

Research on the Path Upgrading of Service Industry in Hanzhong City under the Background of Supply Side Structural Reform

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Abstract. In order to adapt to the new normal economic development, the CPC Central Committee and State Council put forward in the country to promote the supply side of the structural reform. Hanzhong City, according to the status quo and challenges of service industry development, put forward new ideas and suggestions for its transformation and upgrading path.

Introduction

Hanzhong City is a resource-dependent city, in the central government to further promote the supply side of the structural reform of the new situation, in order to make the service industry to better reduce the pressure of economic downturn "stabilizer", the traditional industry to upgrade the "booster" Hanzhong City must speed up the transformation and upgrading of service industry, the implementation of "innovation lead, open and rise" and "industry-led, all-round development" of the overall strategy, the significance is very important.

The Development Challenges of Hanzhong City Service Industry

In recent years, Hanzhong City played "to inventory, to production, to leverage, lower costs and make up short board" (hereinafter referred to as "three to one down one") combination boxing, out of a large number of backward production capacity, inventory reduction exceeded, vigorously Promote the "increase", the introduction of specific measures to reduce business costs for the development of the service industry provides a lot of opportunities, but the service industry to accelerate the development of the same time also undertake a huge impact and pressure.

The Structure Is Not Excellent. From the proportion of GDP, the overall level of development is still lagging behind. In 2016 Hanzhong City, the tertiary industry accounted for 37.2% of GDP, respectively, lower than the national, the province's 1.4 and 9.2 percentage points, the province's 13th, only 0.2 percentage points higher than Loudi, and 2020, a comprehensive well-off society The city's tertiary industry added value accounted for the proportion of GDP reached 47.0% above the target there are 6.7 percentage points gap.

The Competitiveness Is Weak. Large and medium-sized enterprise is less. In 2016 Hanzhong City 2689 "four on" enterprises, the service industry only 8 large enterprises, medium-sized enterprises are 273. The business income of more than 1 billion RMB of wholesale enterprises only 8, the retail sales income of more than 30 million RMB of accommodation and catering enterprises only 5, 2 qualified more than 11 real estate enterprises, operating income of more than 1 billion RMB Scale service enterprises only three.

The New Format Is Still Weak. The development of high-tech service industry is insufficient. In 2016, the city's high-tech service industry above designated size accounted for only 3.5% of the service revenue above designated size, an increase of 12.4%, lower than all profit-making services 16.7 percentage points. Culture and sports entertainment industry is small. In 2016, the city's cultural, sports and entertainment industry, only 19 enterprises, accounting for 4.1% of the total

number of service enterprises, operating income of only 160 million RMB, an increase of only 5.5%, the growth rate is lower than all the above services Industry 19.3 percentage points. Residents' services are about to grow. In 2016, the city residents service, repair and other service industry corporate enterprises only 22, accounting for the size of the number of service enterprises only 4.7% of households, operating income of only 190 million RMB, the growth rate is lower than the overall size of the service sector 2.6 percentage point.

Operating Costs Are High. Business operating costs rise faster. In 2016, the city's business services above designated size grew 27.7%, higher than the operating income growth rate of 3.2 percentage points, including transportation and warehousing and postal services, leasing and business services, health and social work, scientific research and technical services of the operating costs were 41.6%, 30.3%, 27.5%, 23.5%. 2. Corporate earnings pressure.

Hanzhong City Service Industry Transformation and Upgrading Path Thinking

Play a New Advantage of the Show and Make a Bigger and Better Tourism Industry. Consolidate the advantages of quality improvement, bigger and stronger exhibition industry.

It is necessary to play the role of "public creativity" to solicit new ideas and ideas; to serve enterprises to seize the opportunity for each year, to meet the needs of the exhibition industry to create high-quality creative innovation to attract exhibitors and viewers, Held a variety of exhibitions, not only to organize business exhibitors, but also service enterprises to innovate products, give play to opportunities to expand the market.

Relying on fine, expand investment, and do fine tourism industry. Build quality line to improve the quality of tourism, and carefully build landmarks and scenic spots. Around the boutique line, open up the tourism traffic bottlenecks, focusing on the introduction of festival, quality accommodation food consumption, the development of tourism and leisure products. To tap the cultural resources to stimulate the tourism industry, focus on creating a regional characteristic of tourism and cultural programs, the depth of the development of cultural tourism products, to stimulate the scale of tourism industry cluster effect, the cultural tourism industry has become an important pillar of economic development and new growth point.

Play characteristics and promote the creation, bigger and stronger style entertainment industry. Vigorously promote the local literary and artistic creation, to create a literary atmosphere, to expand the influence of Hanzhong cultural symbols and reputation, and further promote the cultural industry consumption. To create creative arts and entertainment industry, give full play to the city writers, photography, calligraphy, dance and other associations. To participate in the competition activities of sports entertainment industry, play the city sports center, basketball association, football and other associations to vigorously organize international and provincial events, started Hanzhong card.

Seize the New Technology Engine and Leveraging Logistics Express New Power. Encourage innovation and vigorously cultivate science and technology service industry.

Support the development of innovation and technology, colleges and universities and research institutes to market for the establishment of specialized research and development and design services sector to speed up the research and development and design business from the independent production enterprises to become corporate legal person, engaged in market-oriented research and development services.

Actively guide, vigorously regulate the "Internet +" new format. To create a support for the development of the environment, improve the policy, play the role of the main business, speed up the credit, certification, standards, payment construction, explore multi-level, diversified e-commerce development model. Increase the construction of industrial demonstration park, to avoid e-commerce enterprises for their own array and homogenization of plagiarism, increase the e-commerce industry incubator base and start-up base demonstration park construction play a leading role in benchmarking enterprises.

Innovative Financial Products and Highlight the Focus on Excellent Service. Expand the business and highlight the advantages of supporting industries and key projects.

In support of the existing financial institutions in Chengdu bigger and stronger, to encourage and guide foreign banks, joint-stock commercial banks in Hanzhong to set up financial institutions to expand the city's financial industry service revenue on the basis of continuous optimization of credit financing structure, and guide the banking sector finance Institutions to increase the key areas and key links of credit delivery. Guide financial institutions around the city's "four-year action plan" construction, and further increase the major projects, the advantages of industry to increase support.

Innovative services, outstanding support for enterprises to expand financing. And actively provide enterprises with specialized integrated financial services, based on the provision of traditional financial services, expand the scope and manner of mortgage financing to help enterprises revitalize the stock of assets and seek partners to guide enterprises to participate in listing, private debt, mergers and acquisitions, Multi-level capital market operation, and effectively reduce the cost of corporate finance.

Innovate model and highlighting the role of financial poverty alleviation and development. To carry out a new round of financial poverty alleviation and development of new models and new ways to actively explore to help the industry, helping enterprises as the focus, the implementation of Luo Xiao Shan Area financial poverty alleviation policy coverage, and actively set up a platform for cooperation in banking and financial cooperation to strengthen financial and financial policy, speed up the innovation of bank credit products, pay attention to the overall push and demonstrate the combination of leadership, identify financial poverty alleviation and support the "three rural" to support the regional economic development focus, to meet the diversified financial needs.

Take the Quality of Brand Legislation City to Create Hanzhong Brand Card. Often grasp the quality and improve the competitiveness of enterprises.

Promote the standardization of quality construction, strengthen the coordination of service quality work, and promote the industry departments to strengthen the quality of service supervision. In order to carry out the creation of industry civilization, and actively explore the "livelihood services" satisfaction assessment, dynamic monitoring and release of key cities of people's livelihood quality of service.

Sing the brand, enhance product vitality. To carry out the "Hanzhong service" brand building, encourage enterprises to participate in brand value evaluation, enhance brand value and effect, to promote the development of well-known brands to create demonstration area construction. Vigorously support the industry brand to create, in close connection with the actual industry, around the development of the industry to support the creation of enterprises to promote the service industry, "Hanzhong brand." Promote the concept of quality service, and guide enterprises to promote advanced service concept, training staff to practice excellence in art and skills, and actively respond to high-level consumption, high standards of service needs of the new trend.

Improve the quality of the people's livelihood. Improve the investment efficiency of large-scale special integrated market, and further improve the built and under construction city complex and large special market, strengthen management, reduce vacancy rate, improve investment efficiency. Vigorously develop a flexible professional market, make full use of the county, the center of the town's distribution effect, flexible market, so that local agricultural products, industrial products in a timely manner and vigorously promote. Expand accommodation and catering consumption, guide enterprises to improve services, improve their products, take the initiative to adapt to family gatherings, friends dinner, as well as weekend leisure-style accommodation and catering consumption.

Optimize the Supply Structure of Talent to Meet the Needs of Industrial Upgrading of Talent. The introduction of incentives, reserves of talent. The supply of high-level and high-skilled talents is the intellectual support to speed up the structural reform of the real economy. At present, the real economy of Hanzhong is in the critical period of accelerating transformation and upgrading. It is necessary to attach great importance to and strengthen the construction of high-level and highly skilled personnel. We will cultivate professional and technical talents and management personnel well, and improve the training of personnel from research and development, transformation and production to management system. Through the equity or options incentives and other measures,

careful layout of talent projects, planned, focused selection and the introduction of a number of "lead into, stay, with good" industrial transformation and upgrading of urgent and scarce talent and innovative research team, support and guide more talents to join the innovation and entrepreneurship.

Innovation-related institutional mechanisms promote the integration of production and education in depth. We should intensify the combination of production, teaching and research, promote the reform and innovation of technical colleges and universities, actively implement the new apprenticeships of enterprises, perfect the vocational training mechanism for urban and rural laborers, build a modern vocational training system with full coverage and differentiation, and continuously improve industrial workers and new The overall quality of professional farmers, consolidate the "Hanzhong Zhi made" the supply of talent to build Hanzhong industrial upgrading.

Sound Training System Selection and Promote the Construction of Talent Mechanism.
Increase support efforts to industrial development led the team building.

Formulate special policies and measures for personnel training, and support from finance, taxation, finance and intellectual property rights. According to the law of enterprise employment, strengthen the employment service work, held a public welfare job on a regular basis and announced the recruitment of employment information to accurate information docking business supply and demand contradiction.

Improve the training system, accelerate the pace of training. Actively support enterprises to establish a stable personnel training mechanism to further strengthen the school-enterprise cooperation, the formation of a benign school-enterprise supply and demand interaction mechanism. Accelerate the close cooperation mechanism of production and research, and promote the integration of high-level personnel training and production and research.

Improve the talent evaluation and selection mechanism. Break the emphasis on qualifications, education and ignore the emphasis on the practice of skills to establish a career-oriented service industry talent evaluation mechanism. Speed up the reform of senior technician assessment system, expand the scope of evaluation, improve the evaluation methods, and mobilize the enthusiasm of highly skilled personnel. And actively introduce and select high-level, high-skilled talents and scarce talent with innovative ability to provide a powerful driving force for the city's service industry innovation.

Conclusion

Through the analysis and research on the development characteristics of service industry in Hanzhong City, combined with its resources and advantages, Hanzhong City has developed a new advantage for the exhibition in the context of the structural reform of the supply side. The new engine to push the logistics of new power; innovative financial new products, highlighting the key excellent service; quality brand legislation city to create Hanzhong brand card; sound training system selection, and promote the construction of personnel services and other services transformation and upgrading.

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