

Study on the Development of Rural Complex Under the Background of Rural Revitalization Strategy

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ABSTRACT

This paper studies the development of rural complex under the background of rural revitalization strategy, and analyzes the development bottleneck in the comprehensive embodiment stage of rural revitalization based on the general requirements of the rural revitalization strategy, so as to improve agricultural economic development, stimulate new vitality in rural development, and promote rural lifestyle ecology. The strategy and suggestions for the development of pastoral complexes are put forward for the development of rural areas, such as urbanization, sustainability and rural revitalization.

Keywords: Rural revitalization strategy, rural complex, agricultural economy.

1. INTRODUCTION

China is a large agricultural country. The agricultural problem has been the fundamental problem of China's economic and social development. The report of the 19th National Congress of the Communist Party of China proposed to "accelerate the reform of the ecological civilization system and build a beautiful China". How to achieve agricultural efficiency, rural beauty and farmers' income increase is a major issue of concern to all sectors of society. Since the beginning of the new century, China issued the No. 1 document focusing on agriculture, rural areas and in 2017. With the continuous attention to the three rural issues in the No. 1 document, it has also become a proper noun for the CPC Central Committee to pay attention to rural issues.^[1]

The rural revitalization strategy puts the development of agriculture and rural areas in the first place. The emergence and development of the pastoral complex are the new industrial development model for rural revitalization proposed in the context of China's economic development entering the new normal and major progress in new urbanization. The difference of the pastoral complex is that its service forms have changed, service methods have innovated, and service targets have

undergone transformation. At the same time, it also bears the responsibility of inheriting traditional culture and revitalizing rural culture. Mining local customs, folk performing arts and other traditional excellent cultures, expanding the original industrial chain, vigorously developing tourism and cultural industries, and excavating the advantages of rural agricultural resources can not only solve the basic problems of rural ecological environment livability and life, but also meet the consumption needs of urban residents for green and healthy agricultural products and high-quality rural experiential life. The development mode of Rural Complex is to seek primary, secondary and tertiary industries, which is mutual penetration and integration, and overall planning for the development and construction of "production, life, and ecology".

In 2017, the Central Document No. 1 proposed to support conditional rural construction of rural complex. Under this policy background, the country has responded positively, and various characteristic pastoral complexes have emerged.^[2] There have been many successful cases for reference, but there are still many problems restricting the development of pastoral complexes. Although the academic circles have made a lot of research results about new forms of agricultural production models and new rural construction, the research on the pastoral complex

model has just started. And the understanding of it has not yet been unified. Therefore, under the background of agricultural development strategy, the research on the development mode of pastoral complex deeply explores its main content and characteristics, and studies the successful experience and problems in the practice of pastoral complex construction domestic and foreign. Based on this, we will put forward the relevant countermeasures, which are conducive to the overall development of agriculture and explore new ways to solve the problems of agriculture, rural areas and farmers.

2. CURRENT DEVELOPMENT BOTTLENECK OF RURAL COMPLEX

2.1. The integration of industrial resources

There are problems in the integration of industrial resources. For different industries, how to maximize resource utility is a key issue. In the development of rural complex, the integration of industrial resources cannot be solved and there is a situation of “biased” development. Its resources involve a variety of industries and the use of resources in agricultural technology, scientific education, tourism and other highly characteristic industries is uneven, which affects the use of funds to a certain extent. How to solve this main problem is a major difficulty restricting the development of the economy. The pastoral complex is a kind of complex that integrates modern agriculture, leisure tourism and community. There is a highly corresponding progressive relationship between the degree of integration between industries. To achieve efficient resource integration between industries and create new highlights is a greater requirement for industrial innovation, resulting in a two-way development model that agriculture drives service industry and service industry drives agriculture. In solving the problem of industrial resource integration is also a solution to the problem of uneven distribution of regional resources. With the changing times, people’s consumption concept will also change, and the integration and application of industrial resources will also change accordingly. We need to integrate excellent traditional and modern resources, better play to the characteristics of the integration of different industrial resources, and open up a distinctive development path.

2.2. Regional location and infrastructure coordination

Coordination of regional location and infrastructure. The pastoral complex involves a relatively wide range of contents, and requires high regional location selection. The regional location plays a certain role in guaranteeing its future development. In this process, both natural resources and human resources must be considered. There is always one of the two. Those who have disadvantages will cause the industry to fail to develop.

The pastoral complexes that have been successfully developed nowadays all have the problem of uncoordinated between regional location and infrastructure. This is mainly reflected in the pastoral complex economic area suitable for the development of new service industries, but there is no matching with it. infrastructure. In addition, how to achieve efficient coordination of geographical location and infrastructure is also a top priority. The corresponding infrastructure construction can provide the builders with corresponding working facilities and working environment. It can not only provide convenient tourism services for tourists, but also provide better life security for local residents. In addition, when coordinating the problems between the two, it is necessary to pay attention to the problem of green environmental protection, avoiding the situation of first pollution and then treatment and always practice the development concept of “green water and green mountains are golden mountains and silver mountains”.

2.3. The problem of insufficient funds and financing

The huge system of the pastoral complex determines the characteristics of large construction projects and long construction period, which in turn leads to the difficulty of effective flow of social funds to the pastoral complex projects. In addition, a distinctive brand image convenient and diverse transportation methods, complete and practical sharing of host and guest, complete amusement activity system, characteristic accommodation and catering system, high-performance circular agricultural system and so on, all essential elements of the pastoral complex. With the entry of capital, these issues must be considered systematically, which provides more possibilities for the construction of pastoral complexes. The construction of a complete pastoral complex project needs to be calculated at the level of 100 million or even billions. Many investors who are interested in building a pastoral complex will stop considering the huge investment. Under China’s current financial system, the main investors are still banks, and the traditional financing model is obviously unable to meet the capital needs of the rural complex. The long-term investment and construction period of the pastoral complex, a large number of project investors, and uncertain returns are not easy for banks that are not good at long-term investment. On the other hand, China’s investment market is still immature and investment channels are relatively narrow. It is difficult to ensure that the pastoral complex project can continue to effectively obtain sufficient funds for operation.

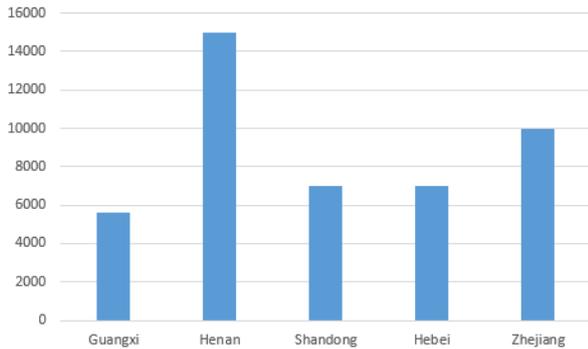


Figure 1 Financial support for rural complexes from Chinese provinces

2.4. Lack of land resources and business models

Rural land mainly includes basic farmland, general farmland, homestead and rural collective construction land. Most of the basic farmland is red lined by the state and cannot be used. In addition, the large amount of land used in the pastoral complex must be protected for the interests of farmers. The pastoral complex involves numerous and complex interests. The enthusiasm of the various entities in the construction of agricultural and rural development projects is different. Coordinating the interests of the entities is important. The development of the project also plays a pivotal role. Secondly, pastoral complex projects in China are still in the exploratory stage and most projects have not formed a specific and mature model. At the same time, the design and implementation of the business model were ignored in the initial design and implementation. The current main model is to take farmers as the main body and “agriculture” to lead “travel”. However, there is still a lack of understanding of future planning such as how to divert traffic, how to plan pastoral sites, and how to create various types of comprehensive income. This shows that we still lack a clear business model, which in turn leads to investors' lack of desire for investment and difficulty in financing. In this way, the creation and innovation of business models is imminent.

3. REASONS FOR DEVELOPMENT BOTTLENECKS

The lack of talents has led to the failure to fully integrate the industrial resources of the pastoral complex. The current staff of the pastoral complex project are limited by their knowledge and professional ability. Under the project of planning layout construction and resource integration, they lack human-centered cognition and are trapped in the agricultural system and fail to make full use of it. The combination of additive and multiplicative effects of industrial resources in the rural complex under the background of rural revitalization.^[3]

Villagers' participation is low. The development of the pastoral complex, whether from the perspective of macro

policy or from the perspective of the construction of the pastoral complex and the use of government funds, is dominated by the government, through the specific government departments to operate. The original intention of the construction of pastoral complex is to take farmers as the main body and rural revitalization as the purpose. Due to the bottleneck restrictions such as low education level and weak democratic consciousness of the masses, it cannot become the protagonist of the construction of pastoral complex, and the low degree of participation leads to marginalization. At the same time, the government, enterprises and farmers lack timely communication and coordination in the construction of pastoral complex, poor communication network and low trust, which leads to low participation of villagers and prominent development problems.

The lack of a financial mechanism restricts the development of the pastoral complex. In the context of the policy, rural areas across the country intend to build pastoral complexes to promote regional economic development. However, the scale of investment in the construction of the rural complex and the need for financing for supporting facilities are huge. There are poor financing channels, low regional loan flexibility and high thresholds, and the funds raised must flow to the countryside through certain channels, and spontaneous liquidity is relatively difficult. A series of problems such as those that fail to meet the development needs of the pastoral complex, have hindered its development.

The system is imperfect and lacks clarity, openness and transparency. On the one hand, the imperfect land use system rules have led to the existence of red lines for rural land; on the other hand, the lack of institutional guarantees has led to unsatisfactory demand for construction land. The degree of industrial innovation and integration is not high, and the development lacks in-depth innovation and breakthroughs. At the same time, the industrial structure is imperfect, the related supporting infrastructure elements and shortcomings of the business are not filled, the investment in the primary and tertiary industries is high, the mining of the agricultural industry chain is insufficient, and the lack of characteristics has led to the lagging development of agricultural products processing and the lack of industrial brand building.^[4]

4. COUNTERMEASURES

The construction of the pastoral complex should take farmers’ professional cooperatives as the carrier to promote farmers’ enthusiasm for participation.” This fully demonstrates that the main body of the pastoral complex should be farmers or farmers’ professional cooperatives. Shared by the whole people. The village cooperation center can introduce external funds for the transformation of farmland, and then participate in the planting of crops through the form of equity investment in farmland land.

4.1. Improve the integration of industrial resources and maximize the utility of resources

The government and villagers should active integrate mountain, sea, lake, and river natural resources and agricultural brand resources to form a development pattern of “brand + characteristics”. Based on the existing leading agricultural enterprises, expand the scale and upgrade the level. Through brand activities, gradually start the comprehensive brand. At the same time, strengthen investment promotion, promote the development of industry-driven and creative industrial complexes, establish a professional agricultural investment team, accelerate agricultural industry-university-research cooperation and exchanges, effectively promote industrial integration, strengthen the cluster of agricultural advantageous and characteristic industries, revitalize resource assets and establish new industries new business format cultivation mechanism.

4.2. Create special services

Make use of the advantages of agricultural products to create special agricultural products services to provide visitors with refreshing environmental sightseeing. Integration for rural communities. To highlight the local characteristics and regional characteristics, in accordance with the principle of moderate advance, comprehensive support and efficient utilization, strengthen the “pastoral + rural” infrastructure construction in the pastoral complex area, building a beautiful countryside of “two suitable and four good”, accelerate the transformation of production and life style, make a good ecological environment become a beautiful business card of the pastoral complex, let tourists understand the whole process of agricultural production, fully experience the fun of agricultural production in participating in agricultural activities, and actively carry out ecological agriculture demonstration, agricultural science education demonstration, agricultural science and technology demonstration projects, and actively create a new rural community.

4.3. Improve financing channels

The first is to strengthen government leadership and increase financial support, so that establish a fund to focus on investment in rural complex characteristic towns, introduce preferential policies to attract social capital, give full play to the government's policy guidance role, optimize the market environment, and introduce a more scientific and reasonable introduction The second is to design a scientific and reasonable project profit model, enhance financing attractiveness, direct funds to high-quality projects, encourage innovative equity financing models, establish a close interest consortium, and ensure stable investment of funds. Introduce financial institutions to enter, build a docking platform, guide the

rational allocation of financial resources, so as to design a scientific and reasonable stable income distribution plan, eliminate farmers' worries, and continuously improve farmers' sense of gain, happiness, and security. Helping the construction of pastoral complexes. Next, we will show the per capita disposable (income) of rural residents from 2004 to 2016.

Table 1 Per capita disposable income of rural residents (Yuan)

Year	Per capita disposable income of rural residents (Yuan)	Growth rate (%)
2010	5903	15.2
2011	7024	19.0
2012	8000	13.9
2013	9040	13.0
2014	10137	10.8
2015	10816	6.7
2016	11478	6.1

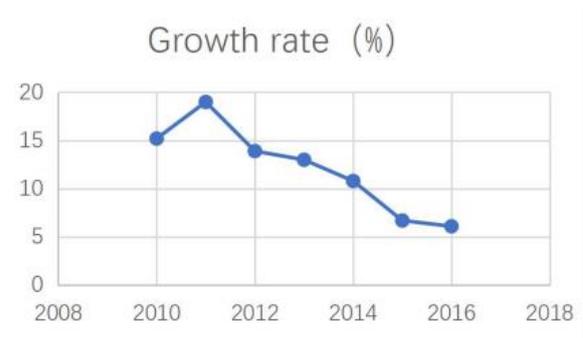


Figure 2 Per capita disposable income of rural residents Growth rate (%)

Through the above data analysis of rural economic income, we can know that farmers’ income continues to increase, and its development trend is inevitable.

4.4. Implement the new development concept

Implement new development concepts, protect rural natural resources and folk customs, and improve infrastructure. As an economic development method with the theme of “Agriculture+”, the rural complex will strengthen the leading industries with traditional characteristics and further promote the green, high-quality, distinctive and branded agriculture, and combine the positioning characteristics of the rural complex to provide farmhouse catering services. This is an indispensable theme for rural agriculture. The development of unique rural specialties, meals are all produced using natural agricultural methods, providing pollution-free fruits and vegetables, highlighting the unique taste of the country, and incorporating some customs and customs. Finally, improve rural infrastructure construction and improve service quality. Infrastructure is a prerequisite for the development of

pastoral complexes, and the improvement of infrastructure has a positive effect on economic development. Therefore, by implementing the new development concept and improving the infrastructure, we can predict and analyze the future income growth of rural areas.

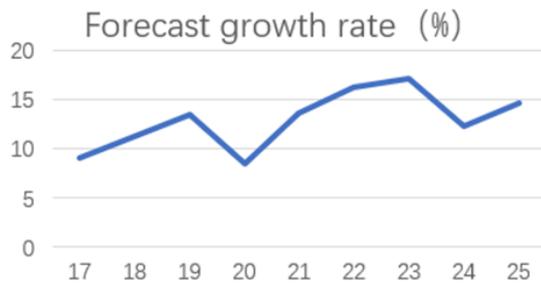


Figure 3 Growth rate of future income

Through the forecast of rural income, we can know that rural income will be a big development trend and will become a new driving force for development.

5. CONCLUSION

To sum up, in the context of rural revitalization, the construction concept of the rural complex not only conforms to the national strategy, but also meets the needs of local economic development. The construction of the rural complex must establish the strategic goals of ecological, intelligent, extended and branded industrial chains. The relationship between government and market, economic benefit and ecological protection needs to be dealt with. On the basis of product production and service closer to the needs of consumers, we should adhere to the concept of “ecology first”, always practice the development concept of “green water and green mountains are golden mountains and silver mountains”, follow economic laws, and prevent villages from being destroyed. The phenomenon of appearance and destruction of the ecological environment occurs in order to obtain sustained economic benefits to realize reproduction. The fundamental starting point for the development of the rural complex is to combine urban capital with rural resources through a top-level design with a business model, and to combine urban capital with rural resources, clarify the business model, and enhance Investors financing confidence. Combining traditional pastoral agricultural production methods with modern science and technology will help innovate China’s agricultural business model to better realize the overall revitalization of rural areas.^[5]

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