

Research on the Development of Rural Industrial Integration

Xiaojun Zhao

School of Accounting and Finance, Xi'an Peihua University, Xi'an City, Shaanxi Province, China

zhaoxiaojun2005@163.com

Key words: Rural economy, Rural industry, Industrial integration.

Abstract: Promoting the integration of rural primary, secondary and tertiary industries is the inevitable trend of the development of agricultural industry at home and abroad, and the fundamental choice for the transformation and development of agricultural and rural areas under the new normal conditions. China's rural industrial integration has achieved some results, but overall, the level of industrial integration development is still not high, the depth of agricultural products processing is insufficient, product quality and grade need to be improved, product added value is low, product brand competitiveness is not strong. Aiming at the existing problems, this paper puts forward some measures to continuously promote the integration of rural industries.

1. Introduction

China is a big agricultural country, especially since the reform and opening up, China's agriculture has developed rapidly, from food and clothing to a well-off society. Agricultural development has made great contributions. However, compared with the powerful agricultural countries, China's agriculture still has a lot of room for development. There are a series of problems in agricultural development, such as low scale, low mechanization and low integration of rural primary, secondary and tertiary industries. In the new era of transformation and development, emancipating the mind, innovating agricultural development ideas, accelerating the transformation of agricultural development mode, exploring the way of agricultural modernization with Chinese characteristics, and constructing modern agricultural industry system are the only way for the future development of agriculture and rural areas in China.

2. Overview of the Theory of Agricultural Industry Integration

The integration of primary, secondary and tertiary industries in rural areas mainly developed in the United States, Japan, the Netherlands and other agricultural powers earlier, and achieved good results, but also formed a lot of practical experience and theory. In recent years, the government attaches great importance to the development of rural industrial integration, and the theoretical research on rural industrial integration has gradually increased.

The integration and development of rural primary, secondary and tertiary industries is based on agriculture. Through the coordinated and sustainable development of agriculture, industry and service industries, the agricultural industry chain can be extended to promote the development of different industries, support each other, form scale effect and increase the added value of agricultural industry. Through increasing technological research and development, carrying out institutional innovation, government guidance, wide participation of the whole society, actively introducing various resources, such as capital, technology and human resources, eliminating industrial barriers, integrating superior resources, increasing farmers' income, narrowing the gap between urban and rural areas, and promoting the healthy and sustainable development of rural economy.

Rural industrial convergence can be horizontal industrial convergence or vertical industrial convergence. The core of rural industrial convergence is to broaden the scope of rural industries, weaken industrial boundaries, form industrial linkage, constantly integrate internal and external forces through mechanism innovation, and stimulate rural economic vitality. It is an important

measure for China to become a powerful agricultural country. Integration of primary, secondary and tertiary industries is not only a necessary measure to change the mode of development, but also an inevitable trend of future industrial development. Many countries and regions have fully realized its importance, and have taken various promotional measures according to their own actual conditions. China has a large rural population and different situations in different areas. We should take measures according to local conditions and learn from advanced experience. Through the scientific concept of development, rational planning and one-place-one-policy, we will find a way to integrate rural industries with Chinese characteristics.

3. The Current Situation of Rural Industry Development in China

Su Yiqing et al. (2016) found that after entering the 21st century, along with the rapid advancement of urbanization and industrialization, the agricultural and rural infrastructure has been continuously improved, and the rapid application of information technology, the trend of rural integration has also begun to appear in all parts of the country. For example, the development of tourism agriculture, leisure agriculture and urban agriculture in the suburbs of cities and towns; the development of information agriculture, facility agriculture and factory agriculture in developed areas; the development of high-end value-added agriculture in the main producing areas of agricultural products, the establishment of processing bases for agricultural products, the establishment of direct selling areas of agricultural products, etc. At present, in response to the national policy, the whole country has made some achievements in actively promoting the exploration and practice of rural industrial integration. However, due to the great regional differences, the development of rural industrial integration is not uniform, and it is still in the primary stage, and there is still a lot of room for development.

Li Yulei et al. (2016) considered that China's rural industrial convergence has the following characteristics: rapid transformation and upgrading of agricultural product processing industry, leading the development of industrial convergence; vigorous development of leisure agriculture, with great potential, has become the main form of industrial convergence; continuous innovation of agricultural product marketing industry model and rural e-commerce, accelerating the development of industrial convergence; rapid development of clustering and industrialization promote the further development of industrial integration.

For a long time in the past, farming was the basic understanding of rural farmers, and grain was the income source of most farmers. With the rapid development of urban economy and the slow development of rural economy, many rural people seek more income by working outside. At present, the income of working outside will be much higher than that of farming at home. This makes the young and middle-aged people in rural areas move to cities. Some of them stay directly in cities. Rural areas show the characteristics of aging. More and more farmers are unwilling to plant land. If the situation is further aggravated, it will have a negative impact on the development of rural economy in China. Fortunately, with the transformation and upgrading of rural industries and the integration of primary, secondary and tertiary industries, some young people began to return to their homes and build their homes. Through the innovation of policy mechanism, the government constantly introduced various measures to encourage more college students and migrant workers to return to rural areas to engage in agricultural production-related projects and provide them with strong support. These people are bound to become the backbone of rural economic construction and development.

4. The Problems Faced by the Integration of Rural Industries in China

China's rural industrial integration has achieved some results, but overall, the level of industrial integration development is still not high, the depth of agricultural products processing is insufficient, product quality and grade need to be improved, product added value is low, product brand competitiveness is not strong. Agricultural production, processing, marketing, services and other links have not been fully linked, the industrial chain has not been fully integrated, and can not give

full play to the scale effect. At the same time, the benefit sharing mechanism between industry and farmers has not really formed, and farmers can not fully enjoy the benefits of industrial integration.

Inherent concepts restrict the development of rural economy. The concept of rural population is relatively backward, the acceptance of industrial integration is low, and there are deviations in their own understanding, thus affecting their enthusiasm for participation. Lack of talents restricts the development of rural economy. In recent years, the government has actively promulgated various policies to call on rural youth to return home for employment and entrepreneurship, while encouraging college students to go to the countryside, serve the countryside, take root in the countryside and build a new socialist countryside. However, in general, because the gap between urban and rural areas is difficult to eliminate in the short term, the overall cultural level of rural workers is low, and rural talents are still insufficient, which to some extent restricts the rural economy development.

We should speed up the construction of rural transportation facilities, upgrade the grade of rural roads, strengthen the maintenance and safety management of rural roads, give priority to industrial integration projects, and reduce the investment cost of infrastructure for integration projects. We will strengthen the infrastructure construction of various types of agricultural product processing parks, rebuild and expand a number of wholesale markets with strong distribution functions and wide radiation scope in concentrated agricultural production areas, and support enterprises in establishing agricultural product processing and distribution centers. We should improve the level of rural informatization equipment and enhance the network coverage and stability.

5. Measures to Promote the Integration of Village Industries

Fang Xiaohong (2018) believes that the new agricultural management body is an important force to promote the integration and development of rural primary, secondary and tertiary industries. Therefore, we should vigorously cultivate a large number of large professional households, family farms, farmers' cooperatives, leading enterprises in agricultural industrialization and other small farmers to improve the interests of the linking mechanism, strong driving force of demonstration of new agricultural management subjects. We should encourage new-type agricultural operators to give full play to their advantages in capital, technology and scale management, and develop multiple functions such as agricultural culture, education, ecology, tourism, leisure, health and pension. In addition to rural tourism and leisure sightseeing agriculture, more integration modes should be innovated.

Increase policy support, emancipate the mind, and lead rural reform and development with system innovation. At the same time, we should strengthen the implementation and ensure that all policies are implemented in place. Strengthen the skill education of farmers and cultivate new type of professional farmers. The quality of new-type professional farmers is directly related to the modernization of agriculture and the effect of industrial restructuring. It is of great significance to strengthen the vocational cultivation of new-type professional peasants, to comprehensively expand the scope of knowledge and technical level of new-type peasants, to promote the structural reform of agricultural supply side, and to transform the mode of agricultural development. The cultivation of new-type professional farmers is not accomplished overnight. Effective measures should be formulated according to the actual situation of farmers, and a long-term mechanism should be formed to ensure that cultivation does not become mere formality, does not increase the burden of farmers, truly serves farmers and becomes a booster of structural reform on the agricultural supply side.

Reference

- [1] Su Yiqing, You Yuting, Wang Zhigang, Integration and development of rural primary, secondary and tertiary industries: theoretical discussion, current situation analysis and Countermeasures, China Soft Science, vol.8, pp. 17-28, 2016.
- [2] Li Yulei, Li Hua, Xiao Hongbo, Research on the integration and development of rural primary,

secondary and tertiary industries abroad, *World Agriculture*, vol.6, pp. 20-24, 2016.

- [3] Fang Xiaohong. Accelerating the Integration of Rural Primary, Secondary and Third Industries, *Rural Economy and Technology*, vol.19, pp. 15-17, 2018.