

The Model Construction and Path Analysis of Rural Industrial Integration Development

Mengmeng Pu^{1,*}, Ge Zhang¹, Xinying Ji¹, Xiang Zhu², Zejiang Zhou¹

¹School of Economics, Anhui University of Finance and Economics, Bengbu, China;

²School of Accountancy, Anhui University of Finance and Economics, Bengbu, China.

*Corresponding Author: 3063198579@qq.com

Abstract

Industrial prosperity is an important measure to achieve rural revitalization. The industrial integration in the counties and regions of northern Anhui mainly focuses on industrial cluster models, agricultural and traditional secondary and tertiary industry integration models, etc. This article is based on a comparative analysis of different types of counties and regions, studying the manifestations of industrial integration in underdeveloped areas and the factors that hinder its development. It constructs a rural industrial integration development model that is in line with the northern Anhui region, and proposes paths to extend the industrial chain, strengthen infrastructure construction, and improve talent training mechanisms to promote industrial integration development.

Keywords

Rural revitalization; Industrial integration; Rural development; Rural industries.

1. Introduction

The report of the 20th National Congress of the Communist Party of China proposed "developing rural characteristic industries and expanding channels for farmers to increase income and become rich", which made new arrangements for comprehensively promoting rural revitalization. Strengthening the integration and development of rural industries is conducive to promoting the modernization of rural agriculture, organically integrating rural main industries with tourism, handicrafts, and other industries. While helping farmers alleviate poverty, it also promotes the construction of a modern agricultural production system, vigorously developing rural regional economy, and achieving a dual improvement in economy and rural residents' livelihoods.

In 2021, the Development Center of the People's Government of Anhui Province emphasized the enhancement of high-quality development momentum in underdeveloped regions. The northern Anhui region covers 33.3% of the land area of Anhui Province, accounting for 28.5% of the province's GDP. Currently, there are still low levels of industrial integration, low product quality, and imbalanced regional development in the northern Anhui region. Industrial integration can solve social problems by encouraging the market-oriented and rational circulation of resources between urban and rural areas, and continuing poverty alleviation efforts, improve the competitiveness of rural industries through innovative industrial technology. By diversifying the industrial structure, we can achieve a development trend where each has its own strengths. Therefore, exploring the integrated development model of rural industries is necessary to promote the revitalization of rural areas in northern Anhui.

2. The Current Situation of Integrated Development of Rural Industries

The background of rural revitalization has brought new focus to the development of the rural industrial system, and with the help of industrial integration, the economic development shortcomings in the northern Anhui region have been improved. Based on empirical analysis of panel data in northern Anhui, Liu Jiong proposed vigorously developing tourism to increase farmers' income, while Jiang Changyun proposed promoting agricultural transformation and rural industry integration through the development of digital economy. The two aim to integrate the service industry with modern agriculture, promote the transformation of agricultural development mode, and cultivate new forms and models of agriculture and rural industries.

Tang Weiyi has established an indicator system for evaluating the level of industrial integration using three different dimensions: market integration, business integration, and factor integration. The research results show that the level of industrial integration in the northern Anhui region is showing a good development trend. However, due to significant differences in the level of industrial integration between different cities, strategies tailored to local conditions should be adopted in practice to promote the development of industrial integration.

It can be seen that in the context of rural revitalization, the academic community has proposed many effective measures to promote the development of rural industries, but research on the construction of rural industries, especially modern industrial level construction, in relatively underdeveloped counties is rare. So this article starts from the perspective of counties in northern Anhui, explores the integration model of rural industries, sees the big from the small, and draws general conclusions through inductive analysis.

3. The Problems and Manifestations of Rural Industry Integration in the County Area of Northern Anhui under the Background of Rural Revitalization

Anhui Province can be divided into three regions: southern Anhui, central Anhui, and northern Anhui. Among them, northern Anhui is located north of the Huai River and consists of six cities: Bengbu, Huaibei, Huainan, Fuyang, Suzhou, and Bozhou. The total land area of northern Anhui is 39149 square kilometers, accounting for 33.3% of the total land area of Anhui Province. As of the end of 2020, the permanent population of six cities in northern Anhui accounted for 43.95% of the total population of Anhui Province, but their total GDP only accounted for 28.94% of the province's GDP. At the end of 2022, its GDP reached 1241.56 billion yuan. It can be seen that although northern Anhui has superior advantages in labor and natural resources, its economic development is relatively backward compared to southern and central Anhui, and the industrial integration and development situation in underdeveloped areas is still relatively backward, which is generally constrained by the following factors:

3.1. Policies related to industrial integration need to be strengthened

A fair and reasonable industrial integration policy can more effectively promote the integration of various industries, link the interests of industries together, and achieve mutual benefit and win-win results. However, for the northern Anhui region of Anhui Province, cooperation between various industries is still carried out in a more traditional order based manner, and the integration of industries in county-level areas is still in the initial stage of development. After investigation and research, it was found that there is a lack of professional public service platforms and technical guidance experts in the county area of northern Anhui to regularly provide training and guidance on industrial policies and technical difficulties related to rural revitalization in various villages. Some public services, such as healthcare and education, have

a relatively small degree of inclination towards rural areas, and their long-term effectiveness and sustainability are insufficient. The talent attraction policies formulated by the local government also need to be strengthened. The rural environment is relatively poor compared to the urban environment, but the resource binding policies such as education, elderly care, and real estate in northern Anhui weaken the local talent foundation and cannot attract high-quality talents to settle down.

3.2. Insufficient supply for the development of rural financial system

The rural financial system plays a guiding role in rural revitalization and is an important support for promoting industrial integration in the northern Anhui region. At present, agricultural enterprises and other business entities in the northern Anhui region are facing financing difficulties and insufficient supply of financial capital, leading to serious obstacles to the development of rural economy in their county areas. At the same time, the lack of flexibility and preferential treatment in some credit policies results in significant differences between deposits and loans. As of the end of 2022, financial institutions in Huainan City have accumulated a total of 296.78 billion yuan in local and foreign currency deposits, while various RMB loans have reached 218.98 billion yuan. In addition, the financing channels for agricultural funds are relatively limited, with state-owned capital occupying the dominant position, while other forms of investment such as industrial and commercial capital and financial capital are difficult to enter the field of industrial integration.

3.3. Imperfect public infrastructure

Rural public infrastructure is a solid material foundation in the process of rural industrial integration, which can effectively improve the participation of farmers in industrial integration. With the proposal of the rural revitalization strategy, in recent years, the government has invested funds in the construction of rural public infrastructure in different regions. However, due to the poor resources in the northern Anhui region, the construction of public facilities is not perfect. The low level of intelligence in public facilities, slow development of rural e-commerce, and constraints on various information construction have become the main factors affecting the process of public facility construction. The field of e-commerce is facing new challenges, with one of the most significant being the serious imbalance in regional development. In addition, the overall scale of e-commerce is relatively small, with a lack of local leading enterprises. The clustering effect of e-commerce in cities and counties is also relatively poor, and the shortage of professional talents urgently needs to be addressed.

3.4. Severe population loss

The permanent population of the six cities in northern Anhui accounts for over 40% of the total population in the province, with abundant labor resources. Although 2022 was the year with the lowest population loss rate in the northern region of Anhui, based on comprehensive analysis of previous years' data, the population loss in the northern region of Anhui ranks among the top in the country and has always been labeled as a "major province of population outflow". The level of industrial structure determines the direction of population flow. The low degree of industrial integration, weak leading industries, and emerging advantageous industries in northern Anhui Province result in insufficient employment absorption capacity. Even if talent can be introduced, it cannot retain talent.

4. The Path of Rural Industry Integration in the Context of Rural Revitalization

4.1. Improve the construction of agricultural infrastructure

Firstly, we should pay attention to the construction of infrastructure. According to the overall planning notice for the construction of modern infrastructure system in Anhui Province, we need to conduct market research to understand local agricultural needs and potential opportunities, and determine which infrastructure is needed, such as irrigation systems, roads, storage facilities, etc. Then carry out detailed planning to ensure that the project aligns with the long-term development strategy of the agricultural industry. Simultaneously consider the sustainability of infrastructure, including resource management and environmental protection. For example, irrigation systems should be designed to use water efficiently, reduce water waste, and reduce the risk of land erosion.

Secondly, develop a risk management plan: consider natural disasters, market fluctuations, and other risk factors, establish appropriate risk management plans to ensure the stable operation of agricultural infrastructure.

4.2. Increase support for financial capital

One is to further improve financial services. In the process of rural industrial integration, encourage and support the development of rural cooperatives, which can provide financial services such as savings, credit, and insurance to farmers, while promoting economic cooperation and resource sharing.

The second is to increase financial support. The government should provide necessary policy support to promote the integration of rural industries. This includes increasing financial support for the construction of rural public service infrastructure, implementing tax incentives to support new agricultural formats, establishing an industrial integration development fund, and providing financial support for new formats and products. At the same time, it is necessary to broaden the financing channels for agricultural funds and introduce different forms of financial capital.

The third is to fully leverage the leading role of leading enterprises. In the implementation process of rural revitalization strategy, leading enterprises play an indispensable role, which is crucial for the prosperity of farmers, rural prosperity, and agricultural efficiency. Therefore, we need to further leverage the leading role of these leading enterprises. To this end, a more favorable development environment should be provided to enable them to integrate resources and create a group of nationally renowned agricultural product brands. At the same time, with leading enterprises as the core, cultivate a group of agricultural product deep processing enterprises with radiative driving and innovative capabilities, and improve the entire industrial chain, value chain, and product chain. In addition, certain financial support should also be provided to agricultural product processing enterprises to ensure the sustainable development and growth of leading enterprises.

4.3. Improvement of the quality of rural labor force

One is to pay attention to technology promotion. In order to achieve the integration of rural industries, the power of policies and technology is crucial. In the context of the rural revitalization strategy, it is necessary to establish a sound agricultural extension system in order to attract high-level management and technical talents. This system should effectively integrate the main roles of agricultural education and research institutions, leading enterprises, and farmers' cooperative economic organizations to meet the needs of the region.

Secondly, it is necessary to strengthen the growth of rural industrial talent teams. To achieve industrial integration, it is crucial to fully leverage the power of talent. Local universities should

strengthen cooperation with research institutes to provide high-quality and talented talents for the development of rural industries. In addition, attention must be paid to introducing talents, attracting high-level professional talents, establishing a flexible flow mechanism, and adhering to the principle of "introducing and retaining".

The third is to cultivate new farmers. Various regions should establish and improve education and training for rural residents in agriculture and entrepreneurship, providing support for new vocational farmers. Encourage farmers to adopt agricultural technologies such as agricultural information technology, remote sensors, and agricultural applications to monitor and manage agricultural activities and improve decision-making efficiency. Provide modern agricultural technology and management training for farmers, including efficient planting methods, advanced breeding techniques, and agricultural machinery operation.

4.4. Enhancing the driving force for the integrated development of rural industries in northern Anhui

One is to create a brand effect. The key lies in focusing on enhancing the intrinsic value of rural product processing in northern Anhui, in order to achieve the goal of improving quality and efficiency, and thus gain significant advantages in competition with other regions and industries. Encourage extensive innovative thinking, especially focusing on increasing the added value of rural products in northern Anhui, in order to form a unique brand effect and inject huge momentum into the integration and development of the three industries in rural Anhui.

The second is to cultivate the leading role of leading enterprises and enable them to play a leading role. Therefore, it is necessary to conduct in-depth research on the actual situation of rural industries in northern Anhui, and use mature leading enterprises to promote the development of other relatively lagging enterprises, in order to promote deeper integration between rural industries in northern Anhui.

The third is to expand the scale of rural industries. With the help of "Internet plus", big data is used to collect and process information, laying a solid foundation for two-way integration between industries. Ultimately, through cooperation and exchange among different entities, strong impetus is injected into promoting the integration and development of rural industries in northern Anhui.

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