

Rural Tourism "New Villagers" Makers under the Guidance of "Homesickness"—Rural Tourism Entrepreneurship Motivation Model based on Grounded Theory

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Keywords: Mingyue village, Rural tourism, Rural makers, Local conversion, Grounded theory.

Abstract: This study selected Mingyue village, Pujiang county, Chengdu city, Sichuan province, as the case of China rural tourism maker demonstration base. Based on the qualitative analysis of grounded theory, the entrepreneurial motivation mechanism of rural tourism makers in Mingyue village was studied. The research shows that the willingness of local conversion is the key factor to guide makers to choose Mingyue village for rural tourism entrepreneurship. Rural tourism attractions and supporting facilities are important external stimulus conditions, and nostalgia plot and the realization of self-value are internal driving forces. Through the intermediary effect of entrepreneurial opportunities, social networks and policy guidance, the willingness of local conversion will ultimately promote rural tourism makers to make business format and entrepreneurial environment decisions.

1. Introduction

In recent years, China's rural tourism has entered a new stage of transformation and upgrading. The innovative capital form with talents as the carrier and localized production as the factor has become an important condition and preferred path to lead the industrial transformation. Driven by the entrepreneurship wave of rural tourism, the return movement of rural elites and the strategy of revitalizing rural talents, more and more rural makers are engaged in the rural tourism industry, which has become an important force to promote the development of rural tourism and the mainstay of rural revitalization. The Maker movement is an innovative movement that integrates art, handicraft, engineering, scientific projects and DIY concepts. In December 2012, Chris Anderson, editor-in-chief of American "Wired" magazine, wrote "Makers: The new industrial revolution", which set off a wave of the era of the maker movement. In 2015, the State Council officially wrote the word "maker" into the government work report to promote the development of Chinese maker culture at the national level. In the realistic context of "mass entrepreneurship and popular innovation", Chinese makers have weakened the colors of "high-tech" and "industrialization" and highlighted the "innovation concept" and "independent entrepreneurship" (Zhu Zhiting et al., 2015).

In recent years, maker movement in China has been gradually entering rural area from urban area in spatial dimension (Huang Yurong et al., 2018). Rural maker blows a new round of tide of going to rural areas in Zhejiang, Sichuan and Guizhou, etc., drives the development of homestay, culture creativity tourism and ecological agriculture and becomes, and becomes a bottom-top driving force of exploring rural value (Wang Xiaohui et al., 2017). Transformation and upgrading path of rural tourism has natural coupling with maker culture. "Innovation spirit" emphasized in maker culture coincides with product innovation and business form upgrading, and also tallies with highly localized rural environment features. Maker owns self-development gene and stresses DIY idea. Its "micro-productivity" trait conforms to small and micro features of rural tourism operation subjects. "Customer center" concept of maker culture accords with the demands of highly customized products and personalized consumers. "Cross-border cooperation" that maker culture encourages can integrate numerous factors of sustainable development of rural tourism.

In 2015, National Tourism Administration organized "maker action of rural tourism for 100

villages and 10000 persons", and guided all kinds of makers to devote themselves into rural tourism development. More and more makers go to rural areas from urban areas to engage in rural tourism entrepreneurship. They not just inject talents and innovative impetus for rural areas, but also continuously and profoundly interact with local villagers. These rural makers called "new villager" own distinct "master" features, who not only promote rural tourism development, but also profoundly facilitate each aspect of rural governance.

The influence of rural tourism entrepreneurship motivation (Mcgehee et al., 2007), and rural tourism entrepreneurship on rural tourism branding (Sharpley, 2002; Garcia, 2012; Barbieri et al., 2015), poverty reduction (Manyara & Jones, 2007) and community development (Nordin et al., 2014) has received extensive attention of academic circle, and some achievements have been accumulated. In recent years, tourism entrepreneurship behavior which develops vigorously in Chinese rural areas also arouses the attention of Chinese academic circle. But seeing from the literature, normative research results are still few. Relevant studies mainly aim at rural tourism entrepreneurship motivation and gender differences (Lin et al., 2013; Feng, 2016; Yang et al., 2017). The objects of study mainly focus on local peasants (Feng, 2016) or local peasants and external entrepreneurs are not distinguished (Yang et al., 2017). Rural makers as a type of special rural tourism entrepreneurship subjects often own very distinct urban elite features. For example, most talents with rich knowledge and high academic qualifications own abundant social network resources, and their social status is in the middle and upper class. Entrepreneurship psychology and behavior of this group significantly differ from common peasants. However, research achievements on rural tourism makers in China are very few. Liu Linghui (2018) studied the factors influencing the will of college students from rural areas who return to their hometowns and create family farms. Guo Ling (2015) surveyed external tourism operators of Sichuan Lugu Lake scenic area, indicated that external rural tourism entrepreneurs owned the dual identify of "master" and "guest", and defined them as "sojourners". Their main motivations were to gain economic benefit, pursue life value, escape from real life and approve the life in the scenic area. These research achievements have important exploration significance for entrepreneurial behavior of rural tourism makers, but there is still lack of the in-depth research on entrepreneurship motivation mechanism of rural tourism makers. Thus, entrepreneurship motivation and social interaction of rural tourism makers are chosen as the entry point, and rural tourism maker demonstration base in the suburbs of Chengdu – Mingyue Village was selected as the case in this study. Besides, rural tourism makers "new villagers" in Mingyue Village were taken as the objects of study, and the WeChat group of "new villagers in Mingyue Village" was joined to gain research data through observation, close attention to WeChat of makers and face-to-face in-depth interview. In addition, qualitative analysis method of grounded theory was used to deeply study features and entrepreneurial motivation mechanism of rural tourism makers as "new villagers".

2. Research Design

2.1 Case selection

Mingyue village is located in Ganxi town, Pujiang county, Chengdu city. It has the foundation of large-scale Lei bamboo, ecological tea plantation and traditional pottery and handicraft industry. Relying on the good ecological environment and traditional ceramic art, the village launched the "Mingyue international ceramic art village project" in 2014, introducing cultural and creative tourism projects and vigorously introducing entrepreneurs, artists, scholars and makers with rural feelings. By the end of 2018, nearly 50 cultural and creative projects have taken root in Mingyue village, forming a rich tourism industry of home stay, handicraft, catering and natural experience. More than 100 "new villagers" have formed "new villagers" settlements in Mingyue Village. The introduction of funds, technology and ideas has stimulated the vitality of rural tourism development in Mingyue Village. It is of great significance for the sustainable development of Mingyue village to deeply study the entrepreneurial psychology and behaviors of these new villagers. At the same time, as a successful example, the in-depth analysis is also of great value to explore the feasible path for the revitalization

of rural tourism talents in China.

2.2 Selection of research methods

Based on the content requirements of this study, a qualitative research method is proposed to extensively collect a variety of data and materials from two dimensions of horizontal profile and vertical duration under the natural scene, so as to conduct multi-angle observation and exploratory analysis on the makers of "new villagers" in Mingyue village, and take root the theory from a large number of empirical data. Grounded theory closely links empirical research and theoretical construction, and provides a set of methods and steps for summarizing and constructing theories from original data, so that researchers can analyze and summarize empirical data through systematic analysis methods to develop concepts and construction theories.

2.3 Data Collection

Grounded theory emphasizes the universality and diversity of data sources. In this paper, two methods are used to obtain sufficient quantities of high-quality qualitaet materials. One is to collect first-hand information through semi-structured in-depth interviews. The second is to use social media and authoritative media to collect the information texts on personal WeChat, blogs and authoritative reports of the research objects as the secondary supplementary materials for qualitative analysis, and the secondary materials as the supplementary materials for in-depth interview, which are mainly used for the typical makers without conditions for interview.

Table 1. Sample attributes and codes

Sample	Gender	Age	Former occupation	Project	Sample	Gender	Age	Former occupation	Project
XLL	Female	30-40	Independent scholar	Nature education	CY	Female	40-50	Media person	Theme home stay
LK	Male	20-30	College student	Agriculture, home stay	DXS	Male	30-40	Photographer	Catering, home stay
JW	Male	20-30	College student	Ecological agriculture	XZ	Male	20-30	College student	Art home stay
SL	Female	30-40	Travel company staff	Travel, homestay	HF	Male	30-40	Travel company staff	Art home stay
AM	Female	30-40	Cafe Manager	Coffee experience hall	LJ	Female	30-40	Travel company staff	Art home stay
AY	Male	40-50	Educator, poet	Studio, home stay	XY	Female	50-60	Civil servant	Catering delicacies
WJT	Male	30-40	Planner	Nature education	LTL	Male	30-40	Artist	Ceramic studio
NY	Female	30-40	Media person	Handicraft workshop	CS	Male	30-40	Painter	Art home stay
CQ	Female	30-40	Civil servant	Travel, home stay	YPF	Female	30-40	Architect	Music bar
ZXJ	Male	50-60	Architect	Art hotel	LQ	Male	40-50	Artist	Ceramic Workshop
YL	Female	30-40	Painter, college teacher	Art workshop					

The interviews were conducted in multiple times, ranging from December 2016 to March 2018. Combined with the reality of the interview and the representativeness of the sample, a total of 13 entrepreneurs were interviewed, each of which lasted from 30 minutes to 80 minutes. The interview included two questions, which were :(1) why did you start your business in Mingyue village? (2) Can you talk about other new villagers you know? In order to ensure the completeness and richness of information, the author obtains as many materials as possible through questioning and prompting. Based on the Internet and Weibo, WeChat platform, a total of 8 second-hand data were collected. A total of 21 entrepreneurs' qualitative text materials were obtained, and a total of 30800 Chinese characters were collated. Demographic characteristic of interviewees are as below: male interviewees (11), and female interviewees (11); age: 3 between 20 and 30, 13 between 30-40, 3 between 40-50 and 2 above 50; among the objects of investigation, 2 with college degree, 15 with bachelor degree,

and 4 with master degree or above. The innovation programs focus on homestay, hand-made workshop and studio, etc. The objects of investigation mainly worked in Beijing, Shanghai, Guangzhou and Chengdu. The attributes of samples are shown in Table 1.

3. Data analysis

Grounded theory achieves top-down inductive research mainly through open coding, spindle coding and selective coding. In this paper, Nvivo12 qualitative analysis software is used as encoding tool, and ensures the scientificity of encoding by maintaining theoretical sensitivity, openness, continuous comparison and multi-person coding.

3.1 Open coding

Open coding is a process in which researchers decompose, examine, compare, conceptualize and categorize the collected data. In this study, Nvivo12 software was used to collate and analyze the original data, and the pre-collated text was encoded into free nodes and corresponding reference points. Combining with the operation flow of grounded theory research. On this basis, a total of 11 main categories were summarized (see table 2).

Table 2. Results of open coding

Main category	Category concept	Representative reference point
Rural natural environment,	Natural scenery	Tea mountain, bamboo sea, pine forest, morning light, ridge
Rural humanistic environment	Living atmosphere	Mingyue Village has a kind of atmosphere, Song Dynasty picture scroll artistic conception, strong flavor of life.
	Folk customs	Simple, warm, have neighbors to send food to us, humble
Rural industry environment	Rural industry	Lei bamboo planting, pottery technology, tea garden
Rural supporting facilities	Infrastructure	Supporting facilities are relatively complete
	Traffic conditions	Traffic is very convenient, very close to Chengdu and 90 kilometers away from Chengdu.
Family nurturing	Nurturing environment	Beijing air quality is poor, the child breathing uncomfortable, hope to give the child a natural and healthy environment
	Natural education	Through the natural environment to let him know how to behave, natural education will be essential to children
Nostalgia complex	Rural memory	Flowers and plants, mud, mud wall, green tile, sky, walking wind, the door is a rape field, to the Pujiang river to catch fish and shrimp
	Spiritual sustenance	Here seems to see my hometown, kindness, comfort, security, relaxation.
	Pastoral ideal	It is my dream to live in the country. I have been looking for such a place to build a dwelling place for the rest of my life. It has been my dream since I was a child to live there for a long time.
Self-realization	Career ideal	Build the ideal village together, create the ideal courtyard, realize a "new village life circle" in China, and explore how to solve some existing problems through some designs in such places.
	Professional interests	Interested in agriculture, "obsessed" with community building, interested in handicraft, interested in rural architecture
	Former career reflection	These positions are contrary to my nature and interests, involuntarily. All kinds of scenery before, I never like, long-term physical and mental fatigue; A lot of these ideas come from sitting in an office with their heads on their hips. They have not personally in-depth understanding of the environment, and do not know what they need.
Entrepreneurship opportunities	Environmental opportunities	Lack of accommodation, agriculture will heat up, the development of rural tourism is relatively hot, the wave of elite returning home, hometown development is good.
	Advantage conditions	My hometown has my own land, ability and project operation experience, which can be well combined with this place to accumulate knowledge and experience
Social network	Driven by acquaintances	A typical movement of circle of friends, everyone chat congenially, friends invited me to do a transformation design, introduced by friends
	Community influence	3+2 reading promotion institutions, "i20 youth public welfare platform" class, new villagers, Mingyue lecture hall
Policy guidance	Concept identification	First listen to the concept of mingyue village, feel like-minded, feel the concept of mingyue village is very good, the transformation mode of combining culture and art with rural ecology, and I agree with the concept of "live in peace, happy life and homeland".
	Policy perception	The state support for agriculture in recent years is particularly large, for our return to entrepreneurship college students are supported
Return to the entrepreneurial decision-making	Entrepreneurial environment decision-making	I chose the Mingyue Village.
	Entrepreneurship business forms decision-making	Do something you really want to do

3.2 Spindle coding

Spindle coding is a process in which open codes are continuously compared, then merged and clustered to make them more directional and theoretical, and various relations between concepts are developed and established. This process is mainly realized in two steps in this study : (1) Firstly, 23 category concepts and 11 main categories formed by open coding are compared repeatedly to form a clearer structural relationship between primary and secondary categories. (2) Within the framework of conditions/scenarios-context-intermediary conditions-actions/interactions-results, the category and data formed in the first step are processed as a whole to clarify the causal logic between various categories. Connect the other sub-categories with the emerging core categories. Through repeated comparison, we find that nostalgia (that is, rural nostalgia) runs through the whole material as a thread, and the local conversion driven by nostalgia becomes the core category that dominates the travel and entrepreneurship behavior of the entire rural makers.

3.3 Selective coding

Selective coding is an analysis process, which further integrates and extracts the results of open coding and spindle coding around the core category, and finally abstracts the model with explanatory power to form the theoretical. That is to construct the theory based on the previous descriptive analysis. Through the focusing process of spindle coding, the core concept, as the main phenomenon and phenomenon mutation emerging from many concepts, gradually becomes prominent in the model. On the premise of further analysis of the concept of local conversion, the influence path of condition/scenario factors on actions and results are clarified, and finally abstracts the dynamic mechanism framework diagram to explain the motivation of rural makers, as shown in figure 1.

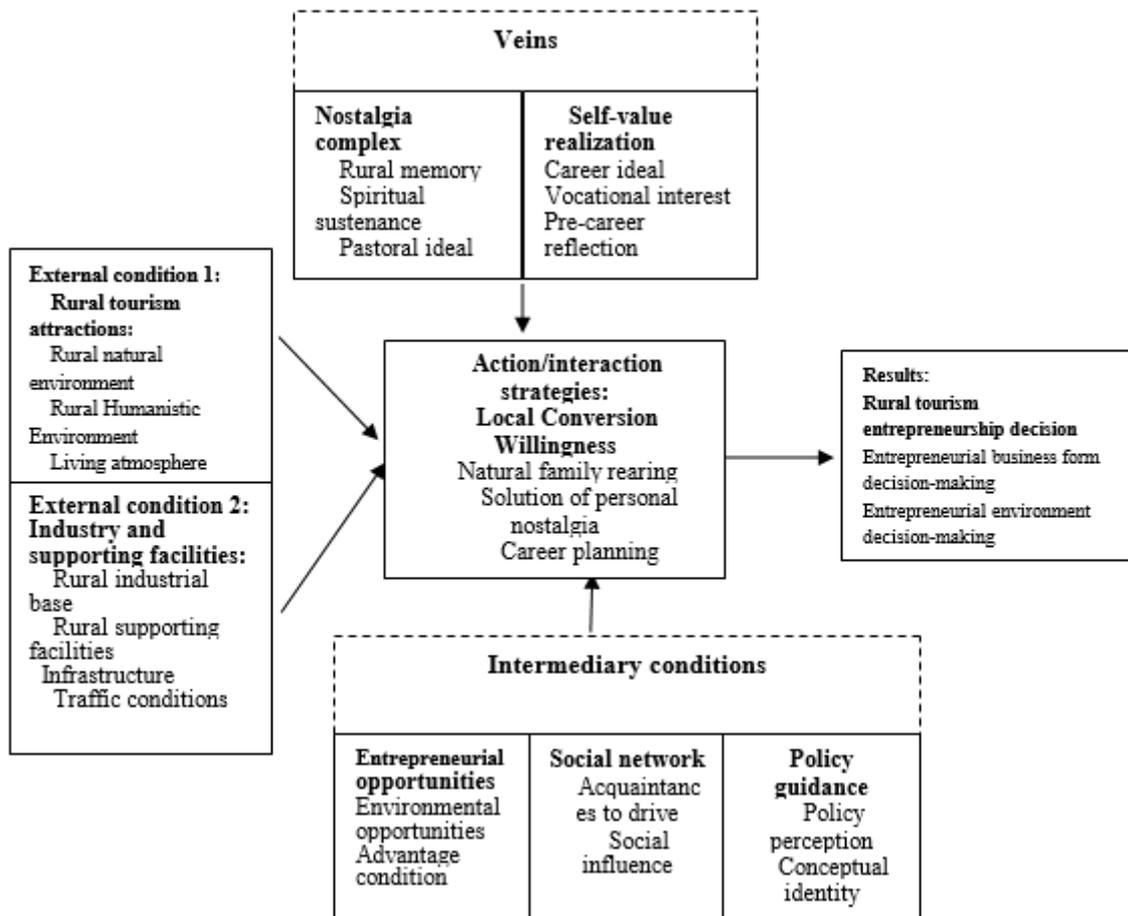


Figure 1 Selective encoding results

(1) First of all, rural tourism attraction, rural industry and supporting facilities are external incentive conditions inducing rural return. Natural and cultural environments in rural areas produce

emotion and feeling experience stimuli for rural tourism makers through the form of tourist attractions. Industry and supporting facilities mainly induce economic rationality and form feasibility assessment of rural tourism makers. (2) Nostalgia complex and self-value realization are important psychological variables, and also the internal driving force inducing rural return. Nostalgia complex is embodied in detail through the memory of country life in childhood and seeking spiritual sustenance in rural environment, and runs through each link in which rural return will forms. It is the vein of core category and also an important non-rational driving force influencing entrepreneurial intention of rural tourism. Self-value realization can be decomposed into three aspects: occupational ideal, occupational interest and occupational introspection. (3) Rural return will is the most important action/interaction strategy linking the whole model. The analysis shows that makers' generation of rural return will is mainly based on three aspects. Firstly, based on child growth and education, it is believed that rural environment can provide children with the natural and healthy growing space different from urban areas. Meanwhile, natural and cultural environments in rural areas can give children different mental education experience. Secondly, based on self-elimination of individual nostalgia, makers generate strong desire of returning to rural area and being close to nature under the influence of nostalgia complex. Thirdly, based on occupational planning turning, makers integrate country feelings, occupational interest and occupational ideal through occupational introspection, and seek the coherence point of country and self-career development. (4) Entrepreneurial opportunity and social network are the intermediary conditions for rural makers to transform rural return will into rural tourism entrepreneurship behavior. Entrepreneurial opportunity is subject to rational analysis and assessment result of makers' rural environment opportunity and their own advantageous conditions, and mainly influences business form decision in rural tourism entrepreneurship results. Social interaction mainly influences environment decision in rural tourism entrepreneurship results, that is, decide final selection of ideal rural environment for rural tourism entrepreneurship activity through promotion of acquaintances or community influence.

3.4 Theoretical saturation test

In this study, 18 pieces of data from 21 subjects were randomly selected for coding, and data from the remaining 3 subjects were used for theoretical saturation test. The results showed that no new concepts and categories were formed after encoding the text data of the three subjects, and no new connections were formed between the categories. Therefore, this study believes that the coding results have reached the theoretical saturation requirements.

4. Conclusion and discussion

4.1 Basic conclusions

4.1.1 The necessary external conditions to attract urban elites to Mingyue village for rural tourism entrepreneurship

First, there are abundant attractions for rural tourism, including the natural environment represented by rural natural environment and rural scenery, as well as the humanistic environment represented by unique rural atmosphere and folk customs. Second, it has a certain economic and industrial base, as well as other supporting infrastructure and transportation conditions. Different from the inducing conditions of rural nostalgia, the economic industrial base, namely the supporting conditions, mainly affects the economic rational decision-making of urban elites.

4.1.2 The internal driving force of individual nostalgia and realization of self-worth

The first is nostalgia plot. Nostalgia plot is the nostalgia of the rural. nostalgia is always accompanied by the current negative feelings of real life, such as loneliness, insecurity, etc. These emotions induce urban elites to talk with themselves in real life, reflect on the relationship between human and nature, and between human and society, and unconsciously regain the memory of rural

life as the spiritual sustenance of the ideal of rural life. Another important internal driving force is rural makers' demand for self-realization. By examining the current state of professional life and personal feelings, urban elites feel the gap between their professional status and their professional ideals and interests, and their self-value realization needs are awakened.

4.1.3 The intermediary role of entrepreneurial opportunities, social networks and policy guidance

Rural return will cannot directly trigger the entrepreneurial behavior of rural tourism. Through taking root, the author found that entrepreneurial opportunity and social network are important intermediary conditions for transforming rural return will to rural tourism decision. Firstly, entrepreneurial opportunity involves the reasonable estimation of future rural development prospect. Urban elites recognize all kinds of possibilities of future rural development, including rural industry structure adjustment as well as resource and technology demands emerging in industry development process. For example, as "the tide of elite return" comes, "rural tourism development will be popular" and "hometown development prospect is good". Hence, "there will be lack of accommodation" and "agriculture will become popular". Secondly, entrepreneurial opportunity also derives from resource and technology advantages of urban elites as well as estimation of matching with rural industry development demand. For instance, "the elite's ability and project operation experience can be well combined with the place"; "knowledge and accumulation" advantage. Entrepreneurial opportunity mainly guides urban elites to make decisions for business form of rural tourism entrepreneurship. Another important intermediary condition is social network. Social network of rural tourism makers concentrates on three interaction levels. Firstly, acquaintance social network based on relatives and friends. For example, XLL, YPF and AY are profoundly influenced by NY who started up business in Mingyue Village. XLL considers rural maker action in Mingyue Village is "typical circle of friends movement". In Mingyue Village, such acquaintance social network is a typical strong tie, and embodies very strong centrality. In this study, the sample NY is a key node in acquaintance social network. Because of NY's influence, many urban elites with feelings and high quality take root in Mingyue Village. Secondly, social relationship network based on a common relation. For example, "3+2" reading promotion institution, "i20" youth public benefit platform and Mingyue Lecture Room are important social organizations driving rural tourism makers to start up business in Mingyue Village. These organizations play a great role in popularizing Mingyue Village and guiding entrepreneurial behavior of rural makers. Social relationship often forms weak ties. Although the interactions among members are not frequent, it is an efficient platform for intelligence resource sharing. The third intermediary condition is government guidance. Policy guidance has macroscopic and microcosmic levels. Firstly, rural makers feel policy bonus from the national level, such as "strong neuronal support of agriculture in recent years" and "support of college student makers in rural area". Secondly, at the micro-level, rural tourism makers consider "the transformation mode of culture, art and rural ecology combination" in Mingyue Village, and the ideal of "settle-down, professional enthusiasm and homeland" are very good, so they generate the "link-minded" feeling. On this basis, rural tourism makers approve the development idea of Mingyue Village. The three intermediary conditions (entrepreneurial opportunity, social network and policy guidance) facilitate rural tourism makers to achieve "entrepreneurial behavior of rural tourism" from "rural return will". Rural tourism entrepreneurship decision is a specific action goal of urban elites under rural return will. Under the joint action of entrepreneurial opportunity, social network and policy guidance, rural makers finally achieve the decision for entrepreneurial environment and business form.

5. Summary

By taking root in the theory, this study explores the dynamic system mechanism of rural tourism makers' behaviors in Mingyue village, clarifies the external inducing conditions and internal driving factors of rural tourism makers' entrepreneurial behaviors, and explores the causal logic relationship among various influencing factors. The motivation mechanism has important reference value for

understanding "the tide of urban elites' return to hometown" and driving rural tourism talent revitalization and sustainable development of rural tourism.

Meanwhile, there are also some defects and limitations in this study. First of all, individual case of Mingyue Village has certain particularity. Although it provides certain explanatory ability, it does not own universal promotion significance. The feasibility of this model in other rural sightseeing districts needs systematic analysis and comparison in the future study.

This study points out that social network is one of the important intermediary conditions to guide the transformation of nostalgic plot to rural tourism entrepreneurship behavior, and finds that this social network reflects a certain centrality. How is the interaction among members of social networks realized? What are the characteristics of key nodes in a relational network? Does this network structural feature also exist in other rural tourism destinations where urban elites gather in large Numbers? These problems need to be further discussed in future studies.

Acknowledgement

This research was financially supported by the Sichuan education department project "Research on rural tourism promoting cultural and ecological construction in Sichuan" (Grant NO.15SB0002).

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