

# Research on Ordos' High-quality Development Path

Jiahao Zhu

School of Henan Polytechnic University, Henan, China

## Abstract

Ordos is located in the north of China's territory, in the embrace of the "ji" bend of the Yellow River. In the land of China, the ancient and magical Ordos shines like a pearl. Ordos City is located in the southwest of the Inner Mongolia Autonomous Region, in the hinterland of the Ordos Plateau. It is a prefecture-level city under the jurisdiction of the Inner Mongolia Autonomous Region. The latitude and longitude coordinates range from 37°35'N to 40°51'N, and 106°42'E to 111°27'E. Between. Ordos is known as a resource-based city. As a resource-rich city, in addition to the well-known Ordos cashmere brand at home and abroad, Ordos City leads the country with abundant resources such as coal, natural gas, and rare earths.

## Keywords

High-quality Development; SWOT Analysis.

## 1. SWOT Analysis of Ordos Development

**Table 1.** SWOT Analysis Table for Ordos Development

Strength	<p>①The industrial advantage of Ordos is obvious, and the economic development foundation is great. With a strong industrial base of coal resources, the total urban GDP has continued to rise, and the per capita GDP level ranks among the top ten in the country. The economic foundation is good, and the people's living standard is relatively high.</p> <p>②Ordos is a typical resource-based city with obvious advantages in resource endowment. Ordos is a growth-oriented resource-based city designated by the State Council. It is rich in coal, natural gas, rare earth and other resources. Relying on the abundant resources industry, it can develop well.</p> <p>③The urban ecological environment construction level of Ordos is first-class. While heavy industry is a pillar industry of GDP, Ordos has always been able to better balance the two major issues of development and ecology, adhere to the implementation of policies related to pollution control and water source protection, and continue to improve the quality of the ecological environment. Kangbashi City has become the only 4A-level urban scenic spot in the country based on the good ecological construction of Ordos City.</p> <p>④It is rich in tourism resources. Ordos is also a key tourist area in a resource-based city. It pays equal attention to natural scenery tourism and cultural and historical tourism. Many famous scenic spots and intangible cultural heritage surround the land of Ordos.</p> <p>⑤Ordos has advantages in location and transportation. In terms of location, Ordos is located in the embrace of the "Ji"-shaped bay of the Yellow River and the embrace of the Great Wall. The city is adjacent to the Yellow River on the east, south and west sides, and borders Shanxi Province, Shaanxi Province, and Ningxia Hui Autonomous Region. It faces Hohhot and Baotou across the river, and Yulin in the south forms the Hohhot and Eyu urban agglomeration, which is an important urban agglomeration in the central part of my country. Ordos has strong traffic accessibility, the national highway runs through the city, the railway runs through the north and the south, and the airport and surrounding cities form a network coverage.</p>
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<p>Weakness</p>	<p>①With the past ten years of coal development, the added value of coal-related industries has gradually slowed down, and the economic growth rate of Ordos has been declining overall in the past ten years. The pressure of industrial transformation and upgrading, especially the transformation of resource-based industries to high-tech and high-value-added industries is relatively high and urgent.</p> <p>②The fragility of the ecological environment restricts the agricultural development of Ordos. Although Ordos is vast, nearly half (48%) of the area is desert area, nearly half (48%) is hilly and gully area, and less than 4% of the area is grassland and arable land suitable for agricultural production activities. It also faces serious water resource shortages and land desertification problems. The area available for agricultural production activities is very limited, and agricultural development is directly affected by ecological fragility.</p> <p>③The economic structure is inconsistent with the trend of economic development, the development of the tertiary industry is relatively slow, and the support of service industry resources to tourism resources is insufficient [2]. In addition, contrary to the high level of per capita GDP, the consumption level of Ordos is lower than the national level, and there is a lack of emerging service industries that drive consumption.</p> <p>④There are many deficiencies in urban infrastructure, and the level of public services isn't high.</p> <p>⑤Ordos lacks human resources and lacks potential for scientific and technological innovation. On the one hand, the urbanization rate of the population has not yet reached an ideal level, and on the other hand, it is not attractive to the foreign population. There is an urgent need for human resource reserves to support innovation and industrial transformation in Ordos.</p>
<p>Opportunity</p>	<p>①Favorable policies: The ecological protection and High-quality development of the Yellow River Basin pointed out the development direction of High-quality development of the Yellow River Basin from the national strategic level. Ordos ushered in a strong opportunity for development in the important geographical location of the Yellow River Basin; the development of the urban agglomeration in Hohhot Baotou Ordos Yulin City Cluster. The planning brings favorable policies for regional coordinated development; the in-depth promotion of the "Belt and Road" welcomes new opportunities for export-oriented economic development at home and abroad.</p> <p>②International situation: The epidemic era has brought unprecedented opportunities to the cultural tourism industry in Ordos. The grassland is vast and sparsely populated, making it an ideal domestic travel option for tourists in areas with high population density.</p>
<p>Threat</p>	<p>①Resource endowment and resource dependence. The development threat of Ordos lies in whether the advantages brought by resource endowment can be maintained, whether the resource advantages can be transformed into High-quality industrial advantages, and whether the long-term resource dependence can be successfully transformed.</p> <p>②Intra-regional cities are highly competitive. The development along the Yellow Economic Belt is uneven, and the development of large-scale industrial clusters has not yet been formed. The development of cities in the region is relatively independent, and the problems they face are relatively similar. If they do not develop cooperatively, they will be in a bad situation of low-end competition.</p> <p>③The vision of carbon peaking in 2030 and carbon neutrality in 2060 poses a great challenge to the transformation of the industrial structure of Erdos featuring the energy industry.</p>

## 2. Overall Development Ideas

The general idea of Ordos City's High-quality development path implementation is: give full play to its advantages, explore potentials, base itself on the long-term, and learn from each other's strengths. First of all, to strengthen the industrial resources with advantages and

characteristics, it should be supported by a good economic foundation, continue to give full play to the advantages of resource endowment regions, develop non-pure resource-based industries and high-tech industries, and follow the path of characteristic development. Secondly, in terms of resource expansion, based on the rich tourism resources, the overall development and sustainability of the cultural tourism industry will be improved, and the added value of the tertiary industry will be increased. Finally, continue to adhere to ecological protection and High-quality development, follow the law of development, and at the same time improve the ecological environment, adhere to the principle of being suitable for agriculture, and take advantage of location advantages to develop suitable high-tech agriculture such as fishery and planting.

### 3. Path Enforcement Strategy

#### 3.1. Specialization Strategy

Ordos has a solid industrial foundation, and the coal industry has always been the leading industry in Ordos. With coal and other energy economy as the pillars, the industrial system of Ordos has been relatively complete. Under the overall situation of the new normal economy and the High-quality development strategy of the Yellow River Basin, Ordos City should continue to give full play to the advantages of resource industry, implement the specialization strategy, and effectively support the High-quality development of the city with the advantages of industrial resources [3].

Firstly, to maintain the advantage of resource endowment, Ordos should be alert to the path dependence on resources. Ordos should clarify the direction of High-quality industrial development, accelerate industrial transformation and upgrading, and transform pure resource-based industries into new green industries with high added value, environmental protection, cleanliness, and the development of the entire industrial chain. It is necessary to continue to improve the clean and efficient utilization of coal resources, and continue to increase the in-depth development of clean coal-related industrial chains. Expand and enhance the advantages of industrial resources in the whole industry chain. We should devote ourselves to the development of non-coal industries and seek new economic growth points in non-coal industries, such as automobile manufacturing and other industries. As an important national resource and energy reserve city, Ordos should strive to promote the development of the new energy industry and expand the proportion of high-tech industries such as energy conservation, environmental protection, and new materials in the industrial system. The solid industrial foundation means that the public ownership economy is fully dominant in the economic components. Therefore, in the process of building an open economic system and accelerating industrial upgrading and transformation, Ordos City cannot do without the adjustment of economic components. It is necessary to support the development of the non-public economy and create a better business environment for private enterprises above designated size.

Secondly, due to the location advantage of Ordos and the blessing of multiple favorable policies at all levels, it is necessary to pay attention to opening up to the outside world and realize regional competition and cooperation development. It is necessary to give full play to the geographical advantages, open to the north and west, and under the impetus of the "One Belt, One Road" policy, carry out exchanges and cooperation with neighboring Mongolia and Russia in all aspects, so that High-quality industrial products can go abroad, and with the deepening of opening to the outside world, Promote the construction of an export-oriented economic system. Attention should be paid to the development of regional competition and cooperation. Especially in the urban agglomeration of Hohhot, Baotou, Ordos, and Yulin, the four cities face similar resource endowment advantages and the same industrial structure dilemma. They should further promote exchanges and cooperation with the other three cities, jointly

strengthen infrastructure construction, and promote joint construction, sharing and coordination. Actively respond to development and other aspects, focus on improving its own competitiveness, avoid low-end competition in the dimension of resources with a high degree of overlap, and increase urban internal friction. Promote the development of High-quality industrialization with competitive and cooperative development.

Thirdly, Introduce High-quality talents, only by using human resources and policies to increase support for scientific and technological innovation, and improving scientific and technological strength, can the competitiveness of innovation resources be fundamentally improved and the High-quality development of industry be supported. The per capita GDP level of Ordos is relatively high, ranking among the top ten in the country, and the people's living standard is relatively high. However, the development bottleneck brought about by the small population is also becoming increasingly prominent. Talents are the source of vitality for the development of High-quality and high-tech industries. At a time when many cities in the eastern and central regions have already implemented the talent introduction strategy, Ordos City should implement the talent strategy more urgently: it is necessary to establish and improve the talent introduction system, focusing on the introduction of various technologies and senior management personnel required by high-tech industries. Effectively solve the living needs of High-quality talents, and create High-quality supporting living and entrepreneurial conditions for all kinds of talents; increase financial investment in education and science and technology, and speed up the training of talents, especially those in high-tech energy and chemical industries. Key talents; it is necessary to form an organic combination of talents and systems, and fundamentally give strong support to scientific and technological innovation. Then continue to support industrial upgrading with scientific and technological innovation, enhance the technological content of the whole industry, and increase the added value of the industry. Talent is the source of scientific and technological vitality. Taking talents as the starting point, promoting the innovative development of the secondary and tertiary industries, introducing new talents, leading new ideas and new directions, the talent strategy will become an important boost for Ordos in the process of High-quality industrial development.

### **3.2. Resource Expansion Strategy**

While giving full play to the advantages of characteristic development-oriented industries, Ordos should focus on the development of the cultural tourism industry under the guidance of the resource expansion strategy, broaden the breadth of various resources, and enhance the resources of the service industry. By vigorously developing the tertiary industry, boosting consumption levels, optimizing the industrial structure, and promoting High-quality development [4].

Ordos City is a multi-ethnic area with profound Mongolian culture, and natural landscapes such as grasslands and deserts have unique charm, giving Ordos a unique Mongolian grassland style. Relying on history and region, Ordos has rich tourism resources and profound cultural heritage, and has the potential to develop High-quality cultural tourism industry. The development potential of Ordos' cultural tourism industry can be tapped from the following four aspects: First, increase investment in the construction of scenic spots, first build a number of branded tourist attractions in the existing 5A-level scenic spots, and create city business cards; Second, we must attach importance to the supporting role of transportation and other infrastructure construction on the cultural tourism industry, and fully consider the impact of transportation construction on the cultural tourism industry, so as to develop the cultural tourism industry and promote the improvement of infrastructure resources; third, we must strengthen cooperation with other The linkage of industries, such as characteristic comprehensive industrial parks, characteristic comprehensive forestry, animal husbandry planting areas, development of industrial tourism, ecotourism, etc.; fourth point, in China's post-epidemic era,

the global epidemic is still severe and cannot be fully recovered in a short time. , the domestic cultural tourism industry ushered in unprecedented development opportunities. Ordos City should seize the opportunity, actively respond to it, fully tap more possibilities in the beautiful land of Inner Mongolia, and build Ordos City into a model of High-quality development in the Yellow River Basin with the cultural and tourism industry leading the service industry.

### 3.3. Appropriately Complement the Short Board Strategy

Although the characteristic development type is mainly driven by the long board, reducing the disadvantage of the short board also brings positive synergy to urban development. The contribution of the primary industry to the GDP of Ordos is not good. The main reason is that the ecological environment is fragile, water shortage and land desertification are serious, which restricts the development of agriculture. In addition, compared with the secondary industry, the economic added value brought by the industries developed by relying on rich mineral resources is higher, while the economic added value brought by agriculture is much lower than that of the industries related to mineral resources, so the development speed is slow.

Ordos City should respect, protect and conform to nature, and speed up ecological protection and restoration. First, we must continue to adhere to the priority of ecology, and place ecological protection and construction in a more important strategic position. Second, we must uphold the concept of agriculture, animal husbandry, animal husbandry, and continue to develop planting, fishery, high-tech agriculture, ecological agriculture, and improve planting efficiency by relying on location advantages. Third, it is necessary to develop export-oriented agriculture, interact and integrate with the cultural and tourism industry, expand the income space of agriculture, and bring deeper development prospects to farmers and herdsman. Fourth, it is necessary to promote agriculture and animal husbandry to drive consumption upgrades. Build agro-ecological complexes, develop new forms of agriculture, and provide appropriate financial support. The development of agriculture not only brings about the optimization of the economic structure, but also plays an important role in the improvement of people's livelihood. Paying attention to the development of High-quality agriculture will also bring vitality to the High-quality development of Ordos cities.

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