

Research on the Integration and Development of Rural Tri-industry under the Background of Rural Revitalization Strategy

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Abstract: Promoting the integration of rural one, two, and three industries has become a major policy orientation for the development of agricultural and rural economy. To sort out the domestic scholars' research on the theoretical origin, connotation, type, mechanism, effect, status quo, problems and countermeasures of the integration of rural one, two and three industries, and find that the research on the integration of rural one, two and three industries is in the initial stage, mostly summed up and summarized. Descriptive research, such as empirical research, case analysis, and experience introduction, has little research on the internal mechanism of rural industrial integration and the connection and difference between the development of township enterprises and agricultural industrialization. There is a phenomenon of mechanical copying international experience. To this end, it is necessary to improve or deepen the characteristics of rural integration of the first, second and third industries, research on the integration mechanism of the rural one, two, and three industries, prudently introduce foreign successful experiences, and identify the stage of policy orientation to promote academic research in this field. And practice exploration.

1. Introduction

The integration of rural one, two, and three industries is essentially industrial integration. According to domestic scholars, in 1978, Negreouponte used three overlapping circles to describe the technical boundaries of computing, printing and broadcasting. He believed that the intersection would be the fastest growing and most innovative field, and the digital technology led to the intersection of industries. Since then, foreign scholars have started industrial integration research from their respective professional perspectives. These research results were introduced into China in the middle and late 1990s, and became an important basis for domestic scholars to study the industrial integration of China's economic development, involving the integration of agriculture and related industries. In addition, there are at least two traceable paths for the integration of rural industries in China, namely the self-evolutionary path in the practice of domestic rural economy exploration and the experience of Japan in developing the "sixth industry" or "six industrialization".

2. Rural Primary, Secondary, Tertiary industries integration development realistic background

Over the past 30 years of reform and opening up, agricultural and rural areas have continued to develop, farmers' living standards have been continuously improved, and rural infrastructure and social security have been greatly improved. Especially since the 12th Five-Year Plan, agricultural and rural economic development has shown new acceleration, and the overall situation is stable. To be better, the comprehensive agricultural production capacity has improved significantly. By 2015, China's total grain output reached 621 million tons, which has stabilized at more than 1.2 trillion jin for three consecutive years, achieving a "twelve consecutive increase". The per capita disposable income of farmers reached 11,422 yuan, an average annual increase of 9.5% for six consecutive years. Achieving "two above", the income ratio of urban and rural residents fell below 2.9:1, farmers' lives were significantly improved, and farmers were working hard to move toward a comprehensive well-off society. It can be said that the "Twelfth Five-Year Plan" is the best period in the history of agricultural and rural economic development, and has made significant contributions

to stabilizing growth, adjusting structure, benefiting people's livelihood, and preventing risks. However, there are still many problems in China's "three rural", and farmers are still suffering. Due to the industrialization of education and medical care, farmers have been unable to survive by relying on their own "one-acre three-point land". They have to leave their hometowns and throw their wives and go out to work to make up for the huge educational expenses, medical expenses, agricultural production costs and daily expenses. Left to the countryside is the "993861" force. The countryside is still poor. Through the support of various policies and the impact of the market economy, although a few villages are rich, the absolute proportion is very small. Most rely on rich resources, superior geographical location, or the sale of land to get rich. Agriculture is still weak. With the introduction of new urbanization construction, urbanization, roads, railways, real estate, development zones, etc. have occupied a large amount of farmland for more than ten years. In addition, a large number of farmers go out to work, the arable land is abandoned, and agricultural resources are restrained. The quality is degraded, environmental pollution and ecological damage are obviously intensified, and the pressure on ecological environment management is increasing. The burden of financial support for agriculture is increasing, and traditional agricultural production methods are costly and comparatively effective. The downward trend of agricultural product prices and the growth of farmers' wage income are "double-face", the international competitiveness of agricultural products is weak, the agricultural industrial chain, value chain and interest chain coordination mechanism are incomplete, farmers are hard to buy consumers, and it is difficult to maintain farmers' income. Increase. The "small but complete" agricultural production mode is limited by the cost increase and the "ceiling" of the price. It is difficult for farmers to increase their income and increase their income slowly. The agricultural labor force has migrated to the cities on a large scale, and multiple social problems such as hollowing out of the countryside, aging, and left-behind children have become more and more serious. The transformation of agricultural development mode, industrial restructuring, and the structural reform of agricultural supply side are very arduous.

3. Rural Primary, Secondary, Tertiary industries integration development goals and motivation

If Xiaokang is not a well-off, he should look at his fellow villagers. How can a fellow can be well-off? This study believes that as a villager born in rural areas with multiple reliances and advantages for rural agriculture, it is necessary to rely on rural industries through the development of rural industries in rural areas. Gaining income growth. Through the integration and development of rural one, two, and three industries, we will adjust the structure of agricultural production, transform the mode of agricultural development, promote the structural reform of the supply side of agriculture, reduce the production cost through the integration of rural one, two, and three industries, and separate and develop the past. The links between the rural one, two, and three industries have linked the original separate value chains, thus leaving the profits of the rural industries in the rural industries and staying in the rural areas, allowing farmers to share the rural secondary and tertiary industries. Profits, reverse the dilemma of farmers' low profits from rural industries. Through the integration of rural one, two, and three industries, it not only extends the agricultural industrial chain, but also shows the versatility of agriculture, providing more jobs for farmers, and protecting farmers on the one hand. Continue to increase income, reverse the slow growth of farmers' income, on the other hand, it can also be effective To solve the problem of rural aging, hollowing out, women'sization and child retention, to resolve the series of social instability factors, to achieve peasant prosperity, agricultural prosperity, rural beauty, and build a solid social foundation.

Industrial development must also follow the general law of economic development, that is, profit maximization and cost minimization are the unremitting pursuit of any industry development. The pursuit of economic benefits is the main driving force for the development of industrial integration. The essence of industrial integration development is the constant convergence and convergence between industries, the continuous realization of transaction cost savings, the minimization of transaction costs, and the maximization of integration profits. Promote the continuous optimization

of rural industrial structure, promote the advanced industrial structure of rural areas, and turn high input, high consumption, high pollution, low output, low quality and low benefit into low input, low consumption, low pollution, high output and high quality. High efficiency, turning the extensive type into an intensive type. The integration of rural one, two, and three industries is to break through the independence and division of traditional industries, reverse the unity of traditional industrial chains, continuously strengthen the convergence and extension between industries, maximize resource sharing, orderly competition and cooperation, and eliminate rural ones and two. Barriers to each other's entry into the three industries, reduce transaction costs, increase the productivity and competitiveness of agricultural industries and agricultural enterprises, and promote the advantage of rural industries in the overall industrial structure from the dominant position of the primary industry to the secondary and tertiary industries. The proportion of the evolution, from low value-added to high value-added upgrades, making it more conducive to economic and social development. The particularity of the agricultural industry, especially the increasingly close interest competition and cooperation between the first, second and third industries, and the unremitting pursuit of profit and sustainable competitive advantage of the industrial operators in various industrial sectors will continue to promote the integration of rural one, two and three industries. In the end, the transformation and upgrading of the agricultural industry will be realized, the industrial profits will continue to increase, the integration effect will be maximized, and the profits of farmers from the rural industries will continue to increase.

4. Rural Primary, Secondary, Tertiary industry integration development quality and mode

Combined with the current status of China's agricultural development, what is the effect of the integration of China's rural one, two, and three industries? What is the current level of integration? How many theoretical and practical expectations have you achieved? What impact will China have on the road to agricultural modernization in the future? At present, the academic community mostly stays in the analysis of the status quo, advanced experience and typical cases of rural industrial integration in countries such as Japan and South Korea. It lacks economic theory and does not scientifically explain the process of rural primary and secondary industry integration development and the characteristics of the results. The scientific and theoretical analysis of the integration of the development of the first, second and third industries has less constructive opinions on the integration and development of rural industries in China. This paper will standardize the key concepts of speed, integration status or location, friction cost and path deviation, coordination cost and integration quality of rural one, two, and three industries. The stochastic frontier analysis method is applied to the development of rural first, second and third industry integration, and the fusion measurement method is proposed. From the perspective of empirical research, the fusion effect and fusion quality are deeply analyzed.

There are different understandings of analyzing industrial integration issues from different perspectives. From the perspective of information and communication industry, industrial integration is based on the blurring of industrial boundaries based on technology integration and digital convergence. Initially, it refers to the integration between computer, communication and broadcast television industry. From the perspective of the process of integration and development, industrial integration is from the integration of technology to the integration of products and services, from derivation to market integration, and finally to the realization process of industrial integration. From the perspective of product service and industrial organization structure, industry integration is accompanied by changes in product functions, and the boundaries between institutions or company organizations that provide products will also begin to blur. From the perspective of industrial innovation and industrial development, it refers to the dynamic development process of different industries or the same industry interpenetrating, intersecting and eventually integrating into one, gradually forming a new industrial form. From the perspective of industry, the industrial integration model can be divided into three categories: industrial penetration, industrial cross and industrial restructuring. From the perspective of rural one, two, and three industries, it is mainly reflected in the extension of the agricultural industrial chain, the infiltration of advanced technology,

and the integration of industrial cross-type development. In the following chapters, this paper will analyze the typical fusion models existing in the integration of rural industries, and conduct an empirical analysis of the typical models of integrated development.

We will cultivate new agricultural management entities into the main force to promote the integration and development of rural industries, develop various stock cooperative organizations, support leading enterprises in agricultural industrialization, and accelerate the cultivation of family farms, professional farmers, and service organizations. Coordinate the relationship between new agricultural management entities and ordinary farmers, the relationship between different types of new agricultural management entities, give full play to the leading, demonstrating and leading role of new agricultural management entities, and enhance the participation ability of ordinary farmers. Establish a policy system to support the integration and development of rural industries, including a resource allocation system that integrates the cooperation and cooperation among the subjects, a priority system to ensure the stable development of the basic industry, an incentive system for entrepreneurial innovation, a state-supported input system, specialization, scale, Socialized service system and six aspects of correcting the self-discipline system of administrative intervention. The government departments focus on solving the overall problem, and at the same time, through strengthening policy supervision, formulating industry norms and process technology standards, providing effective guidance and mandatory constraints for market participants' behaviors, guiding public welfare and operational service organizations or industries to fully play their roles. It is necessary to clarify functional boundaries, establish departmental cooperation mechanisms, and promote the transformation of traditional management methods into modern governance structures; improve the service system and give play to the support and leading role of modern service industries in the integration of rural industries. In addition, it also includes planning and guidance, market orientation, resource support, experimental demonstration, and learning from international experience.

5. Conclusion

This paper first analyzes the difficulties still existing in China's "three rural", the difficulty of increasing farmers' income, increasing income, high agricultural production costs and low comparative benefits are still the predicaments that the "three rural" needs to face. Of course, there are many reasons for the current agricultural difficulties in China, but the traditional agricultural industry development model and industrial structure are fundamental and main reasons. Then it analyzes the relationship between the reduction of agricultural production cost, the increase of farmers' income and the agricultural industry. It is concluded that to reduce the cost of agricultural production, improve the economic benefits of agriculture, and increase the income of farmers, it is necessary to promote the transformation of agricultural industry, adjust the structure, and promote the structural side of agriculture. Reform and promote the integration and development of rural one, two and three industries. On this basis, the author constructs a theoretical and empirical analysis based on the integration of rural one, two, and three industries, focusing on the dynamics of the integration of rural one, two, and three industries, the quality of integrated development, and the model of integrated development. An intrinsically logically consistent analytical framework. And the subsequent chapters of this article will be gradually carried out around the analytical framework to conduct research and demonstration.

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