

Research on the Sustainable Development of Jiangxi Modern Service Industry and Its Countermeasures

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Abstract. On behalf of the service industry is relative to the service industry, the service areas, quality of service, service models are upgraded to a service industry. On the basis of the traditional service industry, make a new way of service to change, thereby increasing the added value of society to promote the consumption of a combination of knowledge and life services of a service industry. In the present situation of China's development, modern service industry has become the main force to construct the industrial structure. Therefore, it is of great significance to profoundly understand the development of Jiangxi's service industry and solve it effectively, which is of great significance to speed up the development of society and improve the level of economic development.

Introduction

Modern service industry is the most competitive industry in the 21st century, but also an important strategy for long-term development of the country. So to promote the development of modern service industry, which the whole country and Jiangxi's economic competitiveness and strength are a qualitative improvement, this is an opportunity is also a challenge. Therefore, it is necessary to speed up the development of Jiangxi's service industry and accelerate the development of Jiangxi's modern service industry.

The development of Jiangxi modern service industry status quo

In the current state of development, the traditional service industry is still stable growth, but the service significantly decreased a lot, the most obvious of which is the retail trade and catering industry, the first quarter of this year's data, the entire retail trade and catering The industry added value of 4.789 billion, accounting for 20.5% of the entire service industry, the proportion decreased by 0.6 percentage points, indicating that the modern service industry is slowly replacing the traditional service industry, is a production society slowly to the service-oriented society, which is A very positive development status quo. This will also directly promote the development of Jiangxi's modern industry. For the future development of modern industry has laid a good foundation.

In recent years, foreign investment has been continuously improved, and foreign investment enterprises have been involved in a wide range of industries, including catering, real estate, culture and education, social and health protection, entertainment and many other industries. In 2002, the province's service industry reached US \$ 363 million, accounting for 36.2% of the total assets of the province. For the development of the first year of this year, the number of foreign investment projects was 39, the contract amount was 199 million yuan 49.1 of the province. From this data we can see that the level of modern service industry opening up continuously, because the Jiangxi industry monopoly phenomenon is more serious, especially private capital, and some banks, securities. Telecommunications, insurance, education, health, railway and other industries more serious government monopoly, the market more restrictive framework, we need to introduce foreign investment, to expand the scope of development of the service industry [1].

The development of modern service industry problems

Jiangxi service industry development of economic value continues to grow, to promote the economic development of Jiangxi has played an important role. But we are faced with a problem that the total economic output of Jiangxi is lower than the national average of the economy, the total is relatively small, in 2005 only 2.2% of GDP, and in the "fifteen" period, Jiangxi The annual growth rate of the service industry is behind the annual growth rate of 1.1%, the national average annual growth rate of 9.6%, Jiangxi 8.5%. The gap between the total proportion is relatively large, Jiangxi rapid economic growth stage is in the "fifth" period, the investment in fixed assets, so that the rapid growth of the secondary industry, far higher than the primary and tertiary industries, that period , The service yield index is far lower than the secondary industry production index, which shows that the rapid development of industrial industries in the stage, the development of the service industry is relatively slow, five years since the service industry growth index is only 8.5%, measuring services Of the important indicators of development, is the value-added services accounted for the proportion of GDP, which is a large data age, through the data we can see that the proportion of modern service industry accounted for relatively low, relatively slow development, which is And now promote the development of modern service industry is facing more serious problems.

Through the first national economic census data, in the service industry in Jiangxi, the traditional services are still dominated by transportation, wholesale and retail, real estate, post and telecommunications, the proportion of these industries are higher than the national average The However, in the modern service industry, the proportion of finance and insurance, business, technical service and other industries is seriously low, among which the slow development is mainly producer service industry. Including the development of e-commerce and logistics, relatively speaking, the development of rural areas is relatively backward, the social service system is imperfect, leading to low market development, for prenatal, mid-production, post-natal, professional services with weak the lack of industrial chain led to the disagreement of the specialized division of labor, capital construction market in this area is still in a blank state. So the development of modern service industry in Jiangxi has a very big potential. We need a formal system, an innovative, standardized business model to change.

At present, the regional development of Jiangxi's service industry is relatively uneven, economically developed areas and economically backward areas of the economic difference is still relatively large, from the proportion of value-added services, Nanchang's highest level of economic development, reaching 41.9 % , The lower level of economic development is Fuzhou, only 28.4%, with the highest difference of 13.5%. This phenomenon is a serious obstacle to the overall level of economic development, and now China is in a stage of rapid urbanization, urbanization is an important force to promote social progress [2]. The city's population is relatively concentrated, higher income, the commercial, construction, financial and other industries have a higher demand. So we should reduce the difference between regions, determine the economic level of a city, a province, and even a country as a whole, not the highest value of the economy, but the lowest.

Jiangxi modern service industry development countermeasures

Government departments should be through policy guidance and industry management planning, increase support for the service industry, in essence, to achieve a qualitative leap. First, it adheres to the market, production and socialization for the development of the telecommunications, postal services, railways, aviation, radio and television industries to reform. In addition to the scope of national security and state monopoly economy, the rest should be fully open to society. In the protection of consumer rights and enhance the welfare of the people on the basis of the public service in the field of appropriate introduction of market competition mechanism to create a fair competition, a variety of economic participation in the service industry market environment [3]. Second, give full play to the role of trade associations, so that the government, the market, and the

industry between the three to form a more harmonious production chain, the use of existing service technology standards and technical specifications to maintain the development of enterprises and promote social health development of. The third is based on honesty and trustworthiness, the establishment of a complete credit system. Protection of banking, business and insurance and other modern service industry has standard development.

The development direction of the service industry has a close relationship with the region. The 21st century service industry development rules emphasize the competition and cooperation of the industry. This also allows modern services to a cooperative development, seeking a win-win path. Therefore, we should look at the international development of Jiangxi, tourism, information, and outsourcing services and other industries, we must focus on the international community. In a chain-style way, the resources and information is sharing. So that business performance rose to a new height. Speed up the opening up of trade, tourism, finance, education, culture and other industries, the use of foreign capital scale, to re-create a new business circle. In the social public construction and operation to encourage the introduction of foreign capital, fair competition. In the financial and technical management to increase support. In a fair competitive market environment, it achieves a win-win situation.

We are entering an era of information economy, through information technology to enhance the efficiency of economic operation. The traditional service industry is also facing this information transformation problem. In the future development trend of network and information will become the mainstream, it can be through the network media channels for corporate propaganda, the advantages of the enterprise and the advantages of the product through the Internet for effective dissemination. Change the delivery of products, open up a new way. The second is to establish a new service industry, the use of professional service area in the product with superior functionality and enhance the effective operation of the industry. This not only improves the social productivity but also inspired a lot of new industry initiation and development [4].

Conclusion

Jiangxi economy in order to get leapfrog development, and vigorously promote the development of the service industry development opportunities must be implemented in a. But also a way of economic growth in Jiangxi Province and is to take the road of sustainable development is an important choice. Jiangxi modern service industry is facing an important opportunity, but also an important challenge. Seize the opportunity, innovation and development, in the political decision-making to increase support for the modern service industry and reform support. Through the information technology is to modern service industry transformation. This is an effective way to speed up the modern service industry in Jiangxi. This is the best of times and the worst of times. This is an unprecedented challenge, which is a rare opportunity.

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Construction of Jiangxi Modern Service Industry Competitiveness Evaluation System and Preparation of Annual Report

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