

Respectively SWOT Analysis of Rural Revitalization in Pearl River Delta as well as the East and Northwest of Guangdong Province

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Abstract: The unbalanced development of Pearl River Delta and the East and Northwest regions of Guangdong is the primary problem for Guangdong to implement its rural revitalization. Owing to the great differences, the development needs of rural revitalization vary from region to region. However, there are few literatures on the study of the differences between them. Then in this paper, SWOT analysis method is used to analyze the Strengths, Weaknesses, Opportunities and Threats of Rural Revitalization in Pearl River Delta and the East and Northwest of Guangdong province and on this basis, countermeasures and suggestions with different focuses are put forward for the rural development in the two regions.

1. Introduction

SWOT analysis, namely situation analysis, systematically analyzes the main internal strengths and weaknesses closely related to the research object, as well as external opportunities and threats. Thus, a series of conclusions can be drawn to provide a theoretical basis for making future development strategy decisions^[1]. Since the rural revitalization strategy was put forward, SWOT analysis method has been widely used in studies on leisure tourism^[2], industrial development^[3], urban-rural integration^[4], homestead reform^[5], human settlement environment^[6] and Party construction^[7]. Chen Qian et al. (2020) conducted a comprehensive analysis on the implementation of rural revitalization in Zhao qing city by SWOT analysis^[8]. Zheng Meng jie (2020) conducted a SWOT analysis on the east Of Guangdong to play the hinterland and barrier functions of the Greater Bay Area^[9]. Wu Su fang (2020) studied the high-quality development path of western Guangdong Coastal Economic Belt with SWOT analysis method^[10]. However, so far, there is no SWOT analysis on Guangdong's rural revitalization. Based on this, this paper uses SWOT analysis model to analyze the strengths and weaknesses, opportunities and threats faced by the implementation of rural revitalization in the Pearl River Delta and east and northwest Guangdong, and on this basis, puts forward development suggestions with different focuses for the Pearl River Delta and East and Northwest of Guangdong.

2. SWOT analysis of rural revitalization in the Pearl River Delta as well as East and Northwest of Guangdong province

2.1 SWOT analysis of rural revitalization in the Pearl River Delta

2.1.1 Strengths

The first strength of the Pearl River Delta is the superior geographical location. It is located in the coastal Pearl River Delta plain, with flat terrain and developed road network. The density of

expressways reaches 8.6 km / 100 square km. It is in the forefront of urban agglomeration in China, with dense railways and airports and outstanding hub status. There are 47 first-class ports used account for 81% of the province's total. Second, is strong regional economic and sound foundation for development. 80% of the province's GDP, more than 95% of its import and export volume, and about 90% of its foreign investment come from the Pearl River Delta. A strong economy also ensures relatively superior infrastructure and public services. Public services such as education funding guarantee, medical and health services, social security and culture in the Pearl River Delta region rank first in the province. Third, it has abundant talents and human resources. In 2018, the permanent population of the Pearl River Delta region was 63, 099 million, and the migrant population was 26, 729, 400. Nearly 70% of the province's skilled talents were concentrated in the Pearl River Delta. The large population not only provides human resources for rural revitalization in the Pearl River Delta region, but also provides a huge consumer market for rural industries.

2.1.2 Weaknesses

First, resources are relatively tight while production costs are relatively high. In recent years, the cost of manpower, land and raw materials has been rising. According to statistics, in 2018, the cost of manpower in the Pearl River Delta region increased three times compared with ten years ago, and the rent of factory buildings increased about ten times compared with ten years ago. The cost of raw materials also increased several times, putting certain pressure on the industrial development of rural revitalization in the Pearl River Delta region. Second, the environmental pressure is relatively high. In the early stage of development, the Pearl River Delta region was dominated by extensive manufacturing with high input, high consumption and high pollution, which brought serious environmental problems. So under the background of increasing environmental protection requirements, the development of rural industries has been limited to some extent. Third, the export dependence is high so it is greatly affected by the international situation. According to statistics, in 2017 China's export dependence in the city's top 15 cities, there were seven from the Pearl River Delta. And high export dependency means that it is more easily affected by the international situation. Factors of instability in the international situation have increased in recent years, especially in the harsh China-United States trade war, having a very bad influence on Chinese enterprises of the Pearl River Delta.

2.1.3 Opportunities

Since the 18th CPC National Congress, a number of major policies have been put forward at the national level, bringing development opportunities for rural revitalization in the Pearl River Delta region. First, the initiative of "One Belt and One Road" in 2013 opened a new chapter of China's foreign cooperation. As the pilot area of China's reform and opening-up and an important window of foreign cooperation, the Pearl River Delta region can more fully enjoy the favorable policies of foreign cooperation, make good use of domestic and overseas markets, and develop rural industries. Second, since the national Strategy for the Guangdong-Hong Kong-Macao Greater Bay Area was put forward in 2017, the Pearl River Delta region, as an important part of the bay Area's "9+2" urban agglomeration, can not only enjoy the license of more open policies and bold reform and innovation, but also learn from the experience of Hong Kong and Macao in advantageous industries such as economy, trade and law. It can also better play and make use of the larger market in Hong Kong and Macao and beyond, and drive the development of rural industries in the Pearl River Delta region. Third, since the rural revitalization strategy was put forward, a large amount of resources have been transferred to rural areas, ushering in the best opportunities for rural development.

2.1.4 Threats

First, it is the challenges of industrial transformation and upgrading. In the early stage, the Pearl River Delta region was dominated by traditional manufacturing industries, and the rural areas near the city were also densely covered with various manufacturing plants. However, with the development of social economy, these industries have become difficult to sustain. In recent years, some achievements have been made in industrial transformation and upgrading through various policies, but difficulties still exist in rural areas. The second threat is the challenges of grassroots governance and public services brought by population inversion. The pearl river delta region is one of the important destination, so the migrant workers population inversion phenomenon is very common, and the ratio of floating population to the rural population reaches 1:10, which on the one hand, increases the cost of the local public security management and the difficulty, and on the other hand, under the policy of equal basic public services, most of the public service is geared to the needs of the population of permanent residents, which is high cost, posing a challenge to the local government.

2.2 SWOT analysis of rural revitalization in East and Northwest of Guangdong

2.2.1 Strengths

Compared with the Pearl River Delta, the advantages of the East and Northwest of Guangdong are as follows. First, the region is vast and rich in natural and cultural resources. The East and Northwest of Guangdong covers an area of 123, 700 square kilometers, accounting for 68.8% of the total area of the province. It has diverse landforms and rich resources, including Chaoshan Plain, Zhanmao Plain, Marine resources along the east and west coasts and ecological resources in the mountainous areas of northern Guangdong, as well as rich historical and cultural resources of Chaoshan culture, Hakka culture and other ethnic minorities. Each characteristic resource has the potential to develop into a characteristic industry. Second, production costs are relatively low. According to preliminary estimates, land, plant and labour costs can be more than half those in the Pearl River Delta region. Compared with other rural areas in our country, the advantage of the northwest of Guangdong is obvious: near the pearl river delta economic development zone, it can undertake the industry spillover of the pearl river delta region, and can take advantage of the huge market in the pearl river delta; in addition, under the policy of regional harmonious development in the province, it still can enjoy the superior financial transfer, and have better economic conditions.

2.2.2 Weaknesses

First, its economic foundation is poor, especially that the county economy is very weak. In 2019, per capita GDP and per capita disposable income in eastern and northwestern Guangdong were respectively 57.9% and 76% of the national average. Of the 74 counties (cities and districts), the per capita GDP of only nine exceeded the national average, and 32 counties (cities and districts) accounted for less than half of the national average. The per capita disposable income of urban residents exceeded the national per capita disposable income only in Xiashan district of Zhanjiang, and 54 counties (cities and districts) had the per capita disposable income of urban residents less than 70% of the national average. The per capita disposable income of rural residents in 18 of the 70 counties (county-level cities and districts) was lower than the national average. Boluo county is the only county in Guangdong province to be listed among the top 100 counties in 2020. Second, it is the shortage of talent and human resources. Since the reform and opening-up policy, the economy of the pearl river delta region has been developing fast and thus attracted a large number of floating population (half of which comes from the northwest region of Guangdong, mostly young strength).

Left behind in the northwest area of Guangdong are relatively vulnerable groups, who tend to be uninformed, and deeply affected by the traditional idea. According to the poll, 65.51% of villagers have little understanding of the rural revitalization strategy^[11]. Among rural migrant workers in East and Northwest Guangdong, more than 70% of them have junior high school education or below^[12]. Third, infrastructure and public services are insufficient. Restricted by the local government financial resources, what can be invested in infrastructure and public service resources is limited. However, in recent years, through fiscal transfer payment of the northwest area of Guangdong it has greatly improved basic public service level, but in many remote areas, with no support, industry and population, it has causes barely supporting infrastructure operation and maintenance difficulty as well as waste.

2.2.3 Opportunities

First, since the 18th CPC National Congress, governments at all levels, from the state to the provincial and municipal decision-making levels, have attached great importance to rural development and focused on solving the imbalance between urban and rural development and regional development in Guangdong. Second, the implementation of the poverty alleviation campaign, the rural revitalization strategy, the Guangdong-Hong Kong-Macao Greater Bay Area strategy and the "One Core, one Belt, one Region" strategy have brought unprecedented opportunities for the development of the East and Northwest of Guangdong. In the battle against poverty, Guangdong has invested more than 90 billion yuan to solve the problems of "two worries" and "three guarantees" in less developed areas. After the rural vitalization strategy was put forward, Guangdong province plans to invest 160 billion yuan in phases over the next 10 years to improve areas of weakness in rural infrastructure and basic public services. In addition, a large number of preferential policies have been given in scientific and technological services, land supply and rural construction. Since the implementation of the Guangdong-Hong Kong-Macao Greater Bay Area, the Party Committee and Government of Guangdong Province have emphasized the importance of promoting the construction of the Greater Bay Area with the efforts of the whole province. As the nearest radiating area and development hinterland of the Guangdong-Hong Kong-Macao Greater Bay Area, the eastern and northwestern regions of Guangdong can get the radiating and driving effect of the Greater Bay Area the fastest, and take over the industrial spillover of the Bay Area. After the new regional development pattern of "One Core, One Belt, One Region" was put forward, the construction of Chao-Shan-Jie urban agglomeration in eastern Guangdong and Zhan-Mao-Yang urban agglomeration in western Guangdong in the coastal economic belt have received high attention, bringing opportunities for the development of the two wings.

2.2.4 Threats

First, environmental protection and economic development pressures coexist. The East and Northwest of Guangdong province, especially the north of Guangdong province, is an important ecological protection barrier of the province, as well as the main area of nature reserves and water resources reserves. So its development intensity is strictly controlled, and its economic development path is difficult to be realized through industrialization. Under the circumstances that the implementation of the provincial environmental protection subsidy policy is not sufficient, the dual pressure of environmental protection and economic development is a challenge that East and Northwest of Guangdong will face for a long time. Second, it is the challenge of intensified regional competition. In recent years, due to the domestic regional competition, the economic development of the northwest of Guangdong lags behind the average level. In the process of undertaking industrial transfer in the Pearl River Delta, in addition to certain geographical advantages, it may be difficult to

compete with surrounding provinces in terms of land, manpower and raw material costs, so that some industries in the Pearl River Delta are transferred to surrounding provinces or Southeast Asia instead of East and Northwest regions of Guangdong.

3. Suggestions on rural revitalization in the Pearl River Delta as well as East and Northwest of Guangdong province

3.1 Suggestions on rural revitalization in the Pearl River Delta

First, taking the Guangdong-Hong Kong-Macao Greater Bay Area as an opportunity, we should vigorously develop supporting production and services of leading industries in the Bay Area and drive economic development with secondary and tertiary industries. As for the basic farmland protection area, urban leisure agriculture and creative agriculture should be developed in the form of agricultural parks, and the big health industry and biological medicine industry should be integrated. Investment in science and technology should be increased to develop digital agriculture and smart agriculture. Second, the land policy should be taken as the breakthrough point to flexibly use point land supply, idle residential land to market after concentration and appropriate development of sloping land outside the red line to meet the demand for land for industrial development. Third, the integration of urban and rural areas should be promoted in planning, transportation, industry and grassroots governance to promote common development of urban and rural areas.

3.2 Suggestions on rural revitalization in the East and Northwest of Guangdong

First, we ought to steadily improve basic public services at the county and town level. It is important to take the lead in the development of education in the East and Northwest of Guangdong province, vigorously establish local higher vocational colleges, optimize the allocation of disciplines to enhance their ability to serve local industries. Meanwhile, we should vigorously improve transportation conditions, establish the "secondary arteries" of transportation from counties and towns to the Pearl River Delta and core cities in the region, open up the "capillary channels" of transportation from counties and towns to villages, and improve basic supporting facilities such as network communication, cold chain, logistics, water and electricity. We will focus on improving infrastructure and services for education, medical care, culture, sports, elderly care and childcare at the county and town levels. Second, with land policy as the breakthrough point, we should make flexible use of land replacement, homestead replacement and new rural construction to guide rural population to move to surrounding towns and counties, and encourage land ownership and centralized packaging and transfer to promote large-scale agricultural production. Third, we should also vigorously attract investment at county and town levels, develop the secondary and tertiary industries, focus on supporting a number of agricultural and sideline product processing industry, agricultural socialized service enterprises, creative culture and other services, and promote the large-scale operation of the primary industry and the integrated development of the tertiary industry. Fourth, it is essential to strengthen grassroots governance to change customs, promote socialist values, improve the credit evaluation system, strengthen the publicity of the rule of law, and rectify unhealthy practices.

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