

Research on the Integrated Development of Rural multi-forms in Yantai City

Lian Du, Xingqian Yuan, Weinan Zheng, Qingxiao Yu

Yantai University of Science and Technology, Yantai 265600, Shandong, China

Abstract: Since Yantai was identified as the first batch of pilot cities for urban-rural integration development in July 2017, it has insisted on taking industrial prosperity as the core, focusing on cultivating and expanding new rural business forms, taking the cultivation of new business entities as the starting point, taking the improvement of agricultural core competitiveness as the key, taking the continuous increase of farmers' income as the goal, focusing on the "five revitalization", and actively exploring the path of high-quality agricultural development. It has promoted the integrated development of the primary, secondary and tertiary industries in rural areas and achieved certain results. Through field research, this paper understands the integrated development of rural multi-forms in Yantai city, and puts forward corresponding countermeasures and suggestions to promote the implementation of rural revitalization strategy, in order to provide reference for other rural revitalization and development.

Key words: Yantai City; Countryside; Multiple formats; Integrated development; Countermeasures and suggestions

Introduction

Industrial prosperity is the core of rural revitalization, accelerating the revitalization of rural industries is the only way to realize agricultural and rural modernization, is an important way for farmers to increase income and get rich. Yantai City takes rural revitalization as the general starting point of the work of "agriculture, rural areas", insists on giving full play to the advantages of agriculture and rural areas, and actively promotes the overall development of "agriculture +" multiple forms of business, and has achieved positive results in promoting and developing new agricultural industries and new models. At present, Yantai is in an important period of strategic opportunities to promote the revitalization of rural industries. It should tap the multiple functions of agriculture from the perspectives of production, processing, circulation, science and technology, culture and ecology to inject strong impetus into the revitalization of rural areas.

1. The main characteristics of the integrated development of multiple rural industries in Yantai City

Yantai takes the integrated development of rural multi-forms as an important part of the implementation of the rural revitalization strategy. Based on the reality, Yantai City actively explores and strives to create the "Yantai Model" of integrated development of agriculture and ecological tourism, cultural creativity, health care, education and training, and e-commerce. It has initially formed a rural revitalization situation of "prosperous industry, livable ecology, civilized village style, effective governance and prosperous life". The characteristics of the integrated development of Yantai's rural multi-forms are mainly reflected in the following three aspects:

First, the industrial integration development system has been preliminarily established. Focusing on the principles of "one industry, one special" and "one product, one policy", we have implemented the "Three Hundred" project, focusing on industrial integration, and vigorously cultivating new industries and forms of business to improve agricultural quality and efficiency and increase farmers' incomes.

Second, remarkable results have been achieved in brand building. The city registered 60 agricultural products geographical indication certification trademarks, registered collective trademarks 300; It has obtained 6 national famous and excellent new agricultural products (apple, big cherry) and 2 Chinese well-known trademarks (apple, big cherry).

Third, a pattern of integrated development of the primary, secondary and tertiary industries in rural areas has taken shape. The city has built 4 state-level modern agricultural industrial parks and 12 provincial-level modern agricultural industrial parks. By the end of 2018, the number of rural leisure tourists in the city had reached 32 million, and the comprehensive income reached 180 billion yuan.

2. The status quo and key problems of the integrated development of multiple rural industries in Yantai City

In recent years, Yantai has taken the structural reform of the agricultural supply side as the main line, actively promoted the integrated development of "agriculture +" multi-formats, vigorously developed new formats and models such as leisure agriculture, creative agriculture and smart agriculture, constantly promoted the upgrading of traditional industries, vigorously cultivated and expanded characteristic industrial clusters, actively cultivated rural emerging industries and economic growth points, and promoted the integrated development of rural primary, secondary and tertiary industries. By the end of 2020, the number of leisure agriculture enterprises in Yantai has reached 1,232, with a cumulative operating income of 16.61 billion yuan. In terms of leisure agriculture and rural tourism, Yantai has established nine demonstration counties (towns and districts) above the provincial level and 100 "beautiful countryside" demonstration villages. Against this backdrop, Yantai has achieved remarkable results in agricultural and rural economic development, but there are still problems to be solved, especially in the following aspects:

First, the land transfer mechanism is not yet perfect. The existing land transfer mechanism is mostly short-term behavior, which has the problems of short transfer period and low transfer price, leading to the restriction of moderate scale agricultural management and the low

level of agricultural modernization. From the perspective of the current industrial organizations in the rural areas of Yantai city, the primary industry, that is, agriculture, still occupies a large proportion in many townships, while the proportion of the secondary industry and the tertiary industry is low, which is not conducive to promoting the integrated development of multiple business forms. From the perspective of the existing industrial structure, the number of industrial enterprises above the township scale in Yantai is small, and the rural economic development lacks vitality, which also hinders the process of the integrated development of rural local multi-forms of business.

Second, the shortage of rural talent resources. There is a shortage of high-quality and technical personnel needed for the integrated development of multiple rural businesses. From the perspective of township cadres, their awareness of scientific development is generally weak, the overall level of education is not high, most of the cadres are ambiguous about the law of market economy, most of the cadres are only satisfied with the status quo, lack a certain sense of innovation and enterprising spirit, it is difficult to gather farmers together and lead them on the road of development and prosperity. This has also become one of the important obstacles to the integrated development of rural multi-business in Yantai City.

3. Countermeasures and Suggestions for the integrated development of rural multi-forms in Yantai City

(1) Strengthening top-level design and all-round planning and development

First, strengthen the top-level design. Fully aware of the importance of accelerating the modernization of agriculture and rural areas, taking industrial prosperity as the key to rural revitalization, taking the integration of rural primary, secondary and tertiary industries as an important part of rural revitalization, insisting that farmers are the main body of agricultural and rural modernization, taking the supply-side structural reform of agriculture as the main line throughout the whole process of rural revitalization, and accelerating the development of high-quality agriculture, In turn, it will drive the vigorous development of the whole regional economy and promote the integrated development of multiple industries.

Second, focus on planning and guidance. Overall consideration of regional economic development level, resource endowment and market environment and other factors, in accordance with the principle of “according to local conditions, classified guidance, highlighting characteristics”, the whole city of Yantai rural planning. Based on the resource endowment, location conditions and industrial foundation, adhere to the principles of overall planning, key breakthroughs and steady progress, and promote the development of county agricultural industrial clusters and the large-scale operation of characteristic industries.

Third, strengthen factor guarantee. In conjunction with the rural revitalization plan and the construction of major engineering projects, we will coordinate and integrate agriculture-related funding projects, innovate the way funds are used, and increase support for key projects. In light of the needs of the strategic planning for rural revitalization and the implementation of policies, we should take into account the needs for integrated development of the primary, secondary and tertiary industries in rural areas, the conditions of various factors and resources, and market demand, vigorously cultivate diversified integrated entities and new forms of business, and actively promote the in-depth integration of agriculture with tourism, education, culture and other industries.

Fourth, we need to innovate institutions and mechanisms. We will establish and improve institutional mechanisms and policy systems to promote the integrated development of rural industries, and actively explore effective ways to promote the integrated development of the primary, secondary and tertiary industries in rural areas. We will give full play to farmers’ enthusiasm for participation, improve institutional arrangements such as interest linkage mechanisms and input guarantee mechanisms, and enable farmers to share more of the value-added benefits of industrial development. The key is to step up skills training for farmers, build an integrated technical skills training system for farmers through multiple channels, in multiple forms and at multiple levels, and provide valuable talent support for the integrated development of rural businesses. In addition, actively introduce talents such as “college student village officials” and “successful entrepreneurs” to rural areas, and then inject a steady stream of vitality into the integrated development of rural multi-forms of business, so that they can contribute their talents and shine in their real posts.

(2) Increase publicity and marketing efforts to activate consumer demand

An important part of the rural revitalization strategy is to tap the cultural connotation of agriculture, promote tourism through culture, revitalize culture through tourism, and promote the integrated development of agriculture, culture and tourism. Yantai City should formulate relevant policies and measures according to the actual situation, focus on developing the agricultural culture tourism resources with Yantai characteristics, and promote the in-depth integration of agriculture and tourism.

First of all, strengthen the brand publicity. Actively organize and participate in various agricultural exhibitions and promotion activities, encourage enterprises to set up brand image display counters in large supermarkets and wholesale markets, and expand sales channels; Relying on the Internet and modern information technology, through wechat, Weibo, Douyin, Kuaihou and other new media platforms, to carry out online and offline brand publicity and promotion; Actively participate in all kinds of economic and trade activities, agricultural fairs, agricultural fairs, etc., guide and encourage enterprises to participate in various high-end agricultural products promotion and trade fairs; Establish long-term and stable production-marketing relationships with supermarkets, shopping malls and large wholesale markets to expand brand recognition among consumers by means of agricultural and super docking, agricultural and enterprise docking and other forms; Encourage qualified agricultural leading enterprises to establish long-term and stable production and marketing relations with large supermarkets at home and abroad, and carry out extensive publicity through various channels to improve brand awareness and reputation among consumers.

Secondly, brand incubation and promotion should be accelerated. Make full use of all kinds of publicity platforms, strengthen brand cultivation and publicity, and enhance the brand awareness of Yantai agriculture. First, strengthen the promotion of Yantai agricultural products. By holding large-scale promotion activities such as “China (Yantai) International Strawberry Expo” and “Shandong · Yantai Famous and Excellent Agricultural Products Promotion Conference”, we will carry out a series of publicity and promotion activities such as Yantai characteristic agricultural products into campus, community and family, timely insight into consumer demand, brand awareness and reputation out of rural areas and into the world. Second, accelerate the certification of “three products and one standard”. Encourage agricultural enterprises to declare green agricultural products, organic food, pollution-free agricultural products and geographical indications of agricultural products, and increase the number of “three products and one standard” products and enterprises in rural areas. Third, constantly improve the working mechanism of brand building. It takes the lead in the province to set up a leading group for the revitalization of rural industry in Yantai, headed by the deputy mayor in charge, and set up a special fund for the revitalization of rural industry in Yantai to provide guarantee for brand building from the aspects of funds and policies. In addition, encourage and support enterprises to apply for the registration of agricultural product trademarks and geographical indication certification trademarks, and strive to form an industrial pattern of “brands, enterprises and bases”.

4. Deepen development and explore personalized development models

We will study models for the integration of various industries, actively explore innovation, and foster new drivers of development. In the integrated development of industries, we should not only give full play to the role of traditional industries with advantages, but also focus on future industrial development trends and foster new economic growth points. In the integration of agriculture and other industries, we should pay attention to the integration of agriculture and tourism, agriculture and commerce, and agriculture and science, and promote the expansion of agriculture from production to consumption, from primary production to secondary and tertiary production, from agricultural production to leisure agriculture, and from single production function to multi-function.

First, the integration of leisure agriculture and rural tourism. The integration of leisure agriculture and rural tourism is an important starting point to accelerate the development of modern agriculture, and is also an important way to develop rural economy and increase farmers’ income. Yantai City should focus on brand construction, with the support of brand strengthening agriculture, and comprehensively improve the brand influence, market competitiveness and service quality of leisure agriculture and rural tourism. Give full play to the advantages of regional resources, focus on the production of special agricultural products and rural leisure tourism, and develop a number of high-quality leisure agriculture and rural tourism routes. Actively guide farmers to transfer their land management rights, let professional cooperatives and leading enterprises participate in the integration of leisure agriculture and rural tourism, and increase the scale effect and agglomeration effect of leisure agriculture and rural tourism. In the direction of scale, standardization, specialization and brand, and on the basis of high-quality agricultural products, a number of leisure agriculture and rural tourism demonstration sites integrating planting, processing, sightseeing and entertainment will be built.

Secondly, it will promote the integration of e-commerce and deep processing of agricultural products. We will encourage e-commerce enterprises to cooperate with agricultural product processing enterprises to establish e-commerce platforms, and promote the informatization and standardization of agricultural product production, circulation and sales. Encourage e-commerce enterprises to carry out agricultural e-commerce business and build cold chain warehousing and logistics facilities in the park, and attract powerful e-commerce enterprises to invest in the construction of agricultural product processing and distribution centers to facilitate local agricultural product processing and logistics distribution. It will use new technologies and new business formats to promote innovation in modern models of “Internet plus” agricultural development, and make use of information technologies such as mobile Internet, Internet of Things and big data to develop online boutique agriculture and promote the all-round development of smart agriculture.

Epilogue

The integrated development of multiple rural industries should not remain superficial, but should promote the disruption and reconstruction of the first, second and third industries. Yantai City should actively develop new forms of business, vigorously cultivate e-commerce, smart agriculture, smart tourism and other new industries and new forms of business, truly solve the fundamental problem of the construction of “new countryside”, and help rural revitalization in Yantai city everywhere.

References:

- [1] Li Xia. Analysis of new rural business forms under the situation of expanding multiple functions of agriculture [J]. China Agricultural Resources and Regionalization, 2022, 43(1): 173-183. (in Chinese)
- [2] Ji Guo, Kui Yi, Lixia Yu. [J]. Enterprise Economics, 2022, 41(11): 134-141.
- [3] Guizhou Salt Industry Group. “Four Focus “Exploring multi-channel and multi-business development to help rural revitalization [J]. China Salt Industry, 2022(10): 29-30.
- [4] Chuan Ye, Zhong Yu, Lifang Zhang, et al. Industrial integration, Change of business forms and the internal mechanism of rural “new economy” : Based on multi-case analysis [J]. Business Economics, 2021(4): 143-147.

Title of the project: A study on the integrated innovation development of rural multi-forms in Yantai -- a case study of Mulangou village in Pengla. Project number: YTSK-2022-259