

Research on the Development of Modern Characteristic Industries and the Growth of Village-level Collective Economy in Ethnic Areas of Sichuan Province

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Abstract: Sichuan Province's ethnic minority areas have a vast territory and complex topography, the level of modernization of characteristic industries is not high on the whole, and the development of village-level collective economy is obviously lagging behind, making it difficult to maintain and increase the efficiency of collective assets, resources and funds, and improve the self-development and guarantee capacity of village collectives, which is incompatible with the requirements of promoting agricultural modernization, promoting rural economic and social development and improving rural governance. Studying the development of modern characteristic industries and the growth of village-level collective economies in ethnic minority areas in Sichuan Province is conducive to extracting the direction of regularity from targeted research, doing a good job in the organic integration of the development of characteristic industries and the growth of village-level collective economies, better protecting the right of the people in ethnic minority areas to development, and ultimately achieving common prosperity.

1. Introduction

At present, the economic and social development of rural areas in China's ethnic minority areas is relatively slow, and the development gap with the inland and eastern regions is still relatively large, and the historical task of consolidating and expanding the achievements of poverty alleviation and effectively linking rural revitalization is quite arduous. The overall development level of ethnic minority areas is still not high, with limited endogenous development capacity, insufficient motivation, lack of factors, and fragmentation of land, weakening of development concepts, imperfect collective organization system, and lack of integrated utilization of collective assets ^[1]. To realize the development and growth of village-level collective economy, it is very important for ethnic regions to upgrade the support of characteristic industries. Long-term cultivation and support of characteristic industries in ethnic areas, expanding industrial value-added and efficiency space, creating more employment and income opportunities, and promoting endogenous sustainable development can provide strong support for the growth of the village-level collective economy. The growth of the village-level collective economy must firmly grasp the "bull's nose" of focusing on the multiple functions of agriculture and the diversified value of the village, do a good job in the organic integration of the development of characteristic industries and the growth of the village-level collective economy, adhere to the basic principle of adapting measures to local conditions and categorizing policies, give play to the superiority of the village-level collective economy, mobilize the enthusiasm of village collective members, enhance the ability and level of village collectives for self-development, self-service and self-management, and inject new vitality into promoting rural economic and social development and consolidating rural grassroots political power.

2. Characteristic Industrial Development Model

With policy support and the joint efforts of all parties, the development of characteristic

industries in ethnic areas in Sichuan Province has formed the following main models: First, the leading enterprises drive the model. For example, the self-breeding and self-raising pigs of Tianhe Animal Husbandry Development Co., Ltd. can provide high-quality livestock products for Kowloon County and its vicinity, provide high-quality piglets adapted to the local environment for Berlin Township and its surroundings, and promote the healthy and sustainable development of the local pig breeding industry. The second is the cooperative/large agricultural household-driven model. For example, Hansang Village, Daocheng County, established a professional cooperative in 2018, invested 260,000 yuan to build a horse farm, and leased it to a third party for operation, with an annual rent of about 30,000 yuan. At present, a camping base with catering is being expanded by relying on the horse farm to provide more convenient conditions for tourists to eat and lodge, and will also provide new ways for village-level collective economic growth and farmers and herdsmen to increase income. The third is the new electronic trading platform driving mode. While using the idle office of the village committee to build an e-commerce service centre, Renhe District Mixed Sala Village also carried out practical sales training on online platforms such as Douyin, developed the "mango + tourism" characteristic industry, and strengthened the village-level collective economy.

From the perspective of specific practice, the development mode of characteristic industries in ethnic minority areas of Sichuan Province is diverse, involving many various subjects, and a variety of new industrial development models such as relying on characteristic agricultural industrial resources, relying on modern industrial parks, pastoral sightseeing and leisure tourism, relying on historical and cultural resources and well-known scenic spots have been generally explored, and the collective economic mode has been developed and strengthened through diversified modern characteristic industries.

3. The Development of Characteristic Industries and the Growth of the Collective Economy

In terms of business organization form, according to the strength of village-level collective development ability, four main characteristic industrial development models and village-level collective economic growth models have been formed: independent operation, driven by leading enterprises, entrusted operation management and investment and dividends.

3.1. Case 1: Lower Harama Village's "Independent Operation" + "Entrusted Operation" + "Investment and Shareholding" model

Xiaharama Village in Hongyuan County relies on the professional cooperative of Dazekeba folk cow hair handicraft production to form a village-run enterprise and a good handicraft company. The village tourism facilities formed by the collective tourism development project of Xiaharama Village in Anqu Town, built by the development funds of ethnic areas in Sichuan Province, were leased to Yuewan RV Camp in Hongyuan County by entrusted operation and management. Xiaharama Village attracted excellent tourism enterprises to invest in shares, and the village collective lease invested 10 million yuan to build a standardized yak breeding base, guiding the masses to voluntarily participate in the transformation and upgrading of modern animal husbandry at the village level in various forms such as yaks, pastures and labour, and initially forming an industrial development pattern of "party branch + enterprise + collective economy + herdsmen".

3.2. Case 2: The Leading Enterprises in Chishuihe Village Drive the Integration of Agriculture, Wine, Culture and Tourism to Strengthen the Village-level Collective Economy

Xuyong County Chishuihe Village Collective Company integrated the advantages of Luzhou Laojiao Group and introduced 10 million yuan to invest in Chishuihe Village Winery to upgrade the old wine workshop. Integrate private enterprises, invest in 3 registered liquor sales companies, apply for 6 liquor trademarks, and have developed 2 finished wines of "Chiyuan Drunk", achieving sales revenue of about 400,000 yuan within one month of listing. In 2021, Chishuihe Village Collective Company achieved an annual operating income of about 200,000 yuan through its main business in scenic spot parking, catering, party member education and training. During the

construction of the characteristic industry of Chishuihe Village Winery, the village collective economic company labour service contracting and related business undertaking, land circulation, project management, labour service undertaking, etc. can achieve economic income of more than 500,000 yuan, creating the integrated overall development of agriculture, wine, culture and tourism industries. The integrated development of characteristic industries in Chishuihe Village can significantly increase the annual income of the village-level collective economy and drive more than 1,200 rural households to increase their income.

3.3. Case 3: Gulu Village has Diversified Models such as "Investment, Shareholding, and Dividends" to Strengthen the Village-level Collective Economy

With the unique characteristics of not being connected to the outside world, Gulu Village of Hanyuan County excavates unique tourism resources and actively explores a new model of integrated development of agricultural tourism. In order to supplement the chain and strengthen the chain for the development of tourism, Gulu Village vigorously encourages the people to develop characteristic ecological breeding industry, launches bacon, local chicken, "pole wine" and other ecological foods, and develops walnuts, honey, peppercorns, white tea and other commodities^[2]. The scale of collective economic returns generated by industrial support and working capital investment formed by the development of characteristic economy in Gulu Village has been continuously expanded and diversified. At present, Gulu Village has formed a collective economic principal of 1.1 million yuan, of which 620,000 yuan is invested in Shengxiang Cultural Tourism Company and 480,000 yuan in Hua Nan Bacon Company, obtaining investment income every year. The annual rent of the visitor reception centre is 30,000 yuan. The village collective economic assets formed after the completion of the Yi ethnic cultural square, bonfire square and ecological parking lot built by the development fund project in ethnic areas have become a new source of sustainable income for the collective economy of Gulu Village.

4. The Main Obstacle to the Development of Characteristic Industries in Ethnic Minority Areas and the Growth of Village-level Collective Economy in Sichuan Province

4.1. Local Government Competition and Stakeholder Targeting Deviations

The most important practical contradiction between the development of characteristic industries in ethnic minority areas in Sichuan Province and the growth of village-level collective economy lies in the competition of local governments and the deviation of stakeholders. The fundamental reason for the deviation of industrial assistance targets caused by the differences in the interests and goals and responsibilities of participants at different levels lies in the entrustment-agency problem of industrial development projects, and the growth of village-level collective economy is often only reflected in the collection of leasing fees for assets of industrial development projects. For example, Fumin Village in Guling County was established as a national AA-level tourist scenic spot, and the collective economic assets such as the employment and entrepreneurship demonstration base, tourist reception centre, Guling Miao Cultural Museum, Miao handicraft inheritance and creation workshop, agricultural products exhibition and sales platform and other collective economic assets built in the scenic area implement the entrusted operation and management model, which belongs to Tianyuan Agriculture Co., Ltd. to be responsible for its operation, and the village collective economy brings fixed income site rental income of 100,000 yuan every year. The outstanding manifestation of "government failure" is the pursuit of the development of characteristic industries and the replication and promotion of the village-level collective economic growth model, and the commitment to the replication and promotion of characteristic industries. Compared with bulk agricultural products, characteristic industries have the problem of diseconomy of scale. There are many cases of blind expansion of production scale leading to oversaturation of the market, sharp price declines, and sharp declines in industrial efficiency, and cherries in Chowan Village, Leng Moraine Town, Luding County, are facing such a dilemma. Some places generally lack effective protection for public brands, for example, the phenomenon of counterfeiting Hanyuan peppercorns

and Wenchuan cherries from other places is particularly prominent, and the role of brands has not been fully utilized.

4.2. Village-level Collectives have not Given Full Play to the Advantages of Scale Operation, and the Accuracy of the Development of Characteristic Industries is Insufficient

The ethnic minority areas of Sichuan Province have widely promoted a variety of business entities in characteristic industries such as large farming households, leading enterprises, cooperatives, and production bases, but they have not given full play to the advantages of village-level collective scale operation. At the same time, the main obstacle to the development of characteristic industries is concentrated in the lack of accuracy. First, there is a lack of financial and technical support, and the characteristic industrial products are mainly "original brands" and primary processing, and there are few deep processing and high value-added products^[3]. The lack of capital, technology, ability and quality and other factors has caused village-level collective economic organizations to be unable to perform their operation and management functions. Taking the "independent operation" characteristic agricultural tourism model of Cliff Village in Zhaojue County as an example, the village collective has developed oil olive cultivation, and the village now provides 22 hotel services, steel ladder management, oil olive management and public welfare posts, etc., subject to transportation, capital and other constraints, and the characteristic tourism is in a stagnant state. Second, the spillover effect of the development of characteristic industries is not strong and difficult to achieve sustainable development. The development model of simple characteristic industries will inevitably be constrained by elite capture, cliff effect and Matthew effect. The relative shortage of endogenous resources in ethnic minority areas, local governments focus on promoting the formation of "policy depressions" in the main body where the means of production and production factors converge, and the policy entities and business entities usually give priority to cooperation with leading enterprises with abundant capital, good technology and competitive advantages in the market, and some village-level collective economic organizations are excluded due to the limitation of feasible capacity. The third is the lack of control over the development progress of modern characteristic industries. Modern characteristic industries are not only cumbersome to operate, huge risks and high costs, but also difficult to control the progress of their chain development and integration, coupled with the lagging development of national infrastructure and supporting industries, it is difficult to measure the degree of assistance to business entities.

4.3. The Misalignment of Fundamentalist Values

In the situation of high pressure of assessment and inspection and limited available resources, grassroots government departments adopt the logic of fact-based logic to respond, that is, emphasizing the observance of rules and paying attention to the completion of "things" (that is, tasks) themselves. The dislocation of fundamentalist values has led to the development of modern characteristic industries and the growth of village-level collective economies. Taking Qili Village in Jiuzhaigou County as an example, the village integrates and utilizes natural resources inside and outside the village, accelerates the deep integration of three industries, focuses on characteristic sweet cherry planting, supporting the development of farmhouses, flower appreciation and fruit appreciation and other ecological agricultural tourism models, adopts the "branch + company + cooperative" model to develop characteristic industries and expand the village-level collective economy, the level of construction in the village is first-class, due to the impact of the epidemic and other factors, the planned operating company to effectively promote gold culture display, gold leaf jewellery sales, walnut deep processing, sweet cherry sales. The goals of integrated development of agriculture and health care, and significant expansion of the village collective economy, have not yet been effectively implemented.

4.4. The Degree of Modernization of Characteristic Industries is not High

On the one hand, modern characteristic industries in ethnic minority areas of Sichuan Province started late, have poor foundations, and have a weak foundation, and the modern characteristic

industries in most counties have gradually entered a period of stable development until early 2017. At the same time, the modernization of characteristic industries requires new-type farmers who understand technology and can manage, and the forced transformation of traditional agriculture and animal husbandry can easily lead to unsatisfactory water and soil. For example, Fuxing Village in Jinchuan County is located in the core of the 4A-level pear garden scenic spot, and characteristic green ecological seed breeding as the leading industry is still in the production mode of small workshops operated by one household, and the characteristic homestays, tourism distribution centres, self-driving tour camps, etc. built by the funds of national economic development projects form the collective economic assets of the village, and only then can the breakthrough of zero collective economic income be achieved. On the other hand, the degree of commercialization and marketization of characteristic industries in ethnic areas is relatively low, and it is still a supply-oriented production mode determined by the producers' own conditions.

5. The Path of the Development of Characteristic Industries and the Growth of Village-level Collective Economy

5.1. Empower Innovative Industries and Expand Village-level Collective Economic Participation

Through the development of modern characteristic industries, we will create more opportunities for the growth of the village-level collective economy, and enhance the empowerment and endogenous power of the village-level collective economy. In the integrated development model of agriculture, culture and tourism led by the characteristic ethnic culture of Renhe District, the collective economic income of Yuansala Village will be 1.59 million yuan in 2022, and the collective economy of the village has achieved a metamorphosis from scratch and from something to good. The benefits of the collective economic growth are composed of multiple sectors, including collecting rent, village collective economy investing in Nalou B&Bs to participate in dividends, intangible cultural heritage performance fees, etc., e-commerce platforms, modern agricultural parks, tourism service specialization, and special catering commercialization are also gradually being developed and created.

5.2. Innovate System Design and Build a Long-term Mechanism

Governments should vigorously support the innovation of institutional design to strengthen the village-level collective economy, and handle the relationship between the market logic of development and the social logic of enhancing the vitality of collective economic development by regulating the profit tendency of market entities and the unidirectional degree of capital. For example, Miyixianshan Village relies on the advantages of climate resources to vigorously develop the forestry and fruit industry and health tourism, and promotes industrial integration and interaction. The development of "health care + industry" and the expansion of the rural collective economy can further enhance the development stamina of agriculture, help and guide farmers to use modern agricultural production technology and production equipment for agricultural production, improve agricultural production efficiency and promote agricultural productivity.

5.3. Strengthen Subject Empowerment and Enhance Endogenous Motivation

Combined with the distribution of the main modern characteristic industries in ethnic minority areas, we should attach great importance to the bottlenecks and constraints of ethnic villages due to backward transportation, lack of production factors, and weak development will, and actively carry out village-level collective economic empowerment and development model innovation. Governments at all levels in ethnic minority areas should actively explore the organic connection mechanism between small farmers and modern agriculture, support rural collective economic organizations and cooperative economic organizations in using land resources, integrate funds for agriculture-related projects, and provide socialized services, so as to lead and drive small farmers to develop modern characteristic industries.

5.4. Promote Institutional Changes and Enhance Hematopoietic Function

First, strengthen the synchronous change of the informal system and attach importance to the long-term development of the village-level collective economy. The employment of surplus labour driven by the village-level collective economy should be regarded as an important way for the change of the informal system, and the human capital, values and customs and culture contained in the village should be upgraded while participating in the development of modern characteristic industries, and the high-quality development of industrial revitalization promoted by the changes of the informal system should be promoted. Second, cadres of ethnic villages should fully explore local characteristics and enhance the endogenous driving force for development. Ethnic villages should take the development of science and technology agriculture, ecological agriculture, recycling agriculture and brand agriculture as the direction of modern characteristic industries, expand the multiple functions of the primary industry, deeply excavate the essence of traditional farming culture, promote the integration of agricultural intangible cultural heritage, historical culture, red culture, food culture, festival culture, rural customs and other elements into agricultural development, and promote the integration of agriculture, culture and tourism.

6. Conclusion

Ethnic minority areas in Sichuan Province should adhere to categorical governance, implement policies according to the situation of villages, explore the organizational forms and business operation models of different business entities, and promote the integrated and coordinated development of primary, secondary and tertiary industries. Governments at all levels in ethnic minority areas should encourage ethnic villages to make use of collective land resources that have not been contracted to households develop modern agricultural projects in a centralized manner or through public bidding and other means, to revitalize and utilize idle or abandoned collective assets invest or participate in new business entities and industrial and commercial enterprises to develop corresponding industries by means of joint construction and joint venture cooperation between village enterprises, to use of ecological environment, humanities and history and other resources to develop leisure agriculture and rural tourism.

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