

China-Japan-South Korea Rural Vitalization Experiences: Implications for ASEAN Countries¹

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1. Introduction

Since the reform and opening up, China has achieved the economic development in just a few decades that western countries have gone through for hundreds of years, realizing the economic take-off and the people's prosperity. The rural revitalization strategy put forward in the report of the 19th National Congress of the Communist Party of China pointed out that the issue of agricultural and rural farmers is a fundamental issue concerning the national economy and the people's livelihood. We must always solve the problem of "agriculture, rural areas and farmers" as the top priority of the work of the whole party and implement rural revitalization strategy. The introduction of the No. 1 Document of the Central Committee in 2018, the "Opinions of the CPC Central Committee and the State Council on Implementing the Rural Revitalization Strategy," further confirmed the importance of the strategy.

Japan and South Korea, both of which were East Asian countries, started the rural vitalization movement after World War II and the 1970s, and achieved good results. Although the urbanization process in China, Japan and South Korea was not happening at the same time, the three countries have achieved rural development and poverty reduction in the comparatively short term with sufficient public input and strong farmers' organization and mobilization capabilities. However, the three countries are currently facing similar realities: such as the aging of the society, the vacancy of housing and the dysfunction of rural communities, and the lack of rural social services. How to revitalize rural areas is a common challenge faced by the three East Asian countries. Creating employment opportunities in rural areas, strengthening links between rural and urban communities and promoting urban-rural interaction are the policy directions for the revitalization of rural areas in China, Japan and South Korea in the new era.

In terms of specific practices, the rural development measures and methods of mobilizing resources adopted by China, Japan and South Korea at different stages of development also differ. The different conditions of rural development in China, Japan and Korea also lead to different policy effects. Exploring the rural development and rural revitalization experience of China, Japan and South Korea will not only promote mutual exchanges between the three countries, but also jointly address the current challenges, and provide implications for rural development and reduction in

other developing countries with similar resource endowments. The ASEAN countries have similar historical, cultural and social backgrounds as China, Japan and South Korea. Summarizing the rural revitalization experience of the three countries can certainly provide some inspirations for agricultural development and rural construction in ASEAN countries.

2. China-Japan-Korea Rural Vitalization Experience

2.1 China's Rural Vitalization Experience

2.1.1 Background of China's Rural Vitalization Strategy

Since China became the world's second largest economy in 2010, although the growth rate has not been as fast as before, it still maintains a medium-to-high speed of 6.7% to 6.9%. In 2017, the total economic output is 12 trillion US dollars and the gap with the first place is narrowing while the gap with the third place is expanding. However, the urban-rural income gap is shrinking very slowly. urban-rural income gap fell from 2.81 in 2013 to 2.72 in 2016. At the same time, the ratio of urban and rural residents' consumption expenditure was 2.47 in 2013 and 2.29 in 2016. This ratio is not enough to reflect the urban-rural gap. In terms of consumption structure or real income, urban residents are much higher than rural residents, and the gap within rural areas is also very large, especially the gap between rural poverty-stricken areas and rural developed areas, even larger than the urban-rural gap. Therefore, the 19th National Congress clearly pointed out that the main contradiction in our current society is the contradiction between people's pursuit of a better life and unbalanced and inadequate development.

Although the growth speed of 6.8% or 6.7% is not very low, for China, this is the minimum requirement. Without such speed, employment should become a big problem. It is not easy to maintain this speed. There are structural problems and insufficient drive in the Chinese economy. Finding new engine has become an urgent requirement for maintaining the medium and high growth speed. Supply-side reform, the Belt and Road Initiative, and beautiful rural construction , especially precision poverty alleviation, rural revitalization are all the driving forces that are sought to ensure that the economy maintains a certain speed. The supply-side reform has certain effects, but the recent Sino-US trade wars and vaccine incidents indicated that this reform is very difficult. the Belt and Road Initiative, mobilizing a large amount of

capital invested in countries along the route, is facing huge risks, and the effect is not as good as expected. Accurate poverty alleviation until the end of 2020 is only to solve the problem of extreme and absolute poverty, how to develop rural area after that is still uncertain. The construction of a new countryside has a certain effect, but the village still cannot retain young people or even middle-aged people.

In this context, the report of the 19th National Congress of the Communist Party of China gave the "rural revitalization strategy" a key position in implementing the new development concept and building a modern economic system. The rural revitalization strategy is different from the previous "village construction" and "socialist new rural construction". It emphasizes the issue of how the countryside is better developed. Following the switch to the "development" issue, the rural revitalization strategy has adjusted the development model of "urbanism", while paying attention to the priority of development of agriculture and rural areas based on urban-rural integration. The rural revitalization strategy also requires the "three rural issues" to the "upgraded version" with overall deployment of each subsystem (Ye Jingzhong, 2018). The 19th National Congress of the Communist Party of China put forward the implementation of the rural revitalization strategy, which is not only a major strategy prioritizing development of agriculture and rural areas and solving the problems of China's agriculture, rural areas and farmers, but also a proposed solution to solving the China's development challenges in the new era, i.e. unbalanced and inadequate development, especially the imbalance between urban and rural development and inadequate rural development (Huang Zuhui, 2018).

2.1.2 The key points of rural vitalization strategy

In China, the issue of agriculture, rural areas and peasants is a fundamental issue concerning the national economy and the people's livelihood. The issue of solving the "three rural issues" has always been the top priority of the Party's work. The key points of the rural revitalization strategy includes: adhere to the priority development of agriculture and rural areas; establish and improve the policy system for the integration of urban and rural development in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life; and accelerate the modernization of agriculture and rural areas; consolidate and improve the basic rural management system, deepen the reform of the rural land system, and improve the "three rights" division system of contracted land, keeping the land contracting relationship stable and long-lasting (the

second round of land contracting will be extended for another 30 years); deepen the reform of the rural collective property rights system, protect the farmers' property rights and strengthen the collective economy; ensure national food security and keep the Chinese people's jobs in their hands; construct a modern agricultural industrial system, production system, and management system by improving the agricultural support and protection system, developing various forms of moderate scale management, cultivating new agricultural management entities, improving the agricultural socialized service system, and realizing the organic connection between small farmers and modern agricultural development; promote the integration and development of the first, second, and third industries, support and encourage farmers to work and start businesses, and broaden income channels; strengthen rural grassroots work and improve the rural governance system that combines autonomy, the rule of law, and the rule of virtue; cultivate a team of “agriculture, rural areas and farmers” who understand agriculture, love the countryside, and love farmers.

Compared with the new rural construction, the rural revitalization strategy has the following differences: 1) Put rural and agricultural modernization together, previously only mentioning agricultural modernization and equating agriculture with rural areas. 2) Emphasize the mechanism and policy system for the amalgamation of urban and rural development, previously only mentioning urban-rural integration, but no expression of amalgamation. 3) Deepen the reform of the collective property rights system and protect the property rights of farmers. 4) Propose the four modern agriculture support and protection systems. 5) The connection between small farmers with modern agricultural development. 6) Three “governance” featuring rural governance systems. 7) Three "love" talent team building.

In terms of how to achieve rural revitalization, scholars in China making the following propositions. According to Zhang Hongyu (2018), the rural revitalization strategy involves agriculture, rural areas, and peasant issues, so China should pay attention to how to focus on strong agricultural goals, how to do everything possible to increase farmers' income and how to achieve the integration of urban and rural development. China should proceed from its national conditions and comprehensively promote rural revitalization. Zhang Yaguang (2019) proposed that China must adhere to the problem orientation, seize and resolve outstanding problems that restrict agricultural and rural development, strengthen the construction of legal systems, improve institutional supply, strengthen rural infrastructure construction, and promote

urban-rural connectivity. Develop rural industries, promote the integration of rural first, second and third industries, provide industrial support for rural revitalization; strengthen the development of urban and rural human resources, improve the quality of human capital, provide talent protection for rural revitalization; adhere to the combination of autonomous rule of law and rule of law, and improve the rural governance structure. Anyway, to implement the rural revitalization strategy, institutional innovation is very important: 1) China must deepen the reform of rural land system and improve the efficiency of land resource allocation. 2) China must improve the modern agricultural management system and improve the quality and efficiency of agricultural development. 3) China must steadily promote the reform of rural collective property rights system to realize the common prosperity of farmers and lay a solid foundation for property rights.

2.1.3 Practice of China's rural vitalization

The academics in China mainly discuss rural vitalization practice from two aspects: first, based on the reality of China; and second, based on successful cases in practice. Based on the reality of China, He Xuefeng (2018) proposed from the perspective of peasant differentiation that in the process of China's modernization, the countryside is the stabilizer and reservoir of China's modernization. The rural areas is the retreat place for peasants lack the ability to enter the city or fail to enter the city. The rural areas provide the basic guarantee for farmers, which cannot be marketized. Wang Yahua (2018) puts forward the problems still existing in China's agricultural development from the perspective of the staged problem of the three-step strategy of rural revitalization, and further elaborates the need to systematically solve the problems in China's agriculture and rural areas. It needs to be gradual, that is, to revitalize the countryside in three steps. Under the strategic arrangement, targeted solutions will be made according to the characteristics of each strategic stage.

Based on the successful cases in practice, Chen Zhanjiang (2018) draws lessons from the successful case study of Zhejiang's ecological civilization construction: Zhejiang starts from the construction of urban-rural integration relationship and urban-rural reciprocal mechanism, and creates the governance pattern of government of linkage and mutual support, market and social benign interaction and the coupling mechanism of overall governance and classification governance, dynamic governance and conventional governance, typical governance and project governance, with a structural and relational way of thinking. The complex governance structure is based

on the theory of "two mountains" and is believed to provide certain typical demonstrations and enlightenment. Wang Jingxin and Zhi Xiaojuan (2018) proceeded from the case of the construction of a revitalized village with characteristic towns and beautiful villages. They believed that the promotion of rural revitalization into a new stage of regional spatial reconstruction and comprehensive value pursuit should be promoted. Revitalization is the focus, with the simultaneous planning and construction of characteristic towns and beautiful villages as the starting point, to promote a more concrete and feasible "village revitalization" plan and the policy experience.

At present, the practice of rural revitalization in China mainly has the following four modes: 1) Demonstration or model villages: The government creates a model village according to the five requirements of rural revitalization through investing resources, or hiring professionals, or mobilizing some entrepreneurs, in selected villages. 2) Villages led by capable people: such as Daqiu Village, Huaxi Village, Nanjie Village, Dazhai, Tangyu Village, etc. Of course, the government will also give a lot of policy support. 3) Market type villages: The village's own resources have market demand, which attracts social capital to participate in the development and operation of resources. For example, Moganshan villagers in Deqing City, Zhejiang Province. 4) Charity-driven type: Some social organizations and individuals who are interested in revitalizing villages use their own resources to help some villages engage in development-oriented construction. The most obvious is the participation of some non-profit organizations in village reconstruction after the Wenchuan earthquake. Mr. Li Xiaoyun, a professor at China Agricultural University, is also involved in the construction and development of villages in Hebian Village.

2.1.4 Challenges of China's rural vitalization

Resources, talents, organizations, markets, and village participation are all indispensable for rural revitalization. Resources include policy resources (including financial resources), market resources, village resources (social, cultural, land, ecological and other resources), social resources, etc., and each type of resources is limited. Human resources are the biggest challenge facing rural revitalization. Resources are not all ready-made, but need someone to develop and use them. Not all people have this ability. Some places say that village elites are very important. Some places say that professional talents are very important; some places say that village

leaders are important; some places say that villagers themselves who have the capacity to develop and manage resources are more important.

However, how villagers participate in rural revitalization and benefit from it is also a major difficulty facing rural revitalization practice. The current methods are mainly in the following ways: 1) Government makes decisions, investment while village cadre organize villagers' participation. Through this way, collective economic growth can be achieved and villagers can share the benefits. 2) To run the village like a business. Villagers transfer their land to enterprises and some villagers are employed by the enterprise and others just get the rent. There is also the participation of social capital, forming a lease relationship with the villagers. 3) The cooperative approach: villagers voluntarily form different types of cooperatives and make decisions and work together. It is a type of new collectivization model. 4) Farmers are individual operators. Different ways of participation determine the level of income. The problem is that farmers are independent participants and operators. The problem is that not many villagers can be independent operators and the other three types cannot really guarantee the active participation of the villagers. The fundamental reason is that the so-called "village revitalization" and family revitalization cannot be realized in a short period of time.

2.2 Japan's rural vitalization experiences

2.2.1 Background of Japan's rural vitalization efforts

After the Second World War, Japan, with the support of the United States, successfully realized the high-speed growth period of 18 years since 1955. In 1968, it surpassed West Germany to become the world's second economic power in term of Gross National Products (GNP). However, the other side of the rapid development of the city is the loss of talents and labor in agricultural industry, the abandonment of cultivated land, the aging of rural areas, the hollowing out of the villages, the serious pollution of rural ecological environment, etc.. The gradual decline of rural areas poses severe challenges to rural social governance. In order to carry out rural revitalization, Japan has given various forms of efforts.

2.2.2 Legal guarantee for the rural vitalization

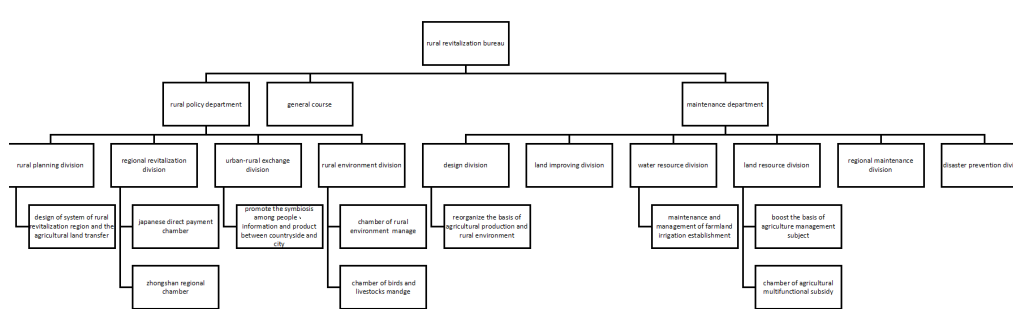
In order to effectively promote the rural revitalization movement, the Japanese government has established a system of laws and regulations with comprehensive coverage, and various emphasis. In order to promote the reform of the land system,

more than 60 laws and regulations related to agricultural land use have been formulated and revised.

According to the policy objectives, the legal and regulatory system is roughly divided into three stages. The first stage was in 1940-50s, with the expansion of land scale operations, the merger of villages and towns, and the construction of infrastructure as the main line of governance. Laws such as the "Agricultural Land Law", the "Agricultural Synergy Combination Law", the " Village Merger Promotion Law", the "Construction Promotion Law" and the "Agricultural Basic Law" were promulgated. At this stage, farmers' ownership of cultivated land had been established, and land lease and land trading were allowed. The Agricultural Cooperative was also established and the support for infrastructure construction in backward mountain areas was increased to promoted balanced development. The second stage was from the late 1970s to the 1990s. The goal was to continue to encourage and expand the scale of agricultural production, vigorously develop rural tourism, and promote the development of rural tourism resources and urban-rural linkages. It promulgated the "Comprehensive Maintenance Area Preparation Law", "Citizens' Farming Improvement Law", "Law on Invigorating Specific Rural Areas, Agro-forestry in Mountain Villages, Promoting the Improvement of Relevant Infrastructure", "Mountain & Fishing Village Entertainment Law", and "Laws on the Promotion of Leisure Activities in Mountain & Fishing Villages and the Law on Promoting the Construction of Excellent Pastoral Residences", etc.. However, due to large-scale development, the lack of rational planning led to the destruction of the ecological environment and the problem of "same one hundred villages". The third stage is that after entering the 21st century, the agricultural policy is mainly to ensure the sustainable development of agriculture and food security, and to improve the vitality of rural areas as the main administrative direction. The 4th and 5th revisions of the Basic Law on Food, Agriculture and Rural Areas and the Law on Agricultural Lands were successively formulated. The promulgation of the Basic Law on Agriculture, the Law on Promotion of Cooperation in Agriculture, Industry and Commerce, and the Law on Sixth Industrialization and Real Estate Elimination and the "Law of Livestock Excreta", etc., indicated Japan shifted its focus from agricultural production to food, agriculture and rural areas to develop circular agriculture from all aspects of production, protecting the agricultural ecological environment, and vigorously

promoting the development of organic agriculture (Li Sijing, Niu Kunyu, Zhong Yu, 2018).

In terms of institutional setup, in the institutional reform in 2001, Japan reorganized the Bureau of Structural Improvement, which is in charge of farmland water conservancy, into the Rural Promotion Bureau, which has three departments: General Affairs Department, Rural Policy Department, and Maintenance Department. Under the Department of Rural Policy, there are rural planning division, regional promotion division, urban and rural exchange division, and rural environment division. Under the Maintenance Department, there are design division, land improving division, water resources division, land resources division, regional maintenance division, and disaster prevention division. Its main tasks are to effectively use the abandoned cultivated land, maintain agricultural versatility, foster diversified business entities, promote urban-rural linkage, and protect agricultural resources and ecological environment.



2.2.3 Policy guarantee of Japan's rural vitalization

Xu Xue (2018) found that in order to encourage farmers to engage in agriculture, the government provides a variety of subsidies. The first is agricultural subsidies. Japan's agricultural subsidies are aimed at improving agricultural production efficiency, improving agricultural development conditions, and increasing farmers' income, mainly including agricultural infrastructure construction, agricultural insurance, agricultural loan interest, agricultural machinery and equipment purchase subsidies, etc. Some subsidies can be accounted for more than 50% of the total cost. The second is a direct subsidy policy for poor mountain areas to improve the overall income level of farmers in mountainous areas. The subsidies are generally for the entire village, half of which is used for village infrastructure construction and half for direct subsidies to farmers' income. The third is a cash subsidy specifically implemented for environmental friendly agricultural development. In 2011, Japan

formulated an “environmental conservation-type agricultural payment system” to provide preferential support for farmers who use pesticides and fertilizers to provide state-support funds and medium- and long-term low-interest loans, and cash subsidies to agricultural associations and farmers that reduce the use of chemical fertilizers by more than 50%. This subsidy system was incorporated into the direct payment system in 2014 and was included in the Agricultural Multi-Function Promotion Act in 2015. The fourth is land consolidation costs and transfer promotion subsidies. In order to effectively solve the problems of farmers' high land leveling costs and slow land circulation, the government provides subsidies for farmland consolidation. Farmers only need to bear about 10% of the consolidation costs. In 2013, the government-led land transfer intermediary agency was established. For all land consolidation costs, leveling costs and farmland water conservancy construction costs, farmers only need to hand over the land to the intermediary, no longer bear any sort of construction costs, which effectively promote land transfer.

Japan's agricultural policy goals include sustainable supply of agricultural products and the creation of strong agricultural and rural vitality. The sustainable use of local resource conditions has become an important condition for the implementation of rural revitalization policies. Japan's bottom-up seed management system fully illustrates this point. In order to preserve good germplasm resources, Japan has taken the following measures: Firstly, through the establishment of a seed bank, helping farmers to grow crops and produce agreements with farmers, farmers will hand over new varieties of crops to seed banks, which can strengthen the sustainability of seed management from the basic aspects of production. Secondly, cultivating new varieties through hybrid technology. Thirdly, adding techniques for preserving seeds and harvesting crops in secondary education, and improving the understanding of the younger generation on production through education (Yoshiaki Nishikawa, 2019).

2.2.4 Practice of rural vitalization in Japan

2.2.4.1 Encourage farmers to form cooperative organizations in various forms

In order to improve the efficiency of the implementation of the rural revitalization policy, Japan encourages farmers to form various forms of cooperative organizations spontaneously. Specifically, Japan took the following measures: 1) To encourage farmers to form a cooperative organization called “Land Improvement

Zone” to undertake the construction and maintenance of rural infrastructure. The “Land Improvement Zone” brings together the actual needs of farmers and use it as reference for applying rural infrastructure construction projects from the government. Li Huanping, Ma Jun (2018) found that more than 50% of the finances from the central and local governments were used to help farmers build their own homes. 2) To support farmers to set up agriculture, forestry and fisheries associations with economic services as the core, and encourage them to undertake the integration projects of the three industries, such as opening agricultural product processing plants and direct marketing supermarkets, to increase the employment channels of farmers and share the benefits of circulation. 3) To expand the scope of business of farmers' cooperative organizations. The Agriculture, Forestry and Fisheries Association is allowed to open hospitals, nursing homes, gymnasiums, cultural centers, etc. to enhance the level of rural well-being and enrich the rural cultural life. 4) To encourage the chairman of the Agriculture, Forestry and Fisheries Association to serve as a leadership position in local self-governing institutions such as the “Agriculture Committee”, so that they can represent the community farmers, participate in local production and life development planning, and participate in their specific implementation. 5) To entrust the Agriculture, Forestry and Fisheries Association to undertake some administrative functions. The Agriculture, Forestry and Fisheries Association guides farmers to fill out the application documents for agriculture-related projects, and receive the policy funds on behalf of the farmers, and even assists the local government to approve the subsidies to apply for the farmer's planting area, production scale and other services, and improve the accuracy of policy support. Hirai Taro’s investigation into the Hokkaido region of Japan, the Tokyo area, and the Kanagawa area found that social contribution is the main reason for the impact of youth urbanization, and young people are eager to contribute to society. It is pointed out that the government should support community co-builders, which can be conducive to the reproduction of rural communities, and enhance the collective consciousness of rural community change, so that rural residents can find their pride again. Rural migration and settlement should also be encouraged, especially to attract young people to settle in rural areas by creating new ways of income, and increase income from multiple sources. Inoue Sotaro analyzed the regional development projects from the internal structure of the organization, divides the city into central areas and marginal areas, and divides the time period into normal time and holiday

time, pointing out that the modernization of the central area is more successful and the residents' satisfaction is higher. During the holiday season, the gap between the satisfaction of residents at the center has decreased. Modernization should be promoted, which will promote the exchange of information and collaboration between different areas, and will help strengthen people's confidence in the government.

2.2.4.2 improve rural living environment

After the 1970s, economic growth led to the emergence of counter-urbanization. More and more people returned to the countryside. Urban living habits have an impact on the inherent lifestyle of the village. Rural residents have put forward higher requirements for the rural living environment. On the one hand, the Japanese government strengthened the transformation and upgrading of rural living infrastructure, making rural residents more convenient and enjoyed quality life. On the other hand, it improves the rural ecological environment, protects rural landscapes, narrows the gap between urban and rural areas, and promotes the return of urban population to rural areas. In order to create a good external environment, Japan strengthened the construction of rural residential facilities. The Mountain Village Revitalization Law, which was implemented in 1965, aimed to improve the rural living environment by building roads and improving water, electricity, and domestic sewage discharge facilities.

In 1999, the Ministry of Agriculture, Forestry and Fisheries strengthened the rural living environment transformation based on the “New Basic Law”. 1) a top-down approach, provincial-level governments led the development of welfare infrastructure for the elderly with local characteristics, rural residential space construction, and resource recycling management, improving environmental conditions, traditional cultural construction and rural living infrastructure construction, and other rural comprehensive management projects closely related to people's livelihood. 2) from the bottom up, municipal, township and village level governments and the Agriculture, Forestry and Fisheries Association and other civil society groups carried out the new village making movement, like new repairs and maintenance of rural roads, drinking water facilities, domestic sewage discharge facilities, fire prevention facilities, rural activity centers, and information centers. The policy-based financial institutions also provided low-interest or interest-free loans with 50% to 70% of the total cost. In addition, in the construction of rural residential facilities, Japan attached great importance to the use of new energy sources such as solar energy,

hydropower, and wind energy to protect rural landscapes and ecological environments. 3) To improve the rural ecological environment. Japan believes that the deterioration of rural ecological environment is mainly caused by point source pollution such as disordered sewage discharge of the manufacturing industry and non-point source pollution such as sewage, garbage and livestock manure discharge generated in rural production and life. 4) the implementation of the "Pesticide Banning Law" to strengthen the registration, production and use of pesticides, prohibit the use of highly toxic pesticides, requiring new pesticides to be tested through the toxic accumulation of pesticide residues in soil and livestock. 5) the Agricultural Association guided farmers to apply chemical fertilizers and pesticides scientifically, reduce the input of chemical fertilizers and pesticides, and promote environmentally friendly agricultural production methods. 6) the implementation of the Waste Disposal and Cleaning Law regulated waste sorting system, standardizing the process of garbage collection, transportation, storage, and incineration, requiring the popularization of garbage classification standards from kindergartens, encouraging citizens to report illegally discarding garbage and imposing heavy punishment for those who violated the law.

2.2.4.3 Develop rural tourism and specialty agriculture to promote urban-rural integration

To promote urban-rural integration, the development of rural tourism and rural leisure agriculture is the main focus. Japan further relaxed restrictions on farmers' expansion of homestays, construction of farmhouses, improvement of entertainment facilities, etc., and allocated funds for farmers to build special agricultural products processing facilities, experience stores and leisure restaurants, and at the same time build directly operated agricultural products stores in urban residential areas to increase the sales of specialty agricultural products. In the aspect of rural industrial integration, Zhao Guang, Shuai, and Gao Jing (2018) divided the ecological villages in Japan into three types according to the form of exchanges between cities and villages, namely, urban or suburban ecological villages, typical ecological villages in ecological areas and remote mountainous ecological villages. Rural transformation requires scientific planning, adapting to local conditions, respecting the wishes of farmers, and choosing different work priorities and development models. The most typical approach is to implement the "one village, one product" agricultural industry development model. This model has been explored since the early 1980s and is a characteristic agricultural industry development model based on local superior

resource endowments. Its purpose is to fully tap and create the iconic products or projects that local residents can be proud of, striving to cultivate it as a national and even world-class product and project. The main practice of implementing "one village, one product" is as follows: 1) it is based on the local and facing the world. It is guided by the market, aiming at the domestic and international markets, doing a good job in infrastructure construction, and vigorously developing leading industries and building agricultural production bases according to local conditions. Based on this, the processing industry was established to increase the added value of products, and build national brand names, even the world famous brand. Taking Oita Prefecture as an example, in order to raise awareness, Oita people use television broadcasting to publicize and promote sales activities through product exhibitions and other forms. 2) it is self-reliance and innovation. The selection and management of a village and a product are the responsibility of local residents. The government actively encourages and guides farmers to develop production while giving certain technical guidance and resources. The tourism revitalization of Yufuincho is a peasant-participating movement. It is mainly carried out by local people (including farmers, small restaurants, travel agency operators, etc.) and outside tourists. During this period, the Oita Prefecture Government gave great support in the production, development and expansion of sales channels for specialty products, such as the establishment of the "Oita Prefecture Agricultural Technology Center", the "Oita Hot Spring Hot Flower Research and Guidance Center" and the "Oita". Various research institutes such as the County Mushroom Research and Guidance Center. 3) to cultivate talents and face the future. Solving the bottleneck of talents, strengthening the support of talents for rural rejuvenation, and creating a group of "local experts" who understand agriculture, love the countryside, and love farmers are the top priority of rural revitalization. In order to cultivate talents, Oita Prefecture has established training workshops for various fields and various types of talents based on the government's agricultural improvement and popularization institutions and agricultural associations at all levels. These workshops were opened in 1983. By 2005, more than 2,000 outstanding talents have been trained, and they are active in various parts of the prefecture as leaders of the One Village One Product Movement. At the same time, special emphasis is placed on the role of women in the development of the regional economy. Set up women's groups or clubs, hold workshops, exchange and discuss with each other, and directly listen to the voice of consumers and continuously improve production and management. This kind of

entrepreneurial activity is very popular in Japan and the number of participants is increasing.

2.2.4.4 Launched the “Community Building” campaign to achieve “Glamour Reproduction”

In the 1960s, Japan’s “community-building” movement was in the ascendant. Community building, which aims to achieve "glamour reproduction", specifically, to enhance the spatial value, socio-economic value and cultural value of the community, emphasizing the multi-subject participation and bottom-up planning path. The “Community Building” campaign has developed to the present day. In order to create a town or block that can preserve both tradition and modern lifestyle, “Community Building” creates extremely rich content in response to diverse rural regional needs. The specifics are as follows: 1) The contents of the "community-building" are clearly defined as the "Community-Building Basic Declaration" and implemented according to it. 2) The community creates a conference to express the intention of the region; 3) Residents are no longer waiting for the instructions of the administrative department but to transform themselves into actions, and actively seek out what they can, and the administrative agencies establish cooperative relationships with local citizens or residents. 4) Clearly indicate the basic policy for land use in various areas. 5) establish a system for special purposes such as landscape, greening, and historical block protection. For example, Furukawa-cho is located in Hida City, Gifu Prefecture, in the central part of Japan, with a population of only 16,000. In the era of rapid industrial development in Japan in the last century, the environment in Furukawa was also seriously damaged. The community building in Furukawa-cho began with a Seto River flowing through the town. Seto River is a waterway that is only 1.5 meters wide and is next to the residential areas. In 1968, the local newspaper launched a river cleanup campaign and a squid stocking plan. Residents no longer discharged sewage and dump garbage in Seto River, but took pride in operating their living space. As the original dirty stinking ditch became a beautiful and hydrophilic space, the environmental beautification around the waterway was also unfolding. The trails, bridges, railings and seats on both sides of the waterway were also beautifully finished. To this day, there are thousands of squids in Seto River, and the greenery is beautiful and the trails are pleasant. It has become a famous street in Japan. In 1993, Furukawa-cho won the "Japan's Hometown Creation" award and became a model for the re-creation of Japan's hometown.

2.2.4.5 Reshaping local values and the social consciousness system

When Japan encounters bottlenecks in rural revitalization at the economic and environmental levels, it begins to seek breakthroughs from traditional rural values. Yang Xi (2016) found that the Casanshan Caspian Sea area in Japan is the main target of rural revitalization, where a world agricultural heritage site is typical of Japanese local values. To stimulate regional spontaneity and initiative, relevant laws were formulated and the financial expenditures for specific program implementation were also clearly stated. A solid economic foundation is necessary for the construction of values. The landscape creation process is divided into three steps: Firstly, the people establish deep cognition and emotional attachment to the beauty of the local landscape, spontaneously generating enthusiasm for landscape protection; secondly, carry out landscape optimization activities to harmoniously integrate the old and new landscapes; through the periodic landscape updated repair behavior to maintain the sustainable use of the landscape. Chen Lin, Liu Yungang (2017) used village roadside rest station as an example to illustrate the multi-function of the rural community that integrates rest functions, display functions, business functions and organizational functions. It has played a role in promoting extensive urban-rural collaboration, exploring rural resources, inheriting and creating rural living culture, and promoting rural development and urban-rural integration in Japan.

2.2.4.6 Strive to cultivate and retain rural revitalization talents

The Japanese government attaches great importance to rural education and personnel training, pays attention to creating a good environment for retaining talents, and provides talent support for the rural revitalization movement. In 1958, Japan revised the Law on the Promotion of Education in Remote Areas, and increased the central government support for schools in remote areas. For example, for the listed support areas, 33%-55% for the construction of new canteens, electric power, drinking water and other facilities were provided by subsidy, bearing the cost of transportation (school bus, school boat, etc.) and student transportation, boarding, training, medical treatment, etc., teachers' salary and their children's schooling facilitation. Japan also support social forces to participate in rural education. In response to the individualized needs of farmers, specialized training institutions provide skills training to farmers in a planned manner, broaden the career development direction of farmers, and achieve continuous updating of knowledge and skills of on-the-job personnel. Japan also implemented the "leadership" talent policy

for rural development. In order to make the country's policy orientation and scientific research investment direction more precise, the Japanese government attaches great importance to the training of rural management talents, scientific research talents and technology promotion talents, and constantly increases the policy inclination of management talents and scientific research talents. Revitalization policy provides a large number of professional management and technical talents. To improve the rural living environment, the Japan Rural Revitalization Movement has made "industrial prosperity and rural beauty" as its main goal, and has intensified its efforts to rectify the rural living environment and the construction of living facilities such as education and medical care in rural areas, and played a positive role in retaining rural talents. For example, in 1970, the "Oversparing Law" was promulgated for the budget for public transportation, public health, culture and other public facilities with large population outflows. At the same time, it also guided the agricultural cooperative organizations to use the remaining funds of the peasants to carry out rural construction through support policies, effectively improving the overall rural landscape and promoting the comprehensive development of agriculture and rural areas.

Takano's approach to solving the problem of rural population shrinkage and aging is to bring young people back to the countryside. In the later period of economic growth, Japan experienced a phenomenon of counter-urbanization. Some of the youth migrated to rural area. The survey analyzed that there are three main reasons for the youth to go back to the countryside: the first is to let the children grow up in a natural environment; the second is the preference for self-sufficient food and resources in rural areas that are more eco-friendly than urban areas; the third is to engage in decent work in the natural environment rather than in urban areas. It is pointed out that in the period of economic growth, it is necessary to invest in rural areas and local communities to promote local development. When urbanization expands, it is necessary to expand the sub-cities and revitalize the villages, and the values and concepts of young people must also change.

2.2.4.7 Improve rural infrastructure and public service capabilities

In the 1950s, Japanese rural health care, pensions, education, and related infrastructure construction and public service capabilities were seriously lagging behind the cities. After the implementation of the Basic Law on Agriculture, Japan improved the relevant systems through combining the efforts of the government and public welfare social groups, the rural medical care, senior citizen care, education

infrastructure, and the public service capacity were gradually improved. In 1958, Japan implemented the National Health Insurance Law, adopting a method in which the central and local governments jointly bear 70% of the treatment costs for diseases, disabilities, etc., encouraging all citizens to participate in medical insurance, and adopting family members' income reduction and treatment for poor families through fee support policy. In 1961, Japan implemented the "national annuity system" of urban and rural integration. In 1971, in view of the particularity of agricultural management, Japan implemented the Farmers' Pension Fund Law, which requires the government to subsidize 20% to 50% of the premiums for farmers who are engaged in agricultural production for more than 60 days each year and encourage them to join the social pension insurance. Insured farmers continue to pay premiums for 20 years. After they reach the age of 65, they can receive a monthly pension equivalent to the monthly salary of college graduates until they die. To support rural education, in 1958, Japan revised the Law on the Promotion of Education in Remote Areas and strengthened the support of the central government for schools in remote areas. Among them, for the construction of new or renovated power generation, drinking water, canteens and other facilities in remote areas. Transportation, boarding, training and health care costs are covered and the "special salary system for teachers in remote areas" was established to increase teacher subsidies, and facilitate the schooling of teachers and even school boarding.

2.3 Korea's rural vitalization experience

2.3.1 Background of new village movement

In the 1960s, South Korea launched an export-oriented industrialization strategy. The average annual growth rate of the industrial sector was 9.6%, while the agricultural sector's average annual growth rate was only 3.5%. Living the cottage, lighting the oil, walking the dirt road, eating the two meals were a true portrayal of many Korean farmers at the time. Because the state had limited financial resources and could not meet the huge capital needs for solving the urban-rural development gap, this has directly led to the shrinking of the domestic consumer market and the increase in food imports, threatening the sustainable development of the economy and intensifying social conflicts. In order to reverse this trend, from 1970 onwards, the Korean government turned its attention to balanced growth. With the support of the government, farmers spontaneously organized themselves, labor enthusiasm rose, and

began to play the main role of farmers. The essence of the "New Village Movement", which was introduced in the early 1970s, was to develop and build a new countryside, help farmers get rid of poverty and get rich, and at the same time enrich the peasant's spiritual world, and finally form a spirit of poverty alleviation, reform and creation. The sustainable development of the rural areas has brought about continuous driving, and finally achieved coordinated development of urban and rural areas. In just a few decades, this nationwide rural modernization movement has completely changed the rural poverty and backwardness, enabling South Korea to achieve leapfrog development in agriculture and rural areas in a relatively short period of time. The passage of the South Korean New Village Movement Organization Incubation Act in 1980 marked the completion of the transformation of the movement from the government-led to a civil-led campaign. Under the guidance of the Act, the materials which were directly funded by the government were transferred to funds organized by civil society organizations. At the same time, South Korea carried out the work of reshaping the organizational structure of the new village movement - the various functions of the government department were gradually weakened, the government's organizational mobilization gave way to self-management in rural society, and various folk culture education, technology promotion institutions and agricultural associations were transported, born and prospered. Of course, the transformation of the main force of the movement from the government agency to the social sector does not represent the end of the movement. On the contrary, many jobs have expanded from rural to urban areas, and the content has become diversified. The new village movement has developed into a national self-discipline movement with the concept of "common harmonious life".

2.3.2 The main characteristics of new village movement

From the perspective of the background and development process of rural revitalization in Korea, Jaehee Hwang, Jonghoon Park, Seongwoo Le (2018) Li Runping (2018) believe that the main features of the Korean New Village Movement are government-led promotion and farmer collaboration, specifically has the following five key features:

2.3.2.1 Combination of government support and villagers' self-construction to strengthen rural infrastructure construction

South Korea's "New Village Movement" combined government support and incentive funds with villagers' self-raised funds to set up a composite fund, and

provides low-interest loans and price subsidies to guide farmers to increase investment in agricultural capital and create a farmland mortgage system. Farmers with economic deficiencies provide credit guarantees and farmland mortgages. Policy inputs evolve from low-level public goods such as rural infrastructure to high-level public goods such as rural business models and circulation markets, and introduce incentives and competition mechanisms to stimulate farmers' enthusiasm and autonomy. To promote self-reliance in the rural areas of the country, from 1970 to 1980, the government invested a total of 2.8 trillion won (100 won, about 0.6 yuan, 2018), and farmers' living and living conditions were improved significantly. In the early days of the "New Village Movement" in Korea, the government's work focused on improving rural roads, irrigation, housing renovation, public baths and drinking water facilities, toilets and other production and living infrastructure. By the end of the 1970s, South Korea's average 2.1 roads and bridges were built in every village, and all farmers lived in brick houses. According to Park Sup & Lee Hang (1997), the total value of free cement provided by the Korean government in 1970 was 4.1 billion won, which led to a total investment of 12.2 billion won and improved rural infrastructure in at least three areas, which was used to broaden and smooth the rural roads. In order to improve the level of agricultural productivity, South Korea has introduced a large number of power machinery to plant and transport agricultural products. Facing the problem of narrow roads in the village and the inability of trucks to enter the village, the village roads have been broadened. . Second, repair the river bank and build a reservoir. Through the construction of concrete-structured water storage reservoirs, farmers could use river water for irrigation more effectively. During the entire campaign, the total length of the riverbank was improved by nearly 8,000 km, and the incidence of floods and droughts has also decreased significantly since then. At the same time, the drinking water system in rural areas were further improved through expanding the output of rural excavators, increasing the number of wells, and completely changing the situation in which multiple farmers share a well, and the sanitary conditions of rural drinking water have been improved. To meet the needs of farmers for medical services, the Korean government established rural medical clinics in rural areas as a unit to provide basic medical services and health care consultations for farmers, and provided free medical services to destitute farmers. The government bore relevant expenses. In addition, most of the peasants took the initiative to participate in the construction and work for free. According to statistics,

there are 1.85 billion people participating in the construction of the new village every year during the New Village Movement. The average unpaid labor time for each villager is 8 days per year.

This kind of development model, which was driven previously by the government and formed by peasants in the later period, solved the problem of insufficient financial capacity of backward countries and the lack of positive attitudes of farmers. Take Laos as an example. As a landlocked country, the backward infrastructure, especially the poor transportation conditions, is one of the major constraints to its sustainable economic development. Although the road network has expanded from 14,000 kilometers in 1990 to more than 44,000 kilometers in 2012 through years of development, only about 15% of the roads are paved, and the road network utilization rate during the rainy season is less than 60%. The main roads in Laos are few and sparse, and the capital city of Vientiane is no exception. In order to change the embarrassing situation of the landlocked country, on the one hand, the government must vigorously carry out effective and accurate infrastructure investment. On the other hand, it can learn from the experience of South Korea and set up a rural construction fund jointly funded by the government and the villagers to encourage the villagers in the beneficiary areas to actively play their part.

2.3.2.2 Build a vertically stable organizational structure and promote the construction of the new village efficiently.

The Central Government of South Korea established a central council composed of major financial institutions such as the Ministry of Internal Affairs and the Agricultural Cooperatives to formulate a major policy for the New Village Movement and promote the establishment of corresponding organizations. Each city (first level administrative level) and each county (secondary administrative level area) respectively set up a new village operation agreement meeting, respectively, to carry out the new village comprehensive plan and comprehensive guidance; each town (third level administrative area) set up a new village promotion committee to promote the development of the new village; each village/dong (fourth administrative districts) set up a new village development committee, specifically organizing the new village movement; the most basic villages also set up responsible village meetings, specifically focusing on the implementation of the new village construction. In general, the central government has launched and led the development process, and

local governments have actively cooperated and strictly implemented this, which is a key factor in the success of the New Village Movement.

The stagnation of rural development of in the Philippines is inextricably linked to its organizational system. In the Philippines, there is a saying, “Decrees do not come out of Manila”. Land reform poorly interacts with its democratic system based on “family politics”, and its inefficiency in the mobilization of implementation capacity has made the rural development backward, and the Korean government can promote the new village movement through the establishment of a five-level vertical and stable organizational structure, achieving efficient top-down guidance and bottom-up village management. This is worth learning in the ASEAN countries such as the Philippines.

2.3.2.3 Implement a competitive and preferential funding policy to stimulate the villagers' spirit of diligence, self-help and synergy

In the first year of the new village movement, the government uniformly supported a certain amount of cement and steel bars to 33,267 villages in the country. In the second year, after evaluation, 16,600 villages with remarkable results were selected, and 500 pieces of cement and 1 ton of steel were continuously added without compensation, while unselected villages failed to receive support materials. This was mainly because, in 1971, former South Korean President Park Chung-hee had ordered the distribution of 350 bags of cement and a portion of steel bars to more than 35,000 villages across the country. The government did not restrict where it would be used, and villages could use it themselves. Each village had its own ideas, some built bridges, some laid roads, but some also divided the materials together, or locked these materials in the warehouse, and did nothing. Subsequently, the government evaluated the villages and provided more support to those who had used the materials well, while the villages with poor or no use were less supported. Stimulated by government support, some villages quickly developed and gradually widened the gap with other villages; other villages also found their problems through comparison and actively rushed up. The differential assistance provided by the South Korean government for the diligent is the award and the lazy punishment. In the process of fund transfer, the method of “encouraging advanced, disciplining backwardness” was adopted. In this way, the enthusiasm of the peasants themselves can be increased, and on the other hand, the funds can be used to the maximum effect.

In addition, the three-level upgrade system, including basic villages, self-help villages, and self-supporting villages, guides fair competition between villages. The

key point of the basic village is to cultivate self-help spirit and continuously improve the living environment. The focus of the self-help village is to strengthen the infrastructure construction by improving the soil and dredging the river, to further improve the structure of the village and town, and to realize the agricultural development through diversified operations. The income has been steadily expanded. The self-supporting village was to focus on the formulation of various production standards, such as rural housing standards and agricultural product standards, focusing on the development of rural industries, animal husbandry and agricultural and sideline industries, and the development of basic public services and the construction of simple water supply. Living and welfare facilities such as telecommunications and biogas will enable the healthy and sustainable development of self-supporting village. Through this kind of competition mechanism, South Korea could preferentially support the new village movement to promote better villages, mobilize and stimulate the enthusiasm and initiative of farmers. In addition, excellent village representatives and county officials were invited to participate in the economic meeting of state leaders, which not only allowed the government to better understand the actual situation of the village, but also motivated the participation of villagers and county officials across the country. Some scholars believe that the New Village Movement has changed the perception of Korean farmers to the outside world, and they have shifted from being idle and dependent on extreme poverty to a positive and independent state of life.

2.3.2.4 Strengthen education and training farmers and leaders

The Korean government uses simple words to educate farmers, to use "early birds catch the worm" to interpret "diligence"; to use "God helps those who help themselves" to motivate the masses to "self-help", not relying on others, not evading responsibility, changing their own destiny; to use "it is a piece of white paper to lift the lighter" to compare the cooperation more efficiently and advocate the spirit of mutual assistance and cooperation. And this spiritual revolution, on the one hand, through the establishment of the New Village Movement Korea Central Institute of Education to educate the villagers on ideological education, transforming the values of the villagers, such as the banner of the New Village Movement, which is a new green shoot and two leaves hanging over the country. The village, which represents the growing hope of the peasants. For example, "I am responsible for my life, I can live better." This sentence is a slogan put forward at the beginning of the Korean New

Village Movement. These ideological subtleties have made the villagers more engaged in the movement.

On the other hand, through the government-led incentive and punishment mechanism to cultivate the cooperative spirit and democratic awareness of the villagers. The “human” factor is particularly important. The South Korean New Village Movement promotes material and spiritual incentives to farmers through the promotion of typical examples of advanced figures and the formulation of “rewarding” policies; through the establishment of agricultural technology training institutions such as agricultural associations and agricultural specialized schools. Improve farmers' agricultural production technology and management skills and to train new village construction leaders through organizing seminars, specialized technical education, and leading art courses. For villages with low participation, the government has arranged their village leaders to develop good advanced villages study and study projects, and provide certain material support for them.

In short, the New Village Movement invested a lot of money and energy in the training and education of farmers, especially the training of government policies and agricultural technology. All education is case-centered and practice-oriented, forming a peasant cultural level. Improve the virtuous circle of continuous improvement of government policy implementation and technology promotion. According to statistics, the SMU Central Training Institute trained a total of 24,025 new village leaders from 1972 to 1979. These leaders were mostly peasants who started from scratch and became an important reason for Korea to maintain high agricultural productivity. In the final analysis, the New Village Movement is still a peasant's business. The government can help, but it cannot replace and cannot arrange everything. One of the celebrities of the New Village Movement in South Korea, He Sirong, once said is awe-inspiring: to get rid of poverty, you can't rely on the president, you can't rely on the government, and you have to find a way out of poverty.

In the New Village movement, there were still many examples, and the impact they brought was very positive for the revitalization of the village at that time. The Korean government has also actively advocated the establishment of village self-governing organizations, such as the establishment of neighborhood associations in rural areas, and the establishment of new rural women’s associations, new rural youth associations, new rural leaders’ associations and other civil organizations for women’s groups and youth groups. The members actively participated in the

construction of the new village and played a role that the government organization could not play. The government strongly supports village self-government construction. The government also appointed public officials to participate in the construction of each rural community, and actively organized villagers to participate in village construction through the form of village assemblies. For example, the selection and organization of some specific projects in the New Village Movement are mostly selected through the village assembly.

2.3.2.5 Enhance the comprehensive coordination role of the Agricultural Cooperatives, and provide financial support for agricultural activities

Through the establishment of the Agricultural Association Central Committee, South Korea organized direct sales of agricultural products and direct supply of agricultural materials to reduce production costs. Rural low-interest loans were provided through the Agricultural Cooperative Association window, and the banks affiliated to the Agricultural Cooperatives provided a full range of credit services for the liquidity needed for agricultural development. At present, the financial resources of many ASEAN countries is a big burden for rural construction. These countries generally lack a unified and powerful agricultural organization to mobilize the majority of villagers, which makes rural construction difficult. In this regard, the agricultural associations of South Korea and Japan are all learnable by ASEAN members, and their existence can give farmers a reliable backing. In addition, giving full play to the important role of rural women, forming women's associations actively carrying out activities, and attaching importance to rural construction legislation is other major features of the Korean New Village Movement: in the 1970s, every village in South Korea had a male and a female village head. These leaders were not appointed by the government, but elected by the villagers. Male leaders were elected by the village council and female leaders by the Women's Village Association. Each village had a female leader who is responsible for improving women's socioeconomic status and transforming villages, which had effectively curbed the phenomenon of rural gambling. Women's associations organized members to collect cards, oppose and protest men's gambling, and rural gambling habits were gradually reduced, and villagers were basically no longer involved in various gambling behaviors. The second was to organize women to go out of their homes and operate small-scale consumer cooperative shops, mainly engaged in the sale of rice wine, beverages and various necessities. By managing consumer cooperative stores, women have mastered

the important management principles of agricultural cooperatives. The third was to organize informal credit organizations to provide credit services to villagers. Through the new village bank, a reasonable interest rate for deposits and loans was established, attracting villagers' deposits, and providing loans to villagers who urgently need money, so as to effectively adjust the villagers' fund shortage.

South Korea has more than 100 laws on the promotion of agricultural and rural development, including the Rural Revitalization Law (1962) to revitalize and develop rural areas and increase farmers' income. According to the law, the Korea Rural Promotion Agency was established in 1962; The Agricultural Land Guarantee Law allowed the peasant to use land as a collateral (1966); the Agricultural Fishermen's Successor Development Fund Law (1980) implemented the training plan for farmers and fishermen's successors; The Rural Modernization Promotion Law (1978) promoted agricultural land improvement, the agricultural vitalization corporation and all kinds of rural affairs; and the Agricultural Mechanization Promotion Law, which promotes mechanization and modernization of agriculture (revised in 1996); and the Agricultural Cooperative Combination Law of the Agricultural Mutual Aid Organization (1961) and the "Agricultural Association Law" (2000), etc., played important roles in promoting the rural development, improving the overall quality of farmers, narrowing the gap between urban and rural areas, and workers and peasants, and promoting the sustainable development of rural areas.

2.3.3 Experience of rural revitalization in Korea

An Husen and Gao Zhengwu (2010) proposed that the core content of the Korean New Village Movement is “building a harmonious and satisfactory community”, that is, building a rural society that can satisfy members in both material and spiritual terms. The basic goals are to improve the living conditions of the peasants and the rural environment, to close the relationship between urban and rural areas and workers and peasants, to build a civilized society and a country worthy of national pride. This makes rural construction a collective activity with social significance, and it is not difficult to understand that South Korea’s impressive ability to participate in the campaign. After the New Village Movement, the rural infrastructure in South Korea was significantly improved. By the end of the 1970s, villages were basically opened to traffic; farmers’ incomes were greatly improved. From 1970 to 1979, the average annual income of peasant households increased by 9 times. In 1975, the average annual income of rural households once exceeded the average annual income of urban

households, reaching 110%. In the 20 years after this, the income gap between urban and rural residents has remained small. After the New Village Movement, rural infrastructure has been significantly improved. South Korea has jumped from a backward agricultural country to a developed industrial country, solving the problem of imbalance between urban and rural development and basically achieved the coordinated development of urban and rural economy and the synchronization of income between urban and rural residents.

From the perspective of the institutional and policy of rural revitalization in Korea, Li Jing (2007) and Dong Libin (2008) believes that the key to the Korean New Village Movement is that it has established the basic spirit of “diligence, self-help and cooperation”. The subject and value orientation have opened up a spiritual revolution in the awakening of Korean national consciousness.

Zhou Yingheng (2018) pointed out that the rural revitalization movements of Japan and South Korea are both top-down movements led by the government, thus stimulating the vitality of rural self-governing organizations and farmers. The rural revitalization in South Korea is essentially a campaign to get rid of poverty and get rich. Its experience can be summarized as an environmentally rehabilitated rural development model. Myungsoo Lee, the former deputy minister of agriculture, food and rural affairs in South Korea, believes that rural South Korea faced many challenges and the government had adopted a variety of strategies to deal with it. The challenges and evolution of rural development strategies are closely related to the overall economic development process. In other words, rural policies were not implemented in isolation, but rather interacted with other policies at the time, and with limited resources, the government was able to maximize the outcome of the investment. In addition, for the government, competition between villages has proven to be an effective means of determining investment under limited resources. The government has established the principle of “multiple support, good results” and focuses on supporting rural areas with better performance.

Do Hyun Han, a professor of sociology at the Korea Studies Institute, pointed out that in 1970, the village head’s active cooperation with the villagers was the key to the success of the New Village Movement. No matter how the government strives to implement the agricultural and rural development policies, it is difficult to achieve remarkable results without the active participation of villagers and village heads. The village head is not a passive messenger, not just a government policy. Instead, they

worked with the villagers to develop their own villages, brought grassroots innovations that met the needs of the village, and overcome obstacles that hindered progress. This is why it is important for ASEAN countries to learn from. They must have excellent village heads and provide the appropriate training they need. In the 1970s, the Korean government did not have the financial resources to send experts to each village, nor did it have enough human resources. Even if the government sends experts, the experts will not do as much as they do their own work, and the villagers will not open their hearts to them as they treat friends. However, for a long time, when the villagers and village heads contacted each other and cooperated with each other in daily life, the village head actively proposed a vision to encourage the villagers to participate in achieving the goal. They are no longer managers of the current situation, but transformative leaders seeking village development and innovation by changing agricultural technologies, customs and values. It is these leaders of the New Village Movement who have worked selflessly for the development of their own villages, harvesting the fruits of the New Village Movement. And the male and female village heads in the village did not passively follow the instructions of the government or superiors. Instead, they independently carry out projects that they think are suitable for their village. In order to increase the income of the villagers, they set specific goals and managed the progress. They have developed new cash crops and distribution networks that work like entrepreneurs doing business. The leaders of the successful villages, together with the villagers, created different projects for different situations. The grassroots innovations they carried out according to the needs of the villagers also greatly increased the income of the villagers. Grassroots innovation, job creation, and village head entrepreneurship are important assets for rural development.

Summarizing the South Korean New Village Movement, it has experienced four stages: in the 1970s, it was mainly spiritual inspiration, innovative management, environmental improvement and poverty assistance. In the 1980s, the agricultural machinery was mainly upgraded, and the interaction between the government and the private sector was realized. In the 1990s, it was mainly to develop state-level service organizations to reform the welfare of farmers. Since the 21st century, it has mainly developed modern agriculture supported by high technology. Recently, a second round of new rural movement has been launched. "The core of the campaign is to promote the "one community, one village" pair, organize a business or school

counterpart to a village, help the rural areas to publicize, purchase their agricultural and sideline products, organize urban volunteers to participate in agricultural production and labor, and carry out agricultural tourism activities. These four development stages reflect the experience of South Korea in cultivating farmers' self-awareness in the New Village Movement, improving the hardware conditions for rural development, and creating multiple support methods. The New Village Movement is also a movement to change the spirit of the people. While advancing the backward rural development at that time, it has changed the rural people's slack, dependence on others, self-interest and negative mental state. After establishing a positive attitude towards life, the "people" was inspired. The living atmosphere of manpower for progress. It is worthwhile for the majority of ASEAN countries to learn from their respective national conditions.

3. The implications of China-Japan-South Korea rural vitalization experience on ASEAN Countries

3.1 The common feature of China-Japan-Korea rural vitalization experience

By comparing the experience of agricultural and rural development in China, Japan and Korea, we find that the three countries share the following commonalities:

1) The three countries were once one of the countries with rapid economic development in the world, and the economic success was mainly concentrated in the industrial sector. The rural sector was very passive, and the share of agriculture in GDP fell sharply. South Korea's agricultural GDP accounts for 1.8% of total GDP and 4.8% of employment. Although China is still in a transitional period, the proportion of agriculture in GDP is also declining, with only 7.8% in 2018. Japanese agriculture is fully characterized by modern agriculture, with accounting for less than 1% of total GDP, and about 4% of total employment.

2) The government's rural policy played an important role in the transformation of the three economies. From 2004 to 2019, for the 16th consecutive year, the No. 1 Document addressing the "Three Rural Issues" (agriculture, rural areas, and peasants) was issued, emphasizing that the issue of "agriculture, rural areas and farmers" was the "top priority" during the period of socialist modernization in China. On the basis of the rural revitalization strategy released in 2018, the Central No. 1 Document in 2019 further emphasized the general policy of linking precision poverty alleviation

and rural revitalization strategies and implementing priority development of agriculture and rural areas. The New Village Movement in South Korea was also driven by the government. The government provided infrastructure, materials and economic support, and the training activities gradually turned into a peasant-led rural movement. In order to increase farmers' incomes, South Korea has formulated a series of agricultural support policies. It has experienced the promotion of rural surplus labor employment in the 1960s, cottage-type industries in the 1970s, and the construction of agricultural industrial parks in the 1980s. In the 1990s, the economy was in stagflation, and the direct subsidies to agriculture at the beginning of the new century and the development of the “sixth industry” (the integration of the first, second and third generations) in recent years has been promoted. In response to the aging and hollowing out of the rural population, the Japanese government has vigorously supported the development of rural enterprises and attracted young people to work in rural areas.

3) Like many ASEAN countries, the agriculture of China, Japan and Korea started with small farmers, and the per capita arable land area was small. China's per capita arable land is only 1.3 acres, Japan 0.5 hectares, South Korea the largest, and only 5.6 hectares. Modern agriculture has been developed on this basis. China has 230 million small-scale farmers, making up 40% of the small-scale farmers in the world. If China follows the agricultural large-scale modernization path like the western countries, it will bring many problems. Small-scale farming is the common feature of agriculture in China, Japan and Korea.

4) At different stages of development, China, Japan and Korea attach importance to the comprehensive development of agriculture, rural areas and peasants, and believe that agriculture is not only a matter for rural peasants, but also for food and farming. Agriculture and rural development are not in isolation. Industrial development is an important part of agriculture and rural development. Rural tourism, promoting the integration of the first, second and third industries and encouraging the organization of farmers are common experiences in achieving agricultural development and rural transformation.

3.2 Common challenges facing rural revitalization in China, Japan and South Korea

In addition to the above successful experiences, China, Japan and South Korea still face similar challenges in rural revitalization. These challenges are mainly reflected in the following aspects:

1) The problem of population aging and feminization is serious. Although the three governments have made great efforts in rural revitalization, the trend of lack of young and middle-aged labor in rural areas cannot be reversed. The average age of the Japanese rural population is 84 years old, and most of the rural residents were born in the 1930s. In the 1960s, the Japanese government's large investment in rural areas gave birth to a large number of rural surplus population, and the rural development situation was difficult to sustain. The number of people over 60 years of age in rural South Korea has reached 62.1% of the total rural population. In recent years, the population of rural China has been dominated by the elderly and women, and the problem of urbanization and feminization of agriculture is serious. However, it should be pointed out that in recent years, there has been a wave of counter-urbanization in Japan, and the population who choose to live in rural areas is increasing.

2) Globalization, especially adverse trade conditions, has a serious negative impact on agriculture and rural development. After joining the WTO, China, Japan and South Korea gradually eliminated the price subsidies for agricultural products. Trade liberalization has a negative impact on the production capacity of agricultural products in China and South Korea. The enthusiasm of farmers was greatly discouraged.

3) The difference between urban and rural income is still large. China and South Korea have made a lot of efforts to reduce the income gap between urban and rural residents, but the income gap is still obvious. According to 2016 data, the income of rural residents in South Korea is 36.5% lower than that of urban residents. Non-agricultural income has become an important source of rural income.

4) Population decline and the use of pesticides and fertilizers pose significant challenges to the sustainability of rural environments and agricultural production. How to make better use of local resources and promote sustainable agricultural development are important and common issues that the three countries need to solve.

3.3 The Enlightenment of Rural Development in China, Japan and Korea to ASEAN Countries

With the exception of Singapore and Brunei, most ASEAN countries face the problem of agricultural and rural transformation. After the war, although agriculture's position in the ASEAN countries' economy began to decline, agriculture is still a key sector of the ASEAN country's national economy. Agriculture still accounts for a high proportion of the gross national product. Agriculture is still an important sector that creates labor employment opportunities. The development of agricultural production not only provides a large amount of food, industrial raw materials, energy and other agricultural products for the growing domestic demand of ASEAN countries, but also accumulates huge funds for their industrialization and economic modernization. In recent years, some ASEAN countries have attached great importance to the development of agriculture, such as Malaysia, Thailand and Indonesia, which have achieved steady growth in agriculture since 1990s. But like China, Japan and Korea, these countries also face a lot of challenges in realizing agricultural transformation.

With similar agricultural development resources, similar economic, social and cultural backgrounds and different stages of economic development, the successful agricultural and rural development experiences of China, Japan and Korea can provide lessons for ASEAN countries from the following aspects:

- 1) The important role of the government in promoting agricultural development and rural revitalization. From the formulation and implementation of strategies and policies, rural infrastructure investment, to various forms of subsidies and input in farmers' training. The government has played its first role. However, it should be pointed out that the government is only a lever for instigating development. The participation of farmers, self-organization ability and the enhancement of various professional capabilities are the endogenous driving force for rural development. This is also a valuable experience in the revitalization of the rural areas of China, Japan and Korea.

- 2) Emphasize the role of human resources. China, Japan and South Korea have taken various measures to cultivate rural elites in the face of aging agriculture, hollow villages and lack of human resources in rural areas. For example, the South Korean New Village Movement vigorously cultivated village leaders as a measure to encourage villagers to forge ahead and compete with each other. China actively promoted peasant elections and mobilized the enthusiasm of the peasant community, and send working team and "The first secretary" to the countryside to make up for the

lack of rural elites. The Japanese government has invested a lot of money to encourage people in the city to settle in the village and become community co-builders. Human capital resources are the essence of the rural revitalization in South Korea, China and Japan. It is worth learning from by ASEAN countries and other developing countries facing agricultural transformation.

3) Vigorously promote the development of urban and rural integration. In the process of promoting rural development, China, Japan and South Korea all pay attention to the coordinated development of urban and rural areas and industrial development. For example, the industry prosperity is the top priority of China's rural revitalization strategy. South Korea's industrialization policy focuses on rural financial support, subsidies and the use of rural resources. Japan is also encouraging young people to go to the countryside to carry out small business activities, develop decent jobs in rural areas, and attract urban residents to work in rural areas. The development of the sixth industry, focusing on the integration of agriculture, agricultural products processing industry and service industry, the development of rural tourism, creating an eco-friendly lifestyle for rural residents, eliminating the gap between urban and rural public service supply, etc., are all the efforts for the promotion of urban-rural integration in China, Japan and Korea.

4) Advocate the “farmer-centered” rural development model and emphasize the sustainability of development. Japan has developed a set of bottom-up management methods for agricultural and rural resource management, from planting resource management to community co-builders, all reflecting the peasant-oriented view of rural development in Japan. The Korean New Village Movement began with government policies and was led by the government. However, after the implementation began, and the government began to realize that the real driving force for rural development was not the government. It was the villagers who should steer the wheels of the movement. Villagers can democratically elect their village chiefs, and government-appointed officials must pass village elections. Therefore, the level of policy formulation is top-down, but the implementation level is bottom-up. After the government formulates policies, more and more people participate and become the master of the movement. China's new rural construction experience and rural revitalization strategy all reflect the farmer-centered concept of rural development. Only when the enthusiasm of farmers is ignited, rural development can be sustainable.

Of course, any policy and experience have limitations. Although countries can learn from the advanced experience of other countries, they must tailor their clothes according to their specific conditions and stages of development. Rural development and rural revitalization are a systematic and complex project, and comprehensive coordinated governance is the key which includes grasping the population dynamics, properly managing the aging of the population, promoting urban-rural linkages, enhancing the vitality of rural communities, advocating gender equality, balancing the relationship between rural development and rural areas' natural resources and environmental sustainability, and between long-term and short-term interests.

At the same time, some ASEAN countries, such as Thailand, Malaysia and Indonesia, have experienced rapid agricultural growth with diversified and reasonable agricultural structure, and achieved stable agricultural development. The governments of these three countries have formulated important strategies to promote new land cultivation and land reform, the green revolution and the development of rural agricultural enterprises. The development of sustainable agriculture, relatively complete agricultural credit mechanism also played important roles for achieving good results. They are also good examples for China, Japan, South Korea and other ASEAN countries to emulate.

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