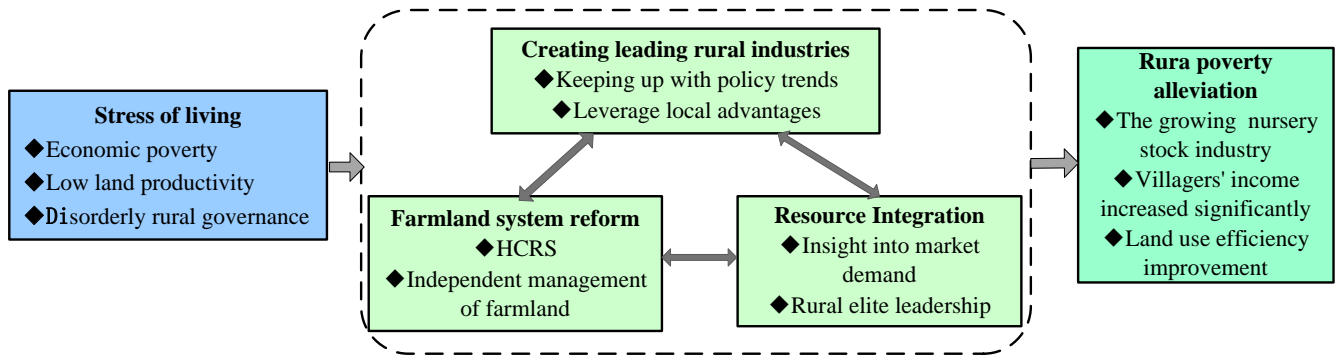


Fig. 3. Cultivation mechanism of rural poverty alleviation

Table 3 . Related concepts and typical evidence citation

| Formed basis | Primary code | Secondary code | Examples of typical evidence | Number of entries | Source |
|--------------|---------------------------------|--------------------------------|---|-------------------|----------------|
| Motivation | Stress of living | Economic poverty | "At the beginning of the reform and opening-up, our village made a living by growing grain. It was a typical poor village that food relied on buy-back grain and production depended on relief. " "At that time, the Wujin County Committee spent a lot of money to build a county-level planting and livestock farm to foster an advanced model that would not fail and drive villagers to get rich. However, the property materials were run out in less than two ears. The sheep imported from Germany across the ocean were stolen and eaten by the villagers overnight once they arrived in Yuejin Village. In the late 1970s, villagers had poor housing conditions." "Some villagers live in mud-brown cottages and the three generations and grandchildren share the same room. Even some pigs, sheep, cattle pens and human housing are integrated, and the per capita housing is only more than 10 square meters. The overall living environment is low and short, Dark, messy. " "In the face of rain or natural disasters, many people in the village can't even eat, less likely to complete the task of ordering food." | 10 | F1、F2、S1、S2、S3 |
| | | Low land productivity | "The more the land is planted, the more the loss is, and the less the planting, the less the loss." "It is better to simply plant less or discard the wasteland." "It is more common for the village to throw away the wasteland or just plant the grain field. Some farmers use the abandonment as an excuse to evade the task of paying grain, some people simply rent out the contracted land. " | 8 | F1、F2、S1、S2、S3 |
| | | Rural governance is disorderly | "At that time, the village committee basically had no financial resources, and the management was very chaotic." " Collective land has been occupied by villagers for a long time, and things stealing from the village have happened from time to time." | 5 | F1、F2、S1 |
| Behavior | Create a leading rural industry | Keep up with policy trends | "After 1978, the reform of the agricultural management system and operation system has continued to deepen. The agricultural industrial structure has also been adjusted. The rise of the national greening and beautification cause has provided us with a good opportunity to develop seedling cultivation." "The villagers saw the first batch of people who planted the seedlings made money and started to follow suit. " | 6 | F1、F2、S1、S2、S3 |
| | | Leverage local advantages | "After the opening up, the whole market of nursery stock in Jiangsu and Zhejiang gradually formed a scale, especially the formation of Xiayi flower market in our town, which provided good market conditions for our village to develop the nursery | 4 | F1、F2、S1 |

| | | | | | |
|--------|------------------------|--|---|----|------------------------------------|
| | | | stock industry." " Yuejin Village is located in the west of Wujin District, Changzhou City. Relying on the Xiaxi Flower Market, it is also located in the Yangtze River Delta Plain, and the land is flat and fertile." "Subtropical monsoon humid climate, sufficient light, has the unique planting conditions and sales position of flowers and trees." | | |
| | Farmland system reform | Household contract responsibility system | "After the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China, especially in 1982, the Central Committee of the Communist Party of China issued the NO.1 document for rural work." "The form of agricultural production responsibility system for contracting land and other means of production and production tasks." | 15 | F1 、 F2 、 S1 、 S2、 S3 |
| | | Independent management of farmland | "Under the household contract responsibility system(HCRS), the rural land production slogan is 'guaranteed by the state, handed over to the collective, and the rest is your own'." "As long as the national and collective grain-growing tasks are guaranteed, the remaining reserved land has been allowed to operate independently. "" What makes it easy to sell can make money, what you plant in the field, and how much you plant is your own decision, but you still have to guarantee the completion of the task first. " | 8 | F1、 F2、 S1、 S2 |
| | Resource Integration | Insight into market demand | "Some people in the village are working as carpenters in the surroundings. Carpenter workers found the lumber industry profitable earlier. They started to plant seedlings and used bicycles to sell on the market. " | 10 | F1、 F2、 S1、 S2、 S3 |
| | | Rural elite leadership | "Some people in the village are working as carpenters in the surroundings. They found out that the lumber industry was profitable earlier. They started planting seedlings in their own reserved land earlier and sold woods in the market by bicycles and make a fortune. The income of workers is still high. Some elites in the village made money by planting and selling seed nursery stock. The villagers can buy TV sets. The villagers are envied and imitated. "" Some farmers raise their own seedlings and graft. They are still selling in their hometowns and neighboring townships, and the money they earn is much higher than the income from earning work points and growing vegetables and selling garlic, and the villagers have also grown seedlings. " | 4 | F1、 F2、 S1、 S2、 S3 |
| Result | Village out of poverty | The nursery stock industry is gradually emerging | "As of 1998, the total area of flowers and trees planted in the village accounted for nearly 50% of the total cultivated land area of the village. The number of varieties of flowers and trees has also increased from primary cultivation to advanced development. The cultivation of local varieties has gradually expanded from the cultivation of imported varieties from other fields. , Shrubs and balls have grown to large trees. " | 9 | F1、 F2、 S1、 S2 |
| | | Villagers' income increased significantly | "The per capita income level of the villagers has increased by 38.46 times from around 91 yuan in 1978 to 3,500 yuan in 1998." | 5 | F1、 F2、 S1、 S2、 S3、 S4 |
| | | Land use efficiency improvement | "Under the adjustment of the land system, farming system and industry, the phenomenon of abandoned farmland and abandonment of land in the village has decreased significantly, but this phenomenon still existed because rural taxes and fees had not been completely eliminated." The enthusiasm for production has been greatly mobilized. In addition to the impact of natural disasters, grain output has generally maintained growth, the number and scale of nursery stock industries are also expanding, and land production efficiency has been significantly improved. " | 4 | F1、 F2、 S1、 S2、 S4 |

5.1.1 Critical motivation of rural poverty alleviation

The critical motivation of rural poverty alleviation is to build rural pillar industry industries. In the late 1970s, most villages in China, including Yuejin, were suffering from rural economic decline, inefficient factor allocation and disordered internal governance, etc. In the face of great survival pressure, establishing a leading industry suitable for the local environment became a vital driving force of rural poverty alleviation. And the supporting system reform related to the integration of multiple factor resources and the allocation of factors provided a guarantee for rural industrial development. In this case, the key to achieving overall rapid poverty alleviation in Yuejin Village was the formation of a distinctive agricultural industry that was led by nursery stock planting, which could give full play to regional advantages. The establishment of this industry mainly depended on land system reform, resource integration driven by rural, keeping abreast of the national beautification and greening policy situation. Conversely, the development of village agricultural industry promoted the increase of farmers' income, improvement of land use efficiency, and the formation of village internal order, and finally transformed the growth pressure into the driving force of rural development.

5.1.2 Transitional motivation of rural poverty alleviation

The transitional motivation of rural poverty alleviation is the household contract responsibility system reform (HCRS). This reform not only gave full play to the advantages of family management, but also included the connection of rights and obligations between family individuals and village collective economic organizations(VCCO) (Zhao,2011), which had been becoming the basis for the formation of village internal community. Under the land system, individual contracting households contributed to the national grain acquisition task and the collective accumulation of the village. Contractors were bound by collective rights and submitted part of the land income to the collective as a part of joint accumulation, which was the basic material foundation for the supply of the village public goods. On the premise of completing the task of national and collective grain planting, farmers began to have independent land management decision-making rights. With the help of the factor dividends released by the land system reform, Yuejin village built a dominant agricultural industry, which greatly improved the enthusiasm of farmers in agricultural production, productivity and labor productivity, and provided the most basic factors of production and living space for the formation and development of agricultural industry.

5.1.3 Inducement motivation of rural poverty alleviation

The inducement motivation of rural poverty alleviation is the integration of resources driven by rural elites. Under the condition of resource scarcity, integrating the limited resources in the village to build local competitive industries became the internal driving force to promote rural poverty alleviation and economic revival. Rural talents play a leading role in resource allocation, integration and utilization. In the process of forming the rural leading industry, a group of pioneers with clever minds and the courage to try new things emerged in Yuejin village. These leaders can be divided into three types.

The first category is village cadres, as core village leaders and managers, who have a strong sense of responsibility and rich production and management experience. They shouldered the mission of lifting the village out of poverty, organizing production factors for output transformation, which made them

become the core leaders in the village development process. The second category mainly involves leaders, namely village seedling brokers who are the important intermediaries between the seedling market and the planting farmers. They often migrated around urban and rural areas, so they were the one who first perceived market demand and tasted the benefits of seedling reselling, then gradually became the market leaders in village industries. The third category is the technical leaders who are the first to master the planting technology of nursery stock. From the 1980s to 1990s, there was a general lack of technical service guidance from rural public organizations. A group of seedling growers in Yuejin village early mastered seedling cultivation, planting and maintenance of new varieties and new technologies, by exploring and studying from the surrounding areas in practice. Then, they spread what they had learned to their neighbors, relatives and production teams, playing a key role in the initial diffusion of nursery stock industry technology, and became technical leaders in village industry development process.

These three types of leaders often appeared together or in combination, which became the backbone of lifting the village out of poverty. However, The similarity between the development of rural industry and the implementation of community projects lies in the phenomenon of grassroots social elites capturing (Platteau, 2004; Dutta, 2009). Some studies have pointed out that under the dominant structure formed by the combination of political rights and economic interests, limited resources or funds are easy to be occupied by a few people, resulting in the project unable to benefit more people(Chavis, 2010), which will aggravate the unfairness in the village (Kochar et al., 2009). On the contrary, the spillover effect of "elite capture" was more significant in Yuejin village during forming the local industry. Although these elites occupied relatively rich political or economic resources, they unconsciously helped to build a local dominant industry by integrating resources and spreading technology in the village, which drives the overall economic development of the village.

5.2 Phrase 2: Rural prosperity focusing on the regional synergy t development of agricultural industry chain (1999~2008)

At the end of the 20th century, Yuejin village faced with the growth pressures which had existed in many China's villages, including scattered land management, low organizational level and unclear industry position. The external manifestations of this pressure were unitary products, incomplete industrial chain, lack of attraction to talents, capital and technology, relatively extensive resource utilization, and low economic benefits, ect. Some measures became the key to the village prosperity in this period, these were focusing the regional coordination development of agricultural industry chain, the agricultural management system reform and the resources reconstruction driven by industrial cooperation organizations. Combined with process analysis, the cultivation mechanism of rural prosperity is summarized as shown in Fig.4, and the constructs of core influencing factors are formed through typical evidence (Table 4).

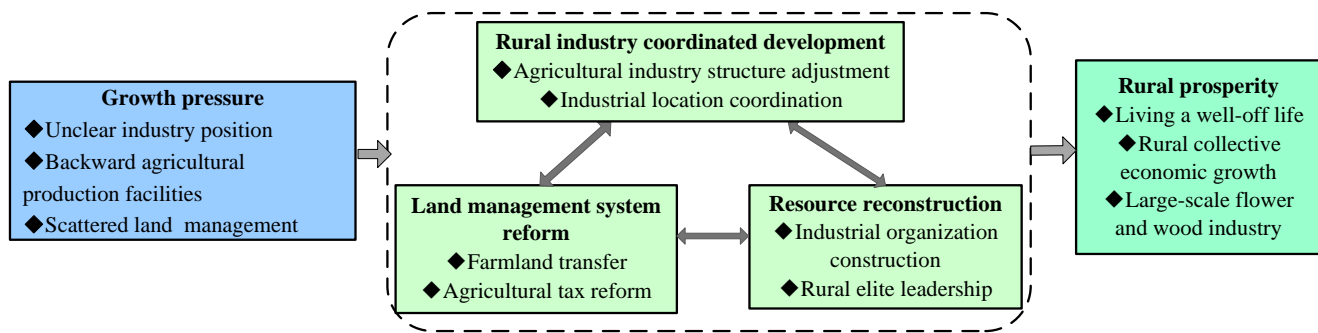


Fig. 4. Cultivation mechanism of getting rich in the country

Table 4 . Related concepts and typical evidence citation

| Formed basis | Primary code | Secondary code | Examples of typical evidence | Number of entries | Source |
|--------------|------------------------------------|--|--|-------------------|-------------------|
| Motivation | Stress of living | Unclear Industry position | In the entire Jiaze Zhen area, including Yuejin Village, the long-term cultivation structure of a single grain planting system has greatly restricted the development of the nursery stock industry. The joint production contract responsibility system was implemented to increase grain production and solve the farmers' grain problems, but no corresponding reforms and adjustments were made in terms of management methods and industrial structure. "We all know that planting seedlings and flowers and some other economic crops is more profitable, but at that time the government did not publicly declare to let farmers carry out large-scale seedlings and flowers cultivation, and still insist on wheat-rice or rape-rice-based grain mode. The majority of farmers have sufficient food, but they are not economically rich. " | 9 | F1、F2、S1、S2、S4 |
| | | Scattered land management | "Choose planting varieties based on the individual experience of farmers, often unable to keep up with the market demand situation. Planting income is low, and scattered planting accounts for the vast majority." | 10 | F1、F2、S1、S4、 |
| Behavior | Rural industry synergy development | Agricultural industry structure adjustment | "Practice has proved that it is difficult to drive rural villages to prosperity by relying on traditional agricultural cultivation alone, and it is necessary to adjust and optimize the industrial structure." | 7 | F1、F2、S1、 |
| | | Industrial location coordination | "For the further development of the flower and wood industry in Yuejin Village, the village's resources alone are relatively limited. It must rely on the overall resource advantages of the region, such as the Xiayi Flower Market and the large e-commerce enterprises in the surrounding villages, in order to further expand the market." "The development of the Yuejin village flower industry needs to be built on the modern flower industry park, as well as the rural flower service and tourism industry. " | 9 | F1、F2、S1、S2 |
| | Farmland system reform | Farmland transfer | "The Land Contract Law" was issued in 2003, which stipulates that the contracted land can be transferred in five forms: transfer, subcontract, exchange, lease, and shareholding, and farmers can implement the transfer of land contracted management on a voluntary and paid basis. " | 8 | F1、F2、S1、 |
| | | Rural tax and fee reform | "In 2001, the entire Jiaze Zhen area began to" change fees to taxes ", canceling all fees originally charged in the name of" free ride "in towns and villages, and instead turning in" agricultural taxes. "" According to accounting, after the reform only pays 57.29 yuan/mu/year, it greatly reduces the burden of Yuejin villagers on farming. "" In 2004, the "agricultural tax exemption" policy was implemented, and farmers began to farm their own land. "" In 2006, the country began to implement grain | 12 | F1、F2、S1、S3、S4、S6 |

| | | | | | |
|--------|----------------------|--------------------------------------|---|----|----------------|
| | | | cultivation. Subsidies, rice subsidies 30 yuan/mu, wheat subsidies 20 yuan/ mu. In 2007, the scope of state subsidies was further expanded, and subsidies for planting seedlings and flowers began, at 30 yuan /mu. " | | |
| | Resource Integration | Industrial Organization Construction | "Some growers in the village started to form partnerships and formed relatively small-scale cooperative organizations and associations, but the scale was not yet large, and the organization and management were relatively loose." "With the Law on Farmers' Professional Cooperatives, everyone began to join the flower-growing profession. Cooperatives, at this time, there are rules and regulations, and management and supervision have also followed. " | 11 | F1、F2、S1、S2 |
| | | Rural elite leadership | "As the variety of flowers and trees grows, the traditional planting experience of flowers and trees can no longer meet the needs of industrial development. Technologists have become the core talents that drive the development of the industry." Everyone is rushing to get their own field guidance. " | 13 | F1、F2、S1、S3 |
| Result | Village prosperity | Living a well-off life | "With the rise of the flower industry, most villagers took the road to rapid prosperity. By 2007, the per capita income was nearly ten thousand yuan, which was more than 10 times that of 80 years, basically reaching a well-off level, and the overall living standard of the villagers was significantly improved"; "Our village People enter the town, people in the town enter the city, new streets are constantly increasing, and each residential area is quickly covered "; " In 1985, the per capita housing area was 27.64 square meters, and by 2007 it had increased to 53.02 square meters; In rural areas The grass house becomes a tile house, the tile house becomes a building, and the courtyard of the villa can also be seen everywhere; the decoration of the room is more exquisite than in the past. The dining room has a dining table, and the living room has a sofa, TV, and home theater. " | 6 | F1、F2、S1、S3、S5 |
| | | Collective economic growth | By the end of 2007, the village collective income was 32.04 million yuan, sideline income was 30,000 yuan, nursery stock income was 23 million yuan, and per capita income was 8502 yuan; the village collective economy grew, and there were project funds for village-level infrastructure construction, with an investment of 1.8 million yuan. A new central avenue that runs through the village from east to west is 1400 meters long and 6.2 meters wide. There are buses in the village, making it easier for villagers to travel; village-level libraries, table tennis rooms, indoor gyms, small supermarkets, and police services Offices, etc., invested a total of 1.2 million. " | 8 | F1、F2、S2、S3、 |
| | | Large-scale flower and wood industry | "In 2006, there were 600 households specialized in flower and tree planting in Yuejin Village, with a planting area of 127.1 hectares and an output value of 13.85 million yuan, accounting for 99% of the village's agricultural output value." As of 2007, the nursery stock area of Yuejin Village reached 2130 mu and the flower planting area 80 acres. " | 10 | F1、F2、S4、S5 |

5.2.1 Critical motivation of rural prosperity

The critical motivations of rural prosperity are synergy development of rural industry and the extension of rural industrial chain. Rural industry is not only influenced by resource endowment and market conditions, but also the government's choice of regional development strategy (Feng, 2013). The strategic positioning of regional industrial development directly affects the formation, extension and spatial synergy of the rural industrial chain. At this stage, the local government realized that on the basis of solving the problem of food and clothing, it was difficult to achieve the goal of rural prosperity by sticking to the grain-based farming mode. Therefore, in combination with market demand and regional conditions, the local government re-determined the structure of the agricultural industry and formulated the strategy

of industrial agglomeration and synergy development in Jiaze town. The strategy aimed to create a nationally renowned hometown of flower and wood, and the largest flower and wood distributing and trading center in east China, named Xiaxi Flower and Wood Market. Relying on the synergy development strategy of rural industry, Yuejin village took advantage of its location which in the center of Xiaxi flower market, realizing the development of the industry chain from seedling cultivating, breeding, grafting and selling.

5.2.2 Transitional motivation of rural prosperity

The transitional motivation for rural prosperity is the improvement of production efficiency through the reform of agricultural management system. The reform of rural taxes and fees was another important initiative of agricultural management system related to people's livelihood after HCRS. From the abolition of agricultural taxes and fees to the gradual increase of agricultural subsidies, the reform deeply impacted on the utilization of farmland and the resource allocation, which can be verified in the practice of the village development. Generally, the effects that rural tax and fee reform had left on Yuejin villagers were mainly reflected in two aspects. On the one hand, agricultural tax, as the transaction cost implied in the land transfer, directly affects the conclusion and implementation of the transfer contract. The abolition of this tax meant that the transaction cost of land transfer was dramatically reduced (Wu, 2014), which was conducive to promoting land transfer in Yuejin village, improving the efficiency of land resource allocation in Yuejin village and resulting in a scale effect. On the other hand, agricultural taxes, as a non-production cost in land management, had a negative incentive to farm production and management behavior of contracted farmers. Many farmers had to abandon their land due to heavy agricultural taxes. When the collection of rural taxes and fees were replaced by agricultural subsidies, farmers' land management costs reduced and their income increased, resulting in an investment effect (Chen et al., 2013), which also provided a great incentive for villagers to plant flowers and trees.

5.2.3 Inducement motivation of rural prosperity

The inducement motivation of rural prosperity is the reconstruction of rural resource and factors by rural industrial organization. With the continued refinement of social division of labor, the nursery stock industry in Yuejin village had gradually evolved from single families to cooperative organizations. Different from the traditional smallholder operation mode, cooperative organization is a organizational form jointly owned and operated by peasant members, that can integrate and reconstruct scattered resources and use land, capital, technology and other production factors with a higher intensive degree. The advantages of Yuejin Village industrial organizations in promoting the reconstruction of rural resource elements were mainly reflected in three aspects. The first one was to avoid structural overproduction. For individual farmers, the cost of adopting new technologies, new varieties and market information was relatively higher. Therefore, they were more inclined to choose generally accepted traditional planting methods, technologies and varieties, which were likely to result in the structural surplus of products and the decline of market competitiveness. When farmers' professional cooperative organization appeared in the village, scattered farmers were effectively organized, which significantly improved the market competitiveness and reduced the structural surplus of product production. The second one was to promote the formation and extension of the rural industrial chain. Farmers in the village

cooperative organization were no longer isolated, but participated in the agricultural industry chain that extended to both before and after production, with seedling and flower-plant cultivation as the core, which helps to reduce transaction costs and reduce the degree of information asymmetry (Zhou & Wang, 2007). The third one is to increase market power. Market power is a kind of dynamic comprehensive competitiveness (Zhan, 2011), which distinguishes it from the weak position of individual farmers in the agricultural industry chain (Xhoxhi et al., 2014). With this kind of power, Yuejin village cooperative organization had shown a strong ability to control the market in the industrial chain, and competed with the upstream agricultural suppliers and downstream agricultural products buyers. However, it should be pointed out that the cooperation organization development in Yuejin village in this period was still in the primary stage based on the policy background of The Times. With the promulgation of the *law on farmers' professional cooperative organization* in 2007, China's agricultural industry organization system and operation system began to change significantly, that is, from the two-tier agricultural operation system of village collectives and contracted households to a new two-tier agricultural operation system combining farmers' families and farmers' professional cooperative organizations (Huang, 2018).

5.3 Phrase 3: rural revitalization focusing on the construction of modern agricultural industrial system (2009-2018)

During this period, the total area of flower and wood production and operation and the participation of the villagers in Yuejin village reached more than 95%, and operating income of flower and wood industry accounted for more than 75% of the total income of the village, indicating that the development of rural flowers and trees industry reached a relatively high scale. At this time, the limitations of market space and industrial boundary undoubtedly became the main barriers to the further development of the countryside. How to break the market and industrial boundary on the basis of the advantageous agricultural industry and open up a new market space has become a new challenge for Yuejin village in the new era from rural prosperity to comprehensive revitalization. There are a series of development pressures resulting in the limitations, including inadequate integration of rural industries, poor integration of land use, and shortage of professional and technical personnel. By virtue of rural land reform and innovation, resource structure optimization, offline flower and wood sales market and online e-commerce Internet platform, Yuejin village has built a modern agricultural characteristic industry system featuring the integrated development of the first, second and third industries, realized the rural industry prosperity and embarked on the road of rural revitalization. Based on process analysis, this study summarized the cultivation mechanism of rural revitalization (Fig. 6) and the corresponding typical evidence of constructs (Table 5).

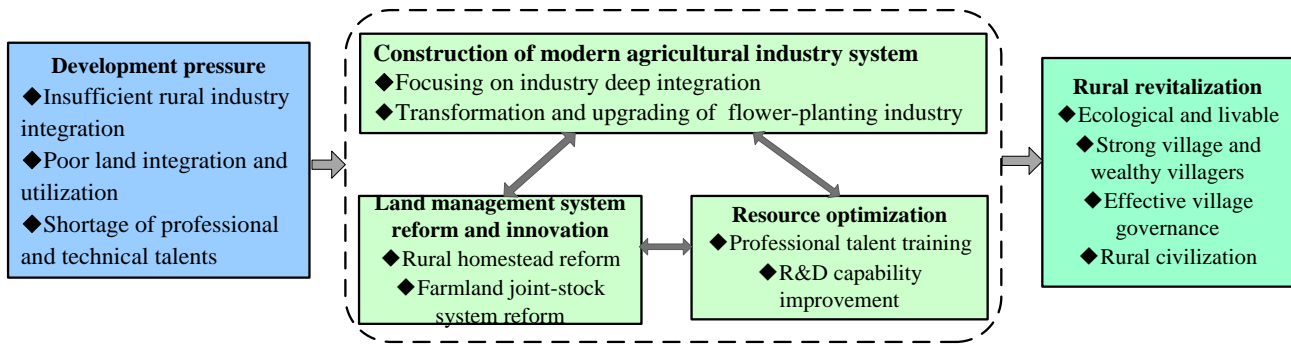


Fig. 6. Cultivation mechanism of Rural Revitalization

Table 5. Related concepts and typical evidence citation

| Formed basis | Primary code | Secondary code | Examples of typical evidence | Number of entries | Source |
|--------------|------------------------|--|--|-------------------|-------------------|
| Motivation | Growth pressure | Rural industry integration is insufficient | "The leading role of greening engineering companies in flower planting has been declining, and the leading role of e-commerce companies in flower planting has not yet appeared. Industrial production enterprises and flower trees lack the main business relevance." Flower tree planting has not formed flower trees to promote tourism and flower trees The development pattern of the deep integration of the three industries driving agricultural services. " | 7 | F1、F2、S3、S4、S5 |
| | | Poor land integration and utilization | "The rental price of land circulation in this village varies greatly, ranging from one thousand to two thousand to ten thousand yuan. The relatively high price difference of farmland rents has a certain psychological impact on the villagers' transfer of land, causing villagers to generally have a higher psychological expectation on the transfer of farmland, affecting the transfer of farmland. Reluctant to hand over the land to the cooperative for operation. When you see that you are willing to hand over the land to the cooperative for high profits, high prices will be paid when the land is transferred. "Industrial enterprises are not subject to construction land policies and cannot expand production." | 11 | F1、F2、S1、S3、S4、S6 |
| | | Shortage of professional and technical talents | "Lack of science and technology, professional management personnel, local employees are mainly flower planting and simple processing. The high value-added, high-tech selection and breeding links are missing, and more are purchased from outside." "Universities, scientific research institutes, etc. The support for innovation in large technology R & D institutions is weak, and the support for innovation in large technical development institutions such as international enterprise universities, research institutes, etc. is weak. Only Changzhou Jia Horticulture Company and Shihua Flower Technology Company have the ability of breeding selection and tissue culture technology. " | 8 | F1、F2、S1、S2、S3 |
| Behavior | Construction of modern | Focus on industry deep | "Taking the cultivation and planting of flowers and trees as the cornerstone, the Internet and e-commerce platform as the link, relying on the demand for gardening and greening projects and | 6 | F1、F2、S1、 |

| | | | | | |
|--------|---------------------------------------|--|--|----|-------------------|
| | agricultural industry system | integration | industrial forests, and taking the opportunity of flowering and rural tourism, focusing on the integrated development of the three rural industries | | S3、S4、S5 |
| | | Transformation and upgrading of the flower and wood industry | "By optimizing the modern agricultural industry system, improving the modern agricultural production system, and adjusting the modern agricultural management system, we will promote the transformation and upgrading of the flower industry." "In the planning of the Jiangnan Huadu Industrial Park in this village, we will integrate seedlings, tissue culture, production and sales of potted flowers into the import and export trade, and build the largest medium-to-high-end greenhouse flower production base and distribution center in East China." | 10 | F1、F2、S1、S2、S4、S5 |
| | Farmland system reform and innovation | Rural homestead reform | As the first batch of rural homestead reform demonstration villages in Wujin District, Yuejin Village focuses on the creation of village-level planning, homestead approval, homestead confirmation registration, paid use and paid withdrawal. Gradually achieve concentrated rural residence, save intensive, land into the city to increase village-level collective income. | 11 | F1、F2、S1、S2、S5 |
| | | Farmland shareholding system reform | Yuejin Village, as the first pilot village for reforming the rural land stock cooperatives in Wujin District, promotes the centralized and large-scale management of farmland and the sharing of the interests of collective shareholders through the reform of the shareholding of farmland management rights. The villagers' land shares were established and the nursery stock Cooperative was established for centralized operation. The villagers' income from planting guaranteed dividends was high, with income of more than 60,000 yuan/ mu and net income of more than 20,000 yuan. | 12 | F1、F2、S1、S4、S5 |
| | Resource optimization | Professional training | Yuejin Village organized entrepreneurs in the village to get rich, excellent flower managers and college students of the village to participate in entrepreneurship training. In 2017, organized more than 60 children from colleges and universities of relatively difficult rural households in the village to participate in the flower-plant e-commerce marketing and broker entrepreneurship team, and the average income per entrepreneur was 55,000 yuan. This not only cultivates a batch of industrial talents for Yuejin Village to achieve rural revitalization, but also becomes an effective way to reduce relatively poor farmers and expand entrepreneurial income. | 8 | F1、F2、S1、S2、S3、S4 |
| | | R & D capability improvement | We must extend to the upstream of the flowers and trees industry chain and strive for high-value production links such as tissue culture and nursery. The improvement of the R & D capabilities of the flower and wood industry is the key to promoting the synergy development of the industrial development location of Yuejin Village. | 7 | F1、F2、S4、S6 |
| Result | Rural revitalization | Ecological and livable | Relying on the lake resources and the characteristics of the gardening and planting industry of flowers and trees, we will create the characteristic flower sea idyllic village in Jiangnan Water Town. The village construction is highly concentrated on expanding the scale of "Hua du Xin yuan", improving various supporting public service facilities, improving beautiful and livable villages, continuously improving the rural environment | 8 | F1、F2、S4、S5 |

| | | | | | |
|--|--|---|---|---|------------------------------------|
| | | | and features, orderly achieving centralized living, and creating modern rural beautiful and livable village demonstration points. | | |
| | | strong villages and wealthy villagers | As of the end of 2017, the village's agricultural output value was 150 million yuan, industrial output value was 35 million yuan, village-level collective income was 1.8 million yuan, and per capita net income was 29,500 yuan. The development of the flower and wood industry has formed a modern agricultural business model of enterprises + cooperatives + farmers, e-commerce + cooperatives + farmers, and enterprises + farmers. The village collective has greatly increased its asset income and operations through its shareholding in the nursery stock cooperative. The village collective income has increased by 50% in three years. Farmers' entrepreneurship and cooperative shareholding e-commerce have led to an increase in farmers' income by more than 10,000 yuan. | 7 | F1、 F2、 S3、 S3、 S5、 S6 |
| | | Effective governance and rural civilization | Highlight the party building guidance, highlight the party building guidance, the combination of three governance, integrate multiple governance elements to form an effective governance system; Yuejin villagers rely on "one knife, one branch, one grain, one car, one stall, one shed, one computer" create the flowers and trees industry The key is to uphold and inherit the flowers and trees spirit of "courage to fight, dare to develop and adapt to innovation", which has become an important component of rural culture. Yuejin Village also inherited the red genes of the first party branch of Xiaxi, the village fully integrated into modern civilization, and built a practice station of civilization of the times. | 5 | F1、 F2、 S4、 S5、 S6 |

5.3.1 Critical motivation of rural revitalization

The critical motivation of rural rejuvenation is the construction of modern characteristic agricultural industry system based on the integrated development of the three industries. Rural industrial integration is not only an inevitable requirement for building a modern agricultural industry system, but also an effective way to cultivate rural new industries and break the market space and industrial boundaries (Han, 2019). To promote the three industries integration, Yuejin village built a modern agricultural characteristic industry system (Fig. 7), which was divided into two steps. The first step was to build the whole industry chain of flowers and wood by reinforcing, increasing and strengthening the chain. On the basis of the traditional planting, Yuejin village supplemented the shortcoming of development and design of flower and wood varieties, expanded sales and distribution channels, and formed an integrated industrial chain of flower and wood production, processing and sales, which enhanced the organic connection and mutual assistance of all links in the pre-production, mid-production and post-production, thus improving the operation efficiency and benefits of the whole industrial chain. The second step was to form the industrial chain development mode integrated various agricultural industries, including "farmers + cooperatives + e-commerce", "farmers + e-commerce + network platform", "farmers + agriculture-related enterprises + distributors", etc. The core subjects of these modes were cooperatives, e-commerce, agriculture-related enterprises, etc., which relied on the integrated development of primary, secondary and tertiary industries, including flower and wood cultivation and planting industry, landscaping engineering, flower and wood

production service industry, flower and wood rural tourism industry, etc. Moreover, through "multi-chain management", such as organizational chain, logistics chain and information chain, the village realized the continuous upgrading of the interest chain and value chain of multiple participants.

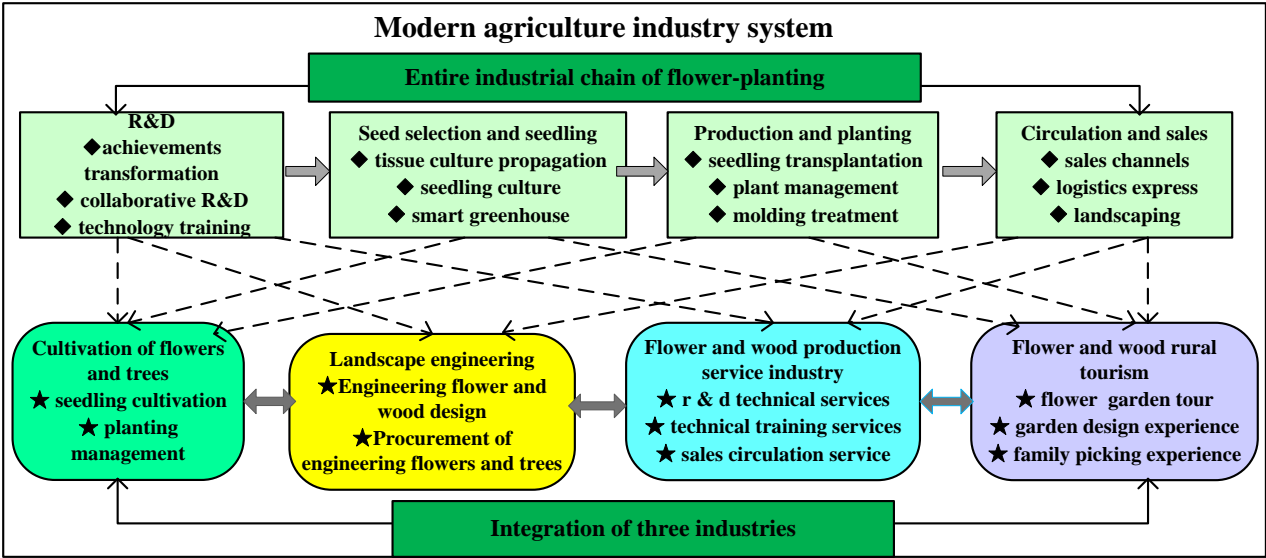


Fig. 7. Yuejin village characteristic flower and tree modern agricultural industry system.

5.3.2 Transitional motivation of rural revitalization

The transformational motivation of rural revitalization is the reform and innovation of the agricultural land system, adding a strong impetus to the revitalization of rural industry. Under the "three-power split" of China's rural land system, it has become a new driving force to stimulate rural revitalization to develop farmland management right shareholding and agricultural industrialization management (Wen&Gu,2019). Land joint-stock cooperative system is conducive to absorbing various factors of production, such as land, capital, labor force and technology, and gathering advantageous resources for agricultural production to carry out integrated operation of agricultural production, processing and sales. Yuejin village seized the opportunity of regional agricultural industrialization and became the first pilot village in the second batch of China's rural reform pilot areas. The village explored an innovative agricultural industrialization mode, which was mutual assistance and cooperation among farmland joint-stock cooperative, professional cooperation on agricultural and sideline products, and a village-level labor cooperative as a service platform. This model helped to improve the efficiency of land conservation and intensive use, promote the quality and efficiency of agriculture, and stimulate the vitality of rural revitalization.

5.3.3 Induced motivation of rural revitalization

The inducement motivation of rural revitalization is to promote the optimization of rural resource allocation through the cultivation of professional talents and the improvement of research and development ability. It is the core driving force to promote the sustainable development and revitalization

of villages to cultivate the rural industrial talents with professional skills. Although the village lifted itself out of poverty in the early stage driven by rural elites, few rural elites were unable to meet the demand for a variety of professional and skilled talents in the transformation and upgrading of rural industry and the comprehensive revitalization. To break the talent bottleneck of rural development, Yuejin village cultivated three kinds of talents in this stage.

The first category mainly involved local elites, who are the leaders of rural entrepreneurship and overall revitalization. As a successful and virtuous person with public spirit in rural society, local elites are the mainstay of rural development and should be included in the talent category needed by rural construction (Wu&Zhao,2019). The new country elites in Yuejin village included the current and retired cadres of the village committee, entrepreneurs, leaders of the new type of agricultural operation, and the elites from other places who have contributed to social and economic development of the village. The local government provides convenient services and improves the incentive mechanism, which is an important foundation to ensure the continuous feedback of local talents, including project approval procedures, green channel for entrepreneurship, tax incentives, honorary titles, and advanced story reports.

The second category was known as the flower and wood brokers, who are excellent sales personnel and the market pioneers in the rural industry revitalization. The brokers appeared along with the emergence of the flower and wood market, wandering in the field and market for a long time, and they were good at acquiring the market demand and trends in a timely manner. As the entrusted agent of the general growers, the brokers made profits in the transaction as well as expanded the market channels for the sale of flowers and wood. After the first two stages of development, the flower and wood broker team of Yuejin village grew rapidly. Their principal-agent approach has gradually developed from the traditional offline entity sales to the multi-channel sales mode of "entity + e-commerce + the Internet". Local government organized regular training and supervision for these brokers, which provided a system guarantee for regulating their behaviors to avoid moral hazard in the principal-agent market and improving their management and sales ability.

The third category is composed of rural college students with professional skills. They are the new force of rural rejuvenation. Local government and Yuejin village committee combined the goals of talent training and poverty alleviation, so as to train the children from poor families who had graduated from colleges and technical secondary schools to become professional and skilled talents serving the local community. In the end, a win-win situation has been achieved between education poverty alleviation and talent cultivation.

6. Results and Discussion

6.1 Discussion on the evolutionary path and mechanism of rural revitalization

Based on the evolution course of Yuejin village in the past 40 years of China's reform and opening-up, the evolutionary paths and mechanisms of rural revitalization are summarized as shown in Fig. 8. On the grounds of the above exploratory case analysis, the specific conclusions shows: (1) the core motivations of rural poverty alleviation mechanism consist of establishing leading industries, catering to the household responsibility system reform and integrating talent-driven rural resources. (2) the main factors

that affect rural prosperity mechanism are synergy development of rural industries, reform of agricultural management system and the reconstruction of rural resources. (3) the key elements of rural revitalization mechanism include developing agricultural-industrial integration as the core drive, reforming farmland policy as the booster and utilizing village collective economic organization as the central force.

Furthermore, combining with the analysis and conclusion of the research process, this paper found that the essence of rural revitalization is the integration, reconstruction, and optimization of resource under the three cultivation mechanisms, corresponding to rural growth path of self-repairing, adaptive and self-improving. In micro self-rehabilitation mechanism, the relationship between rural construction subject and factors, and between factors and rural industries should be properly handled. The purpose is to achieve rural poverty alleviation and the development of the main body of rural construction from weak to strong. Based on meso self-adaptation mechanism, the relationship between rural construction subject and rural industries, and between rural industries and the market, needs to be rightly dealt with to realize rural development from single to diversified. Based on macro self-improvement mechanism, the relationship between rural construction subject and stakeholders, and between rural industries and environment should be properly dealt with, so as to reach the goal of coordinated symbiosis among stakeholders and the continuous enhancement of rural self-reliance.

Additionally, the analysis implies that the evolution mechanism of rural revitalization is a process in which the rural core competence evolves from low to high level, from traditional subsistence agriculture to market-oriented rural industry and villages' capacity for self-development evolves and improves continuously. In the cultivation stage of rural poverty alleviation, the form of rural industry changed from a heap of loose sand to a leading industry. The core rural development ability has been upgraded from the level of self-sufficient production to the level of market-oriented agricultural leading industry development, mainly through the integration of resources driven by rural talents and the transformation of management mode relying on the reform of agricultural land system. In the cultivation stage of rural prosperity, the rural industry form has transformed from a single leading industry to an industrial chain, and the rural core capacity has transformed from a single agricultural industry to synergy development of regional agricultural industry. In the cultivation stage of rural revitalization, the rural industry form has transformed from industrial chain to the modern agricultural industry system, and the core rural development ability has further transformed into the sustainable and dynamic endogenous development ability. The mechanisms of rural growth, including self-restoration, self-adaptation and self-improvement, support the continuous evolution of core development capabilities.

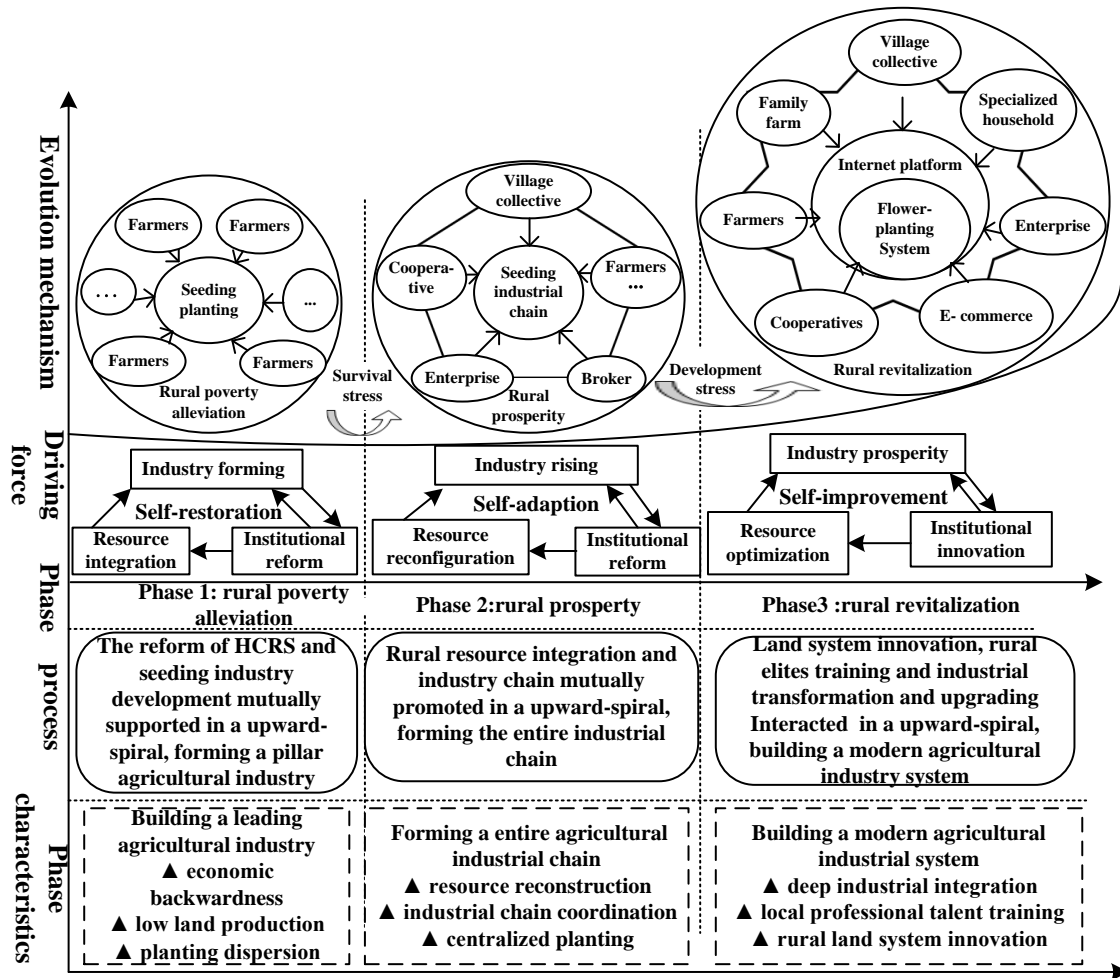


Fig.8 Rural evolutionary path and mechanism diagram.

6.2 Discussion on the evolutionary law of rural revitalization

Taking Yuejin village as an epitome, looking back on the development and evolution of the village in past 40 years of reform and opening up, it has not only experienced the extreme poverty in the backward period, but also witnessed the rapid development in the rejuvenation period. From the core factors influencing the evolution process of Yuejin village revitalization, the following three change rules can be found. 1) From the perspective of the evolution of rural industry, it is the engine of agricultural villages revitalization that the development path of rural agricultural industrialization is evolving from the leading industry to the industrial chain and then to the industrial system. 2) From the perspective of system reform evolution, it is the stabilizer of rural revitalization that farmland property right system changes from concentration to subdivision and agricultural management system changes from taxation to subsidy. 3) From the perspective of rural talent growth and evolution, it is the accelerator of rural revitalization that rural talent growth constantly upgraded from leader to organizational leader to professional farmer, and from experience type to technical type and then to compound type.

6.3 Discussion on shortage and prospects of the research

This study reveals the evolutionary path and mechanism of rural revitalization, and obtains some valuable conclusions, but there are still some shortcomings. Specifically, the first is the limitations of the case study sample. The analysis materials of this paper are abundant, but this paper still belongs to a single case study, which has itself limitations in replication and expansibility. Therefore, we plan to use multiple case studies to test the research conclusion of this paper in further research. Second, as this is an exploratory study, it is only an analytical induction from case to theory. The process model and conclusions proposed from theoretical level in this research need to be verified by large sample investigation and statistics methods in further research. Third, this study only abstracts and identifies the core factors and driving forces that affect rural economic development, which may inevitably lead to omissions. Rural revitalization is a process of the overall evolution and development of the entire rural system, which involves many aspects such as economy, politics, culture, social construction, ecological civilization construction and party building, etc. China is a vast country with significant regional differences in resource endowment and economic development. Rural issues themselves are diverse and complex that it is difficult to cover all aspects. Therefore, it is necessary to continue to improve in the subsequent process.

Results from this study would shed light on the key elements and mechanisms for a typical farming village rise from poverty to prosperity in 40 years of China's economic reform. The potential discussion includes 1) lessons and experiences to promote the revitalization rural villages in China and other countries and 2) what are other core elements and mechanisms for rural revitalization.

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