

Based on the Research Effect Analysis of Rural Revitalization in Jinzhai

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Abstract

Since the implementation of precision rural revitalization, the state has adopted a series of measures to help poverty-stricken areas. However, the development of contemporary technology has made the characteristics of contemporary leisure more and more obvious, showing the characteristics of "busy people civilization" and "lazy people civilization". So how should we take advantage of the wave of the Internet age to promote the development of rural revitalization practice? Let's take Jinzhai County, Anhui Province as an example to illustrate the revitalization of tourism and rural areas in the new era.

Keywords

Jinzhai County; Red Tourism; Rural Revitalization.

1. Background

1.1. Red tourism drives development

Jinzhai is a well-known old revolutionary base area and Jiangjun county in the country. As early as 1924, the party organization was established here. In 1929, the Lixia Festival Uprising and the Liuhuo Uprising broke out. It used to be the birthplace or main activity area of the First Red Army, the Fourth Red Army, the Eleventh Red Army, the Fourth Red Front Army, the Twenty-fifth Red Army, and the Twenty-eighth Red Army. Liu Bocheng, Deng Xiaoping, Li Xiannian, and Xu Xiangqian once commanded revolutionary wars in the territory, and Dong Biwu, Ye Ting, Fang Yi, and Zhang Jinfu once carried out revolutionary activities here. Under such circumstances, Jinzhai County gradually utilizes red resources to create a model in which red tourism drives economic development.

Since the implementation of precision rural revitalization, the state has adopted a series of measures to help poverty-stricken areas. However, the development of contemporary technology has made the characteristics of contemporary leisure more and more obvious, showing the characteristics of "busy people civilization" and "lazy people civilization". So how should we take advantage of the wave of the Internet age to promote the development of rural revitalization practice? Let's take Jinzhai County, Anhui Province as an example to illustrate the revitalization of tourism and rural areas in the new era.

Tourism development should be combined with the actual situation of the region. For Jinzhai County, its red culture should be a great selling point. As we all know, during the war, 100,000 Jinzhai children went out with the party and made great contributions to the establishment of the Republic. They should all be remembered by people forever, and it is very necessary to develop red tourism. Jinzhai County is located in the south of our country and is rich in water resources. With this excellent condition, we should develop blue tourism. The gentle water also

represents the industrious and simple Jinzhai people. The development of blue tourism in Jinzhai must be a good move to benefit the country and the people. Today's people will also consider many other factors when pursuing the quality of life, and vigorously developing green scenery + red cultural tourism in the beautiful Jinzhai County will definitely promote the development of the local economy and take a steady step on the road to rural revitalization. .

In today's era of Internet +, tourism development for the purpose of rural revitalization should pay attention to the benefits that the Internet can bring. As far as Jinzhai is concerned, the current tourist attractions are all offline promotion, relying on offline promotion between people, it is impossible to expand tourist resources, so it can vigorously promote its red culture on the Internet, and then describe the local blue and green colors to tourists. Culture, I believe it will definitely arouse the interest of tourists.

At the high starting point of the times, we believe that the Internet + tourism model will become better and better, and the road to rural revitalization will become more and more stable.

1.2. Increase production and income of characteristic ecological agriculture

Jinzhai County has established six high-efficiency forestry bases including fir, chestnut, camellia oleifera, hickory, bamboo, and woody Chinese medicinal materials, forming a forestry base based on chestnut, hickory, ganoderma, *Gastrodia elata*, American ginseng, fungus, arrowroot powder, camellia oil, and turpentine. Forestry industry chain based on forest by-products.

Taking the hickory nut industry as an example, on the one hand, a mutually beneficial business model of walnut farms for poor households and non-poor households is adopted. The Walnut Mountain Farm is contracted to ordinary households who are willing to operate, forming a complementary and mutually beneficial model of resources, technology, and labor. This model can increase the annual income of poor households by more than 20,000 yuan.

On the other hand, adopting the "company + farmers" business model not only increases the income of poor households, but also strengthens the collective economy of Jinzhai. The two committees of Xiantao Village actively coordinated with the paired assistance units Jinzhai County Safety Supervision Bureau and Forestry Bureau, and negotiated with Jinzhai County Tongchuang Company to implement the "company + farmer" business model, that is, farmers buy shares with mountain farm resources, and village entrepreneurs Fu Company invested 100,000 yuan in capital from services and finances, and Jinzhai County Tongchuang Company was responsible for the development of the mountain field, the tripartite cooperative industrial model of hickory planting, tending, management and fresh fruit picking, with a total investment of more than 2 million yuan. . Farmers, Chuangfu Company and Tongchuang Company can benefit from the date of signing the contract. The contract stipulates that: from 2016 to 2036, when there is profit, the three parties will distribute the fresh fruit according to the ratio of 25:2.5:72.5; from 2036 to 2056, the three parties will distribute the fresh fruit according to the ratio of 30:2.5:67.5, and Chuangfu Company will be the priority. Before the income is generated, Tongchuang Company will give Chuangfu Company a guaranteed income of 5,000 yuan every year.

The project is arranged to be carried out in four resident groups of Xiantao Village, Qianchongpian Warehouse, Xinwan, Zhongwan and Zhuyuan. The scale of the mountain farm is initially 800 mu, involving 35 households, including 7 poor households with 21 persons covering an area of 100 mu. The output value per mu of hickory nuts can reach 6,000 yuan after entering the full fruit period. It is estimated that the poor households who become shareholders will realize an annual income increase of more than 60,000 yuan, and the income of the village collective economy will increase by more than 120,000 yuan. During the implementation of the project, some impoverished households have been employed and their income has been increased.

2. Literature review

From the perspective of the development model of tourism and rural revitalization, Li Jia (2009) studied the evaluation system of poverty and tourism resource advantages in the Sanjiangyuan area through indicators such as society, resources, and economic population. The research shows that the government-led model is suitable for the Sanjiangyuan area. The rural revitalization model of development. Tang Yong (2013) studied the Jinzhai ecology, application objects, advantages and disadvantages of the five types of tourism and rural revitalization development models, such as government-led and ecological priority, through the study of the contiguous destitute areas in the Qinba Mountains. It is proposed that in contiguous poverty-stricken areas, there are many options for tourism and rural revitalization models. Wang Qing (2013) believes that there are three main targets for the revitalization of rural tourism in backward areas, namely the government, enterprises and communities, and discusses the pros and cons of the three models, and conducts a feasibility analysis. Li Huiqin (2015) studied the rural revitalization methods of foreign tourism, and believed that there are mainly three forms of foreign tourism: natural tourism, heritage tourism, and agricultural tourism. Di Minghui (2015) analyzed the tourism and rural revitalization of 23 impoverished counties in Hebei Province, and proposed that the choice of tourism and rural revitalization mode cannot be "one size fits all".

From the perspective of the revitalization effect of tourism and rural areas, although many domestic scholars have put forward differentiated views from different dimensions, they generally believe that the revitalization of tourism and rural areas has a positive effect on poverty alleviation and prosperity in poverty-stricken areas with a tourism foundation. Deng Xiaohai et al. (2016) believed that in addition to the positive effects of increasing residents' income, promoting employment, and improving the ecological environment of Jinzhai in transportation, the revitalization of tourism and rural areas will inevitably lead to ecological gold due to the excessive ecological capacity of Jinzhai in the tourist area. The ecological damage of villages and the rise in prices have limited the benefits of rural revitalization to a small number of people and other negative responses. In addition, Jiang Li and Huang Jingbo (2015) also pointed out that although the economic effects of tourism and rural revitalization can make residents in poor areas more voluntary, their participation rate is low, and their participation ability and perception of Jinzhai ecology are limited. .

In view of the above problems, on the one hand, some scholars such as Guo Shu (2015) put forward a more precise and detailed test index in the test and research on the revitalization effect of tourism and rural areas in the poverty-stricken areas of Northeast China, that is, the proportion index of the total income of poor households in the total income of the region As a variable for the test of tourism rural revitalization effect, and based on this, the "industrial chain tracking method" is proposed to further realize the precise measurement of tourism rural revitalization effect on a micro basis; on the other hand, in order to improve the proportion and Some scholars such as Geng Baojiang et al. (2016) proposed that local governments can strengthen the learning and education of the poor, optimize the sharing and matching mechanism of tourism and rural revitalization achievements, so as to realize the promotion of local development through tourism and rural revitalization, and improve income, opportunities and The ability to motivate the poor to participate in order to achieve the goal of poverty alleviation and prosperity. .

3. The county has achieved outstanding results in rural revitalization, poverty alleviation and rural revitalization at this stage

3.1. Urban and rural areas take on a new look

Accelerate the development of the seven central towns of Gubei, Banzhuyuan, Nanxi, Qingshan, Yanzihe, Wujiadian and Tiantangzhai. Gubei Town focuses on the strategy of strengthening the town by industry, accelerates the construction of industrial agglomeration areas and Jinzhai infrastructure, vigorously develops modern agriculture, resource industries, tourism and Jinzhai commerce, and gradually expands the urban development framework. Banzhuyuan Town focuses on the industrial agglomeration area, and vigorously develops industries such as light textile and clothing, resource development, mechanical parts, building materials, and agricultural and sideline products processing. Based on the active tourism town, vigorously develop natural, cultural and leisure landscapes, and actively develop characteristic tourism products. Nanxi Town focuses on the road of "developing a characteristic agricultural base, building a characteristic industrial park, and doing a good job in characteristic commerce and trade", continuously promotes the construction of market town infrastructure, and gradually builds Nanxi Town into a bright economic center on Provincial Highway 210. Pearl. Qingshan Town focuses on building an "industrial town", "agricultural town" and "tourism town" as its goals, and strives to promote the development of resource-based industries such as molybdenum mining, stone processing, hydropower development, and agricultural and sideline product processing. Take the road of industrialization and actively expand the scale of tea, bamboo, chestnut, medicinal lily, organic rice, aquaculture and livestock and poultry breeding bases. Based on the landscape and cultural resources, accelerate the construction of red and green tourism bases, and gradually build Qingshan Town into an important town of landscape, industry and tourism. Yanzihe Town focuses on the development of tourism and characteristic agriculture. Increase investment in scenic spots such as Yanzi River Grand Canyon, Wuhou Mountain, Sanjiaojian, and Foding Village, and develop red tourism resources to promote the leapfrog development of the tourism industry. Relying on leading enterprises, vigorously develop sericulture, tea, alpine vegetables and other characteristic industries, and gradually build Yanzihe Town into a regionally famous tourist town. Wujiadian focuses on building a southern tourism service center as its goal, effectively promotes the construction of an ecological leisure area led by Xizhuang hot spring tourism and leisure vacation, supplemented by ecological agricultural parks and farmhouses, and vigorously develops tourism services such as commerce and trade, professional markets, and hotels. , actively develop tourism products, and continuously enhance the supporting capacity of economic development. Tiantangzhai focuses on building a famous tourist destination in China, with the drive to create a 5A scenic spot, the most ecologically beautiful town in Jinzhai, and a famous tourist town in the country, introduce large projects, and continuously increase investment in the development of scenic spots. Actively develop ecological agriculture, sightseeing agriculture, leisure agriculture and experiential agriculture, and continuously expand the connotation of tourism. Efforts will be made to promote the construction of service projects such as resorts, star hotels, shopping centers, small and medium-sized supermarkets, and specialty restaurants. Vigorously promote the construction of transportation facilities inside and outside scenic spots, and continuously improve the level of accessibility and speed between scenic spots, between scenic spots and scenic spots, and between scenic spots.

3.2. Rural revitalization and development write a new chapter - use the small guarantee policy to support the development of the private economy

3.2.1. Optimize the guarantee policy according to local conditions

Organize personnel to go deep into the grassroots and industrial and mining enterprises to conduct research, fully understand the financing difficulties in the development of the private economy and other issues, combined with the requirements of the superiors, and timely formulate small-amount guaranteed loan implementation methods that meet the actual conditions of the county. The method and recovery have been adjusted and optimized, and the small amount of guaranteed loans has been covered from the laid-off and unemployed people in the past to migrant workers returning to their hometowns, women's entrepreneurship, farmers' professional cooperative organizations, and labor-intensive enterprises. The loan amount has also changed from the previous 5-8 At the same time, the threshold for the application and approval of small-amount secured loans has been lowered, making the approval of small-amount guarantees more convenient and quick, and bringing benefits as soon as possible.

3.2.2. Take multiple measures to increase work efforts

Expand the scale of the fund, arrange funds of 20 million yuan, set up special funds for private economic development, transfer the special funds to government guarantee institutions, further expand the scale of guarantee funds, and enhance the strength of guarantees; implement risk compensation, raise funds of 30 million yuan, and establish guaranteed loan risks Compensation funds. For small guaranteed loans and other guarantee losses, a certain amount of compensation will be given from the risk compensation fund in accordance with the regulations to minimize the loan losses of financial institutions; implement the goals and tasks, and stipulate the small guarantee work of relevant departments such as the Human Resources and Social Security, the Women's Federation, and the Communist Youth League tasks, strengthen work responsibilities, and incorporate the completion of small-amount secured loan tasks into the unit's annual job responsibility assessment, and rewards and punishments are given according to the annual completion.

3.2.3. Continuous innovation of guarantee methods

Explore the establishment of credit guarantees, and strive to change the previous regulations that financial supply personnel must provide counter-guarantees for small-amount secured loans. Relying on the construction of the Jinzhai credit investigation system, we will vigorously promote residents' credit rating guarantee measures, that is, lenders can rely on the corresponding credit identified by financial institutions 50,000 to 80,000 yuan of guaranteed loans without providing other guarantee measures, which solved the problem of difficult loans for Jinzhai residents; implemented loan recovery incentives, established a recovery assessment system for small guaranteed loans due to undertake banks, and assessed the loan recovery rate. 100% and more than 95% of the undertaking bank, the county finance will give 1% and 0.5% of the loan recovery amount respectively; at the same time, individuals or enterprises with good loan repayment on schedule and good use of funds can apply for small loans again Guaranteed loans, and continue to enjoy the fiscal discount policy, to mobilize the enthusiasm of lenders for timely repayment.

3.2.4. Overall linkage to improve work efficiency

Intensify publicity efforts, unify the policies and publicity caliber of departments such as Human Resources and Social Security, Women's Federation, and Communist Youth League, and interpret small-amount guaranteed loan policies through TV, Internet, brochures, consultation telephones, etc., and disclose the small-amount guarantee work process to facilitate the public Handle affairs; strengthen communication and coordination among human resources, social

organizations, women's federations, Communist Youth League, finance, and financial institutions, stipulate the completion time of each stage of work such as acceptance, review, and approval by each department, cancel the re-investigation in the early stage of loan issuance by the financial department, and strive to reduce small-amount secured loans. To ensure that loan funds are approved early, issued early, and paid off early. So far, the county has accepted 2,576 applications for small-amount guarantees, approved 2,512 loans, and issued 153 million yuan in small-amount guaranteed loans.

3.3. Remarkable results in deepening reform

"Because of the great ambition of sacrifice, dare to change the sun and the moon into a new sky." Day after day, year after year, thanks to the strong support of the state and the joint struggle of the people of Jinzhai, today's "Jiangjun County" has set foot on A new journey of scientific development. The per capita net income of farmers is 4,428 yuan, and the per capita disposable income of urban residents is 14,430 yuan. During the "Twelfth Five-Year Plan" period, with the goal of building "Strength Jinzhai, Green Jinzhai, and Happiness Jinzhai" and the "9871" Action Plan as the starting point, the county's economic development has achieved fruitful results. The barren beaches and wild mountains in the past have taken on a new look today - row upon row of factory buildings, a harvest scene full of fruits and branches, a paradise for red tourism. Green mountains, green waters and red land, the picturesque Jinzhai County, modern industry, characteristic agriculture, and red tourism have brought continuous power and vitality to the county's economic development.

3.4. The main difficulties and existing problems in the specific implementation of the new model in the county

3.4.1. The basic work of precise rural revitalization is inaccurate, inaccurate and incomplete

In this social practice activity, during our visits to poor households, we found that the rural revitalization measures in Jinzhai County had inaccurate, inaccurate, and incomplete basic work. It is mainly reflected in the inaccurate positioning of its audience before the implementation of rural revitalization measures. This has led to inaccurate formulation of financial budgets and human resources input by relevant units before the implementation of rural revitalization measures, resulting in inaccurate basic work for rural revitalization and waste of human, material and financial resources. Secondly, the phenomenon of false basic work for rural revitalization mainly exists in some emerging tourism industries in Jinzhai County. The original intention of the formation of these tourism industries is very good, but the funds are slow to arrive, the construction of some scenic spots is at a standstill, and tourists rarely patronize. The policy of revitalizing tourism villages has not been effectively implemented. The problem of incomplete precision rural revitalization work mainly exists in the rural revitalization measures for the relocation of mountainous residents to cities. Residents living in mountainous areas have indeed improved their quality of life effectively by moving to urban areas, but they have lost the opportunity to continue farming and lost their stable income. Relevant units should still focus on "relief with work" to complete this link.

3.4.2. Insufficient policy publicity, insufficient endogenous motivation and desire to get rid of poverty

In the process of interviewing local residents, we found that in urban areas, people generally do not have enough understanding of rural revitalization policies. The work of rural revitalization depends on the efforts of the whole society. Policies are fully implemented. They are satisfied with the subsidies and preferential policies given by the government, and have no great desire to improve their living conditions. This makes rural revitalization measures lack

endogenous motivation, making preferential policies for rural revitalization an indispensable reliance for some people. How to solve this problem is still open to debate.

3.4.3. Fund management and use are not in compliance with regulations, and the progress of fund implementation is slow

Due to the implementation of precise rural revitalization, the rural revitalization work in each region has its particularity. This has also led to the lack of unified fund management measures and engineering supervision measures. When we visited some local tourism development zones, we found that some projects had been started for a long time and could not be completed. The phenomenon of project stagnation and unfinished projects was obvious, resulting in waste of human, material and financial resources, and it was difficult to implement the measures for the revitalization of tourism and rural areas for a long time. Relevant units should formulate clear fund management measures and construction management regulations to avoid such phenomena.

3.4.4. The ability of sustainable development is weak, and the phenomenon of returning to poverty is more prominent

Jinzhai County is located in the Dabie Mountains, and its economic development is relatively lagging behind. It is difficult to form a talent advantage and technological advantage. The rural revitalization work is mainly led by the government, and the rural revitalization work lacks spontaneity. This has resulted in a weak sustainable development capability of Jinzhai County. Some people who had recently been lifted out of poverty returned to poverty again due to the lack of policy support, making it impossible for Jinzhai County to completely shake off the shackles of poverty-stricken counties. In this regard, relevant departments should strengthen measures to introduce talents, technologies, and funds, let enterprises, technologies, and talents enter Jinzhai County, and promote the modernization of Jinzhai County, thereby fundamentally changing the pattern of poverty.

4. Conclusions and recommendations

4.1. Provide guarantees for returning home to start a business, and increase talent training

Rural areas cannot provide more job opportunities and wages for young people, so most young people will choose to go out to work. But with the development of e-commerce and the Internet, distance and geography no longer limit the development of young people. There are many new ways to get rich in rural areas today. Of course, it is also a good thing to develop your own hometown. Young people learn skills and knowledge abroad, return to their hometown to contribute to their hometown, and make full use of the Internet to make their hometown keep up with the pace of the times. Give full play to the leading and exemplary role of outstanding rural talents, serve the construction of new countryside, and enable rural outstanding talents to stay in the countryside and lead their parents and fellow villagers to learn skills and become prosperous together.

4.2. Integrate resource distribution and break the limitations of logistics network infrastructure development

Support grass-roots associations as the main body of implementation of relevant agriculture-related policies and projects to undertake public welfare services. Grass-roots cooperatives and social-owned enterprises carry out agricultural-related economic activities and enjoy preferential tax policies in accordance with relevant state regulations. For the agricultural service facilities and comprehensive service platforms undertaken by grassroots societies, all localities should provide support in terms of planning and land use. Utilize Jinzhai's own advantages and experience, integrate rural information digital resources, strengthen the

effective utilization and development of agricultural information resources, fully share and effectively integrate existing agricultural information digital resource platforms and service agencies, and improve the information service system.

4.3. Improve the e-commerce logistics system, improve and supplement relevant systems and regulations

The unique freshness, seasonality, regionality and dispersion of agricultural products determine that e-commerce of agricultural products must be realized through an efficient logistics system. This makes the number of self-built logistics companies less, so it is necessary to vigorously develop third-party logistics organizations for agricultural products. In particular, it focuses on supporting logistics companies with comprehensive logistics management capabilities, and encourages large logistics companies to integrate resources and improve logistics operation efficiency. In addition, it is necessary to vigorously improve infrastructure conditions and improve the agricultural product circulation system. But there are still many problems in practice. Therefore, straightening out the existing system of relevant laws and regulations and avoiding the overlap and conflict of some laws and regulations will be of great benefit to the healthy development of my country's agricultural product e-commerce. Disputes over dishonesty, inconsistent descriptions, and poor quality of agricultural products caused by e-commerce of agricultural products should be regulated by improving relevant laws and regulations.

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