

The plight of the "Chinese-style peasant economy" in the development of rural tourism

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Abstract:

Rural tourism industry brought many undisputable economic benefits to Chinese villages and farmers, which accounted for nearly a third of the economic benefits of the total Chinese tourism market. However, rural tourism has brought intense impact to the "Chinese-style peasant economy" structure, which is the China's rural stable reservoir in the development of Chinese modernization. The rural tourism development pattern, including scale development, diverse planning and market-oriented, have a conflict with the Chinese-style peasant economy, which is characterized by management dispersion, land use fragmentation and villagers self-administration. The paper researched the plight of "Chinese-style peasant economy" in the development of rural tourism, and further studied the contributions of planning. Firstly, the necessity of the "Chinese-style peasant economy" structure in Chinese villages was proposed. Secondly, the traditional production pattern was broken due to the non-coupling between the rural tourism and the "Chinese-style peasant economy". Therefore, the peasant lost the elastic space and flexible choice in the development of rural tourism. Finally the responsibility of planning in protecting the "Chinese-style peasant economy" structure was discussed. The multiple interests should be harmonized in rural tourism by planning. In particular, farmers' interests could be guaranteed and maximized by means of clarifying the land right, protecting rural space and guiding the cooperation.

1. Introduction

Rural tourism originated from Europe and has a history of more than 100 years. It is a new attempt for modern tourism extending to traditional agricultural. It is a new form of industry, which combined eco-agriculture and eco-tourism organically by the promotion of tourism. China's rural tourism sprung up in the late 20th 90's. It has played an important role in optimizing rural industrial structure, narrowing the income gap between urban and rural areas, promoting the rural employment, driving the development of related industries, accelerating the cultural exchange between urban and rural areas, and so on. In the 21st century, rural tourism has entered a period of comprehensive development. The increasing attractions, the expanding scale, the extending distribution, all show a good momentum of development. Data show that China's rural tourism income reached 300 billion yuan in 2014, accounting for one-third of its economic benefits of the tourism market. The "first document", signed by the Central in 2015, pointed out the importance of rural tourism development for increasing farmers' income with a large space. And pledged to give full support from land, finance, banking, taxes, etc. Therefore, the development of rural tourism has become an important industrial form for increasing peasant's income.

However, the development of rural tourism is a game process among multi-stakeholder. Developers, government, farmers, tourists and other groups all want to pursue their own maximal interests in the process of rural tourism development. But in the process of the game, farmers are often in the inferior status, and their rights can't be protected properly. So, although the development of rural tourism brought great material benefits to some extent, the obtained benefits are not sustainable. Considering the reason, it is directly related to the "Chinese small-scale peasant economy" in the Chinese rural society. Therefore, this article hopes to study based on the necessity of the "Chinese small-scale peasant

economy". Then the conflict between rural tourism development and the " Chinese small-scale peasant economy "was analysed concretely, and dissect the root causes of farmers interests being damaged. Finally, we discussed how to use plan to dilute the conflict in the rural tourism development. Thus to protect the fundamental interests of farmers.

2. The necessity of the small-scale peasant economy

Before the industrialization process, small-scale peasant economy exists throughout the countries and regions all over the world. China is a typical small-scale peasant economy country since ancient times. Small-scale peasant economy has existed for thousands of years in the history of China, and is the economic foundation of Chinese civilization's continuation. It has experienced the transition of system, forms and features since the formation. From modern times to the founding period, small-scale peasant economy shows an overall change from closed to open. What s more, due to the im economic development, it presents the transition character from tradition to modern in recent years. Although many western scholars have predicted the inevitable demise of the small-scale peasant economy. It still exist in the Chinese rural society, which has a profound impact on farmers' living and production.

2.1 *The main characteristic of Chinese small-scale peasant economy*

The concept of "Chinese-style peasant economy" is a long-term study by Professor He Xuefeng, which proposed to describe the agricultural business and rural livelihoods mode, structure on the basis of "semi-cultivated in the intergenerational division of labour based semi workers" in the current stage of China. In particular, with the development and urbanization of China's economy continues to accelerate, a lot of young labour force move into the city for their livelihoods from rural. They leave the countryside temporarily or permanently, making the countryside has become a "three Left groups" (stay for the elderly, women left behind, left-behind children) habitat. These groups are also left to become the main practitioners of the rural economy at this stage. Therefore, the current peasant economy shows different from the one emphasis on family as the main production unit of the peasant economy expressed by the classical theory, but also different from ranch business model by capitalist agriculture. It performs to form a reproduction of labour power mode, based on the peasant economy family and inter-generational division.

2.1.1 Basic characteristics -- "semi-cultivated in the intergenerational division of labour based semi workers"

With China's urbanization and industrialization, more and more farmers choose rural migrant to increase the income of workers for family, in order to improve the overall level of income. For a rural households, rural migrant farmers are mostly in young or middle-aged labour force. According to statistics, 80% of farmer families have the phenomenon that young children work away from home, whose parents farm in rural. This structure of semi-cultivated in the intergenerational division of labour based semi w begins form national flow of rural labour since the reform and opening up in the 1980s. The earliest (1970s) appeared in the southern township enterprises. Farmer farm in busy season and work in the other time. This division formed "institutionalized half work half farm" by Professor Huang Zongzhi. Due to the rapid development of township enterprises and the policies allowing farmers to engage in trade and industry. Some labour move into the cities and move into the business. It makes the labours liberating from traditional agriculture. It improves the efficiency of agricultural production, but also improves the lives of farmer level. By the 1980s, migrant farmers began to increase, predominantly male scale. Mostly elderly, women and children are left behind. In the 21st century, the vast majority of young

rural labour force have moved into the city for work or business, who become important part of the urban labour force and important means to improve the living standards of the rural population. On the other hand, after the main labour force flowing out of rural, women's farm, elderly agriculture and peasants planting operations and other forms become the main mode of food cropping. Some carry out featured planting or breeding and some elderly and women who are still strong search opportunity to do "odd jobs" to make money. They farm in busy season and work in leisure day in the towns. Or even do manual processing in the home of the operations. Such as the development of rural tourism is one of the ways to increase revenue for villagers who stay in the village.

2.1.2 Essential character -- a stable reproduction form of rural labour

Although with a large number of rural labour outflow, the phenomenon of rural hollowing tends to be serious. Production began to be done basically by old people and women in agricultural. However, the current structure of semi-cultivated in the intergenerational division of labour based semi workers remains a stable workforce reproduction mode. Firstly, from the "semi-farming perspective, the household contract system is the basic agricultural management system in China, and agricultural production is the fundamental mode to maintain income and it is also the guarantee to maintain stable development of China. And with agricultural industrialization and modernization developing, labour for agriculture will be required less and less. The development of industrial diversification, rural tourism and other tertiary industries also led to increasing the added value of agriculture. The basis of agriculture development will further reinforce, and farmers can likely be achieved "income-place" increasingly, therefore staying rural farmers on agricultural production still remains great enthusiasm. Even the old people are not suitable to continue to engage in agricultural production and labour, due to the lands transfer and implementation of contracting policy, the people also can contract and transfer the lands to the other residents of the village to carry on the sustainable agricultural production. Therefore, the structure of "semi-farming" is very stable. On the other hand, from the view of "semi-working", along with the urbanization process promoting, the gap between urban and rural areas is actually still growing. In the current situation, many rural areas cannot satisfy the demand for improved their living standards by simply engaging in agricultural production, due to tensions between people and land. Therefore, the labour force is bound to liberate from the limited arable land resources out into the city to engage in secondary and tertiary industries, which has more productive rate of return. Statistically speaking, the proportion of the structure has been rising steadily when it appears in rural since the 1980s. In the 1980s the proportion is about 20%, and the regional distribution is unbalanced, mainly in the coastal areas; In the 1990s the proportion should be about 40% or more, and the region have been all over the country; After 2000, the proportion rose to 80%, and it has reached a relatively stable maximum value. Such a high percentage may be maintain for 20 years or even more. Because, after 20 years, the parents whose children were the first of the young migrant workers out of business are too old to do farm work. And the young man s children have grown up and start migrants. When they are no longer young, they would return home to take over the farming parents. This realize the reproduction of cultivated in the intergenerational division of labour based semi workers , which is very stable.

2.1.3 Spotlighted issues -- the small scale of Chinese-style peasant economy

The small scale of Chinese-style peasant economy mainly shows in two aspects. Firstly, from the macro perspective, the underdeveloped Chinese agricultural modernization and the lack of technological innovation and technology promotion capability have led to a small scale of China's peasant economy and inefficiency of land management. In recent years, to improve the level of agricultural modernization and industrial development has become a great concern of the Chinese government. Since 2004, the first policy document has focused on the "three rural issues" and emphasized the issues of concerning increasing farmer s income, agricultural modernization, rural planning and constru

issues. Rural Tourism Development which will be discussed in this article is one of industrial development path to increase the added value of agricultural production and land management benefits.

From the micro perspective, most of the Chinese current peasant families are running small-scale production and management activities. This is mainly because the farmers' production is limited by land and capital. Compared to peasant population, China's arable land is extremely inadequate. Besides, the accumulation of farm families is limited. It is difficult for the peasants to have sufficient capital and advanced technology to expand production scale.

In addition, studies have shown that: because a variety of agricultural production factors have good divisibility, modern agriculture did not show obvious scales economy advantage within the family compared with other sectors. Therefore, farmers lack sufficient power to expand family business scale internally. Therefore, the traditional idea of self-sufficiency and our household land management have made our land management become fragmented. And this is the biggest problem faced by the Chinese Agricultural operators at present. Fragmented land management has eventually lead to excessive inputs of invalid labour, poor land management efficiency, and lower output efficiency.

2.2 The necessity of Chinese-style peasant economy

2.2.1 Chinese small-scale peasant economy always ensure the agricultural income of farmers

Although with the developing of industrialization and urbanization, more and more of the agricultural population will join into the urban population, rural industry is also gradually tend to diversify and farmers' income structure will change. But agriculture has always been the fundamental industry of farmers. China has 800 million farmers living in rural areas, accounting for nearly 60% of China's total population. It's an important safeguard for Chinese stable and healthy development to ensure that 800 million peasants' lives. The main form of peasant economy as a traditional agricultural production to ensure the continuation of the agricultural economy, ensures the ultimate source of income for the 800 million farmers and provide sustainable basic living guarantee for them.

2.2.2 Chinese small-scale peasant economy is the ultimate protection for migrant workers returning home

With the accelerating process of urbanization, China has about one million migrant workers working in cities, become the resident population, but did not enjoy the urban population as a welfare policy should not be the domicile of the urban population in the true sense, no really integrate into the city, so that employment which 200 million people are always at risk. But this is the part of migrant workers to complete reproduction of labour power by the "semi-cultivated in the intergenerational division of labour based semi workers" structure. So that migrant workers at risk of unemployment, you can choose to return the countryside, continue to engage in agricultural production, ensure the overall income of the family. In other words, the vast majority of migrant workers did not sever ties with the countryside. As long as the current agricultural basic management systems stable, staying in the country farmers can still guarantee their life and production stability through diversification of agricultural production and industrial development path similar to rural tourism development, and they may fail to migrant farmers Workers provide a smooth passage to return home.

In addition, for the reproduction of small-scale peasant, the failure migrant workers into the city don't have to stay in the city. Compare to the average of developing countries, Chinese farmers are much more fortunate, because they can return home to work in agriculture. The so-called rights, first and foremost is the right to choose. The choice rights of farmers into the city or return reserved, is to give

farmers the most basic human rights. Because the city failed farmers can choose to return home, so when migrant cannot survive in a decent city, they will choose to return home.

2.2.3 "Chinese-style peasant economy" structure is the China's rural stable reservoir in the development of Chinese modernization

Any developing country in the development are impossible not to meet the economic, financial, social, and political aspects of the crisis that occurred in the city and its most highly developed structure. Once the urban structure of crisis, whether this country has the ability to deal with the crisis or not, has become the key to the country's modernization can be completed. Chinese urban crisis, if the centre of gravity in rural areas remained stable, the Chinese-style crisis manifested in the city, then under the stable centre of gravity of the role of the countryside, and soon stabilize. China Rural fairly stable and provide support for the city of migrant workers huge peasant economy was stable social structure where the centre of gravity of China, is one of the key for Chinese stability in any complex situation.

3 The present condition of the Chinese-style peasant economy in the development of tourism

In recent years, the development of rural tourism is increasingly prosperous. First of all, in the circumstance of the experience economy, profound changes have taken place about the idea of the consumer's consumption and the way how they consume than before. In terms of the structure of demand, while the tourism consumers focusing on product quality, we find out the increasing proportion of emotional needs among them; In terms of consumption content, Popular tourist products are losing their advantages, consumers begin to pursue the products and services which can reveal their personalities; In terms of the value and target, consumers have changed from paying attention to the products itself to value the feeling when accepting it; In terms of the way receiving products, consumers are willing to participate in the product design and manufacturing initiatively. Consumers are increasingly emotional, personal, perceptual, changing their core demands from the pursuit of practical to pursuing the experience. Along with the improvement of the traffic conditions and the quality of life of visitors, domestic existing hot spots become crowded, and the environmental quality of urban living people falls down. Cities and traditional sights is no longer able to provide proper and comfortable experience for visitors. While the vast country with diversity natural landscape and rich cultural connotation, acting as a major carrier to the original idyllic scenery and traditional way of life, can provide tourists with multi-level diverse experiences of visual, hearing, and further interaction. Therefore, the rural tourism development has been developing rapidly in recent years, followed with the considerable economic benefits. As too many Subject of interests are involved in the development of the rural tourism, including the government, farmers, corporations and tourists, and farmers are vulnerable groups whose interests will always be subject to a strong sense of market competition. As for the reason, it is because the "Chinese-style peasant economy" structure On behalf of farmers management characteristic is impacted by the rural tourism development.

3.1 The characteristics of the rural tourism development

3.1.1 Multi- subject of interests participation

There are four main relative subject of interests of rural tourism development: farmers, governments, corporations and tourists. The process of the development rural tourism is actually the process of the four subject of interests pursuing their own interests maximally in the game play. Government

determines the development orientation of the whole rural area, guiding rural development, strengthening the infrastructure, attracting foreign investment to build a platform to enhance regional influence by taking charge of the rural tourism planning. The development corporations of rural tourism hope to do some development activities with taking advantages of the rural land, agriculture, ecological resources to obtain maximum profits by cooperating with the government. Meanwhile tourists hope to attain their expected travel experience from the ecological environment and the rural landscape in the countryside with the cooperation projects and activities set by the government and corporations. For rural residents, the priority is to improve the quality of life, by changing the traditional mode of production through the development of rural tourism, increasing the added value of agricultural production and increasing the income of "semi-cultivated" part. Meanwhile farmers hope to improve the environment, improve infrastructure, and improve the living environment through the development of the rural tourism. Therefore, based on the demands of different subject of interests, the process of rural tourism development becomes a multi- subject s participation and game.

3.1.2 Large-scale of the development and management

Large-scale of the development and management is mainly reflected in two aspects: land resources and projects. Rural Tourism Development Project is generally based on ecological or agriculture, thus requiring a large area of land, so in order to meet the needs and benefits of large-scale operation of the project, brings out the need for rural development to integrate the existing land resources management. Those common picking garden, organic food cultivation, leisure farms and other development projects, all need the land resources which is centralized, larger scale, and the better ecological basis to meet the needs of project development. On the other hand, even a single project area may not need a large area of land, such as a simple farmhouse, simple handicrafts, and other specialty products for sale, but because the government vision for the positioning and development of the whole area generally requires companies and enterprises to formed an industrial chain forming a sustainable driving force, therefore the scale effect among similar enterprises and the cooperation among heterogeneous enterprises and also need to be gathered on the development and operation of the project is running, to form the whole area of the scale. As used herein, select research Huaijiu road Area Rural Tourism Development Area of Fanchang County, Current situation is there already exists some picking based enterprises, but they business their own way, be independent to each other, there is no agglomeration of scale, and cannot form the entire Area core competitiveness and foreign brand.

3.1.3 Government-led, market operation

Development of rural tourism refers to the original landscape has not been carving, the beautiful natural landscape and historic folk culture and tourism with the appropriate resources and tourism products in rural areas, including the Integration and development to rural bucolic, rural architecture community, rural natural environment, traditional farming village farming, rural traditional rural folk culture tourism resources. It is the technical economic activity to meet and attract urban population come here to travel. Therefore, as tourism development, within a certain range land, it is a comprehensive social and technical and economic activities in order to attract and reception of tourists with tourist facilities conducted training and other construction of tourism environment. Thus, the tourism development is a systematic project, mainly premised by the development of tourism, market demand-oriented, tourism resources as the core, focused on improving and enhancing the appeal tourism resources to the tourists, Reaching around a lot to attract tourists and meet their, visit, study, entertainment, or simply relax contains a certain technical content of various needs of economic activity. Therefore, the government leading of unified planning and market demand as the leading factor is one of the important characteristics of rural tourism development.

3.2 The impact on the farmers' interests of the rural tourism development

According to the analysis of "Chinese-style peasant economy" and the characteristics of rural tourism development, it is easy to find that there are some conflicts and contradictions on the main feature. The conflicts of the characteristics will impact and even violate the different interests of farmers in different ways which includes the land rights, sustainable economic benefit and environmental benefit.

3.2.1 The landuse right

The characteristic is widespread in the peasant economy that the land management is a small scale, which conflicts with the characteristics of scale management in rural tourism development under the market economy. The conflicts and contradictions are reflected in farmers' land rights. In particular, the land is the most elementary condition for the development of rural tourism, some enterprises and developers ignore the local actual. Therefore the rural collective land is often expropriated. The resources including the land in the development of rural tourism are generally owned by villagers collectively. According to the nature and process of the rural tourism development, expropriation of land is an essential link for most of the rural tourism developments, unless it is spontaneous for farmers to run their own range of small-scale rural tourism model. Land is the most basic factor of production and the basis of survival and development for farmers, and the land right is the farmer's most important property right. So if the farmers lose their land, they not only lose the right of management, usufruct and some disposition, but also a lot of relevant rights and interests attached to land. In the actual development of rural tourism, because the government is engaged in the profitable business activities of tourism market, it has become one of the main beneficiaries in the development of rural tourism. However, countryside and farmers have become spectators, instead of enjoying the economic benefits from rural tourism, they have to endure a series of adverse consequences. The government seized a large amount of revenue because of the wide difference between expropriation compensation and land price. As the developers, the enterprises or individuals will also grab the high profits. As a result, the landless farmers will lose much.

3.2.2 The sustainable economic benefits

Farmers in the small peasant economy have relatively free production autonomy, while the rural tourism development has the obvious market rules that it determines the direction and content by the market demand. Therefore, the independent production and the market operation have a certain conflict in the "Chinese-style peasant economy" which will affect the sustainability of the economic interests of farmers.

The limited space determines the risks when the farmers participate in the development of rural tourism. If the farmers' land is used as a rural tourism development, the agricultural production of farmers is bound to be impacted. Because the limited land cannot simultaneously meet the demands of the scale of rural tourism and agricultural production. Also, the market is always risky, the rural tourism and agricultural production have a strong seasonal and random characteristic. In the rural tourism season, farmers may obtain substantial revenue because of the successful development of rural tourism. But in the low season of tourism, farmers' incomes cannot be guaranteed, because the land has been occupied by tourism development, they have been out of agricultural production.

On the other hand, project development of rural tourism requires an accurate assessment of enterprises and need to analyse the demands of the market. Once the analysis fails, the fragile ecological space has altered substantial construction and development, its recovery will be very difficult, and it will take a very long period. Therefore, farmers will suffer greater economic losses during this process. Instead of

obtaining benefits through the development of rural tourism, farmers lose their land in the construction and development. The reproduction of agricultural land is very inelastic, and the land is poor of reversible. Therefore, after the production independence of peasant economy is destroyed, the economic interests of farmers in the market operation may be only temporary, is not sustainable.

3.2.3 The environmental rights and interests

Development of rural tourism is essentially a process during the period of destroy and rebuilt. In particular, in order to obtain economic benefits from the development of rural tourism, the destructive behaviours must have done. This destroy is not a pejorative concept in the narrow sense. In the long term, destroying is the first step and prerequisite to benefit. It can seem to ignore the temporary economic losses caused by the destroying while the damage caused by destroying and the harvest are compared on the economic benefits. But from the point of view of social and ecological benefits particularly the environmental, the countryside is an area with very advantageous ecological. And some countryside also assume the functions of eco-conserving division and ecological conservation areas. Therefore, once the rural ecological environment has been destroyed by the tourism development and construction, not only the primitive rural scenery will disappear, but also the ecological value of the countryside will reduce. It is an obvious manifestation that the farmers' living greatly diminishes. On the other hand, the rural carried rich and varied cultures and the history is long, industry modernization invasion will inevitably erase the traces of traditional culture, including traditional houses, traditional settlements and so on. And then the traditional architectural culture, neighbourhood atmosphere and long farming culture will disappear. Nowadays, the city's living environment and culture has been buried by the rapid development of urbanization and industrialization. As the last pure land of environment and cultural heritage, countryside assumes a more important and extraordinary ecological, social and historical significance.

4 The responsibility of planning-- protecting the "Chinese-style peasant economy" structure and guarantying farmers' interests

"Chinese-style peasant economy" is the production and management of Chinese farmers'. Production and life interests of farmer concentratedly reflected in the structure of Chinese-style peasant economy. The development process of rural tourism attacks the "Chinese-style peasant economy". In fact, it attacks the structure of existing production and living of farmers. The peasant economy is not without problems, but the main features of the peasant economy still determines the necessity of the existence of it as the above analysis.

Therefore, planning as government action, should effectively slow down the impact of rural tourism development to peasant economy, to ensure the interests of farmers and to achieve maximum benefit of farmers in rural tourism development.

4.1 Large-scale of the development and management based on clarifying the land use right

The scale operation of rural tourism development is the inevitable requirement under market economy. To protect farmers' land rights and interests as well as to follow the laws of the market competition of rural tourism development, the main way is to operate on a large scale on the basis of making clear of the land rights of farmers, the main means is a diversified land circulation form. Land circulation refers to the transfer of land use rights. Land use right transfer means farmers transfer their land management rights to other farmers or economic organization through subcontracting, transferring, investment, cooperation, lease, exchanging and some other ways. Government encourages farmers to transfer contracted land to professional investors and cooperatives, to develop the scale of operation in agriculture. Diversity land circulation promotes the appropriate scale of operation of rural land,

improves the land utilization ratio and output rate; brings about the agricultural structure adjustment, improves the economic efficiency, promotes the transfer of rural labour force, increases the income of the farmers. It is conducive to agricultural technology extension and the formation and development of the agricultural industrialization management. Diversity land circulation ensure the farmers land ownership and the rights and interests in the rural tourism development.

Resulting from the comparison of various ways of land transference economic performance, and land circulation patterns which has higher degree of marketization brings greater economic performance than the lower one. However, from the comparison of the results of social performance, the result is completely different. Land circulation patterns which has relatively low degree of marketization may have a greater economic performance than the higher one. Different patterns of rural land transfer bring different transfer performance. Brought a kind of rural land transfer modes of economic performance and social performance and better than other rural land circulation patterns. Economic and social performance of one rural land circulation mode may not be better than other modes. Therefore, in the practice of rural tourism development, the land transfer mode should select according to the characteristics of their own country, balance the economic and social benefits, select the most appropriate way of circulation, and meet the needs of the scale of operations, farmers economic and land rights.

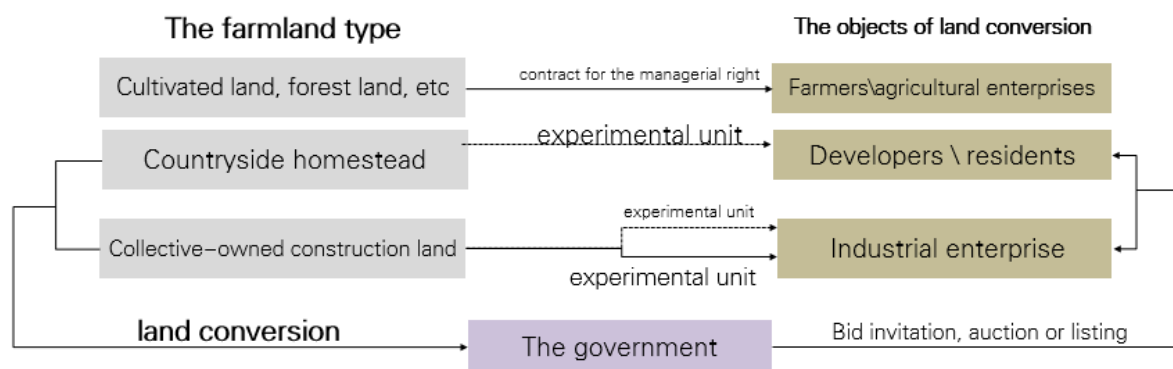


Figure 1. The sketch of land conversion route

4.2 Build a control system dominated by respecting the original appearance to ensure environmental interests of farmers

4.2.1 Low-impact construction of the ecological management and control

The ecological environment in rural areas is the focus of farmers living environmental protection. Including water, mountains, forests, lakes, farmland, biological, atmospheric resources, etc., all of them are the important elements of the rural ecological base. Firstly, urban planning has a duty on building control system about ecological management, clarifying the control limit, formulating the control regulation. Furthermore, urban planning also need to supervise behaviours of tourists and enterprises in the development of rural tourism. Especially for the enterprises, which should be controlled strictly in environmental protection standard. It is important to control the pollutant emission in countryside. The most significant issue is protecting the farmland strictly, because China's grain production is the basis of urbanization and modernization. Removable architecture can be used in construction to reduce the destruction to the farmland. It will be more flexible and sustainable. On the other hand, special planning of environmental protection is essential for rural tourism development areas. The construction of paths

about infrastructure and environmental hygiene facilities should be included. In addition, the overall image in countryside should also be paid attention. For example, the environment of waterfront, lakeside, riverside, hillside, etc. . All in all, low-impact construction of the ecological management and control should be the main principle to achieve the goal which is keeping the rural original appearance and make the construction integrated with nature.

4.2.2 The rural dwellings protection

The significance of the rural dwellings protection lies not only in protecting farmer s human settlement, but also protecting the traditional style of rural image and residential architectural culture. It has great social significance. Including the whole village appearance, for rural residential use and transformation. For the whole village appearance as example, urban planning and design should maintain the mutually relationship between the village and natural environment in harmony. Controlling the skyline from far view of villages to emphasize the outline of mountain. Moreover, controlling the rural buildings and public buildings along the street interface, conducting regular inspections of the village environment, and prohibiting non-standard construction practices to maintain the overall image of village. From the aspect of rural residential using, urban planning can choose the utilization patterns from the whole lease and self-management, etc., which depend on farmers how to participate in Rural Tourism. As for the transformation of rural houses, urban planners must evaluate the rural dwellings to decide to demolish, enhance or protect.

4.3 *Guide benign cooperation between farmers and enterprises to ensure the sustainable economic interests of farmers*

4.3.1 Cooperation and win-win mechanism

Rural tourism development involves a multi-party including government, enterprises, farmers, etc., so in the development process, development is not the only one goal. It is also significant to protect the interests of farmers in the market behaviour. Therefore, in planning practice, the appropriate business model should be choosed based on the characters of rural tourism development area to achieve the common interests of farmers, businesses and governments. Common cooperative business model including "community + company + farmers" model, "government + company + farmer tourism association + travel agency + farmer" mode, autonomous mode of operation, the overall leasing mode. "Government + corporation + travel agency + tourism association of farmer + farmer" mode, for example, Ping Ba County, An shun City, Gui Zhou Province Tian Longtunbao Cultural Village adopted this business model in sharing of benefits to avoid excessive commercialization. Government is responsible for the planning and construction of infrastructure, and optimizing the development environment. The company responsible for the management and business operation. Rural tourism association is responsible for organizing villagers to participate to opera performances, guided tours, crafts, provide accommodation and catering services, and maintenance and repair of their traditional houses. Travel agencies responsible for market development, organization source, effectively avoid the farmers in the tourism industry may cause excessive commercialization atmosphere to maximize their local cultural authenticity, so that visitors feel real and natural simple folk. The proportion of income allocated as follows: 11% government, 10% of the village committees, 14% of farmers tourism associations, travel agents, 11%, 54% of the company. Because of government intervention and management, and constantly expand the brand effect, so cooperative model has been protection policy, thus greatly ensure the stability and sustainable economic benefits for farmers.

4.3.2 Optimize the revenue structure of farmer

With the flourishing development of rural tourism, the revenue structure of the villagers presents different characteristics under the influence of the "Chinese small-scale peasant economy". It can be divided into three categories: the first category is migrant income based; the second is farming income based; the third is mainly comes from the tertiary industry developed by rural tourism. The planning should respect the existing revenue structure, as well as the living and production style under the "Chinese small-scale peasant economy". And do not break the structure of semi-cultured intergenerational division of labour based semi workers. Then further enhance and improve them according to their own characteristics. For the first category income structure, on the one hand, we should ensure the creation of the living space for the rural staying residents, especially the children's growing space. On the other hand, try to attract them to participate in the project operation by a variety of ways. Thus to increase the overall income level for them. For the second category, on the one hand, the cooperation mechanism between enterprises and farmers in agriculture can be promoted. On the other hand, the tertiary industry which has bigger degree of relation with agricultural production can be increased properly. This can really maximize the value of agricultural products, increase their income other than traditional agricultural production, and make the rural development diversified and sustainable. For the third category, the projects of rural tourism development should be guided to form a good win-win cooperation mechanism. We should focus on the management of the market order, and effectively protect the interests of farmers in the market behaviour.

5 Conclusion

This paper researched how the "Chinese-style peasant economy" was impacted by the rapid development of rural tourism, as well as what we can do to mitigate the effects by planning. Since "Chinese-style peasant economy" stands for the Chinese farmers production and living interests, including the landuse rights, the sustainable economic benefits and the environmental interests, are damaged to a variable extent. Therefore, the paper further studied the contributions of planning in guaranteeing and maximizing farmers interests by protecting "Chinese-style peasant economy" structure in the development of rural tourism. The conclusion can be divided into three parts. Firstly, large-scale of the development and management is necessary. The point is to clarify the landuse right by diversified land conversion patterns. Secondly, urban planners should control and protect the rural space morphology effectively, including ecological environment and rural dwellings. Thus to guarantee the farmers environmental rights and inherit the rural traditional culture. Finally, to achieve sustainable and maximized interests, benign cooperation between farmers and other stakeholders in the development of rural tourism should be guided by planners.

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