

The Realistic Dilemma and Countermeasures in the Development of Rural Integration of Three Industries under the Rural Revitalization Strategy

Cai Yingni

The Open University of Guangdong, Guangdong, Guangzhou, China

Keywords: The rural revitalization strategy; Rural areas; Integration of three industries; Realistic dilemmas; Countermeasures

Abstract: The implementation of the rural revitalization strategy has made significant progress in China's rural economy, provided new ideas for solving the three dimensional rural issues, and promoted agricultural and rural modernization. Industrial revitalization is the foundation for the implementation of the rural revitalization strategy, which requires promoting the three major rural industries to accelerate the pace of reform and achieve integrated development, thereby promoting continuous breakthroughs in the rural economy and becoming more and more stable in the process of rural revitalization, laying a solid foundation for the realization of the Chinese Dream of the great rejuvenation of the Chinese nation. Based on this, this article explores the practical difficulties and countermeasures faced by the integration of rural three industries in the context of rural revitalization strategy.

1. Introduction

The integration of rural three industries is not only an inevitable move under the macro situation, but also an objective requirement for the development of rural self height and quality. The Party Central Committee has clearly proposed that industrial prosperity is the key to rural revitalization, and the key to industrial revitalization lies in the integration of three industries. In order to promote the integrated development of rural industries, in recent years, the country has issued a series of relevant policies, measures, and plans, urging the vast rural areas to continuously adjust and improve the strategic planning for agricultural industry development, and actively promoting the implementation of various agricultural industry reform policies and measures. This has laid a solid foundation for promoting the integrated development of rural three industries and implementing the rural revitalization strategy in China.

2. The Realistic Dilemma Faced by the Integration of Rural Three Industries under the Background of Rural Revitalization Strategy

2.1. Uneven Industrial Development Levels and Insufficient Supply of Basic Elements

Currently, the rural economy has made great achievements under the promotion of the rural revitalization strategy. With the high attention of the country, the fundamental position of agriculture has been highlighted. With the continuous development of social economy, the agricultural economy has not only to solve the problem of food and clothing for the people, but also to pay more attention to the quality and diversification of agricultural products to meet diverse market demands. Judging from the reality of industrial development, there is still a large space for improving the quality of agricultural products, and problems such as insufficient optimization of the industrial structure and poor brand building of products in some regions still exist. Firstly, some farmers are influenced by traditional ideas and believe that high yield is the only principle, so they ignore the safety of their products during the process of planting agricultural products, and use fertilizers and pesticides unreasonably, affecting the quality of agricultural products. Secondly, in terms of product structure, many rural areas are still dominated by decentralized operations, with low correlation between various business entities and inability to form a high risk resistance

capacity, which is not conducive to the formation of industrial chains in rural areas and hinders the development of rural industries. Thirdly, in terms of product brand building, some rural areas lack brand concepts and are unable to fully explore local traditional cultural resources to form characteristic products. The production and marketing channels are relatively closed, affecting the added value of agricultural products.

In addition, some rural areas also have insufficient supply of basic elements. Specific performance is shown in the following aspects. Firstly, the infrastructure is relatively backward, and water conservancy construction, network construction, energy transmission, and agricultural education cannot meet the requirements for optimizing agricultural production. Secondly, in terms of talent construction, due to the influx of large numbers of people from rural areas into cities, especially the serious drain of outstanding talents, the further development and expansion of rural industries are restricted. Finally, in terms of information technology, the informatization construction in rural areas is relatively backward, which to some extent restricts the development of rural industries.

2.2. Single Industrial Structure and Low Industrial Integration

In recent years, driven by the national policy of integrating three industries, many rural areas have vigorously developed rural enterprises and rural tourism, with remarkable results. However, there are still some problems in the development process. Firstly, there are insufficient deep processing enterprises for agricultural products. In many places, rural enterprises are still in the primary processing stage and lack deep processing capacity. As a result, most of the added value of agricultural products is obtained by precision processing factories and packaging factories, while rural processing factories can only make a small profit during the primary processing process. Secondly, in the development of rural tourism, inadequate infrastructure such as transportation and networks, and inadequate utilization of modern information technologies such as big data have affected the service capacity and visibility of rural tourism. In addition, the rural tourism industry has not been organically integrated with agriculture and other industries, and the insufficient development of rural advantageous resources has hindered the healthy and rapid development of rural tourism.

The low degree of industrial integration is also one of the problems in the process of integration of three industries, specifically manifested in the following two aspects. On the one hand, under the influence of traditional concepts, the individual business model with the family as the basic unit still dominates and cannot be fully integrated with other business entities. The large-scale development of agricultural industry and the integration of multiple industries have not yet been established. On the other hand, although many rural areas have established new rural cooperatives and experiential new agricultural parks that integrate planting and harvesting, there are problems with insufficient investment or follow-up funding in terms of capital and technology.

2.3. Unbalanced Integration of Three Industries and Insufficient Impetus for the Revitalization of Rural Industries

In the current process of integrating the development of primary, secondary, and tertiary industries in rural areas, some problems and contradictions have emerged. For example, although agriculture has achieved significant development in some regions, the development level of the secondary and tertiary industries is low, especially in the areas of storage, transportation, and agricultural product processing. The development is lagging behind. In some areas, the functional development of agricultural products is relatively single, the agricultural ecological value is not fully exploited, and the development of new industries and new formats is not sufficient. In some regions, the mechanism and system for industrial integration and development are not sound, the degree of integration of three industries is not high, and the ability to promote the development of rural industries is weak. In addition, in some regions, industrial integration only stays within the industry or is just a simple grafting between industries, or is only a simple change in business models. However, in essence, it still needs to promote productivity improvement by reallocating resources and infiltrating new technologies.

In the revitalization of rural industries, some regions have actively explored and formulated plans for new farmers, cooperated with new farmers on information exchange platforms such as Weibo, provided traffic support for new farmers in their personal websites, helped them create personal agricultural product brands, and promoted the promotion of local agricultural products. At the same time, new farmers spontaneously establish cooperatives in rural areas to promote the development of local agricultural products. Such an active exploration has a significant promoting effect on rural revitalization. However, due to backward infrastructure and insufficient policy support, it is currently unable to obtain large-scale promotion.

3. Countermeasures for the Integration of Rural Three Industries under the Background of Rural Revitalization Strategy

3.1. Promoting Industrial Optimization and Strengthening the Supply of Basic Elements

First, promoting the upgrading of agricultural product quality. Agriculture is the core of rural industry, and internal and external optimization and upgrading of the agricultural industry should be carried out with the goal of continuously meeting the needs of the people for high-quality agricultural products. Local governments should attach importance to improving the quality of agricultural products and ensuring food safety, optimize the layout of agricultural production, rationally allocate resources according to the regional characteristics of each agricultural production area, rely on key enterprises and leading enterprises, create innovative development pilot areas and product pilot areas, and promote agricultural innovation and high-quality agricultural product production. At the same time, various regions should improve the level of agricultural production mechanization, provide policy and financial support, and achieve large-scale production and product standardization. In addition, the establishment of production quality standards for agricultural products should also become one of the priorities of agricultural development in various regions, and strict quality standards and supervision mechanisms should be adopted to ensure the quality of agricultural products.

Second, accelerating the upgrading of agricultural supporting facilities. On the one hand, all localities should attach importance to transportation construction, accelerate the development of modern rural logistics channels on the basis of improving the basic road network, and timely deliver high-quality agricultural products to the market. On the other hand, all localities should accelerate the construction of information technology, actively promote the construction of an internet system integrating three industries, improve the level of agricultural information technology, constantly update the production, sales, and service models of agricultural products, help farmers understand the market situation in a timely manner, thereby promoting agricultural development, and assist in rural revitalization (see Figure 1).



Figure 1 Construction of the Internet system for integrating three industries.

3.2. Optimizing Industrial Structure and Promoting Industrial Integration

There are certain irrationality in the agricultural development structure in some regions, and it is necessary to optimize the industrial structure. Specifically, we can start from the following aspects. First, in terms of planting agricultural products, we should fully implement macro control. For relatively scarce agricultural products, it is possible to gradually reduce the planting area of non dominant agricultural products in the main production areas and expand the planting area of scarce agricultural products on the premise of stabilizing the production of basic food crops. For

agricultural products with excess capacity, policy constraints can be used to guide farmers to reduce the planting area of relevant crops. Secondly, in fisheries and animal husbandry, it is necessary to pay attention to the balance between supply and demand in animal husbandry and fisheries to ensure that China maintains a certain degree of self-sufficiency in the production and use of related agricultural products. Third, attach importance to the ecological development of agriculture, guide agricultural development with the concept of green development, accelerate agricultural optimization and upgrading with the new concept of resource conservation and environmentally friendly modernization, vigorously develop organic agriculture, and strengthen ecological and environmental protection.

Actively promote the integration of three industries, use industry to assist agriculture in realizing the industrialization of agricultural products, and use service industry to assist agriculture in realizing the modernization of agricultural services. The government and relevant departments should give full play to their regulatory advantages, cultivate new agricultural business entities, expand the new functions of agriculture in the new era, create a new model of Internet driven agricultural development, and promote the efficient integration of rural industries. In addition, efforts should be made to explore the historical and cultural characteristics and natural environmental characteristics of rural areas, actively develop rural tourism, and provide people with new options for ecological sightseeing and experience.

3.3. Deeply Integrating Three Industries to Promote the Revitalization of Rural Industries

First, actively cultivating new agricultural business entities. Currently, most of the main agricultural operators in China are decentralized household operators, and the management of some farmers cannot meet the requirements of the development of new agriculture. Therefore, rural areas should actively guide the continuous improvement of agricultural business entities, promote the mechanization and scale of agricultural production, and improve the level of agricultural production. In addition, accelerate the transformation of agricultural shareholding system, actively introduce social capital, and farmers can participate in shareholding through their own land to promote the deep integration of agriculture and other industries.

Second, giving full play to the social functions of new agriculture. Rural areas should continuously improve the industrialization level of agricultural production, promote the integration of agricultural production with new technologies, and continuously improve the overall agricultural production efficiency and product quality. At the same time, new rural tourism and other business models can be adopted to bring into play the social functions of agriculture in ecological tourism and other aspects, and promote the diversified development of agriculture.

Third, striving to create a new model of integrated development of rural industries. The government can provide relevant policy support to promote the development of new characteristic agriculture. Rural areas should continuously improve the intelligent level of agricultural development, establish more information service platforms, improve the precision and refinement level of agricultural development, and create a new situation of efficient integration and development of three industries based on emerging business forms.

4. Conclusion

In summary, promoting the integration of rural three industries is the fundamental path to achieve agricultural modernization, and is also the key to achieving rural revitalization. Rural revitalization lies in promoting industrial prosperity, and is also the key to solving the three rural issues in China. The development of rural industries in China is slow, with a single industrial structure and low integration of three industries. In the context of rural revitalization, it is necessary to continuously optimize the industrial structure, improve the quality of agricultural production, ensure food security, create new agricultural forms, and promote deep industrial integration.

Acknowledgement

2022 Guangdong ordinary colleges and universities characteristic innovation projects: Discussion on the countermeasures to promote the integration of rural three industries under the rural revitalization strategy(2022WTSCX172)

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