

Reflections on the Integrated Development of the Three Industries in the Rural Areas of the Western Frontier

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Abstract: The development and revitalization of rural areas in western China is conducive to improving and improving the living standards of farmers. It is also of great significance to ecological protection and border guarding. In recent years, the Chinese government has issued a large number of policies to support rural development. However, China has a large population and the per capita arable land area is too small. The government needs to guide small farmers through policies to integrate land resources and develop together in a group to improve their lives and even achieve prosperity. From the perspective of business entities, the main integration directions are the formation of farm operations with families as the unit, the realization of large-scale operations with cooperatives as the unit, and the integration of production factors with agriculture-related enterprises as the unit to achieve expanded development. From the perspective of the integration path, the internal integration of agriculture, the extension of the industrial chain, the expansion of functions, and the integration of modern technology are the main development directions. From the analysis of development shortcomings, it is mainly reflected in the insufficient supply of production factors. On this basis, some ideas for the integrated development of the three rural industries in the western frontier areas of China are put forward: First, the suggestion to deal with the insufficient supply of production factors, give full play to the government's guiding, regulating and guiding role, and promote the aggregation of various production factors to the countryside. Promote the construction of beautiful villages and improve rural living standards; guide capital to go to the countryside through multiple channels, and drive the flow of talents, technology and information to the countryside; strengthen the sense of responsibility and mission of organizational leaders, and cultivate outstanding entrepreneurs; promote the integration of three industries and modern science and technology, and improve the utilization rate of rural resource elements. The second is the conception of the integration model of the integration and development of the three industries in the rural areas of the western frontier: the enterprise-led integration model of "enterprise+"; the enterprise-oriented integration model of cooperatives; the concept of the integration model of cooperative associations. The ultimate goal of the integration of the three rural industries is to realize the full realization of agricultural strength, rural beauty and farmers' wealth in rural areas.

Keywords: China's western frontier; Rural industry; Integrated development

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1. Foreword

In 2021, the Chinese government proposed to fully implement the rural revitalization strategy, which means that China's rural construction has entered a new stage of development. In order to realize the comprehensive revitalization of rural areas, it is necessary to promote the modernization of agriculture and rural areas in accordance

with the general requirements of industrial prosperity, livable ecology, rural customs and civilization, effective governance and rich life, among which industrial prosperity is the key point, and the integrated development of three industries is an important way to achieve the rural industrial prosperity. Different from the coastal areas and the Central Plains of China, western China has a large and

sparsely populated area and a relatively fragile ecological environment. Rural development and revitalization not only plays an important role in improving the living standards of farmers, but also plays an important role in ecological protection and guarding border areas.

2. The Situation and Thinking about the Main Body of Rural Industry Integration

At present, the academic circle has not reached a consensus on the concept and connotation of the three industrial integration. On the basis of the continuous improvement of the system and the continuous progress of technology, the integration of the three rural industries is a process in which the three industries give full play to their comparative advantages and realize the continuous optimization of the industrial structure and the continuous expansion of industrial benefits, taking the countryside as the space carrier and the primary industry as the development base point. This process is the continuous unification of industrial forms and market demands, and the continuous creation of new industries, new forms of business and new products.

In recent years, China has attached great importance to rural development and introduced a large number of policies to support rural development. Every year, fiscal expenditure items involving agriculture, rural areas and farmers account for more than half of the total. The problem is that China's large population, per capita arable land area is too small, to small farmers for operators to develop rural industry is difficult to share the development cost, so the government through policy guidance small farmers through the integration of production such as land resources, to pattern of "new operators" means to realize common development and achieve broad improvement life even realize rich.

At present, there are roughly three directions for the operators of the integration of rural three-industry industries in the western border areas. First, families are the main operators and farm management is formed through a certain scale of land transfer. Compared with the coastal areas and the Central Plains, the western part of China has the characteristics of vast land and sparse population. It has the conditions to support the development and management of large agricultural households into farms on the premise of solving outstanding problems such as ecological protection and water resources utilization. Secondly, to integrate land resources with cooperatives as the main operating body and villages as the border to achieve large-scale management. Under

the guidance of government policies, farmers voluntarily join cooperatives according to their actual conditions and seek greater development with collective strength. Reduce the risk of price fluctuation and improve the market negotiation position by means of unified purchase and sales, group purchase and group sales. Establish brand, and form product market competitiveness to distribution according to work as the guidance, seeking common prosperity. Third, to agriculture-related enterprises as the main business, integrate the surrounding small farmers resources. The integration mode is diversified. It can link the interests of farmers with enterprises, or it can link the interests of cooperatives with enterprises, and get rich and increase income driven by enterprises. The leading enterprise plays a more significant driving role, which is more conducive to the aggregation of rural industrial factors.

3. About the Rural Industry Integration Development Path Analysis

From the actual situation of the western border areas, the integration path of rural three industries in the western border areas can be roughly divided into internal integration of agriculture, extension of industrial chain, expansion of functions, and integration of modern science and technology.

First, the path of internal agricultural integration is mainly the reform of the traditional agricultural production mode in the western border areas, emphasizing the organic integration within agriculture, focusing on the adjustment and optimization of agricultural planting and raising structure, and stimulating the agricultural development potential in the western border areas with the characteristics of green, organic, efficient and circular.

Second, the extension path of the agricultural industrial chain is the integration of the agricultural industrial chain in the western border areas, which is the forward extension and reverse extension based on the cultivation of agricultural products. Onward extension refers to the downstream integration of intensive processing, product research and development, warehousing, logistics, brand, sales and service of agricultural products^[1]. Reverse extension refers to the upstream base construction of seeds, agricultural machinery and fertilizers needed for agricultural products planting.

Third, agricultural function expansion path. From the traditional point of view, farmers in the western border areas are basically only engaged in agricultural production, and the added value of products is low. Agricultural

function expansion emphasizes that the management main body must fully emancipate the mind, rely on the actual greatly expanded agricultural function, improve the added value of agricultural products. For example, the development of agricultural tourism, culture, education, entertainment, pension functions in the western border areas.

Fourth, agricultural modernization of science and technology into the path. Agricultural modernization itself is also the connotation of the integration of three rural industries. In the face of social development, the three industrial integration in rural areas should also emphasize the full integration of modern science and technology, such as the integration of 5G, cloud computing, Internet of things and agriculture.

4. Analysis of Development Limitations and Shortcomings

In fact, the shortage of production factors is the biggest challenge to the integration and development of the three rural industries in the western border areas.

From the perspective of labor force, the loss of rural population and the shortage of relevant professionals are serious problems. At present, there is a big gap in infrastructure, employment opportunities, income level and public welfare between urban and rural areas in the western border areas. As a result, a large number of rural young and middle-aged labor force gradually move to the cities and even the cities of other provinces in the way of “voting with their feet”. The left-behind population in rural areas is “two-sided”, mostly the elderly and children. Encourage talents to return to the countryside and promote talents to enter villages and enterprises are the necessary conditions for the integrated development of the three rural industries in the western border areas.

From the perspective of land, the efficient use of land resources is the internal requirement of the integrated development of the three rural industries in the western border areas. First, the land in the western border areas is relatively barren, with a large number of uninhabited areas such as mountains, deserts and Gobi, which limits the rural development in the western border areas to a certain extent. Secondly, hampered by economic development, the rural economic and social development in the western border areas lags behind, and the land utilization rate is generally low. Third, limited by ecological fragility, the ecological environment in the western border areas is vulnerable to destruction and difficult to recover, and must be subject to ecological constraints under the current background of green development.

From the perspective of capital, capital going to the countryside is an indispensable condition for the integration and development of the three rural industries in the western border areas. Generally speaking, the capital flowing to the rural areas in the western border areas is very scarce, with low elasticity of agricultural demand, long production cycle and relatively low benefit. In addition, the western border areas have poor geographical conditions and backward rural infrastructure, so it is difficult to attract large investment. However, relatively speaking, the capital of enterprises is more abundant, followed by cooperatives and farmers, which also explains the greater leading role of enterprises in the process of three industrial integration in rural areas.

From the perspective of organization, it is mainly the form of production organization and entrepreneur ability. In terms of the form of production organization, enterprises and cooperatives are the main leading parties. There are few leading enterprises in agricultural enterprises in the western border areas, and the driving ability of enterprises is different and weak in general. A considerable part of cooperatives have the problem of formalization and hollowing out, and the leading role of cooperatives is not fully played. From the perspective of entrepreneurial ability, whether it is an enterprise or a cooperative, the operation and management ability and innovation ability of organizational leaders directly affect the development of the organization. At present, as a large number of newly established organizations, cooperatives are relatively short of talented, responsible and visionary organizational leaders.

From the technical point of view, the modernization of agriculture in the western border areas has a long way to go, the overall modernization level of the primary industry is not high, and the farmers’ acceptance of relevant vocational, professional and technical education is seriously insufficient.

From the perspective of information, the western border areas have insufficient cognition of the concepts of news, intelligence, data and knowledge directly related to the production, sales and consumption of products in the integrated development of the three rural industries, and poor ability of collection, statistics and application of relevant information and data, and almost no modern big data and blockchain applications.

In addition, there are many restrictive conditions such as low level of rural infrastructure construction and fragile ecological environment in the western border areas.

5. The Western Border Area Rural Three Industries Integration Development Thinking

(1) Suggestions on the shortage of supply of factors of production

In essence, the lack of supply of production factors in the integration of rural industries is caused by obvious shortcomings in the development of rural areas and their industries, lack of attraction, and their own advantages are not fully reflected. Therefore, to cope with the insufficient supply of production factors for the integration of rural industries in the western border areas, it is necessary to “complement the weak points and seek advantages”, in which the guidance, regulation and guiding role of the government should be given full play to promote the aggregation of various production factors in the countryside.

We will further develop beautiful villages and improve rural living standards. The departure of young people from their villages and the reluctance of talented people to return are, in the final analysis, objective manifestations of people’s pursuit of a better life by “voting with their feet”. In order to retain rural workers, we must first address the weaknesses in rural infrastructure, village appearance, public services, and people’s livelihood, effectively improve and improve the living standards of rural areas, “bring in and stay” talent, and gradually fill the gap of professional talents in enterprises and cooperatives. The local government can consider the construction of high standard and high specification road network system as a long-term core work to be determined, with about ten years to build a developed road network system connecting urban and rural areas in the western border areas. We will strengthen the improvement of the living environment in rural areas, continuously improve the appearance of villages, and make rural areas more livable. We will accelerate the extension of urban infrastructure and public services to rural areas, and promote equitable access to basic public services between urban and rural areas. The government has strengthened the policy of recruiting talents in rural areas to improve the attractiveness of relevant professionals in rural areas^[2].

We will channel capital to the countryside and promote the flow of talent, technology and information to the countryside. At present, the rural economic foundation of the western border areas is weak, and there is generally a lack of sufficient capital factors. The government should introduce positive policies to support the development of rural industries. On the one hand, it can give good development expectations for the development of rural

industries and attract social capital to invest in rural areas. On the other hand, encourage the exploration of financial innovation services, improve financing channels, so as to benefit the people and provide appropriate financing services for the development of rural industries^[3]. At the same time we should pay attention to the rural capital to strengthen supervision, to prevent the capital enclosure idle, long estimate to be up.

Strengthen the sense of responsibility and mission of the organization leader, cultivate outstanding entrepreneurs. Local governments should take multiple measures to cultivate a large number of rural entrepreneurs. Although most of the farmers are not highly educated, they are enthusiastic about starting businesses and getting rich. Through professional theoretical training guidance and business practice exploration, the overall quality of operation and management ability can be improved. Use “homesickness” to attract successful entrepreneurs to return home and strengthen the team of rural entrepreneurs. We will establish a mechanism for regular talks between the government and rural entrepreneurs, and open up channels for entrepreneurs to make suggestions and suggestions.

We will promote the integration of three industries and modern science and technology, and improve the utilization of factors of rural resources. Agricultural modernization and rural modernization complement each other. On the one hand, give full play to the relative advantages of enterprises in capital, talent and technology, leading the integrated development of rural three industries and the full integration of modern science and technology. On the other hand, we will vigorously encourage the improvement of a third-party system of socialized agricultural services so that farmers and modern agriculture can be organically connected. Modern science and technology can improve and change the utilization rate of barren land in the western border areas, and the sustainable development of economic society can promote the effective utilization rate of rural land in the western border areas.

(2) The concept of the integrated development and integration model of the three rural industries in the western border areas

Through the analysis of the actual rural development in the western border areas, we try to give the following ideas of the three rural industry integration development integration mode.

5.1 “Enterprise +” Enterprise-led Integration Mode

The enterprise-led integration mode of “enterprise +”

is an integrated development mode established with enterprises as the core, and its types include “enterprise + farmer”, “enterprise + cooperative + farmer”, “enterprise + base + farmer”, “enterprise + base + cooperative + farmer”, “farmer’s land use rights into enterprises”, etc. In essence, it is the interest connection mode that enterprise development and farmer increase income are unified. This mode is more suitable for enterprises whose business is related to agriculture. Enterprises have high enthusiasm and strong willingness to take the initiative in integration.

The core of “enterprise +” integration mode is enterprise. Enterprises should give full play to their advantages in talent, capital, technology, research and development, market and other aspects, make overall planning for development, integrate rural superior resources, and realize the unity of enterprise development and farmers’ income increase. The key to the “enterprise +” integration mode lies in the integration of scattered farmers, which can be accomplished through cooperatives, base construction, and farmers’ land use rights. The production and operation of the “enterprise +” integration mode should be standardized, the market activities should be organized, and the business scope should depend on comparative advantages and practical strategic choices. The benefit of “enterprise +” integration mode is not only economic benefit, because the fact assumes social responsibility, so we should consider the benefit problem in a diversified way. In addition to the economic benefits that must be considered in the development of enterprises, social benefits should also be considered, such as how many jobs can be provided and how much income can be increased for farmers. Also consider the cultural benefits, such as the inheritance of regional culture, historical customs, etc. Also consider ecological benefits, such as whether industrial products are ecological and environmental protection.

“Enterprise +” integration mode is a win-win mode for enterprises and farmers. In the face of scattered farmers, the transaction cost of enterprises is too high. The integration of scattered farmers through the “enterprise +” mode can not only reduce the transaction cost, but also ensure the source and quality of raw materials. In fact, it also assumes social responsibility and sets up a good corporate image. For farmers, additional property income or labor income can often be obtained through the “enterprise +” mode, which increases the channels and abilities of farmers to get rich.

5.2 Integration Mode of Cooperative Enterprise

The integration mode of cooperative enterprise is an

integrated development mode established with the cooperative as the core, with the types of “cooperative + farmer” and “cooperative + enterprise”, which is essentially the path of industrialization development of the collective assets of Gacha Village.

The core of cooperative enterprise integration mode is cooperative. The advantages of cooperatives lie in that the relevant policies are more inclined, the organization and cohesion ability of farmers is strong, and the effective integration of rural resource elements is more conducive to fair and reasonable income distribution. After the development of cooperatives as enterprises, they will have stronger operational ability and more flexible methods and means. The key to the integration mode of cooperative enterprise lies in the confirmation of ownership, and the basic work such as the liquidation and verification of collective assets and the confirmation of the membership of economic organizations should be completed. The effective completion of the work of right confirmation can solve collective disputes, resolve contradictions, effectively safeguard the rights and interests of farmers, make the property rights of cooperatives clear, clear power, rights and interests protection, reasonable distribution, and right confirmation is the prerequisite for the development of cooperatives as enterprises. Due to the collective nature of cooperatives, the most suitable for cooperative leadership organization is the basic party organization, therefore the cooperative enterprise integration model is also a kind of the party construction and the development of cooperatives to fully mix mode, but the party organization built on the industrial chain, the party member on the industrial chain, to let farmers rich on the industrial chain, promote the three integration of industry, promote the rural development. We will help farmers get rich and let the people really benefit from it.

5.3 Conception of the Integration Mode of Cooperative Association

The integration mode of cooperative association is to get rid of the problems of small operation scale, effective ability and weak comprehensive strength of single cooperative, and it is the further sublimation of the integration mode of cooperative enterprise. Generally, the business scope of cooperatives in the same region often coincides to a large extent, which may lead to excessive or even malicious competition, which is not conducive to the overall development of regional cooperatives. In this case, the establishment of cooperative associations can more effectively integrate resources and promote the economic and social development of the region.

The integration mode of cooperative association is established in the unit of cooperatives, aiming at seeking the common interests of all cooperatives, and its establishment often needs the guidance and participation of the government. The cooperative association is voluntary, and all members have equal status. The cooperative association operates independently and is responsible for profits and losses. The interests and risks of each member association are integrated, and the income shall be distributed according to the cooperation volume and trading volume between the member association and the cooperative association. The cooperative association shall exercise democratic management, and each member association shall elect delegates to the general assembly of the cooperative Association to exercise voting rights. Cooperative association fusion model is the key to strengthen the internal operation mechanism, cooperative, join in the form of cooperative association is willing to join, join after should accept cooperative association organization, guidance, coordination, supervision, cooperative association to make development planning and implementation plan, members of the club should closely cooperate to perform, to maximize the overall benefit.

6. Conclusions

It is emphasized again that the integrated development

of the three rural industries is the concrete embodiment of the implementation of the rural revitalization strategy, which should be implemented in accordance with the general requirements of rural revitalization. The integration of three industries is the way to realize the prosperity of the industry, which is manifested as the diversified development of the three industries, and the final purpose is to realize the comprehensive realization of strong agriculture, beautiful countryside and rich farmers in the countryside. The three industrial integration is implemented in industrial development, but at the same time, we must pay attention to the unification with ecological environmental protection, and the implementation of the principle of common prosperity, so that the industrial prosperity, ecological beauty, people rich organic unity in the countryside.

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