

Research on Rural Complex Development in Henan Province under the Background of Rural Revitalization Strategy

Haoran Fu^{1, a, *}, Weili Chai^{1, b}

¹School of Economics, Anyang Normal University, Anyang, China.

^ahao3681@foxmail.com, ^bcwlww506@163.com

Abstract

At present, China's urban-rural integration has entered a new stage, and the rural complex, a new rural development model, has emerged as the times require, becoming a new way to solve the problems of agriculture, rural areas and farmers. Therefore, on the basis of combing the research status at home and abroad, this paper analyzes the important role of rural complex development in rural revitalization of Henan Province and the existing problems and reasons, and finally puts forward corresponding improvement measures.

Keywords

Rural revitalization; Henan Province; Tianyuan complex.

1. RESEARCH BACKGROUND

In 2017, the concept of rural complex was put forward for the first time in China, positioning it as one of the highlights of current rural construction. The Rural Revitalization Strategic Plan (2018-2022) in 2018 focuses on "rural complex" as the implementation carrier of "rural revitalization".

Although the integration of urban and rural areas has entered a new stage, the huge gap between rural and urban development still exists. On the one hand, the traditional agricultural development model is not only detrimental to agricultural efficiency, farmers' income and rural greening, but also restricts the emergence and development of new agricultural formats and models. On the other hand, the relationship between urban and rural development is not close enough. First, the radiation driving effect of industry on agriculture is not prominent. Second, the traditional agriculture has limited ability to undertake industrial spillover productivity, and the ability of agriculture to integrate with other industries is insufficient. Another point of greatest concern is that, in the course of 40 years of rural reform, rural development has been guided by policies such as rural construction pilot, village-to-village communication project, new countryside and beautiful countryside, and the government has invested a lot of money to improve rural infrastructure and public supporting facilities, thus improving rural living environment and improving farmers' living standards significantly. However, due to the neglect of the rural problems, which are the complex problems of industry, housing, leisure, land and so on, for example, the problem of rural population loss in China has always been a difficult problem, and a large number of young rural workers flock to cities, which not only puts too much pressure on cities, but also makes rural development lag behind. At present, in the development of rural areas, it is necessary to innovate the agricultural development model and development mechanism, improve the attractiveness of farmers as a profession, and encourage more manpower and material resources to go to rural areas for development. The emergence of rural complex is just at the key point where the contradiction between agriculture, rural areas

and farmers is becoming increasingly prominent. This new rural development model came into being under the multiple objective requirements of increasing agricultural efficiency, increasing farmers' income and protecting rural ecological environment under the new situation, and became a new way to solve the problems of agriculture, rural areas and farmers.

Henan Province has a wide range of rural areas, and the urbanization rate is below the national average level. The rural population is large, accounting for a high proportion, and the rural poor account for a high proportion of the rural population. The development of the "three rural issues" is the top priority of Henan's all-round development. The construction of rural complex can cultivate the new kinetic energy of agricultural and rural development, which is the urgent need to stimulate the new vitality of Henan's urban and rural development, and the need to accelerate the pace of Henan's strong agricultural province and realize the transformation from a large agricultural province to a strong agricultural province. Under the background of rural revitalization, the development of "agriculture, rural areas and farmers" in Henan must change its development mode, and rely on these new development models to achieve the goal of building a well-off society in 2020.

2. THE IMPORTANT ROLE OF RURAL COMPLEX IN RURAL REVITALIZATION OF HENAN PROVINCE

2.1.Promote Industrial Prosperity

The construction of rural complex model, based on agriculture, promotes the development of agricultural products processing and rural leisure tourism, which is conducive to promoting the cross extension of industrial chain and optimizing the rural industrial structure. On the premise of ensuring agricultural production, the rural complex promotes the coordinated and synchronous development of agricultural industrial chain in the direction of production and circulation by innovating agricultural industry. Combining "agriculture+leisure tourism", we will develop ecological agriculture, sightseeing agriculture and leisure agriculture, promote the vertical expansion of agricultural multi-functional formats, promote the development of new formats and form advantageous industrial clusters.

2.2.Promote Green Development

Ecological livability is the key to rural revitalization. In order to meet the needs of rural ecological products, the rural complex combines rural characteristic landscapes, integrates various social resources, makes full use of regional superior resources, creates ecological products, and promotes the construction of beautiful countryside. On the basis of retaining the original rural features, we should adhere to the concept of green development, rationally transform the rural environment, develop the rural cultural tourism industry according to local conditions, respect local traditional customs, develop distinctive heterogeneous culture, improve the material living standards and spiritual civilization construction at the same time, and promote the further development of rural modernization.

2.3.Promote Cultural Revival

In the rural complex, it is emphasized to excavate the connotation of traditional culture with local characteristics, protect in development, inherit in protection and innovate in inheritance. Give traditional culture fresh vitality, and promote high-quality agricultural products with cultural characteristics such as special handicrafts, green organic food and folk education. To a great extent, the protection and inheritance of rural traditional culture have been promoted by building agricultural brands with distinctive culture and building academies and folk experience halls with cultural and educational themes.

Village culture is not only the support of rural culture, but also the cornerstone of maintaining the stable development of villages. Based on the rural civilization, the rural complex deeply excavates the excellent traditional culture and moral norms contained in the rural areas, and reconstructs the rural moral system. At the same time, it has attracted a large number of talents with scientific and cultural knowledge to return to the countryside, providing a large number of high-quality rural talents. At the same time of developing cultural tourism, we should build a platform for mutual exchange between urban civilization and rural traditional culture, promote modern civilization to enter the countryside, and create more local talents with cultural literacy, which is conducive to the development of new rural culture.

2.4.Promote Urban-Rural Integration

The dual structure of urban and rural areas has always restricted the harmonious development of China's economy and society. Rural complex is based on agriculture, coordinating urban and rural areas, and accelerating the development of urban and rural integration by promoting the integration of urban and rural cultures.

In the development of rural complex, the interaction between urban and rural areas has become close and deep, which promotes the cultural integration between urban and rural areas and alleviates the cultural life gap between urban and rural areas. On the one hand, urban people have a deep understanding of rural traditional culture through sightseeing and experience. On the other hand, farmers also get more modern science and technology culture and ideology, which greatly improves the local farmers' life concept and cultural accomplishment.

3. PROBLEMS IN THE DEVELOPMENT OF RURAL COMPLEX IN HENAN PROVINCE

3.1.Agricultural Specialization Needs to Be Improved, and the Branding of Pastoral Products Is Blocked

At present, with the serious loss of talents, technology and capital in rural areas, there are various problems, such as the low level of agricultural cooperatives, difficulties in building specialized agricultural markets, and single sales channels for agricultural products. Due to the family management mode and the fragmentation of agricultural land, the production cannot be scaled up, the production cost remains high, and the quality is uneven, which is not conducive to enhancing the brand value of agricultural products. For example, due to the lack of talents and funds, the complex of Ganshan fruit garden in Shanzhou District of Sanmenxia is unable to realize professional production and marketing, which leads to the reality that the varieties, quality and sales of rural products are dispersed, and the anti risk ability is dispersed, and the brand construction of characteristic products is hindered.

3.2.The Industrial Chain Has Limited Extension and Needs Transformation and Upgrading

The construction and expansion of industrial chain is an important embodiment of the gold content of rural complex construction. The mode of production in the region, processing in the park and sales in the city can effectively reduce the risks brought by unstable factors outside the region and changes in the natural environment. Although the number of registered agricultural products trademarks in Henan has been increasing in recent years, the brand influence is still weak, and there is still a lack of agricultural products brands with real market influence. At present, the rural complex projects in various parts of Henan Province have not been carried out for a long time, the construction ideas are not mature enough, the accumulated experience is insufficient, the systematic construction planning is lacking, and the extension

direction of the industrial chain is unclear, which limits the development of the whole rural complex.

3.3.The Homogenization of the Development Model Is Serious and the Regional Characteristics Are Not Prominent

Pastoral complex is to reflect regional characteristics and highlight the scarcity and irreplaceable of local products. Regional cultural characteristics are the fundamental to enhance pastoral attraction, soft power and competitiveness. However, the actual project construction is mainly in the form of "agriculture+tourism", with serious convergence, and the design and planning are the same, which is basically the integration mode of agriculture and tourism, such as sightseeing and picking. The excavation of characteristic culture is not sufficient, and the Hongqi Canal culture in Linzhou, the medicinal materials and tea culture in Xinyang, the jujube culture in Xinzheng and the peony culture in Luoyang all have high development value.

3.4. Land Institutional Constraints Are Strong and Land Resources Are Scarce

In the actual investigation, the land problem restricted the construction of Henan rural complex. Some construction sites such as parking lots and reception facilities are difficult to be approved due to the restriction of national ecological red line. At the same time, influenced by the years of land property rights, investors have increased their scruples about investing in pastoral projects, and the divestment in the middle of the construction of Nanyang Dutch Flower Garden is the best example. Because farmers know little about the current national land policy, they still have doubts about land transfer, which is also an important reason that restricts the construction of rural complex projects.

3.5.Insufficient Support for Scientific and Technological Elements of Capital Talents and Weak Construction

First, there are many obstacles to financing, and the project construction is difficult to sustain. High investment in the initial stage of development and construction, long overall cycle, long project income period and unobvious early income, shortage of funds and shortage of funds have become common problems in the construction of pastoral complex projects. Private enterprises have high difficulty in financing, and the financing channels are often not guaranteed, which affects the normal operation of enterprises, leads to the lag of infrastructure construction, and cannot provide a strong guarantee for the normal production and life of rural complex.

Second, the lack of talents and the lack of motivation for rural development. Talent, as a key element, is indispensable for improving quality, expanding sales channels and realizing sustainable development of rural areas, and it is also an important guarantee for creating quality rural life. The local government's policy attraction to agricultural and rural technical talents is not enough; At present, the lack of integration of Henan's three industries has greatly constrained the construction of rural complex, which limits the promotion of beautiful countryside's construction.

4. COUNTERMEASURES AND SUGGESTIONS ON DEVELOPING RURAL COMPLEX IN HENAN PROVINCE

4.1.Deepen the Reform of Land System and Solve the Shortage of Land

In the process of building rural complex, we should continue to deepen the reform of rural land system and solve the land shortage based on the interests of farmers.

First, we should establish and improve the land circulation mechanism and further improve the policy of "separation of powers" in rural land contracting. Handle the relationship among

the collective, farmers and business entities, and effectively protect the basic rights and interests of farmers. Second, innovate agricultural management methods and encourage and support various forms of moderate scale operations. Small farmers can subcontract the land to realize intensive land use. Third, the policy of stabilizing land will remain unchanged for a long time. The report of the 19th National Congress pointed out that the land contract will be extended for another 30 years after it expires. The proposal of this policy has brought stable expectations for various forms of moderate scale operation.

4.2. Adhere to Comprehensive Agricultural Development and Promote Deep Integration of Industries

Adjusting structure is the key to rural construction and development. First of all, optimize agricultural production to ensure that the supply quantity of agricultural products is sufficient, the variety structure is reasonable and the quality is stable and excellent. Garden complex should pay attention to providing diversified, differentiated and targeted products to meet the market demand, and take improving the quality of agricultural products as the goal of agricultural production to adapt to the change of market demand. Secondly, based on the local characteristic culture, combined with modern agriculture and leisure tourism, promote rural leisure tourism. Take leisure tourism as the growth point and profit point.

4.3. Excavate the Rural Characteristic Resources and Highlight the Pastoral Characteristics

First, dig deep into the cultural resources with rural characteristics. For example, with the help of Xinzheng jujube culture and Xinyang tea culture, we will focus on building a comprehensive farm experience park integrating viewing and food. Second, supporting the construction of rural characteristic homestays, hotels, experience parks and other infrastructure. Make full use of the local original homestay, transform it on the basis of the original buildings and homesteads, refine the local home culture style, standardize the infrastructure construction style of the park, and make it both simple and modern. Third, hold characteristic cultural festivals to increase pastoral appeal. All districts and counties in Henan should take culture and natural resources as the starting point, and enhance the pastoral connotation by holding distinctive, sentimental and valuable rural cultural and sports festivals. Fourth, develop new rural formats and enhance rural competitiveness. Henan can rely on superior natural environment, rich and varied agriculture and well-known cultural celebrities to develop a batch of new formats with local characteristics, which combine culture, agriculture and tourism, so as to enhance the competitiveness of Henan rural complex in all directions.

4.4. Improve the Cooperation Level of Participants and Solve the Problem of Shortage of Pastoral Elements

The key to solve the shortage of funds in rural complex lies in innovating financing channels and improving capital efficiency, so we should actively explore the innovation of agricultural insurance products and improve the level of insurance guarantee; Strengthen the innovation of financial products, lower the threshold of credit access, and meet the financing needs of relevant business entities. For example, the Agricultural Bank of China's "Agricultural Loan Promotion" products, which are oriented to the main business of rural complex, are characterized by customization, intensification, batch production and standardization, which are worthy of reference and promotion. In addition to the innovation of financial and insurance institutions, the government should innovate the financing mode, and build a PPP cooperation mode involving the government, insurance, financial institutions and industrial financial institutions to solve the financing problems of rural complex agricultural enterprises.

Regarding the construction of talent team, we should strengthen the training and introduction of professional talents and provide good opportunities to retain people, such as

the government setting up subsidy funds, enterprises providing accommodation conditions and providing promotion opportunities; Encourage cooperation between schools and local enterprises to carry out targeted training for agriculture-related college students and help them return home to become new agricultural professionals; Carry out skills training for rural talents and cultivate new professional farmers; Guide migrant workers to return home to start businesses, expand the rural entrepreneurial and innovative talents full of vitality, and improve the quality of rural talents.

4.5. Extend the Rural Industrial Chain and Promote the Construction of Rural Brands

Do a good job in deepening the industrial chain, encourage relevant enterprises to diversify products according to individual needs, innovate marketing channels and service methods, extend and deepen the industrial chain, realize the mode of direct sales+primary processing+finishing, lay a good foundation for brand building and increase endogenous motivation. To widen and strengthen the industrial chain, the government attracts small and medium-sized enterprises to participate in the construction through tax incentives, policy incentives, lowering the threshold, etc., and encourages the cluster development of small and medium-sized enterprises in terms of division of labor and cooperation. On the basis of the original industry, the division of labor will create new industrial opportunities and achieve sustainable brand building. In addition, we should tap the resources with local characteristics, promote its branding and boost the brand to go out.

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