

Analysis and Strategies of the Rural Revitalization Empowered by the Integrated Development of Primary, Secondary and Tertiary Industries

-- In the Case of " the Golden-silk Chrysanthemums of Songji Village " in Shangqiu City, Henan Province

Huayi Li*

School of Finance, Shanghai University of International Business and Economics, Shanghai
201620, China

*Corresponding author: 1078240720@qq.com

Abstract

The Party Central Committee has always regarded rural revitalization as an important driving force for socioeconomic development. In recent years, with the continuous implementation of rural revitalization policies, the relationship between the integrated development of primary, secondary and tertiary industries and rural revitalization has become increasingly close, and has become the main driving force for rural revitalization. Many scholars have explored the coupling of the integrated development of primary, secondary and tertiary industries with rural revitalization through research and analysis of actual cases, providing townships with typical cases that can be drawn upon. Taking the golden-silk chrysanthemum industry in Songji Village, Henan Province as an example. This paper which aiming to help solve the realistic dilemmas faced by townships in terms of industrial integration summarizes the development path of primary, secondary and tertiary industries integration and puts forward suggestions on the future development of the golden-silk chrysanthemum industry.

Keywords

Rural Revitalization; Integrated Development of Primary; Secondary and Tertiary Industries; The Golden-silk Chrysanthemums of Songji Village.

1. Introduction

After investigation, the author's team found that rural revitalization is still in the initial exploration stage of the township, the study of model Villages is mostly confined to reports, but the media reports are prefer to inclined to entertainment, which made it hard explore the secret key of its development deeply. Therefore, the author and his team will go to Songji Village, a model Village for rural revitalization in Henan Province, to conduct an in-depth investigation into the respective qualities and attributes of Songji Village and chrysanthemum agricultural products, and then combine the two facts to form an industrial system that effectively promotes the development of the local economy from 2022 to 2023. We hope to find another "through" way of rural revitalization, and provide a typical case for the townships that are still in the preliminary stage of development.

Domestic and foreign academic research on rural cooperatives and industrial integration is relatively active, published articles page has accumulated to a huge number, for the issues related to the study of this paper, deepening the research on rural cooperatives and industrial integration issues on the basis of drawing on the previous research. While rural cooperatives

and industrial integration are two important concepts in this research, how to understand the model of rural cooperatives and how to understand the various modes of industrial integration is particularly important for the research of this paper. In addition, the reference to the previous experience also makes up for the shortcomings of paper's research to a certain extent, enriches the content of this paper's research and expands its depth.

Regarding the concept of industrial integration, it was firstly put forward in the late 1980s and early 1990s, when some foreign scholars began to explore and study the industrial integration of rural areas, and only a small part of the theoretical research on industrial integration involves agriculture. The main practical application of the theory of industrial integration is gradually developed and applied in the agricultural development of Japan, Korea, the United States and the Netherlands, etc.[1] In 1996, Naryashen Imamura of Japan put forward the concept of "six industries"[2]. Korea developed its own theory of rural industrial integration based on this experience, and the rise of various new industries in the United States since the 1960s has had a significant positive impact on the subsequent development of agriculture in the United States. In China, the research on the integration of rural primary, secondary and tertiary industries started relatively late [3]. Later, at the beginning of the twenty-first century, the research focus of industrial integration theory research in China gradually shifted to rural industrial integration. At present, some recognized research concepts define rural industrial integration research as: the integrated development of primary, secondary and tertiary industries in rural areas is based on agriculture, and some key production factors are configured through linkage methods in industrial organization theory, as a result, farmers can benefit from the relevant industrial chain. At present, the relevant domestic research mainly focuses on Liang Weijun, Wang Xinkun (2013), Ma Xiaohe (2020), Jiang Changyun (2022), etc., who mainly define the concept; Yin Chengjie (2023), Jiang Ruiqing (2013), Liang Weijun (2013), etc., who explore the future dilemma from the development of modern agriculture; Zhang Yibo, Tu Shengwei (2022), etc., who mainly study the multifunctionality of agriculture from the perspective aspect to study the issue of rural industrial integration. Overall, the current research on the development path of rural industrial integration is gradually increasing, but there are not many domestic studies on foreign related fields, which will cause a certain negative impact on the development of rural industrial integration in China.

2. Geography and Industry of Songji Village

2.1. Geographic Characteristics

Songji Village is located in Suiyang District, Shangqiu City, Henan Province, east of Yingguo Town, Yucheng County, south of Lumiao Town, Bozhou City, Anhui Province, west of Bao Zheng Temple, north of Wuhua Town, with an administrative area of 69.25 square kilometers, the main rivers are Xiaohong River of Grade 4, White River of Grade 5 and Luhua River, with a cultivated land area of 64,000 acres, and the population consists of Han Chinese and Hui Chinese mainly.

2.2. Industrial Development

Degree of industrialization.

Songji Village has developed rapidly in industrialization recent years, with three new projects above scale, nine signed projects and eleven negotiated projects, and the cumulative introduction of 350 million yuan of capital from outside the province. In November 2022, the output value of the industrial enterprises above scale reached 135,636,000 yuan, and the tax income reached 7,013,000 yuan, and the total industrial output value ranked 86th among the Shangqiu City.

2.3. Agricultural Level

In 2011, the total agricultural output value of Songji Village was 413 million yuan, mainly wheat, corn, soybeans and vegetables, and through planting specialty agricultural products such as Chinese herbs, tea and chrysanthemums, it promotes agricultural efficiency and farmers' income, and the area of tea and chrysanthemum planting reaches 15,000 acres.

2.4. Service Industry Development

The tertiary industry accounts for the largest proportion of 78.45%, of which the retail industry is the largest, followed by the clothing and service industry, the secondary industry accounts for 13.82%, and the primary industry accounts for only 7.73%, showing that agricultural products are slightly lagging in the market, and need to further develop the market.

3. Market Analysis and Endowment Effect of Golden-silk Chrysanthemum

3.1. Market Prospects.

The First Financial Business Data Center (CBN Data) suggests that with the living standard continue to improve, consumers' attention to healthy diets is rising at the same time, with the most important factor being nutritional value. Golden-silk chrysanthemum belongs to the category of medicinal diet, which is favored by consumers, the market demand grows, the product is extremely popular, and the economic benefits are considerable.

Chrysanthemum planting is one of the pillars of agricultural industry in Songji Village, Henan Province. It is a plant of the genus *Chrysanthemum* in the family of Asteraceae, and "Golden-silk Chrysanthemum Flower of Songji Village" has been rated as a national famous, excellent and new brand. Up to now, 47 professional cooperatives of various kinds have been established in the town, and 92 large planting households have transferred more than 100 acres of land. The planting area of tea chrysanthemums in the town has reached 15,000 acres, and the market outlook is promising in this year.

3.2. Cost Analysis of Golden-silk Chrysanthemum

In the case of suitable environment and climate, an acre of golden-silk chrysanthemum, the average planting cost of about 1000 to 1500 yuan, including the cost of seeds, fertilizers and pesticides, etc. The government will give 20% to 15% of the cost of chrysanthemum planting and 20% to 30% subsidies depending on the year. In addition to the basic cost, it also includes additional prices such as labor, freight, and packaging.

If farmers benefit from growing chrysanthemums alone, the immutability of the land area makes chrysanthemum cultivation have a fixed income ceiling. Therefore, in order to broaden the methods of farmers' income, creating an integrated structure of the industry chain within the countryside is a proven means to increase farmers' income. For growers, it reduces costs and increases profits while for non-farming Villagers, it creates jobs and provides income channels.

3.3. Endowment Effect of the Golden-silk Chrysanthemums of Songji Village Development

(1) Outstanding planting base. Bozhou City is a large-scale province for the purchase of medicinal herbs, and chrysanthemum planting has achieved excellent results in Kaifeng City, Henan Province, Luoyang City and other individual counties, but the distance from Bozhou is far, and the logistics cost is large. Shangqiu City has not yet introduced chrysanthemum planting technology, but the learning cost is low. The government, in order to cultivate local Villagers' planting techniques, implements scientific planting techniques such as rotational planting and

set planting, organizes outbound learning programs, and gives subsidies to farmers who try to plant new types of crops.

(2) Extremely suitable environment. First, the natural environment, the temperature and climate conditions are suitable, Songji Village is located in the border of Henan Province and Anhui Province, the degree of industrialization is low and pollution is small, Songji Village annual rainfall of 786 milliliters, according to the China Meteorological Administration, the annual rainfall of 800 milliliters for the wet zone, Songji Village, in the northern region belongs to the more humid areas, Songji Village, the climate characteristics of the warm and humid monsoon climate, Songji Village, an average of sunshine time of 11 hours, Songji Village, the average time of sunshine. The natural environment is very suitable for chrysanthemum planting. Secondly, the market environment, the medicine capital Bozhou City is closer to Songji Village than other chrysanthemum planting bases, and the purchase price is higher. And the local market has not been opened, although the neighboring towns also follow the planting, but now the scale of local chrysanthemum planting is expanding, which will attract the strong foreign capital, and the revenue is greater than the market competitiveness to enhance the suppression. That is, the demand is greater than the state of supply. Third, geography, located in Henan and Anhui Fuyang City border, Fuyang City Yingzhou district West Lake tourism developed to attract foreign tourists. Near Bozhou City and the national highway Songji Village special geographic environment adjacent to Fuyang City, Anhui Province, as well as the 105 National Highway. Fuyang County is one of the most developed counties in the country's tourism industry, and the development of the West Lake with the West Lake in the south of lower reaches of the yangtze river, attracting hundreds of thousands of tourists to Fuyang City every year during the peak season, and the 105 National Highway is exactly the way most tourists must pass through, it is logical that will bring a huge amount of traffic for the Songji Village, but after all, tourists are just passing through, the development of large-scale ornamental plantings as well as the local cultural characteristics, the local government actively develop tourism to attract foreign visitors. The local government actively develops tourism to make passing tourists stop and bring economic benefits to the local area.

(3) Production technology inheritance. Before planting chrysanthemum, there has been a large-scale planting of *Salvia divinorum*, because *Salvia divinorum* and chrysanthemum are also planted using the method of root migration, which saves the expensive cost of seeds for farmers, but has great requirements for technical proficiency, but the local residents, on top of the planting of *Salvia divinorum*, greatly improved the survival rate of the migrating seedlings and the degree of proficiency in the hands. This enabled the chrysanthemum to be accepted by the Villagers in a short period of time.

4. Main Strategies and Recommendations

4.1. Seize the Initiative to Develop the chrysanthemum Industry

Utilizing the infrastructure provided by the government, the processing link of golden-silk chrysanthemum has been put under the management of the township to promote the in-depth integration of the primary industry and the secondary industry. At the same time, extend the industrial chain, introduce modern processing technology, expand the diversified ways of utilizing chrysanthemum products, and achieve multiple utilization of waste materials.

In order to accelerate the development of the golden-silk chrysanthemum industry, it is necessary to hire traffic bodies and media companies for promotion, and to cultivate rural tourism talents through training programs to create a golden-silk chrysanthemum eco-tourism landscape, enhance the influence of the industry, and promote the synergistic development of primary, secondary and tertiary industry chains.

4.2. Optimize the Modern Management of Cooperatives

Cultivate new agricultural management bodies, introduce modern enterprise management systems, adopt information management tools, strengthen asset supervision, and realize effective operation of collective assets. At the same time, improve the income distribution mechanism, stimulate the enthusiasm of cooperative members, and promote the modernization of agriculture[4-5].

4.3. Enhancing the Benefits of Large-scale Production

Through reasonable land transfer policies, encourage farmers to participate in the cooperative's large-scale operation, introduce modern technology and management means, improve production efficiency, enhance the competitiveness of the industrial chain, and realize farmers' common income and wealth[6].

4.4. Expanding Innovative Production Channels

Develop the chrysanthemum culture and tourism industry, establish recreational places such as health tea houses, promote the innovative utilization and marketing of chrysanthemum products, and at the same time develop rural sightseeing tourism projects to enhance the added value and market competitiveness of the chrysanthemum industry.

4.5. Creating the Brand Effect of Chrysanthemum

Strengthen the publicity of the golden-silk chrysanthemum brand, formulate a strategic brand policy, expand brand awareness with the help of new media platforms, convey the golden-silk chrysanthemum culture through storytelling, and enhance the brand's reputation and market competitiveness[7].

4.6. Optimize Income-generating and Land Allocation Policies

Increasing land support, fully revitalizing the existing stock of land resources, and making good use of relevant land policies. The relevant departments at the district and township levels should strengthen their assistance to the villages in terms of human and financial resources, not only in terms of capital, technology and materials to help the village collectives, but also in terms of industrial development, village-run enterprises and other aspects of strengthening guidance to realize the "blood transfusion" function to the "blood production" function. To realize the change from "blood transfusion" function to "blood production" function, and enhance the ability of village collectives to independently generate wealth and increase income. To revitalize the existing collective resources, the village collective existing stock of assets and resources. Clearing property rights, improving property rights in the form of paid use and taking the lease, contracting, joint-stock cooperation and other ways to unify the development and utilization [8].

Actively promote the large-scale operation of land, actively participate in the large-scale operation of modern agriculture, increase the village collective economic income [9].

Enhance the investment promotion efforts, encourage the village collective to make good use of the existing policies, to collective land into the shares of packaging projects for investment, the introduction of owners to set up the entity economy, and the owners to enjoy the economic benefits, expanding the village-level collective economic income. Encourage village-level collective economic organizations to apply for the use of collective construction land in accordance with the law, to build production and business premises or facilities, and rent them out to owners to obtain relatively high returns.

5. Conclusion

The integration of primary, secondary, and tertiary industries, exemplified by the golden-silk chrysanthemum industry in Songji Village, represents a promising approach to rural revitalization. Through an in-depth investigation and analysis, this paper has shed light on the development path of integrating these industries, offering valuable insights and recommendations for similar townships facing challenges in industrial integration and rural development.

The importance of rural revitalization can't be overstated, as it serves as a cornerstone of socio-economic development, particularly in agrarian societies like China. By harnessing the synergies between agriculture, manufacturing and services, rural areas can unlock their full potential and achieve sustainable growth. The case of Songji villages demonstrates the transformative power of industry integration, with significant investments, job creation and economic prosperity.

One of the key findings of this study is the strategic importance of the golden-silk chrysanthemum industry in driving local development. With its growing market demand, favorable climate and government support. Chrysanthemum cultivation has emerged as a lucrative opportunity for farmers and entrepreneurs. By seizing the initiative to develop this industry further, enhancing processing capabilities, expanding the industrial chain and promoting tourism, Songji Village can solidify its position as a leader in rural revitalization.

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