

[研究ノート]

The Historical Experience of Rural Revitalization in Japan and its Enlightenment to China^{1) 2)}

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Abstract

Both Japan and China are Asian countries with similar agricultural environments and smallholder operation modes. The experience of Japan's rural revitalization has important reference significance for China's rural revitalization. This study combed the Japanese country revitalization of the movement of the background and development course of analysis, summed up the exercise in increase the supply of agricultural products, stability, improve the efficiency of agricultural production and farmers income levels to strengthen rural infrastructure investment effect, and the main experience of the Japanese country revitalization movement: to legal protection as the basis, in accordance with the law to promote rural revitalization movement; To encourage farmers to engage in agriculture through various forms of subsidies; Promote the vitality of rural development by integrating urban and rural industries; Talent revitalization as an important starting point, build a solid foundation for lasting rural revitalization. Finally, some Suggestions on how to effectively promote the rural revitalization strategy are put forward.

1. Introduction
2. The background of Japan's rural revitalization
3. The main objective and conception of Japan's rural construction
4. Historical experience of rural revitalization in Japan
5. The case of Japanese rural revitalization
6. Effectiveness and deficiency of Japan's rural revitalization movement
7. Lessons from the Japanese rural revitalization movement
8. Conclusion

1. Introduction

In Japan, starting from the basic law on food, agriculture and rural areas promulgated in 1961, the rural revitalization policy has been gradually implemented, which has achieved remarkable results in promoting the vitality of rural areas and increasing farmers' income.

Also is characterized by “The Small Peasant Economy”, China’s agricultural production is similar in many ways with the Japanese, in order to better absorb its successful experience, this article will be to the Japanese government launched a campaign to rural revitalization in the particular way in the process of introduction and analysis, aimed at establishing a rural revitalization of strategic planning for China and the detailed implementation plan to provide the reference and reference.

The research status: Previous studies on Japanese rural revitalization mainly focus on the following aspects: Xu Xue reviewed the Japanese rural revitalization of the movement of the background and development process, analyzes the Japanese country revitalization in increasing the supply of agricultural products, stable income level of farmers, improve agricultural labor productivity, enhance the effect of the rural infrastructure investment, as well as the main historical experience, and put forward the use for reference the experience of its effective advance some ideas of revitalization strategy in rural areas. Based on field research and analysis of Japan’s rural revitalization policies.³⁾ Cao Bin believes that the background for Japan to promote rural revitalization is the widening income gap between urban and rural residents, the rapid transfer of agricultural population to non-agricultural industries, the intensified impact of imported agricultural products on domestic agriculture, the increasingly serious damage to rural ecological environment and the reduction of local government taxes.⁴⁾ Wu Zhencai believes that Japan’s rural revitalization is in the forefront of the world, and has the same national conditions as China with a large number of people and a small amount of land. The implementation paths of Japan’s rural revitalization, such as policy and regulation guarantee, characteristic resource building, industrial integrated development, and professional farmer training, are worth our consideration and reference.⁵⁾ Niu Kunyu etc. sorted out the specific measures of rural revitalization in Japan from the aspects of institutional setup, industrial policy, talent plan, cultural construction, ecological protection and organizational structure, and put forward policy Suggestions for China’s rural revitalization strategy on this basis.⁶⁾ Feng Yong etc. from Japan and other international typical areas to promote rural revitalization of the background and motivation of the thorough analysis and discusses its support for rural revitalization of the legal system, fiscal and financial policy tool, “The One Village One Product” and prolific fusion, the JA, public service and other specific experiences, put forward China should be based on the country standard and the main body, the top design, the system supply and policy initiatives, from different aspects such as cultivating characteristic industry, guide and leverage participating, promote the industrial convergence, 123 to implement the strategy of rejuvenating the country.⁷⁾ Ru Lei etc. think Japan since the 1960s, such as promoting rural revival movement, through the legislation, form a complete set of planning, land reform, the tertiary industry integration, the service of form a complete set, capital support, talent cultivation and perfect a series of measures such as infrastructure, in promoting the transformation of agricultural modernization, solve the ageing farmers and countryside “Hollowing Out” on the issue of remarkable achievements, the strategy of rejuvenating

China's rural construction has a certain practical reference value.⁸⁾

Literature review shows that although some scholars have discussed the practice of rural construction and development in foreign countries such as South Korea, few scholars have systematically sorted out and summarized the experience of Japan's rural revitalization movement under the background of rapid industrialization and urbanization. Previous studies mainly focused on the summary and analysis of Japanese experience from a single perspective (such as industrial development, or cultural construction, or specific regions), while the comprehensive and systematic introduction from the aspects of industry, talents, culture, ecology and organization was rare, and there was also a lack of empirical research on specific cases. Rural revitalization of the historical experience about Japan remains to be seen, from a view of comprehensive thorough analysis and research on the overall system. This paper will with Oita County at Kyushu Island in Japan propulsion "The One Village One Product" make characteristics of village sport as the specific case, through the rural industry, talent, culture, ecology, and organization of the Japanese country revitalization of the implementation of the strategy of path for research, and based on this, advances the strategy of rejuvenating China rural comprehensive policy recommendations.

Research significance: China and Japan have similar agricultural operation structure and cultural background, and Japan's experience in promoting rural revitalization can be used for reference to improve the institutional framework and policy system of China's rural revitalization.

First, rural revitalization as a national strategy was formally put forward at the 19th national congress of the communist party of China in October 2018. Less than two years ago, the research has just started and many aspects need to be further studied.

Second, due to the similarities between China and Japan in terms of natural endowment conditions of agricultural development and the mode of production dominated by small-scale peasant production, the comparative study of rural revitalization between China and Japan has higher research value than that of European and American countries.

Third, before about Japan in Japan in the research of the development of the agriculture and rural areas and agricultural modernization develops early, the comparative studies of related academic papers also many, but the country revitalization of development strategy as a whole in the research and comparative study of Japan has just started, so for the implementation of the relevant national strategy, must intensify in-depth study.

Last but not least, Japan also has some experience and lessons in rural revitalization, the present study mainly from the positive research how to draw lessons from the historical experience of the Japanese country revitalization, and its historical lessons and the cost of study is less, so it is necessary to do some research in these aspects, so as to avoid China also delayed, some unnecessary cost.

2. The background of Japan's rural revitalization

After the Second World War, Japan began to carry out agricultural land reform in the

field of agriculture, and established a management system dominated by ultra-small-scale owner-peasants.⁹⁾ In the mid-1950s, Japan entered a period of rapid economic growth. With the rapid industrialization and urbanization, the contradiction between urban and rural areas became increasingly intensified, and the rural development gradually received attention.

(1) The income gap between urban and rural residents has gradually widened. After World War II, in order to solve the serious food shortage problem, Japan increased the input of pesticides, fertilizers and agricultural machinery in agricultural production, significantly improved the productivity of agricultural land, and the grain output kept hitting new highs. However, the Japanese government adopted the system of unified purchase and marketing of grain to suppress the rise of agricultural product prices. Compared with the rapidly rising non-agricultural sector income, the relative agricultural income decreased, and the income gap between urban and rural areas continued to expand. In 1955, the ratio between rural household income and social average income was 77%, which decreased to 68% in 1960 (Sumizu Yujiro, 1993), and the imbalance between urban and rural development became a major social problem.

(2) Rapid transfer of agricultural population to non-agricultural industries. In the 1950s, Japan entered the stage of rapid economic development, and the agricultural young and middle-aged labor force quickly transferred to non-agricultural sectors. From 1955 to 1965, Japan's employed population increased from 39.26 million to 47.63 million, among which the employment in secondary and tertiary industries accounted for 77.2 percent of the total employed population. However, during the same period, employment in the primary industry dropped from 14.98 million to 10.86 million, accounting for 22.8% of the total from 38.2%. The rapid loss of young and middle-aged labor force leads to the development trend of aging and feminization of rural population, and the problem of insufficient rural labor force is increasingly serious.

(3) The impact of import of agricultural products on domestic agriculture intensified. After World War II, under the leadership of the United States, Japan accelerated its integration into the international free trade system and became a full member of get in 1955. In order to promote the export of industrial products, Japan adopted the trade policy of expanding the import of agricultural products. However, the utilization rate of cultivated land and the multiple cropping index in Japan showed a large area of decline, and the grain heat self-sufficiency rate dropped from 88% in 1955 to 83% in 1960.

(4) Increasingly serious damage to the rural ecological environment. In the 1950s, with the rapid development of industrialization and urbanization in Japan, a large amount of industrial wastewater, domestic sewage and irrigation wastewater carrying residues of pesticides, nitrogen and other chemical compounds were discharged at will, causing damage to the rural ecological environment. In 1950, a large area of pesticide pollution broke out in Pipe Lake in Japan, resulting in a total loss of 400 million yen to the fishing industry. In addition, cadmium poisoning in matamata and methylmercury poisoning in Minamata, as

well as an asthma outbreak caused by rice bran oil and industrial fumes, have put the health of people in nearby communities at risk.

(5) Local government direct tax revenue decreased. With the loss of rural population, the number of families paying taxes on new houses and houses and living in rural areas decreases, resulting in the decline of fixed asset purchase tax, fixed asset tax, individual income tax and related consumption tax, etc., resulting in the increasingly embarrassed local financial situation. The local government is eager to curb the loss of rural population, guide the urban and rural population to return to the countryside and promote local fiscal and tax growth.

3. The main objective and conception of Japan's rural construction

Japan's rural construction has obvious stages, and the focus and center of each stage are closely related to its urban development, thus forming Japan's unique rural construction path based on the overall planning of urban and rural areas. The background of Japan's rural construction is very similar to that of China's rural revitalization, both of which were implemented when the rural problems became prominent after the rural support for urban development entered the bottleneck period.

(1) The main objective of the first stage of rural construction in Japan is to narrow the urban-rural gap and improve the living standard of rural residents. At this time, it is faced with the problems of urban-rural dual structure, modernization and maintaining high economic growth rate. In terms of society, it is faced with a large reduction of the rural population, a reversal of the situation of "Unlimited Supply" of labor force, and the population is mainly concentrated in the three metropolitan areas, and the industry is mainly concentrated in the Pacific Rim Industrial Belt. In order to solve these problems, the Japanese government formulated the "1962 Comprehensive National Development Plan" and "1969 Comprehensive National Development Plan". Among them, the first plan mainly aims at the problems of urban expansion and urban-rural gap, decentralizes industry through the mode of point-based development, and forms 15 new industrial cities and 6 special areas for industrial construction across the country through the construction of transportation and communication infrastructure. Second plan is primarily aimed at population and industries in the city circle too concentrated and too scattered problem in the rural areas, the Japanese government through the construction of the Shinkansen and highways and other transportation facilities, at the same time to carry out the new rural construction, promote the large-scale livestock production base and entertainment facilities to promote the rational flow of population and industry and layout. Specifically, the Japanese government made the first independence from agricultural policy of the rural policy village revitalization act, its main content is to cultivate and improve the level of village economic welfare and residents, eliminate the differences between town and country, change the backward conditions of life, its main involved in land use planning, industrial revitalization planning, infrastructure planning, public service facilities planning and defense disaster

planning, etc. Later, the Japanese government also enacted the law on the promotion of the introduction of industry in agricultural areas to promote the transfer of urban industry, provide non-agricultural employment opportunities for farmers, and give farmers a large number of fiscal subsidies and financial loans, so that the income of Japanese farmers began to exceed that of urban residents in 1975.

(2) The main objective of the second stage of rural construction in Japan is to achieve coordinated development between urban and rural areas and improve the living environment of rural residents. With the end of the period of rapid economic growth, Japan was faced with the major problems of energy shortage and industrial transformation. At this time, its population has begun to show obvious aging, the process of urbanization slowed down, and the problem of reverse urbanization appeared, small and medium-sized towns began to develop rapidly. But as the balance of industrial distribution and migration to the rural, rural ecological environment has been more and more serious destruction and pollution, the noise of the city, living garbage, industrial “Three Wastes” pollution transfer to the rural, farmers in income than urban residents began to demand at the same time to improve the living environment, and urban residents began to yearn for rural leisure time and the green environment, and start to focus on food production and food safety issues. But Japan’s agricultural development has stalled, its output as a share of GDP has fallen rapidly, and farmers are increasingly engaged in part-time work, with non-farm income accounting for more than 80%.The problems of land development and agricultural protection in urban suburbs are also becoming prominent. In this context, the Japanese government has formulated the “Third National Comprehensive Development Plan in 1977” and “The Fourth National Comprehensive Development Plan in 1987” to achieve coordinated development of urban and rural areas and balanced development of population and industry. To be specific, the Japanese government has promulgated laws and regulations such as the farmland law, the law on improving the utilization of agricultural land and the law on regional reconditioning for agricultural revitalization to improve the rural land transfer system and the rural living environment. On this basis, Japan carried out nationwide “Village Building Campaign” and “Urban and Rural Wide-ranging Exchanges”. In local government under the leadership of the movement by spontaneous in some rural areas, mainly from the perspective of industrial revitalization, based on characteristics of regional culture, form the regional characteristic industry, and realize the high degree of finish in order to increase the added value of agricultural products, to drive the regional economic development and attracting the rural population in order to improve the vitality of rural economy. In response to the demand of urban residents for a good living environment and landscape resources in rural areas, the Japanese government began to build a national urban-rural communication network and put forward the plan of “Environmentally Friendly Housing” in rural areas. Through the above measures, the urban and rural areas finally achieved coordinated development.

(3) The main goal of the third stage of rural construction in Japan is the integration of urban

and rural areas to achieve sustainable agricultural development. With the bursting of the bubble economy, Japan's economy into a long period of stagnation of national consumption is low, in order to boost domestic demand, the Japanese government in the surrounding countries and regions to transfer polluting industries at the same time, the industrial policy focus on services, such as the tertiary industry to further improve the urbanization level, already close to 93%, the difference between urban and rural basic elimination, and achieve a greater degree of integration. However, the proportion of agriculture continues to decline or even faces extinction, and Japan's food security is threatened. At the same time, a large number of rural began to give up the cultivated land and agricultural production, rural ageing began to highlight, tends to reduce the influence of agriculture in rural, at the same time the state and people on food security, ecological protection and traditional culture inheritance, natural environment and living leisure demand has increased dramatically, at this point, how to realize the sustainable development of agriculture, play to agricultural and rural system of multi-function, achieve the complementary and city in the aspect of function is become a problem to be solved. To this end, the Japanese government formulated the "Fifth Comprehensive National Development Plan in 1998" and the "Land Formation Plan in 2008". Specifically, the Japanese government first revised the law on agricultural land according to the situation at that time, and promulgated the law on agricultural promotion and the law on regional reconditioning for agricultural revitalization, thus providing legal guarantee for the sustainable development of agriculture and the remodeling of rural environment. Through various measures of environmental protection and agricultural development, the integration of urban and rural areas and the complementarity of functions have been realized, the rural environment has been remolded, and the sustainable development of agriculture and the survival of rural functions have been realized.¹⁰⁾

4. Historical experience of rural revitalization in Japan

The main experience of Japan's rural revitalization movement can be summarized in the following aspects.

(1) Promote the rural revitalization campaign in accordance with the law with legal guarantee as the foundation. In order to effectively promote the rural revitalization movement, the Japanese government has constructed a complete, comprehensive and focused legal system combining the national needs and the laws of agricultural and rural development. 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, including the law on agricultural land, the law on land improvement and the law on regional reconditioning for agricultural revitalization. In order to narrow the income gap between urban and rural residents, we introduced the basic law on agriculture and the law on the revitalization of rural villages. In order to guarantee the large-scale operation of agriculture, the law on strengthening the foundation of agricultural operation and the law on improving the utilization of agricultural land were introduced. In order to improve the efficiency

of agricultural production and operation, the system for the recognition of agricultural practitioners was formulated in 1993. The income level was taken as the most important standard, and agricultural practitioners whose income was equivalent to other practitioners were identified as professional households. In order to reduce the impact of agricultural natural risks, a relatively comprehensive agricultural insurance system and agricultural insurance system were established. In addition, there are supporting laws and regulations such as the peninsula revitalization law, the special measures to promote self-reliance in thinly populated areas law, and the basic law on new food, agriculture and rural areas. These laws and regulations support each other and form an organic whole to ensure the continuity of the implementation of the rural revitalization strategy.

(2) Encourage farmers to engage in agriculture through various forms of subsidies. Japanese agriculture is recognized as subsidized agriculture, and the forms of subsidies are very rich. One is agricultural subsidies. Agricultural subsidies account for the largest share of the agricultural budget. According to statistics, in 1999, the total amount of Japanese agricultural subsidies reached about 70 percent of the total agricultural budget. Japan's agricultural subsidies are aimed at improving agricultural production efficiency, improving conditions for agricultural development and increasing farmers' income. They mainly include agricultural infrastructure construction, agricultural insurance, interest on agricultural loans and subsidies for the purchase of agricultural machinery and equipment. Second, direct subsidy policy for poor mountainous areas. In order to improve the overall income level of rural households in mountainous areas, Japan formulated a direct subsidy policy for poor mountainous areas. Subsidies are generally given to the entire village, with half of the funds used for village infrastructure and half for direct subsidies to farmers' incomes. In 2000, in the mountain regions such as the direct payment system, make clear a regulation, to in the provisions under the basic law of the agriculture region management area of more than one hectare, signed more than 5 years and with the local village farmland renting contract scale operators to provide direct subsidies, subsidies amount up to 21,000 yen per hectare, tenant slope farmland of more than 10% and the tenant area spanning more than two villages, can also get subsidies, respectively. Subsidy standards have been raised and refined in recent years. Such as 2015-2019, the Japanese have to scrap the allowances for ordinary steep (more than 15°) farmland subsidy 21,000 yen per hectare, slowly inclined (more than 8°) farmland subsidy 80,000 yen per hectare. Third, cash subsidies for environmentally friendly agricultural development. In 2011, Japan formulated the "Environmental Protection Agriculture Payment System", giving priority to farmers who reduce the use of pesticides and fertilizers with state support funds and medium - and long-term low-interest loans, and giving cash subsidies to agricultural associations and farmers who reduce the use of fertilizers and pesticides by more than 50%. The subsidy system was incorporated into the direct payments system in 2014, and the multi-use promotion law for agriculture in 2015. The target of subsidy shall be relevant agricultural organizations or groups, and agricultural enterprises that meet certain conditions; The subsidy standard

is 80,000 yen/ha for green manure planting, 44,000 yen/ha for compost application, 80,000 yen/ha for organic agriculture (including 30,000 yen/ha for miscellaneous grain and feed crops), and 30,000 yen/ha for other certified cases. The subsidized area increased from 17,009 hectares in 2011 to 85,320 hectares in 2016, and the number of participating municipalities increased from 773 to 889. Fourth, land consolidation costs and transfer promotion subsidies. In order to effectively solve the problems of high land formation cost and slow land transfer borne by farmers, the government provides subsidies for farmland consolidation, and farmers only need to bear about 10% of the consolidation cost. Since 2013, a government-led land transfer agency has been set up, in which the government bears all the costs of land consolidation, land leveling and irrigation and water conservancy construction. Farmers only need to hand over their land to the agency and no longer bear any costs of land consolidation and construction, effectively promoting land transfer.

(3) Promote the vitality of rural development by integrating urban and rural industries. The integration of urban and rural areas and the integration of rural industries can not only accelerate the flow of factors between urban and rural areas, and promote the flow of urban talents, capital, knowledge and other factors to rural areas, but also help provide urban residents with high-quality agricultural products, public goods and services in terms of ecological environment, and cultivate new growth drivers for rural areas. In terms of urban-rural integration, rural tourism and rural leisure agriculture should be mainly developed. Restrictions on farmers' expansion of home stay facilities, construction of farmhouse and improvement of entertainment facilities will be further relaxed. Special funds will be allocated to farmers to build processing facilities for featured agricultural products, experience stores and leisure restaurants, etc. Meanwhile, agricultural products direct-sale stores will be built in urban residential areas to implement order production and increase the promotion of featured agricultural products. In the rural industry integration, to develop rural characteristic projects. The most typical approach is to implement the "One Village, One Product" agricultural industry development model. This mode has been explored since the early 1980s. It is a characteristic agricultural industry development mode based on local advantageous resource endowment. Its purpose is to fully explore and create iconic products or projects in this region that can make local residents proud, and strive to cultivate them into first-class products and projects in China and even the world. Through various government policies and financial support, encourage farmers to make full use of rural mountain area, fisheries ecological, environmental and human resources into the social capital, extends the industrial chain, improve the supply chain, value chain, develop the cottage industry, agricultural product processing industry, folk industry and rural tourism, to reach the local characteristic farm products production, processing and sales of professional, coordinated and integration; At the same time, support the effective intervention of agricultural cooperative organization, guarantee the price of agricultural products, and expand the marketing channels of agricultural products. Since 2010, the law of "Six Times of Industrialization and Consumption of Land and Origin" has been

implemented, and investment and financing platforms supporting the industrialization of agriculture, forestry and fishery have been set up to help solve the problems of capital and market of small and micro enterprises and rural entrepreneurs. The development of agricultural characteristic industries has driven a large number of rural labor force and rural population to gather naturally, gradually forming new towns in the areas where characteristic industries are relatively concentrated, thus forming a pattern of industrial revitalization driving rural development and highly integrated urban and rural development.

(4) With the revitalization of talents as an important starting point, build a solid foundation for lasting rural revitalization. The Japanese government attaches great importance to rural education and talent cultivation, and attaches great importance to creating a favorable environment for retaining talents, so as to provide talent support for the rural revitalization movement. First, attach importance to the development of rural education. In 1958 Japan amended the remote area education revitalization act, by the central government will increase support for rural schools, such as in view of the support area on, new modification for the school canteen, electric power, 33% - 55% of the subsidies for the construction of facilities such as drinking water, undertake the transportation (school bus, boat, etc.) purchase cost and transportation, boarding students, training, medical expenses, increase subsidies on teachers and provide convenience for their children to school. Second, we will support the participation of social forces in rural education. According to the individual needs of farmers, specialized training institutions will carry out skill training for farmers in a planned way, so as to broaden the career development direction of farmers and continuously update the knowledge and skills of on-the-job talents. Third, the implementation of rural development “Leader” talent policy. In order to make the investment direction of national policy guidance and convey more precise, the Japanese government attaches great importance to rural management personnel, scientific research personnel and technology promotion type talented person’s raise, increasing the policy tilt of management talents and scientific research talents, to rural revitalization offers a wide range of professional management personnel and technical personnel. Fourth, improve the rural living environment. The Japanese rural revitalization movement took “Industry Revitalization and Rural Beauty” as the main goal, and strengthened the improvement of rural living environment and the construction of rural education, medical care and other living facilities, which played a positive role in retaining rural talents. For example, in 1970, the “Over-population Law” was promulgated, which resulted in a large outflow of funds and budgets for regional transportation, health, culture and other public facilities. At the same time, it also guides agricultural cooperative organizations to use farmers’ surplus funds to carry out rural construction through supportive policies, which effectively improves the overall appearance of rural areas and promotes the overall development of agriculture and rural areas.¹¹⁾

5. The case of Japanese rural revitalization

After the war, the Japanese government focused its national construction on urban construction and industrial economic recovery, and implemented a series of policies of prioritizing urban development, with excessive emphasis on promoting urban industrialization and one-sided pursuit of urban economic development. Due to the declining rural economy, a large number of rural labor force flowed into cities, and the imbalance between urban and rural development became more and more serious. In the 1950s, Japan was faced with the crisis of rural disintegration and agricultural withering. In order to solve this problem, Japan has carried out three times of new rural construction, respectively the “New Rural Construction Concept” proposed in 1955, the “New Rural Construction” in the government’s “Economic and Social Development Plan” in 1967, and the implementation of the “Village Construction Movement” with “One Village One Product” as the main content in 1979.¹²⁾ Under the vigorous advocacy and support of the government, each region cultivates the agricultural industry with local characteristics according to its own actual conditions and promotes the development of agriculture and rural areas from top to bottom. The following measures were taken by the Japanese village building movement.

(1) Implement the merger of “Cities, Towns and Villages” to reduce the number of villages. In response to the problem of large Numbers of rural residents moving into cities and the serious hollowing out of rural areas, the Japanese government has carried out a large-scale merger of “Cities, Towns and Villages”, substantially reduced the number of villages, reduced management costs, and implemented unified planning and management on a larger scale. In fact, after World War II, Japan began the great merger of municipalities. The number of municipalities fell from 9,868 in 1953 to 3,472 in 1961, a decrease of about two-thirds. The average population of the municipalities increased from 5,400 to 11,500. The average area of the municipalities increased from 35 square kilometers to 97 square kilometers.

(2) Strengthen government guidance and accelerate the development of characteristic agriculture. The development of characteristic agriculture according to the requirements of “One Village One Product”, is the key of the Japanese government to promote rural development, mainly includes the following steps, one is guided around according to topographical features, the condition of natural conditions such as establishing production base of special agricultural products and brands, such as water products industry base, mushroom industry base, the beef industry base and so on. Second, 1.5 industries (the integration of the first and second industries) should be innovated to promote the deep processing of agricultural, forestry, animal husbandry and fishery products in various regions, so as to enhance the added value of agriculture. The third is to give full play to the role of the Japanese agricultural association by coordinating the production, processing, circulation, sales and other aspects of agricultural products, establishing a complete agricultural industrial chain and promoting product sales and trading. We will raise the level of agricultural organization and establish links between decentralized small farmers

and large markets, large distribution and large-scale operations. Fourth, we will increase government input to support the construction of bases for agricultural products, agricultural production and the processing and distribution of agricultural products, and adopt preferential policies on tariffs, taxes and financing.

(3) Guide enterprises to go to the countryside and promote local employment of farmers who have left the countryside. In order to bring more resources into rural areas and accelerate rural development, the Japanese government has taken two major measures. On the one hand, we will increase financial allocations and loans from the central government for rural infrastructure projects, allow local governments to issue local bonds, strengthen rural infrastructure development, improve urban and rural connectivity and improve the rural environment, and provide convenient conditions for enterprises to go to the countryside. On the other hand, special subsidies are given to enterprises to improve their enthusiasm for going to the countryside.

(4) Strengthen farmer training and promote the long-term sustainable development of rural economy. The Japanese government offers various training courses in rural areas for free, and has set up a remedial center in line with the characteristics of farmers' learning and training to impart agricultural knowledge and expertise, improve the overall quality of farmers, and lay a solid foundation for the long-term sustainable development of the rural economy. According to the data, every county in Japan has set up agricultural schools. The funds for running the schools are borne by the state 2/3 and the county 1/3.

(5) Give play to the credit cooperation function of agricultural associations to provide financial guarantee for agricultural and rural development. Most of Japan's farmers have joined the Japan Association (JA), and most of the funds they need to produce and live come from grassroots associations. Through the organization of the national central committee, the JA has established the JA Bank and insurance institution to provide rural financial services to farmers, and properly use rural funds to invest in cities and overseas markets, so as to seek greater benefits for farmers.¹³⁾

Japan's "One Village One Product" campaign first achieved success in the pilot project in Oita prefecture, Kyushu Island, and was promoted to all rural areas in Japan, becoming a common model of rural development in Japan. Through the village movement, Japan's rural economic and social development has been relatively fast. Data show that by the end of the 20th century, more than 3,000 Japanese cities and towns were equipped with sewage and solid waste disposal facilities on the basis of water and electricity. In 1950s, the ratio of per capita disposable income of Japanese urban and rural residents exceeded 1.44 times, resulting in a large income gap. In the mid-to-late 1960s, Japan carried out "New Rural

Table 1 Changes in the income gap between urban and rural residents in Japan:¹⁴⁾

Time	1950s	1960s	Early-1970s	Mid-1970s to Now
The ratio of disposable income between urban and rural residents	above 1.4	0.9-1.44	0.97	0.86-0.97

Construction”, and the income gap between urban and rural residents kept narrowing. By 1969, the income gap had dropped to 1.07 and 0.97 in 1972, almost the same. Since the implementation of the “Village-building Campaign” in 1979, the ratio of per capita disposable income of urban and rural residents has always been between 0.86 and 0.97.¹⁵⁾

6. Effectiveness and deficiency of Japan’s rural revitalization movement

Spanning nearly 70 years, Japan’s rural revitalization movement has achieved obvious effects in promoting economic and social development, especially in rural economic and social development, which are mainly reflected in the following aspects:

(1) The level of agricultural modernization has been rapidly improved. Take agricultural mechanization as an example. By the mid-1960s, Japan had basically realized mechanization in fields such as farming, plant protection and transportation. Japanese farmers own a high percentage of farm machinery. In 2015, 70.9%, 83.6% and 56.7% of Japanese rice households owned power transplanter, tractor and combine harvester respectively, equivalent to 0.73, 1.06 and 0.60 rice transplanter per household. Agricultural productivity improved significantly. In 2015, the yield of rice per unit area was 1.45 times that of 1950, but the labor time input was only 12% of that of 1950.

(2) Effective supply of key agricultural products is guaranteed. After the Second World War, the Japanese government carried out the land system reform, and realized the rapid recovery of grain production in a short time. With the improvement of economic level, consumers’ demand structure for agricultural products has changed, which is mainly reflected in the decrease of grain demand, the increase of livestock products, fruit and vegetable products, and the increasing demand for rice quality. Starting from the demand side of consumers, the Japanese government, through policy guidance, reduces the supply of agricultural products with low demand and low added value (ordinary rice, etc.) and increases the supply of agricultural products with high demand and high added value (high-quality rice, fruits and vegetables, etc.). From the production index of all kinds of agricultural products, the production index of rice, wheat, beans, vegetables, fruits and livestock from 1960 to 1964 was 100, and the production index of rice, wheat, beans, vegetables, fruits and livestock from 2000 to 2004 was 70, 40, 46, 121, 150 and 286, respectively. The self-sufficiency rate of grain in Japan has been decreasing from 75% in 1961 to 23.6% in 2009, but the self-sufficiency rate of rice has been maintained at a high level, above 99% in the 1980s and the mid-1990s. Since the late 1990s, the self-sufficiency rate has been reduced, and it still remains above 90% in 2009.

(3) Farmers’ income level tends to be stable. With the rapid development of urban and rural economy in Japan, the income of rural households grows rapidly and the income gap with urban residents gradually narrows. The average annual income of rural households increased from 215,000 yen in 1950 to 9.091 million yen in 1994, an increase of more than 40 times. In 2016, the average annual income of Japanese households was 5.212 million yen, while that of the whole country was 5.633 million yen.

(4) Significant results have been achieved in the integrated development of rural industries. Processing industry, circulation industry and catering industry, which greatly increase the added value of agricultural products, have become important engines for the development of diversified industries in rural areas. In 2016, the GDP of agricultural and food-related industries was 115.96 trillion yen, and the output value of primary agricultural products accounted for 11%, the output value of circulation industry accounted for 28.2%, the output value of food manufacturing industry accounted for 32.5%, and the output value of catering industry accounted for 24.6%. In recent years, with the strong support of Japan's six industrialization policies, the integrated development of rural industries has become the highlight of the development of diversified industries in rural areas. In 2015, the sales volume related to six industrialization was 1.97 trillion yen, among which the sales volume of direct sales stores of agricultural products was 997.4 billion yen, the added value of agricultural processing was 892.3 billion yen, and the turnover of leisure agriculture was 37.8 billion yen. In the six industrialization, the sales volume related to agricultural production increased at an average annual rate of 18.4%.

(5) Remarkable achievements have been made in rural human settlements. By developing environment-friendly agriculture, strengthening the construction of rural residential facilities, and protecting and developing rural landscape, Japan has effectively improved the rural ecological environment and residential environment, laying a foundation for promoting the interaction between urban and rural personnel. According to statistics, the cultivated area of environmentally friendly agriculture reached 77,000 hectares in 2015. The production and living facilities in rural areas are very perfect, and there is no obvious gap between them and cities. In 2016, the number of rural tourists reached 20.4 million.

It should be said that Japan's rural revitalization campaign has achieved some results, but it has not solved the two major problems in rural economic and social development, that is, the decline of the agricultural population and the rapid aging of the rural population, and the serious abandonment of farmland by farmers and land wastage.

(1) The number of agricultural population declines and the aging process accelerates. From 1960 to 2016, the number of Japanese agricultural workers decreased from 17.656 million to 3.170 million, accounting for less than 4.0 percent of the total employed population. Meanwhile, Japan's aging agricultural labor force is a serious problem. In 2016, the average age of Japanese agricultural workers reached 60.9 years old, with 60.6 percent aged above 60 and 21.2 percent aged above 75. When many aged farmers quit, they leave their land to their children in non-agricultural employment, resulting in a large number of non-peasant farmers holding land. In 2015, the number of non-farm households with land holdings reached 1.414 million, an increase of 82.5% over 1990. As a result, Japanese society will face the severe challenge of "Who Will Plant the Land" for a long time. According to Japan's agricultural revitalization plan (2010-2020), the replanting index of cultivated land will reach 108% by 2020, but this target is virtually impossible due to the continuous decline in the proportion of agricultural workers.

(2) The problem of farmers giving up their cultivated land and abandoning land remains serious. In many parts of Japan, where agriculture accounts for a small share of household income, small farmers are more likely to leave the agricultural sector. The Japanese peasants from “Depending On the Soil” to “Leaving the Soil” also present a new human-land relationship under the precondition of their own preference choice. According to statistics, the area of cultivated land decreased from 6.07 million hectares in 1960 to 4.5 million hectares in 2015, and the utilization rate of cultivated land decreased from 133.9% in 1960 to 91.8% in 2014. In 2015, Japan had a total cultivated area of about 4.5 million hectares, including 284,000 hectares of barren farmland and 423,000 hectares of abandoned farmland. In addition, as the phenomenon of part-time farming is still very common in Japan (in 2015, only 33.3% of the peasant households with operation scale of 0.3 hectares or above and annual sales volume of 150,000 yen accounted for professional households), farmers with farming complex also tend to leave the agricultural field as they get older. If these two problems are not effectively solved, it will inevitably make Japan’s food production shrink day by day and over-rely on the import of agricultural products. In case of abnormal changes in international agricultural product prices or global food crisis, food security will become a big problem.

7. Lessons from the Japanese rural revitalization movement

Japanese government rural revitalization campaign launched by constantly improve laws and regulations and policy system, flexible and comprehensive coverage of subsidies as the main means, to adjust the interests of the relationship between the ja, farmers, operators, coping with the rural population aging intensifies, agricultural labor shortages, foreign agricultural impact its agriculture, the rural environment pollution and ecological deteriorating challenges, such as the rapid development, agriculture and rural economy. Many of these experiences can be used for reference in China. The author believes that China should adopt the following basic strategies based on its own national conditions, and take its essence for our own use.

(1) Legislation first, guarantee and promote the implementation of the strategy of rural revitalization in accordance with the law. The rapid development of Japan’s rural revitalization movement is driven by the timely introduction and revision of a series of relevant laws and regulations and the coordination of different laws and regulations. Our country should be based on national conditions, combined with the characteristics of regional development, completes the country strategy of rejuvenating the top floor of the system design, a clear roadmap and schedule, area, steps, the urbanization, rural land circulation, returning peasant innovation entrepreneurship, the 123 industrial integration development progress goal through the legislation form, such as strengthening and refining, form the country revitalization of the local planning and special planning or plan. 40 years of reform and development of the rural economic and social practical inspection showed that many of the “Three Rural” policy system in China has become mature and stable, draw lessons

from Japan's country and the legislative experience of the revitalization of movement, some major policies to rise to the law, set up on the legal system of rural revitalization strategy implementation of the "Four Beams Eight Columns", strive to build a set of complete, to ensure that rural system of the effective implementation of the strategy of rejuvenating measures and regulations.

(2) Make collaborative innovation and further improve the policy coordination mechanism. First, establish and improve the rural revitalization strategy related institutions and mechanisms. In 2018, the ministry of agriculture will be reorganized as the ministry of agriculture, rural areas and villages, creating conditions for coordinated innovation of relevant institutions and mechanisms to promote the strategy of rural revitalization. The ministry of agriculture and villages should set up a "Leading Group for Rural Revitalization" to make overall planning and top-level design for the implementation of the rural revitalization strategy, and be responsible for coordinating the rural revitalization work of local departments, so as to improve the autonomy and enthusiasm of local governments. The Ministry of Agriculture and Rural Affairs formed by agriculture at the same time, The National Development and Reform Commission, Ministry of Finance, Department of Natural Resources, The Ministry of Ecological Environment, The Ministry of Transport and other related departments of rural revitalization of the joint meeting mechanism, science as a whole the configuration of land, manpower, financial resources, environment and other resources, gradually reduce rural revitalization strategy in the process of implementing the system of checks and contradiction, provide a mechanism to achieve the strategic goals

Table 2 The evolution of relevant laws and policies of the Japanese rural revitalization movement¹⁶⁾

Time	laws and policies
1946-1950	Agricultural land reform act of 1946-1950 (1946), Agricultural synergistic group method (1947), Land improvement act (1949)
1951-1960	Agricultural commission act (1951), Land act (1952)
1961-1970	Basic law of agriculture (1961), Rural revitalization act (1965), Urban planning act (1968), Regional reconditioning law for agricultural revitalization (1969)
1971-1980	Law on the introduction and promotion of rural regional industry (1971), Law on production green space (1974), Revision of agricultural vibration law (1975, Establishment of the improvement of agricultural land use), Law on the improvement of agricultural land use (1980)
1991-2000	Ministry of Agriculture, Forestry and Fisheries "New food & agriculture & rural policy direction" (1992), Agricultural management foundation to strengthen promotion law (1993), A specific method of farming village (1993), Basic law of food & agriculture & country (1999), Law on sustainable farming (1999), Livestock waste law (1999), Direct payment system in the mountain region (2000)
2001-2010	Agriculture province in 2001-2010 to set up rural revitalization bureau (2001), Organic agriculture advance law (2006), Law of the backbone of the farmers operating stability (2006), Implementation of farmland, water, environmental protection and improvement countermeasures (2007), Land law revision (2009, Modify the provisions related to the enterprise to participate in agricultural management), Law of industrialization and six times to elimination of origin (2010)
2011-now	Agricultural land intermediate management enterprise law (2013), Agricultural multi-functional development promotion law (2015)

of the country revitalization. Second, we will improve the policy support system for rural revitalization. Policy system should include the rural land circulation policy of agriculture and agricultural rural financial support policy, agricultural business loan discount policy, promotion and service of science and technology, agriculture, rural talent incubator policy, rural infrastructure investment subsidy policy, etc., through a series of legislation and policy to support each other, mutual cooperation, we will increase support for agriculture and rural areas and increase subsidies, provide the comprehensive policy for rural revitalization of the implementation of the strategy of security support.

(3) Deepen the reform of farmland system and improve the efficiency of factor allocation. First, we will steadily advance the reform of the collective property rights system so as to expand the sources of farmers' income, increase their property income and reduce their dependence on business income. At the same time, through improving and improving the rural social security system and level, weakening the social security function of land and reducing the concerns and obstacles of farmers' land transfer. Second, we will actively improve the system of separation of powers. We will implement policies to protect the right to contract and the right to operate the land. While protecting farmers' rights and interests in land contracting, we will allow them to voluntarily withdraw from the right to operate the land and promote land transfer and large-scale operation. At the same time, it is necessary to protect the right of land management right holders to occupy, cultivate and obtain the corresponding income within a certain period of time according to law, so as to promote their long-term investment and make more effective and reasonable use of land resources. Third, we will accelerate the development of a land market service system. We will formulate and implement fair trading and competition rules for land resources, build a "One-stop" service platform for rural property rights transfer, value assessment, mortgage guarantee and financing loans, and provide business guidance, contract management, dispute mediation, and supervision and implementation services for the utilization and development of agricultural land.

(4) Develop regional characteristic agriculture and ecological agriculture according to local conditions. With the integration of urban and rural areas and industry as the overall approach, we will give priority to ecology and characteristics, focus on the development of characteristic agriculture, ecological agriculture and multi-functional agriculture, and raise agricultural economic benefits. Increase the scale and mechanization of agriculture in areas with few people; In areas where transportation is not convenient and it is difficult to concentrate operations, the characteristic agricultural products industry shall be appropriately developed. Direct cash subsidies to farmers who reduce the use of fertilizers and pesticides; It provides a prerequisite for the large-scale, sustainable, specialized and specialized development of agriculture, promotes industrial development, transformation and upgrading, improves the market competitiveness of agricultural products, and promotes the revitalization of rural industries. With the interests of farmers as the core, relying on rural talents to extend the industrial value chain with rural characteristics. We

will encourage social capital to go to the countryside, and make full use of the strength of science and technology, human resources and the market to realize the flow of core elements such as human resources, land and capital, and make full use of the advantageous and characteristic rural resources. We will actively encourage rural migrant workers, college students, village officials, rural cadres, urban retirees and others to return to their hometowns to find jobs and start their own businesses, and strive to train a group of new capable rural workers and development leaders who understand and operate well. Using agri-businesses docking, farmers and agribusiness docking, agriculture standard docking and Internet + agricultural e-commerce platform, innovation of agricultural marketing channels, go the way of brand agriculture, around the development of high quality characteristic agriculture, ecological leisure agriculture, such as developing a township (county) thing, takes a swallow, improve value chain of agriculture and rural areas, promote the 123 industrial convergence.

8. Conclusion

“The Stone of his Mountain, can Attack Jade”. Both Japan and China are Asian countries with similar agricultural environments and smallholder operation modes. The experience of Japan’s rural revitalization has important reference significance for China’s rural revitalization.

First, the historical experience of Japan’s rural revitalization has important reference significance for China. Japan is similar to China in terms of resource endowment, and it is also a country with small-scale part-time peasant households as the main body of agricultural operation. Besides, Japan is separated from China by water, and it is a close neighbor of the Confucian culture circle in East Asia, with many cultural similarities. Japan has accumulated a lot of experience in solving such problems as the widening gap between urban and rural economic development and residents’ income, the outflow of a large number of high-quality resources in rural areas, the decline of rural economy and society, and the lagging infrastructure construction. At the same time, it has made a lot of explorations in expanding the scale of agricultural operation and developing modern agriculture by part-time peasant households.

Second, the success of Japan’s rural revitalization movement is attributed to the adoption of various measures and comprehensive measures, so the effect is quite remarkable. From the historical experience of rural revitalization in Japan, it can be seen that the enactment of laws is the priority, industrial revitalization is the foundation, environmental protection is the bottom line, urban-rural integration is the goal, and top-level design ensures the effectiveness. The strategy of rural revitalization is a huge systematic project. Japan has formulated a series of effective comprehensive policies and achieved remarkable results in the process of implementing “New Rural Construction” and promoting rural revitalization. To sum up these successful experiences and draw lessons from them reasonably is helpful to promote the strategy of rural revitalization steadily.

Third, we can see that Japan has become one of the countries with the smallest urban-rural gap in the world after the implementation of the rural revitalization campaign. The strategy of rejuvenating the country, in fact, is to solve the biggest structural problems in China's economic and social development, synchronize the agriculture and rural areas to realize modernization, make hundreds of millions of farmers enjoy the achievement of modernization construction, which not only involves the rural development is not balanced, inadequate problem, more involved in the overall economic development especially in the terms of the balance problem of the coordinated development of urban and rural areas. Therefore, we must design the path of rural revitalization from the perspective of urban-rural integration, or it may lead to new structural problems.

Fourth, rural environmental protection is an important part of the rural revitalization strategy, but also the main weakness of China's rural revitalization. The success of Japan's rural revitalization practice lies in the effective use of resources, the effective control of pollution and the formation of a sustainable rural environmental governance system, which is worth learning from. By analyzing the main practices and characteristics of rural environmental governance in Japan, it can provide a good reference for the construction of ecological livable rural environment in China.

Last but not least, there are some shortcomings in Japan's rural revitalization. It is also worth learning from China's mistakes and avoiding the detours Japan has taken and making the same mistakes again. This is also of great significance for accelerating the strategy of rural revitalization and realizing the integration of urban and rural development at an early date.

Notes

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- 2) This paper was funded by the Ministry of Education's humanities and social sciences research "Research on identification barriers and resolution mechanism of contemporary college students' socialist core values" (No.: 16JDSZ 2006).
- 3) Xu Xue, Experience and enlightenment of Japan's country revitalization [J], Journal of Hunan Agricultural University (Social Sciences), Oct. 2018, 19(5): 062-067.
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- 8) Ru Lei, Yang Guang, Strategic reference and policy recommendations for Japan's rural revitalization

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- 9) Kumxiong Takaoka (1915) pointed out that small farmers were family farms with no labor force and no room for other jobs. In 1961, the basic law on agriculture was defined as “agricultural household operators who are able to earn the same income as other occupations”. The standard of smallholder farmers changes with the change of urban-rural income gap. In 1910, it refers to the farmers whose operating area reaches more than 1 hectare; in 1961, it is 2 hectares; in 2010, it increases to 10 hectares. Farmers who fail to meet the standards of “smallholders” are called “ultra-small-scale farmers” for short.
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