



Research on Industrial Integration and Development in Countrysides of Mountainous Areas of Northern Guangdong Under “Rural Revitalization” Taking Heyuan as an Example

HuiJuan Ye^(✉)

Faculty of Business Administration, Heyuan Polytechnic, Heyuan, Guangdong, China
hnuyz2022@163.com

Abstract. In the report of the 19th CPC National Congress, it was proposed to implement the strategy of rural revitalization. That is, to adhere to the priority development of agriculture and rural areas, and to accelerate the modernization of agriculture and rural areas. The integrated development of primary, secondary and tertiary industries in rural areas is an important measure to promote China's agricultural and rural modernization and is the focus of current agricultural and rural work, which can promote rural revitalization. Heyuan actively responded to the call of the Communist Party of China and the CPC Central Committee and vigorously promoted the integrated development of primary, secondary and tertiary industries in rural areas. At present, the rural industrial integration in Heyuan City is in the initial stage of development. By analyzing the problems existing in the development of rural industrial integration in Heyuan City, this paper puts forward the development countermeasures of rural industrial integration, the countermeasures should be based on the Rural Revitalization. Then they can provide a reference for promoting the high-quality development of rural industries and assisting rural revitalization in Heyuan City.

Keywords: Rural Revitalization · rural areas · industrial integration

1 Introduction

“Rural Revitalization” is a national strategy proposed by the 19th CPC National Congress. Without the revitalization of rural industries, the primary goal of industrial prosperity cannot be achieved. Because agriculture is a pillar industry of the nation, the revitalization of rural industries is very significant to the development of the country. In 2015, the CPC central rural conference first proposed to promote the integrated development of primary, secondary and tertiary industries in rural areas. The report of the 19th CPC National Congress pointed out that it is necessary to promote the integrated development of primary, secondary and tertiary industries in rural areas, support and encourage farmers' employment and entrepreneurship, and expand income growth

channels. The integrated development of rural industries has become an important way to promote rural revitalization and the development of agriculture and rural modernization.

The imbalance of regional development in Guangdong has always been prominent. The imbalance of economic development affects the process of agricultural modernization and the development of rural industries. For quite some time, the development of agricultural modernization in Guangdong Province is uneven, the degree of agricultural modernization in the Pearl River Delta is high, and in the mountainous areas of northern Guangdong is low. Heyuan is located in the mountainous area of northern Guangdong. In recent years, it has achieved certain results in improving the construction of rural infrastructure and the transformation and upgrading of rural industries, and the income of farmers has been increasing. However, many problems have still emerged in the process of promoting the integrated development of primary, secondary and tertiary industries in rural areas. Therefore, it is necessary to put forward corresponding measures to provide a reference for the integrated development of rural industries in Heyuan.

2 Current Situation of Rural Industrial Development in Heyuan City

2.1 Steady Development of Agriculture

According to the data analysis in the statistical yearbook of Heyuan City over the years (see Table 1), the total output value of agriculture, forestry, animal husbandry and fishery in Heyuan City has increased steadily year by year, from 9.74 billion yuan in 2010 to 21.28 billion yuan in 2020, with an average annual growth rate of 8%. Among them, the total output value of agriculture increased from 5.53 billion yuan in 2010 to 11.31 billion yuan in 2020, with an average annual growth rate of about 7%; The forestry industry has developed rapidly, and the total output value has increased from 1.07 billion yuan in 2010 to 3.49 billion yuan in 2020, with an average annual growth rate of about 13%. It has a large increase, which is due to Heyuan's vigorous development of the under-forest economy such as Camellia oleifera and southern medicine, which has accelerated the upgrading of the forestry industry; Animal husbandry increased from 2.49 billion yuan in 2010 to 5.58 billion yuan in 2020, with an average annual growth rate of about 8%; Fisheries rose from 330 million yuan in 2010 to 560 million yuan in 2020, with an average annual growth rate of about 5% [1]. On the whole, agriculture in Heyuan City has maintained a good momentum of development in the past decade.

2.2 Integrated Development of Agriculture and Tourism, to Promote Rural Revitalization

In recent years, Heyuan City has actively promoted the integrated development of primary and tertiary industries, carried out the construction of “one town, one park”, so as to guide and encourage social funds to invest in rural industries, to promote the development of B&B and eco-agricultural industrial parks, to develop leisure tourism, sightseeing and boutique B&B industries, which can focus on transforming green advantages into economic advantages. In 2021, 6 provincial-level cultural and tourism characteristic villages

Table 1. The Total Output Value of Agriculture, Forestry, Animal Husbandry and Fishery in Heyuan City in 2010–2020. 100 million yuan

Year	The Total Output Value of Agriculture, Forestry, Animal Husbandry and Fishery	Agriculture	Forestry	Animal Husbandry	Fishery	Agriculture, forestry, animal husbandry and fishery specialty and auxiliary activities
2010	97.4	55.3	10.7	24.9	3.3	3.2
2011	117.2	65.6	12.9	31.4	3.7	3.6
2012	123.2	66.5	16.6	34.0	3.8	2.3
2013	130.0	70.8	19.1	33.9	3.9	2.3
2014	138.5	76.3	21.7	33.7	4.4	2.4
2015	148.6	81.4	24.5	36.0	4.4	2.3
2016	157.3	87.7	25.5	37.3	4.4	2.4
2017	160.9	92.6	26.7	34.4	4.6	2.6
2018	168.6	97.5	29.1	34.4	4.8	2.8
2019	189.4	106.4	32.9	41.9	5.1	3.1
2020	212.8	113.1	34.9	55.8	5.6	3.4

Note: the data is from Heyuan statistical yearbook and collated

would be newly cultivated in Heyuan City. By giving full play to the advantages of local characteristic industries, some towns and townships have developed into comprehensive areas integrating cultural tourism, research and science learning, rural tourism and modern agricultural production demonstration, accelerating the integrated development of primary, secondary and tertiary industries and comprehensively promoting rural revitalization. For example, as a comprehensive rural e-commerce service base, Shuangtou Entrepreneurship Park in Puqian Town, Yuancheng District is also an incubation base for agriculture, education, tourism, culture and other industries. This Entrepreneurship Park has paid a total of 1.1 million yuan for poverty alleviation in the village for five consecutive years, indirectly driving 235 people to start businesses or to be employed.

2.3 The Improved Driving Ability of Agricultural Leading Enterprises

At present, Heyuan has 287 key agricultural leading enterprises at or above the municipal level, including 4 at the national level and 65 at or above the provincial level, driving 385000 households, with an average household income increase of 3100 yuan. Among the key agricultural leading enterprises at or above the municipal level in Heyuan, 98 have a strong processing capacity, and 35 are involved in leisure agriculture. The integration of the three industries has been deepened. Leading enterprises have created many jobs, which makes several farmers to obtain employment locally and nearby, and accelerates the growth of farmers' income and wealth. Leading enterprises also drive industrial

development and lead rural revitalization with industrial revitalization. In 2021, the per capita disposable income of rural residents in the city reached 19146 yuan, 215 yuan higher than the national average, exceeding the national average for four consecutive years.

3 Main Problems Faced by the Integrated Development of Rural Industries in Heyuan City

3.1 Low Degree of Rural Industrial Integration

Heyuan City is located in the mountainous area of northern Guangdong, with relatively scattered land resources. At present, in most rural areas, it is still the mode of self-planting and self-selling by each household. The productivity level is low, the output of agricultural products is small, and the quality is different, so it is difficult to stabilize the supply market. Farmers lack management knowledge and know little about the development path of the integration of three industries such as intensive processing and leisure agriculture. In rural areas, the primary industry is the main industry, coexisting with the secondary and tertiary industries, but most of them are independent and not closely linked. The links of agricultural product processing are not well connected, and the industrialization system of production, processing and marketing integration and the integrated development of primary, secondary and tertiary industries has not been fully established. The development scale of agricultural products processing enterprises is relatively small and the management level is low. The processing of agricultural products is mainly classified as processing, packaging and other primary processing, lacking high-level deep processing [2]. In addition, the processing rate of agricultural products in China is usually between 20% and 30%, while the processing rate of Heyuan City is lower than the national level. After delivery, the circulation channels are not developed enough, and agricultural products are consumed and costly in the circulation process. According to the relevant survey data, the loss rate of agricultural products in Heyuan City in procurement, storage, transportation and other links is as high as 25% - 30%, and the loss rate in western countries is generally within 5%. The transportation cost of agricultural products in Heyuan City usually accounts for 30% to 40% of the total cost, and the transportation cost in western countries is usually limited to about 10% [3].

3.2 Farmers' Professional Cooperative Organizations are Many but not Strong, and Their Driving Ability is Weak

By the end of 2018, there were 6019 farmers' professional cooperatives registered in Heyuan City according to law, accounting for 11.5% of the whole province, with rapid growth. However, most cooperatives still stay in the primary stage of development, for example, they centrally purchase production materials, organize production, and purchase crops for members. However, they lack the promotion of advanced technology, so it is difficult to promote agricultural industrialization. Most cooperatives have backward management concepts, nonstandard operation mechanisms, small scale and

weak comprehensive ability. The products of cooperatives are relatively single, most of which belong to primary agricultural products of planting and breeding, with low technological content and insufficient market competitiveness. At present, there is no strong communication and cooperation between various entities, so there is a lack of farmers' professional cooperatives with the ability to integrate and drive resources. They are unable to coordinate resources, and have a poor ability to resist market risks. Then they are difficult to form a brand effect, and have a weak ability to drive the integrated development of rural industries [4].

3.3 Leisure Agriculture Develops Slowly

The proportion of leisure agriculture in the whole agricultural industry in Heyuan City is low and the development is slow. Most leisure agricultural projects are operated by local farmers or independently developed by enterprises, without professional guidance and overall planning and construction, therefore, there are problems such as inaccurate positioning and unreasonable layout. Leisure agriculture projects are less innovative, most of activities are similar, with insufficient entertainment, and the participation of consumers is not high, because it lacks comprehensive leisure agriculture projects, so that it is difficult to meet the needs of the market, and the competitiveness is not strong. Most leisure agricultural projects in Heyuan City are located in remote villages, and the road condition is poor, which greatly affects the experience of consumers. Besides, some projects have the phenomenon of aging and damage of facilities, and their resistance to nature is low. In addition, the publicity of leisure agriculture projects by enterprises is insufficient, lacking brand awareness and brand effect, which makes it difficult to attract consumers in surrounding cities [5].

3.4 Lack of Compound Talents

Talents are the main body and the key factor of Rural Revitalization. With the development of the agricultural modernization and the continuous extension of agricultural production chain, there is an urgent need for a large number of compound talents who know agriculture, management, technology and market in the process of rural industrial integration and development, so as to promote the high-quality development of the industry. As a backward city in mountainous areas, it is difficult to introduce talents. The construction of a rural talent team is short, and there are many problems, such as the shortage of rural professional and technical personnel and the lag of training. The level of education of rural employees is not high, so they lack the corresponding professional skills and management capabilities, and their comprehensive quality is low. Although the government has organized vocational training courses for village cadres in local vocational colleges, and relevant departments have also organized relevant agricultural skills training courses, the scale is limited, and more rural employees lack opportunities to improve their vocational skills [6].

4 Countermeasures to Promote the Integrated Development of Rural Industries in Heyuan City

4.1 To Extend the Industrial Chain of Agricultural Products and to Cultivate New Forms of Industrial Integration

The government should encourage the leading enterprises to empower processing enterprises of agricultural products with technology and management by establishing processing service platforms, in order to improve the processing rate of agricultural products, turn agricultural products into commodities and commodities into brands. Heyuan should make full use of science and technology to promote the transformation and upgrading of primary processing of agricultural products to deep processing, and then guide a number of agricultural products processing parks to plan the layout of production, processing, logistics, research and development, services and other functions, so as to extend the industrial chain. It should also promote various cooperative operation modes such as “enterprise + base + tea farmers”, “cooperative + base + tea farmers” and form scale effects. Heyuan should vigorously promote agricultural technology, cultivate excellent varieties, and form the brand advantage of characteristic agriculture. The government should expand the channels of consumer assistance and assist farmers by actively connecting online and offline exhibition platforms such as “Shenzhen assistance” and “Shenhe E home”. And vigorously develop rural e-commerce and logistics, improve the circulation speed of agricultural products and reduce losses.

Heyuan's development should combine the unique natural advantages of rural areas, taking “ecology and culture” as the main line, and taking industrial development as the starting point, so as to actively excavate and integrate the profound cultural resources such as rural cultural landscape and folk customs. It should also develop Hakka cultural characteristics, “red” revolutionary education tourism, and broaden agricultural functions, to make the primary, secondary and tertiary industries in rural areas drive the development of each other, in order to help rural revitalization [7].

4.2 To Strengthen Policy Support and Guidance for Farmers' Professional Cooperative Organizations

The government should vigorously develop the cooperatives led by the village collective, and take the new road of “Village branch + Cooperatives + Farmers” by leading the cooperatives through the CPC organization of the village. While Heyuan should conscientiously implement various incentive measures, support the way of competition projects and promoting excellence, and give assistance to cooperatives in cultivating superior varieties and promoting agricultural technology. The government should also strengthen the special cleaning up of “shell cooperatives” and “zombie cooperatives”, vigorously support the development of agricultural leading enterprises and cooperative cooperatives, which can form regional or field alliances, so as to strengthen the integration and development of agricultural resources, improve the utilization rate of resources, promote the construction of agricultural industrialization, and enhance the driving ability. What's more, Government should also guide cooperatives to change their ideas, improve various rules and regulations, standardize the operating mechanism. Also, employ technical

personnel and entrepreneurs to carry out professional knowledge training on agricultural technology promotion and modern agricultural operation for members, so as to improve the professional skills and management level of members.

4.3 To Actively Promote the Development of Leisure Agriculture

The government should plan the development of leisure agriculture as a whole and develop high-quality, diversified and multifunctional leisure agriculture projects. And develop “green” eco-tourism, actively develop various eco-tourism products, and introduce unique leisure agriculture models outside the city and overseas. Governments at all levels should issue policies to encourage the revitalization of the development of leisure agriculture industry, implement financial subsidies and discount loans for leisure agriculture with development potential, and give priority to land use indicators, and commend and reward units or enterprises that have made contributions to the development of leisure agriculture, so as to form a benign incentive mechanism to support the development of leisure agriculture. Then, improve the construction of roads, network communication, road instructions, public toilets and other aspects around the scenic spot to improve consumer satisfaction. At last, strengthen publicity, promote the development of leisure agriculture in Heyuan, and drive the growth of local economy.

4.4 To Vigorously Introduce and Cultivate Compound Talents

The government should establish and improve a complete set of policy systems for the training, introduction and incentive of compound talents for Rural Revitalization. The introduction and cultivation of talents should conform to the changes in agricultural industry transformation and upgrading and the requirements of industrial development. Local vocational colleges should actively set up agricultural majors or sign agreements with agricultural enterprises to cultivate compound talents who know agricultural science and technology, management and market, so as to provide talent protection for the development of rural industries. The government should also build an online platform for teaching information technology and carry out courses for vocational training, which can promote agricultural scientific and technological knowledge and provide economic information. These can make more farmers master new technologies and know about the market [8]. In addition, the government should enrich the ranks of rural grassroots cadres and support the training of a number of professional agricultural managers, brokers, rural craftsmen, etc., then deploy rural talent work scattered in different departments and industries, give full play to talent advantages, and promote the revitalization of rural talent with greater efforts.

5 Conclusion

Accelerating the integrated development of rural industries is an important measure to promote rural revitalization in Heyuan City. Heyuan should cultivate new forms of industrial integration, and strengthen policy support and guidance for farmers' professional cooperative organizations. Then they can actively promote the development

of leisure agriculture, and vigorously introduce and cultivate compound talents, so as to improve the development level of rural industrial integration and promote the high-quality development of rural industries.

Fund Project. 2019 Youth Innovative Talents Project of Guangdong Provincial Department of Education (Project number: 2019GWQNCX119);

References

1. Heyuan Statistical yearbook of 2011–2021, Heyuan Municipal People's Government Network, 2021.11.12,<http://www.heyuan.gov.cn/zjhy/hygk/hynj/index.html>.
2. Guanyu, Ruan, Bin, Huang, Zejun, Wen. *Research on the development path of rural industry under the Rural Revitalization — Taking Riguang village, Zhangxi Township, Dongyuan County, Heyuan City as an example*[J]. Southern Agricultural Machinery, 2022,53(10):128-130.
3. Jun, Liu. *Research on logistics management of agricultural products in Heyuan City*[D]. Zhongkai University of Agriculture and Engineering, 2017.
4. Jinbing, Yang. *Research on the development of farmers' professional cooperative organizations in Heyuan City*[D]. Zhongkai University of Agriculture and Engineering, 2020.
5. Yujian, Lai. *Research on the current situation of leisure agriculture development in Heyuan City*[D]. Zhongkai University of Agriculture and Engineering, 2020.
6. Yan, Fang. *Research on the development path of Vocational Education in underdeveloped areas under Rural Revitalization — Taking Heyuan City, Guangdong Province as a example*[J]. Hebei Vocational Education, 2018,2(05):5-8.
7. Yanjiao, Zheng. *Research on the integration and development of rural industries in Shandong Province from the perspective of Rural Revitalization*[J]. Anhui Agricultural Science, 2022,50(03):259-261.
8. Meigui, Yin. *Research on talent training for Rural Revitalization in the era of big data —Taking Heyuan City in northern Guangdong as an example*[J]. Shanxi Agricultural Economy, 2021(15):86-87+97.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

