

The Role of Qingdao Bridgehead and the Development of Hinterland under the Background of "The Belt and Road"

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Abstract. Under the background of a wide range of roads, in order to make Qingdao better integrate into the area along the way, analyzing its transportation and hinterland construction and formulating strategic positioning, carrying out these three strategies will help build Qingdao's bridgehead status and play a role in promoting Qingdao as a two-way bridgehead for the Eurasian Continental Bridge as soon as possible.

Introduction

The establishment of the Silk Road Economic Belt is centered on economic development, making full use of the development advantages of each region, learning from each other's strengths, and forming a market competition environment that is fair, unified, and mutually beneficial and win-win. The construction of the Silk Road Economic Belt is of great significance for promoting the free flow of resources and mobilizing the enthusiasm of economic entities for development and unity and common development in various regions. Only by continuously expanding the scale of economic development and giving deeper content to the Silk Road can we truly benefit the people of all countries along the way. The "One Belt, One Road" policy indicates that the reform and opening up has gradually entered the deep water area, and the opening up is facing an adjustment and turning. The economic development is in the new stage of the shift period, the pain period, and the "three periods of superposition" of the digestion period. With the globalization of the world economy and the acceleration of regional economic integration, the global economic trade and investment pattern is undergoing tremendous adjustments and changes, and the world economy has developed to a critical stage of transformation and upgrading[1].

With the introduction of the "One Belt, One Road" strategic concept, in order to integrate this strategy and seize the opportunities created by it, cities across the country have formulated and proposed a series of development strategies and countermeasures. As an important trading port on the eastern coast of China, Qingdao is at the key position of the "Ten" knot of the Hailu Silk Road. How to integrate into the "One Belt and One Road" development strategy has become the main goal of urban development at this stage.

Analysis of the Advantages of Qingdao's Integration into the Belt and Road Strategy

Qingdao has been an important port of trade since ancient times. According to historical records, as early as the Spring and Autumn Period and the Warring States Period, it created a precedent for foreign trade at sea. By 623 AD, the starting point of the Northern Line of the Maritime Silk Road began here. In the Song Dynasty, eight city shipping divisions (equivalent to the current customs) were established throughout the country. At that time, the only northern shipping company was located in Qingdao. After the opening of modern times, Qingdao became an important node in the economic belt of the Silk Road. Since the reform and opening up, Qingdao has become an important open city in the coastal areas. Today, Qingdao has become a strategic platform for building a maritime power.

Qingdao is an important meeting point between the land and maritime Silk Road, an important meeting point between the shoreline economy and the marine economy, an important meeting point for Asia-Pacific economic integration, and an important meeting point between the Asia-Pacific and

Asia-Europe sectors. The geographical advantages of land, connecting north and south and facing the Pacific have laid a solid foundation for becoming a bridgehead for the Eurasian continent. Whether it is at sea or on land, Qingdao has good conditions to promote regional economic development and increase trade with other countries[2].

Qingdao Port is a rare and natural harbor in China. It has excellent natural and geographical conditions and has the potential of a port hub. Its coastline is 843.9 kilometers, of which the coastline of the mainland is 730.5 kilometers long and the coastline of the island is 113.4 kilometers, taking advantage of the port coastline of 31 kilometers. Since the reform and opening up, Qingdao Port has achieved leapfrog development. The port throughput has increased from more than 20 million tons at the end of the 1980s to 265 million tons in 200 years. It has leapt to the top ten in the world's largest ports; container throughput has exceeded 20,000. The standard box has rapidly developed to 9 million TEUs in 2007, ranking third in the country; iron ore imports rank first in the world, and imported crude oil ranks first in coastal ports nationwide; foreign trade throughput ranks second in national ports. It is the second largest foreign trade port in China after Shanghai. Comparing the throughput and year-on-year growth rate of Qingdao Port and other ports, it can reflect the advantages of Qingdao Port, and its development strength and advantages should not be underestimated[3].

Taking advantage of its location advantages, Qingdao has maintained friendly and close trade relations with countries along the route for a long time, and the basis of trade cooperation is obvious. Statistics show that in the past 10 years, the trade volume between Qingdao and Central Asia, Central and Eastern Europe, West Asia, South Asia, Southeast Asia, Northeast Asia, Africa and other countries has grown at an average annual rate of 11.8%, and the average annual investment in direct investment in the countries along the line has increased by 77.7%. Last year, the total import and export volume of Qingdao and its countries was 41.3 billion US dollars, accounting for 69% of the city's total; Qingdao's investment in the countries along the line accounted for 44.59% of the city's total. Qingdao enterprises contracted projects in 11 countries in the "Belt and Road" countries, accounting for the entire project. Qingdao's total foreign contracted projects accounted for 79%[4]. From January to June this year, the total import and export volume of Qingdao and its countries was US\$17.03 billion. Qingdao invested US\$1.37 billion in the countries along the "Belt and Road", an increase of 193.5% year-on-year; attracting foreign investment in the countries along the route was US\$1.46 billion, up 25% year-on-year[5].

Although Qingdao has a unique natural advantage, its rapid economic development and increasingly close trade relations depend not only on its innate advantages, but also the positive policies promulgated by the government to promote its flourishing development.

Hinterland Expansion Strategy Analysis

Qingdao's integration into the Belt and Road strategy to create a bridge for the Eurasian Continental Bridge is indispensable to strengthen the construction of the hinterland. The focus of Qingdao's overall economic and trade development is the West Coast Economic New Zone. Therefore, the analysis of Qingdao's hinterland construction is actually an analysis of the hinterland construction of the West Coast Economic New Zone. To strengthen the hinterland expansion of the West Coast New Area, it is necessary to strengthen its regional cooperation with the surrounding areas[6].

Expanding the area of the hinterland. The Shandong Peninsula Blue Economic Zone rose to a national strategy in 2011, including all the seas in 6 cities and provinces such as Qingdao and Dongying, as well as the innocent, Zhanhua two coastal counties, with a sea area of 159,500 square kilometers. The land area is 64,000 square kilometers. The Shandong Peninsula Blue Economic Zone started late and is still in the stage of accelerated development. The West Coast New District will give full play to its leading role in the Shandong Peninsula Blue Economic Zone, build the blue economy growth pole of the Shandong Peninsula, improve the overall economic layout of the coast, and accelerate economic development.

With the development of the West Coast, its economic radiation-driven area will further expand from Shandong Province to the Pan-Huanghuai area. The development of the West Coast requires a

strong hinterland as a support, and the development of the Pan-Huanghuai Economic Zone requires the guidance and leadership of the West Coast. The regional coordinated development strategy is an inevitable choice for the coordinated development of the two regions.

Increase and improve the transportation network. There are many shortcomings in the transportation network of the West Coast Economic Zone. For example, the high-speed rail trains are only in several developed cities. The development of the aviation network is focused on coastal cities. The air transportation system in inland cities is not convenient. The transportation pressure along the surrounding railways is huge, and there is no comparable railway transportation line to share its transportation pressure. Nowadays, the Shandong Peninsula is focusing on building a “four vertical and four horizontal” railway transportation network, and the Pan Huanghuai area itself has a perfect transportation network of “three horizontal and four vertical”. Shortening the distance between the Eurasian Continental Bridge and alleviating the pressure on the Bohai Sea line will help to play the role of a large deep-water port in Dongjiakou Port. However, Dongjiakou’s route through Weifang should be repaired to increase the construction of its expressways and railways. In the process of repairing railways to the south and southwest of Shandong, it should also be connected with the Yanshi Railway to strengthen the inland areas of Shandong. contact.

Strengthening economic cooperation within the region. The economic cooperation within the region mainly refers to the cooperative relationship between the West Coast New District to which Qingdao belongs and its largest radiation range, namely the Pan-Huanghuai Economic Zone. As the most developed city in the Pan-Huanghuai area, Qingdao's affiliated West Coast New Area should also be positioned in the open window of the Pan-Huanghuai area, the core of the economic zone and the leading city. In contrast to the development of the Yangtze River Delta, the Pearl River Delta and the Beijing-Tianjin-Hebei Economic Zone, its core cities have played an indelible role in the development of the entire economic zone[7]. Qingdao should learn from the development of these regions and lead the rapid development of the entire Pan-Huai-Huai region. development of. At the same time, Qingdao will also take advantage of the many advantages of the development of its coastal state-level new districts, using the transport axis to move forward gradually, and gradually expand and expand, driving the development of the vast hinterland of the Pan-Huanghuai region.

Bridgehead Role Play Strategy Analysis

Traffic Commons. As an important port city, logistics node city and national transportation hub city, Qingdao has formed a port-centered railway, highway, civil aviation, etc., indirectly linked to the provinces, autonomous regions and municipalities in the eastern, central and western regions of China. A three-dimensional integrated transportation network in the region. Thereby promoting economic exchanges with the western region, shortening the transportation distance, and expanding the scope of trade cooperation. Qingdao has also accelerated the construction of airports mainly for Japan and South Korea, shortening the distance of trade with Japan and South Korea. The above actions have promoted the extension of the Silk Road Economic Belt to the eastern coastal areas, creating opportunities and conditions for the expansion of the Maritime Silk Road in the central and western regions, and at the same time accelerating the two-way convergence of land and sea.

Ocean Extension. With the goal of realizing the strategy of strengthening the country by sea, Qingdao will focus on building an East Asian marine cooperation platform, carry out international pragmatic cooperation in the fields of ocean economy, trade, science and technology, and environmental protection, and establish a communication and negotiation mechanism and cooperation and exchange platform for international ocean affairs in East Asia and the Asia-Pacific region. The marine economy has prospered. Improve the ability of marine resources development, give play to the advantages of marine scientific research, focus on building "blue silicon valley", accelerate the construction of national-level platforms such as marine national laboratories, and further improve the level of marine scientific research and practical application. In order to vigorously develop the marine economy, Qingdao will take the “blue, high-end and emerging” as its goal, and take the West Coast Economic Zone and the Hongdao Economic Zone as the two major

functional carriers to establish a modern marine industrial system and vigorously develop the modern marine industry. To build a maritime power, Qingdao, as an important coastal city, should seize the opportunity, adhere to a rational layout, optimize the structure, make fuller use of marine resources, pay attention to marine ecological protection, and develop the marine economy.

Market co-construction. We will strengthen the construction of a new pattern of "one body and two wings" for opening up to the outside world, adhere to the combination of "going out" and "bringing in", deepen the reform of the system of opening up to the outside world, promote trade and investment facilitation, and accelerate the construction of a regional international trade center city in Northeast Asia. The provinces, cities and countries in the "Belt and Road" have created a first-class business environment in cooperation with Qingdao. Adhering to the trade openness pattern in the context of opening up to the outside world, in addition to its close trade relations with Japan and South Korea due to its geographical advantages, Qingdao should also strengthen trade with other countries, so that its import and export will not be simplistic and promote trade in Qingdao. The establishment of the market.

Conclusion

In the context of the Belt and Road Initiative, Qingdao, as the leading city on the eastern coast, is itself in the West Coast Economic New Zone, which not only drives the economic development of the Shandong Peninsula, but also radiates the entire Pan-Huanghuai Economic Zone, from its geographical location and economy. Analysis of various aspects such as level and trade development, Qingdao is a two-way bridgehead for the well-deserved Eurasian Continental Bridge. It is mentioned in the article that in order to integrate Qingdao into the Belt and Road as soon as possible, we have also formulated three strategic orientations, and carried forward these three strategies to help build Qingdao's bridgehead status and build Qingdao into a two-way continental bridge. The bridgehead played a role in promoting.

At the same time as the role of its bridgehead, we must also see the shortcomings of Qingdao's development at this stage. From the aspects of transportation and hinterland construction, we find that although Qingdao is economically traded, it must be blue in Shandong Peninsula. There is still a certain distance between the economic zone and even the Pan-Huanghuai Economic Zone. Compared with the development of the Beijing-Tianjin-Hebei Economic Zone and the Pearl River Delta Economic Zone, we find that Qingdao's hinterland support is slightly insufficient. To overcome this deficiency, we must only strengthen Qingdao's hinterland construction and improvement of its transportation network will enable Qingdao to have a larger hinterland background as a support. Make Qingdao not only a West Coast New District but a core city for the entire Pan-Huanghuai region for economic development and trade.

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