

A Preliminary Study on the Rural Land System Reform in the Context of Rural Revitalization

Jinrong YANG¹, Yimei HE^{2*}, Zisheng YANG¹, Linlin CAO¹

1. Institute of Land Resources and Sustainable Development, Yunnan University of Finance and Economics, Kunming 650221, China; 2. School of Tourism and Hotel Management, Yunnan University of Finance and Economics, Kunming 650221, China

Abstract With the deepening of reform and opening up, the rural land system has experienced the evolution from contracting to transfer to the current rural revitalization strategy, and has always been closely linked to the well-being of farmers and the vigorous development of the rural economy. The reform of this system is not only a key driving force for rural economic development, but also an important cornerstone for realizing the rural revitalization strategy. Through in-depth analysis of the connotation of rural revitalization and rural land system reform, this study discusses in detail the internal dynamic mechanism of rural land system reform driving rural revitalization, and comprehensively analyzes the current implementation of rural land system reform. On this basis, this study puts forward the strategic concept of promoting the rural land system reform in the context of rural revitalization. Studies have shown that the rural land system reform has mainly played a positive role in the following four aspects in promoting rural revitalization: providing a solid material foundation for rural revitalization, optimizing the allocation of rural resources, promoting the transformation and upgrading of rural industrial structure, and promoting rural social harmony and stability. In the context of the current rural revitalization, the rural land system reform is undoubtedly one of the core issues of China's rural development. In order to further improve this system, we need to continue to optimize and innovate the rural land transfer system, the homestead reform system, and the rural collective construction land market entry system.

Key words Rural revitalization, Land system, Reform, Rural economy

1 Introduction

Implementing the strategy of rural revitalization, deepening the structural reform of the agricultural supply side, and realizing the deep integration and development of the primary, secondary and tertiary industries in rural areas are important starting points for building a modern agricultural power. The land system is an important basic economic system in China. Clarifying the status quo of rural land system reform is of great significance to promoting national economic and social development and implementing the rural revitalization strategy. The No. 1 Central Document in 2024 proposes that to do a good job in the work related to agriculture, rural areas and farmers in 2024 and in the future, we should be guided by learning and applying the experience of the "Green Rural Revival Program", and it is necessary to ensure national food security and prevent large-scale return to poverty as the bottom line, focus on raising the level of rural industrial development, rural construction, and rural governance^[1], and strengthen the two-wheel drive of science and technology and reform, in order to strengthen measures to increase farmers' income and do a good job in revitalizing the countryside in an all-round way. The Document points out the path for rural development and is of great sig-

nificance for promoting China's agricultural and rural modernization.

To promote rural revitalization, it is necessary to give full play to the functions of rural land, promote the innovation of the land system, and realize the diversified utilization of land resources and the maximization of comprehensive benefits. It is necessary to fully explore the existing endowment of rural land resources, attract and mobilize various elements required for rural revitalization, deepen the rural land system reform, and comprehensively promote rural revitalization^[2]. The stable supply of land resources is the basic guarantee for rural revitalization. In the context of promoting the overall revitalization of the countryside, it is necessary to focus on the main line of the relationship between farmers and land, solidly promote the rural land system reform, give farmers more sufficient property rights, and activate resource elements, strengthen collective ownership, provide resource support and institutional support for industrial development, realize the overall linkage of rural people, land, and industry^[3-4], and promote the integration of rural industries and the comprehensive utilization of land to resonate at the same frequency^[5]. Promoting rural revitalization in an all-round way requires the joint efforts of the government, enterprises and all parties in society to form a good situation of multi-party cooperation, policy support and financial guarantee, promote the separation of rights and improvement of powers and functions of rural collective resource assets^[6-7], and give full play to the advantages of rural resources, stimulate the internal motivation of farmers to revitalize the countryside, give farmers more sufficient property rights, further improve the

Received: March 19, 2024 Accepted: May 3, 2024

Jinrong YANG, master candidate, research fields: land resources and land use, urban and rural development and rural revitalization.

* Corresponding author. Yimei HE, associate researcher, research fields: land use and urban-rural development, rural revitalization, etc.

system and mechanism of rural revitalization, let farmers have more sense of gain in the reform, and let farmers share more reform benefits^[8].

2 The connotation of rural revitalization and rural land system reform

2.1 The connotation and goals of the rural revitalization strategy The Central Committee of the Communist Party of China clearly proposed the rural revitalization strategy for the first time in 2018. Its connotation mainly includes agricultural and rural modernization, farmers' income increase, rural governance and rural environment^[9]. Rural revitalization aims to promote the coordinated development of economic development, ecological protection, and social progress in rural areas, making rural areas a modern, beautiful and livable place. The rural revitalization strategy aims to build beautiful, prosperous, civilized and harmonious villages. The beautiful villages emphasize the improvement and protection of the rural ecological environment, rich villages focus on increasing farmers' income and the development of the rural economy, civilized villages emphasize rural civilization and social harmony, and happy villages emphasize the happiness and sense of gain of farmers.

2.2 The background and significance of rural land system reform The rural land system reform refers to the process of reforming and perfecting the rural land system through legal and institutional means. Its core goal is to realize the intensive and efficient use of rural land, improve farmers' land income, and promote the sustainable development of rural economy and society. The rural land system reform involves issues such as land ownership, land contractual management rights, and land transfer. It aims to solve the problems and contradictions in the rural land system and provide a solid institutional guarantee for rural revitalization. Rural land system reform is an important part of China's rural reform and opening up, and its origin can be traced back to the end of the last century. In the past few decades, China's rural areas have experienced a huge transformation from a planned economy to a market economy, and the reform of the land system is an important part of this transformation process. Since the reform and opening up, the reform of rural land transfer and contractual management rights has been continuously deepened, farmers' land management rights have gradually become clear, and rural economy and society have made great progress.

The main significance of rural land system reform is to solve the problem of land and farmers. First of all, through the reform of land transfer and contractual management rights, the effective allocation and intensive use of land resources have been realized, and rural productivity and farmers' income have been improved. Secondly, the reform has optimized the rural social relations, enhanced the enthusiasm and creativity of the farmers, and promoted the stability and harmony of the rural society. In addition, the rural land system reform has also promoted the upgrading of rural in-

dustries and the integrated development of rural areas, providing a solid foundation for rural revitalization^[10].

3 The dynamic mechanism of rural land system reform driving rural revitalization

The proposal and implementation of the rural revitalization strategy has provided new development opportunities for the rural land system reform, and provided new impetus and direction for its deepening and innovation. The rural revitalization strategy aims to build beautiful, rich, civilized and harmonious villages, which requires the rural land system reform to develop to a higher level and a deeper level. In order to achieve rural revitalization, it is necessary to further promote the reform of the land system, accelerate the pace of optimal allocation of land resources, and stimulate the vitality and potential of the rural economy.

The rural land system reform has provided an important material foundation and human resources for rural revitalization^[11], promoted the development of the rural economy and the increase of farmers' income, provided impetus and guarantee for the continuous advancement of China's rural revitalization strategy^[12], and achieved economic prosperity, social progress and ecological livability in rural areas, allowing farmers to share the benefits of reform and development and create a better future together^[13]. The driving mechanism of land system reform for rural revitalization is as follows:

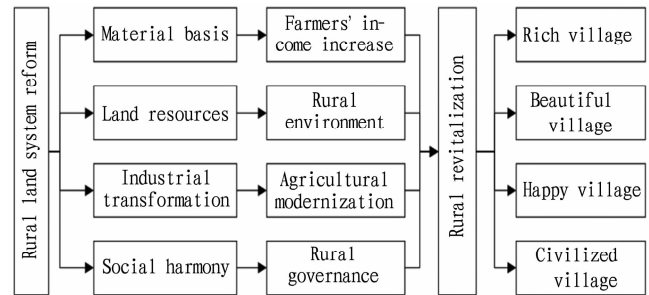


Fig. 1 The mechanism of rural land system reform driving rural revitalization

3.1 Providing a material basis to increase farmers' income

The rural land system reform provides an important material basis for rural revitalization. The rural land system reform can optimize the allocation of land resources, improve the productivity of land resources, increase farmers' income, and make farmers the beneficiaries of rural revitalization. At the same time, it can also promote the transfer of land resources and the reform of contractual management rights, forming a number of large-scale agricultural management entities and rural industrial organizations. These management entities and organizations can not only optimize the allocation of land resources, but also use modern agricultural technology and management means^[14–15] to promote the modernization of rural industries, increase farmers' income, and promote the prosperity of rural economy. Through the reform of land transfer and contractual management rights, farmers can lease or transfer idle land to professional cooperatives or enterprises to obtain land

rent and income. At the same time, land reform also encourages farmers to participate in rural collective economic organizations and share the operating income of enterprises. By optimizing the allocation of agricultural land resources, farmers are encouraged to participate in land transfer, expand the scale of operation, and the improvement of farmers' vocational skills and the optimization of industrial employment structure is promoted^[16–18]. This intensive land management model helps to improve rural economic benefits, increase farmers' sources of income, and promote rural revitalization^[19].

3.2 Optimizing resource allocation and improving rural environment The rural land system reform can promote the effective allocation and intensive use of land resources. The implementation of the rural revitalization strategy requires that the use of rural land should pay more attention to ecological protection and sustainable development. The reform of land transfer and contractual management rights has integrated scattered rural land to form a large-scale agricultural management entity, which has improved the efficiency of land use and the output of agricultural products, thereby promoting industrial upgrading. In the process of promoting the upgrading of rural industries, rural revitalization encourages farmers to adopt modern agricultural technology and management methods, promotes the innovation of agricultural production methods, and improves the efficiency of land use and the level of sustainable use of resources, thereby optimizing the allocation of land resources^[20]. These innovations provide a new direction and path for the rural land system reform. While making good use of rural land resources, it can promote sustainable rural economic and social development, and create a beautiful and livable rural environment.

3.3 Promoting industrial transformation and promoting the modernization of agriculture and rural areas The rural land system reform not only helps to optimize the allocation of land resources, but also provides an opportunity for rural industrial upgrading. With the deepening of the reform of land transfer and contractual management rights, more and more rural collective economic organizations and agricultural enterprises have emerged. These organizations and enterprises can promote the upgrading and transformation of rural industries through large-scale operations, technological innovation and other means, and promote the adjustment and transformation of rural industrial structure, so as to improve the competitiveness of rural economy and sustainable development capacity. The rural land system reform is not only the reform at the economic level, but also an important channel for the modernization of agriculture and rural areas. Through reform and improvement of the land ownership system, clarification of land contractual management rights, and strengthening of land transfer management, we can effectively promote the modernization of the rural governance system and governance capabilities, thereby promoting the progress of rural social civilization^[21].

3.4 Promoting social harmony and rural governance The rural land system reform has also played a positive role in promoting rural governance and social harmony. In the past, land issues were often the source of rural disputes and conflicts. Through the reform of land transfer and contractual management rights, the

land use rights are clarified, which reduces the occurrence of rural land disputes, strengthens farmers' rights to land, and helps to improve the level of rural social stability. At the same time, land reform has also promoted the development of rural social organizations and farmers' self-government, laying the foundation for harmonious rural governance^[22], thereby promoting the transformation of rural governance and promoting the modernization of rural governance.

4 The current situation of rural land system reform in the past ten years

In the past ten years, China's land system reform policies have mainly focused on deepening the rural land system reform, protecting farmers' land rights and interests, and promoting rural economic development. The policy content covers the confirmation and registration of land contractual management rights, land transfer market supervision, rural property rights, institutional reform and many other aspects, aiming to promote the adjustment of rural economic structure and the development of modern agriculture.

In 2013, the *Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning Comprehensively Deepening Reform* was issued, proposing deepening the rural land system reform and promoting the establishment of a rural land contract system based on household contract management and the common development of various forms of contract management. The Document also proposed speeding up the confirmation, registration and certification of rural land rights to ensure that farmers' legitimate land rights and interests are fully protected.

In 2014, the *Opinions on Comprehensively Deepening Rural Reform and Accelerating Agricultural Modernization* was released, proposing adhering to the rural land contract management system, encouraging rural land transfer, and supporting farmers to participate in land transfer operations through contracting, leasing, and shareholding cooperation.

In 2016, the *Opinions on Improving the Measures for the Separation of Rural Land Ownership, Contracting Rights and Management Rights* was released, proposing separating the ownership, contracting rights and management rights of rural land, and giving farmers corresponding rights and responsibilities. This means that land ownership is owned by the state, land contracting rights are owned by individual farmers, and land management rights can be transferred or leased.

In 2018, the *Opinions on Implementing the Rural Revitalization Strategy* was released, proposing exploring and gradually implementing the policy of extending the rural land contract period, ensuring the stability of farmers' rights and interests in land contract management, improving farmers' enthusiasm for production and willingness to invest in agricultural production, establishing and improving the rural land transfer market, promoting the marketization, legalization, and professional development of land transfer, accelerating the confirmation and registration of rural collective land ownership and management rights, clarifying land ownership, protecting farmers' legitimate rights and interests, and enhancing farmers' land resources mobility and loanability.

In 2019, the *Several Opinions of the Central Committee of the Communist Party of China and the State Council on Adhering to Agriculture and Rural Areas, Giving Priority to Development and Doing a Good Job in the Work Related to Agriculture, Rural Areas and Farmers* was released, proposing upholding and improving the rural land contract management system, stabilizing farmers' land contract management rights, ensuring that the contract period remains unchanged, ownership remains unchanged, and income remains unchanged, accelerating the confirmation and registration of rural collective land ownership and contractual management rights, clarifying land ownership, protecting the legitimate rights and interests of farmers, enhancing land mobility and loanability, promoting the marketization of rural land transfer, establishing and improving the land transfer market, and standardizing land transfer behavior.

In 2021, the *Regulations for the Implementation of the Land Administration Law of the People's Republic of China* came into effect, clarifying the overall requirements for the application of

collectively-owned construction land, requiring rational planning of land space, overall arrangements for the layout and use of collectively-owned construction land, control of its scale according to law and promotion of economical and intensive use.

In 2022, the *Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in Promoting the Key Work of Rural Revitalization in an All-round Way in 2022* was released, proposing extending the pilot project of the whole county for another 30 years after the expiration of the second round of land contracting, steadily promoting the pilot reform of the rural homestead system, standardizing the confirmation and registration of homestead rights integrated with real estate and land, and building a new rural collective economic development mechanism.

The land system reform policies in recent years are shown in Table 1.

Table 1 Relevant policies and regulations on rural land system reform

Release time	Relevant policies and regulations
November 12, 2013	<i>Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning Comprehensively Deepening Reform</i>
January 19, 2014	<i>Several Opinions on Comprehensively Deepening Rural Reform and Accelerating Agricultural Modernization</i>
December 2, 2014	<i>Opinions on Rural Land Expropriation, Market Entry of Collectively Operational Construction Land, and Pilot Reform of Homestead System</i>
January 27, 2015	<i>Opinions on Conscientiously Doing a Good Job in Confirmation, Registration and Certification of Rural Land Contractual Management Rights</i>
January 27, 2016	<i>Several Opinions on Implementing the New Development Concept, Accelerating Agricultural Modernization and Realizing a Well-off Society in an All-round Way</i>
October 30, 2016	<i>Opinions on Improving the Measures for the Separation of Rural Land Ownership, Contracting Rights and Management Rights</i>
January 2, 2018	<i>Opinions on Implementing the Rural Revitalization Strategy</i>
February 19, 2019	<i>Several Opinions of the Central Committee of the Communist Party of China and the State Council on Adhering to Agriculture and Rural Areas, Giving Priority to Development and Doing a Good Job in the Work Related to Agriculture, Rural Areas and Farmers</i>
August 26, 2019	<i>Land Administration Law of the People's Republic of China (Third Amendment)</i>
September 1, 2021	<i>Regulations for the Implementation of the Land Administration Law of the People's Republic of China</i>
January 4, 2022	<i>Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022</i>

5 Strategic thinking on promoting the rural land system reform in the context of rural revitalization

5.1 Improving the rural land transfer system By improving the land transfer system, it is necessary to support the upgrading and transformation of rural industries, guide farmers to transfer land to large agricultural enterprises or cooperatives with technical and management capabilities, encourage and support new rural business entities to contract land through land transfer, and guide them to develop modern agriculture, leisure agriculture and other new agricultural management models in order to promote the diversification of rural industry development. It is necessary to promote the integrated development of the primary, secondary and tertiary industries in rural areas, guide the transfer of rural land to multiple directions such as agricultural production, rural tourism, leisure and vacation, and cultural and creative industries, realize the intensive use of resource elements, and improve land use efficiency. It is necessary to encourage the transfer of rural labor force to the upstream and downstream fields of the agricultural industry chain, promote the flow of rural population and employment and

entrepreneurship, and promote the adjustment of rural population structure and rural revitalization^[23]. It is necessary to strengthen the supervision of the land transfer market, protect the rights and interests of farmers in land contracting, strengthen the disclosure of land transfer information and service guarantees, improve the transparency and standardization of the land transfer market, and provide a good institutional environment and service guarantee for land transfer.

5.2 Implementing the reform of the homestead system Through scientific planning, it is necessary to reasonably determine the location and layout of the homestead, and consider factors such as land resources, ecological environment, and infrastructure to ensure the reasonable distribution and utilization of the homestead. It is necessary to optimize the use of homesteads, encourage farmers to use homesteads for the development of rural tourism, agricultural sightseeing, leisure and vacation industries, and improve the economic and social benefits of homesteads^[24]. It is necessary to support the transfer of homesteads, encourage qualified farmers to transfer homesteads to willing and capable entities, such as agri-

cultural enterprises and cooperatives, promote the intensive use of rural land resources, and promote agricultural modernization and industrial upgrading. In accordance with the rural revitalization plan, it is necessary to implement homestead reform, promote the rational allocation and utilization of homesteads, and promote the development of rural industries and farmers' income increase and prosperity. It is necessary to provide relevant technical training and policy support to guide farmers to use homesteads scientifically and canonically. It is necessary to give full play to the important role of homestead system reform in rural revitalization, promote rural economic development, improve farmers' living standards, and achieve the strategic goal of rural revitalization^[25]. It is necessary to improve the homestead management system, establish and improve the homestead management system, strengthen the supervision and service guarantee of the use of homesteads, prevent the abuse of homestead resources and random occupation of cultivated land, and renovate and re-cultivate abandoned or barren land in order to reduce the waste of cultivated land resources, and at the same time promote the restoration and protection of the rural ecological environment.

5.3 Improving the market entry system for rural collective construction land It is necessary to establish a sound land property rights system, clarify the property rights ownership and transfer rules of rural collective construction land, protect the rights and interests of farmers' collective land, and encourage reasonable transfer. It is necessary to establish a sound land use approval and management mechanism, standardize the procedures and conditions for the use of rural collective construction land, and prevent the abuse of land resources. It is necessary to formulate relevant policies and measures to encourage and guide rural collective construction land to enter the market, and support farmers to carry out land transaction, leasing, transfer and other business activities based on land use rights. It is necessary to support and cultivate rural land management entities, encourage rural cooperatives, family farms and other organizations to actively participate in the transfer and management of rural collective construction land, and improve land use efficiency and farmers' income^[26]. It is necessary to strengthen the information disclosure and supervision of rural collective construction land, ensure the openness and transparency of the land transfer process, and prevent illegal acts and chaos^[27-28]. In the process of rural collective construction land entering the market, we must pay attention to ecological environment protection, strengthen the protection and management of rural ecological land, and ensure the coordinated development of land use and ecological environment. It is necessary to establish a sound risk prevention mechanism, strengthen the monitoring and early warning of risks and problems that may arise in the process of land entering the market, and take effective measures to solve them in a timely manner^[29-30].

6 Conclusions

In the context of rural revitalization, the rural land system reform is an important measure to promote rural economic development and realize agricultural and rural modernization. By deepening

the rural land system reform, we can optimize the allocation of land resources, promote the upgrading of rural industries, increase farmers' income, improve the living standards of rural residents, and promote the sustainable development of rural economy and society^[27-28]. In the past ten years, China's land system reform policies have mainly focused on deepening the rural land system reform, protecting farmers' land rights and interests, and promoting rural economic development. The policy content covers the confirmation and registration of land contractual management rights, land transfer market supervision, rural property rights, and institutional reform and many other aspects, aiming to promote the adjustment of rural economic structure and the modernization of agriculture and rural areas. The rural land system reform can provide a material basis for rural revitalization, optimize the allocation of resource elements, promote the transformation and upgrading of rural industries, and promote the prosperity and development of the rural economy, thereby increasing the income of rural residents, improving the living standards of farmers, making farmers become truly beneficiaries of the reform of the land system, narrowing the gap between urban and rural areas, and promoting the realization of common prosperity. At the same time, the rural land system reform should focus on the rational use and sustainable development of land resources, pay attention to the protection of the ecological environment, let the ecology and economy develop together, and build beautiful and rich villages.

At present, in the context of rural revitalization, the rural land system reform should be deepened from the following three aspects. First, on the premise of ensuring that the land transfer process is open, fair and just, land use efficiency must be improved through land transfer, and large-scale, standardized and specialized agricultural operation must be promoted for the transformation and upgrading of rural industries. The second is to optimize the reform of the homestead system and encourage farmers to use homesteads for the development of rural tourism, agricultural sightseeing, leisure and vacation industries, promote the diversified development of rural industries, and increase farmers' income. At the same time, we must pay attention to the protection of the ecological environment and ensure the sustainable use of land resources. The third is to improve the system of rural collective construction land entering the market and improve the efficiency of land use. It is necessary to improve the system of rural collective construction land entering the market, which can promote the optimal allocation and effective use of land resources, promote the sustainable development of rural economy and society, and promote the realization of rural revitalization.

References

- [1] The Opinions of the Central Committee of the Communist Party of China and the State Council on Learning and Applying the Experience of the "Thousand Village Demonstration and Ten Thousand Village Renovation" Project to Effectively Promote the Comprehensive Revitalization of Rural Areas, 2024. (in Chinese).
- [2] KONG XS, WANG J, JIN ZF, *et al.* Reflection on the transformation and innovation of rural land consolidation for rural revitalization[J]. Chinese Land Science, 2019, 33(5): 95-102. (in Chinese).

- [3] CHEN KQ, LONG HL, MA L, *et al.* Rural land system reform and rural revitalization[J]. *Progress in Geographic Science*, 2019, 38(9): 1424 – 1434. (in Chinese).
- [4] YUE YB. Reform and improvement of rural land system under the background of rural revitalization[J]. *China's Land and Resources Economy*, 2021, 34(9): 16 – 24 39. (in Chinese).
- [5] XU FF. Analysis of rural land system reform under the background of rural revitalization strategy[J]. *New Agriculture*, 2021, 2(3): 65. (in Chinese).
- [6] VELANDER S. Securing land for sustainable livelihoods: perspectives on land reform & contract farming in Kenya[D]. *Center for Development Research*, 2020.
- [7] FAN H. Willingness of rural residential land without drawing based on reciprocal determination; Case of Henan Province[J]. *Journal of Arid Land Resources and Environment*, 2020.
- [8] QIAN ZH, MOU Y. Rural revitalization and rural land system reform[J]. *Agricultural Economic Issues*, 2020(4): 28 – 36. (in Chinese).
- [9] QIAO LY, LIU YS. The strategy of rural revitalization in the new era and the reform of rural homestead system[J]. *Geography Research*, 2019, 38(3): 655 – 666. (in Chinese).
- [10] YE HL, YIN JJ, XIE D. Coordinated reform to promote rural revitalization-exploring the pilot rural land system reform in Wenchang City, Hainan Province[J]. *China Land*, 2019(3): 4 – 8. (in Chinese).
- [11] YE HL. Writing a new chapter in rural revitalization-observations on the pilot rural land system reform in Jinjiang, Fujian[J]. *China Land*, 2018(6): 4 – 9. (in Chinese).
- [12] LIAN HP, WEI WJ. Theoretical logic and dynamic system of rural land system reform driving rural revitalization[J]. *Chongqing Social Sciences*, 2023(7): 52 – 66. (in Chinese).
- [13] LI YX. Research on the realization mechanism of rural land system reform in Xunlonghe Village, Changsha County to boost rural revitalization [D]. *Central South University of Forestry and Technology*, 2023. (in Chinese).
- [14] GAN WX. Exploration and reflection on rural land system reform under the background of rural revitalization strategy[J]. *Western Journal*, 2024(2): 18 – 21. (in Chinese).
- [15] DU W, HUANG M. Thoughts on the rural land system reform under the background of rural revitalization strategy[J]. *Journal of Sichuan Normal University (Social Science Edition)*, 2018, 45(1): 12 – 16. (in Chinese).
- [16] LI ZZ. Practical exploration and path optimization of rural land system reform under the rural revitalization strategy[J]. *Journal of Shaoyang University (Social Sciences Edition)*, 2023, 22(5): 53 – 59. (in Chinese).
- [17] LIU ZQ, CHEN HJ, CHEN YD. How does the reform of rural collective property rights system affect the happiness of farmers: Empirical analysis based on survey data on rural revitalization in China[J]. *Journal of Huazhong Agricultural University (Social Sciences Edition)*, 2024(1): 86 – 99. (in Chinese).
- [18] LIU XX, DONG WX, ZHAO XJ. Research on rural land system reform in Hebei Province under the background of rural revitalization[J]. *Journal of Hebei Open University*, 2023, 28(6): 47 – 52. (in Chinese).
- [19] TANG Y. The fundamental approach to rural revitalization is to accelerate the reform of the land system to promote the urbanization of farmers, modernization of agriculture, and rural urbanization[J]. *New Urbanization*, 2023(12): 27 – 30. (in Chinese).
- [20] LONG HL, ZHANG YN, TU SS. On land improvement and rural revitalization[J]. *Journal of Geography*, 2018, 73(10): 1837 – 1849. (in Chinese).
- [21] LIU ZW. Rural land system reform in rural revitalization[J]. *Agricultural Economic Issues*, 2018(9): 4 – 9. (in Chinese).
- [22] LONG HL, TU SS. Land use transformation and rural revitalization[J]. *China Land Science*, 2018, 32(7): 1 – 6. (in Chinese).
- [23] DU W, HUANG MDU W, HUANG M. Reflection on the rural land system reform under the background of rural revitalization strategy[J]. *Journal of Sichuan Normal University (Social Sciences Edition)*, 2018, 45(1): 12 – 16. (in Chinese).
- [24] QIAO LY, LIU YS. The strategy of rural revitalization in the new era and the reform of rural homestead system[J]. *Geography Research*, 2019, 38(3): 655 – 666. (in Chinese).
- [25] LIU ZW. Rural land system reform in rural revitalization[J]. *Agricultural Economic Issues*, 2018(9): 4 – 9. (in Chinese).
- [26] YE HL. Writing a new chapter in rural revitalization-observations on the pilot rural land system reform in Jinjiang, Fujian[J]. *China Land*, 2018(6): 4 – 9. (in Chinese).
- [27] LONG HL, LIU YS, LI XB, *et al.* Building new countryside in China: A geographical perspective[J]. *Land Use Policy*, 2010, 27(2): 457 – 470.
- [28] LONG HL, QU Y. Land use transitions and land management: A mutual feedback perspective[J]. *Land Use Policy*, 2018(74): 111 – 120.
- [29] LONG HL, TU SS, GE DZ, *et al.* The allocation and management of critical resources in rural China under restructuring: Problems and prospects[J]. *Journal of Rural Studies*, 2016(47): 392 – 412.
- [30] LIU YS, LI YY. Revitalize the world's countryside[J]. *Nature*, 2017, 548: 275 – 277.

(From page 4)

- [4] ZHU F. Study on residents' fruit consumption and its influencing factors: A case study of Guangzhou[J]. *China Fruit News*, 2016, 33(3): 22 – 25. (in Chinese).
- [5] WANG TX, WANG T. Study on market segmentation of fruits consumer in Urumqi City[J]. *Northern Horticulture*, 2017(9): 169 – 173. (in Chinese).
- [6] FENG BB, GUO X, JIANG YB, *et al.* Analysis of fruit consumption market in Henan area[J]. *Fruit Growers' Friend*, 2021(2): 38 – 41. (in Chinese).
- [7] QIAO XS. Current situation, characteristics and trends of fruit production in the world[J]. *World Agriculture*, 2010(5): 37 – 41. (in Chinese).
- [8] LU N. The present situation and trend analysis of agricultural products consumption in China[J]. *Business & Economy*, 2017(12): 82 – 84. (in Chinese).
- [9] QIAN TT, FAN HW, YANG J, *et al.* Investigation and forecast of fruit consumption characteristics of Shanghai's residents[J]. *Agricultural Outlook*, 2018, 14(11): 122 – 126. (in Chinese).
- [10] BAI X. Study on non-local fruit consumption behavior of residents in Urumqi[J]. *Journal of Jiangsu University of Technology*, 2019, 25(2): 88 – 94. (in Chinese).
- [11] WANG LL, DUAN LR, LIANG YN, *et al.* Research on the factors affecting dairy consumption in Beijing: A case study of liquid milk[J]. *Business News*, 2019(22): 1 – 5. (in Chinese).
- [12] HOU YL, ZHAO JY. China's fruits market situation in 2022 and its future prospects[J]. *Agricultural Outlook*, 2023, 19(6): 7 – 12. (in Chinese).
- [13] WU ZY, LI YR, DONG ZD. Research on the current situation and countermeasures of fruit industry in China[J]. *China Fruit & Vegetable*, 2023, 43(11): 79 – 83, 87. (in Chinese).
- [14] QIN M. Consumer behavior towards continued use of online shopping: An extend expectation disconfirmation model[M]. *New York: Integration and Innovation Orient to E-Society*, 2007: 400 – 407.
- [15] LUO C, WANG LP. A study on consumer willingness and influencing factors of unique and niche fruit: Survey based on characteristic fruit yellow peel[J]. *South China Rural Area*, 2024, 40(1): 28 – 34. (in Chinese).