

Discussion on the path of coordinated development of regional economy under the background of rural revitalization

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Abstract: *With the good trend of rural regional economic development, farmers' quality of life has been improved, and the quality of agricultural development has been promoted, which has important significance for the realization of agricultural and rural modernization in the new era. However, at present, China is still facing problems such as unbalanced economic development in rural areas, unbalanced development within each region, serious outflow of labor force in rural areas, single industrial structure, and excessive reliance on sales of primary agricultural products, which restrict the development of rural economy to a certain extent. Therefore, under the background of rural revitalization strategy, China's rural regional economy needs to be comprehensively considered from multiple angles to accelerate the transformation of rural development policy, in order to achieve coordinated and steady development of rural regional economy.*

Keywords: *rural revitalization; Rural regional economy; Coordinated development*

1. Introduction

The issue of agriculture, rural areas and farmers is fundamental to the national economy and the people's livelihood. We must always make solving the problem of agriculture, rural areas and farmers the top priority in formulating the overall strategic policy. Research on the path of coordinated regional economic development under the background of rural revitalization has strong guidance and practical significance for formulating the future policy development of the whole region, and this paper also puts forward some feasible suggestions from several aspects, such as building a modern industrial system, agricultural resource distribution plan, social financing channels, human resource training system, brand management positioning, and digital technology to improve output. This paper is divided into five parts, the main contents are as follows: (1) Introduction; (2) China's rural regional development status and realistic characteristics; (3) Constraints on the development of rural regional economy; (5) Countermeasures for rural regional economic development; (5) Conclusion.

2. China's rural regional development status and realistic characteristics

2.1 Overview of rural regional economy

"Region" refers to the geographical space divided according to certain conditions, and the interior of the division also has obvious similarity characteristics. All economic activity in a given area is affected. To measure the effect of regional economy is not only to look at the economic indicators, but also to consider the social economic benefits and ecological benefits. The development of rural economy should not only follow the objective laws of the region, but also vary according to the differences of rural geographical location, economic level and folk customs. The coordinated development of rural regional economy requires the orderly flow and optimization of disposable, available and normative resources in the market, and inter-regional coordination and cooperation in the industry. Under the new trend, the goal of rural revitalization strategy should vigorously develop the key pillar industries of agricultural economy, promote the exchange and cooperation between different agricultural economic groups, and jointly promote the coordinated development of rural regional economy.

2.2 Characteristics of China's rural regional economic development

China's vast territory, the external environment and historical development process are different, resulting in the current rural regional economic development has the following characteristics:

First, the development of rural areas within the country is unbalanced, and the rural economic development of provinces and cities is unbalanced. Taking Guangdong Province as an example, Shenzhen, the region with the highest per capita GDP, is six times as much as Meizhou, the city with the lowest GDP economic value in the whole Guangdong region. Turning to Zhejiang Province, although Xiaoshan is only a typical representative of the new countryside in the province, its GDP and the level of basic service facilities construction far exceed that of other regions with relatively backward economic development, and even the economic strength of different villages in the same region varies greatly [1].

Second, there is a big gap in development speed and investment focus between the southwest region and the eastern region. From the regional economic growth situation in recent years, the development process of all areas is relatively fast, especially in the middle, west and southwest regions of our country. Due to the difference in location advantages and geographical factors between the central and western regions and the eastern region, the growth rate of grain crop output per unit area and the mechanization level of "smart agricultural machinery" in the central and western regions is significantly higher than that in the eastern region. In the eastern region of our country, its asset investment advantage is far superior to the agricultural production advantage of the central and western regions, so its rural areas pay more attention to fixed asset investment and other behaviors.

Third, the young and strong labor force population in rural areas is gradually flowing out. China's population aging tends to be serious, especially in rural areas [1]. At present, the young and strong labor force in most rural areas of our country has gradually flowed out to the high-development big cities to seek their own development, and some even have the phenomenon of "bringing their families with them" to work in cities. China is falling into an awkward situation of "unable to retain people" in rural areas, "unable to move" in urban areas, and repeated flow of rural labor force in urban areas [2].

Fourth, the production of agricultural products in China tends to be regionalized, the industrial structure is single, and the industrial flow is blocked. Because of terrain and climate and other factors, China's agricultural products are inclined to regional concentrated production, such as Xinjiang rich cotton, Yunnan rich flowers, traditional Chinese medicine, wild bacteria and so on. Production centralization will produce agricultural products transport to other regions and storage and preservation costs, for the transportation is not convenient areas, the single form of agricultural industrial structure is one of the factors limiting the overall development of rural regional economy.

Fifth, farmers over-rely on primary agricultural processing and lack the relevant professional knowledge framework. Most of our rural areas still provide agricultural products in the primary state, but the prices are very low indeed. For example, in recent years, the purchase price of coffee is even close to the cost price of farmers, but in the existing market, the price of a cup of finished coffee is close to dozens of dollars a cup, and the profits of agricultural products do not really flow into the hands of farmers. And for general agricultural products, if there is a lack of relevant professional knowledge, the loss in the process of harvesting and acquisition accounts for more, making farmers' profits more meager.

3. The constraints of rural regional economic development

3.1 China's regional agricultural resources are fragmented, and automation technology lacks applicability and guidance

Although the overall amount of agricultural resources in China is considerable, the average amount of resources held by individuals is very rare. In addition, the uneven distribution of agricultural resources in space, the differences in planting conditions and climate factors in various provinces and cities, the rugged mountains in some areas, relatively backward farming technology, resulting in all kinds of resources are idle, and even the supply of agricultural resources seriously cannot keep up with the regional development speed. Taking Yunnan as an example, the terrain is mainly plateau and mountain, the main cultivated land in the whole province is mostly terraced, and the cultivated land area is scattered and distributed, it is difficult to use large-scale machinery for centralized production, and the use of automation equipment has great regional restrictions and the standardization of

professional guidance. Coupled with the nature of some characteristic agricultural products, such as the local unique flue-cured tobacco, these are dependent on manual production, and blindly using automatic production methods will affect the taste of flue-cured tobacco. In contrast, countries such as the United States, with its geographical advantages such as flat terrain, have become the premise for successfully promoting the development of agricultural equipment automation. However, for the fragmented distribution of agricultural land in China, it is still difficult to realize large-scale automatic planting, and there are certain operational difficulties in regulating food quality and safety.

3.2 Serious population loss, neglect of human resources training and development.

Rural human resources are the necessary fuel to promote agricultural production. Although China's rural areas are constantly in the process of development, but the relevant areas can provide fewer types of jobs, low labor pay, cannot meet the survival and spiritual needs of the new generation of young people. At present, the whole rural brain drain is serious, the main rural labor group life and agricultural work ideas have been solidified, most of them cannot meet the development trend of the new countryside. Most of the rural population choose to work in the city to increase their income, but after entering the city, they still lack their professional skills and relevant knowledge reserves, and it is difficult to meet the needs of high-tech jobs in the city, and their technical level is at a low level both compared with other countries. In addition, in terms of human resource development and talent introduction, the educational preference in mountainous areas is weak, and the faculty is weak. In addition, the relevant rural talent policies have great room for improvement and improvement in the introduction, absorption and retention of various talents, and have gradually developed into a major obstacle in the progress of the entire rural region.

3.3 The promotion of brand value is limited and the network marketing ability is poor.

China's rural labor force population is aging, some farmers lack the concept of brand building and brand marketing of their own agricultural products, do not consider brand building, trademark registration and trademark protection, only rely on the initial value of agricultural products themselves to attract customers, their competitiveness in the market is limited. In terms of brand quality, China's main labor groups not only ignore the need for a long-term process and efforts to build their own brands, but also affected by various external and internal factors, resulting in high and low quality of agricultural products, which seriously affects consumers' confidence in purchasing agricultural and sideline products. Although the current domestic traffic situation and the popularity of express logistics have developed rapidly, there is still room for progress in meeting the transportation and preservation standards of some fresh agricultural and sideline products. In addition, it does not highlight the characteristics and positioning of its own products, and the dependence of buyers on agricultural products is not high, and the brand value of agricultural products is not reflected.

3.4 The rural economic development is not sustainable, and the income level of farmers is low.

Throughout the development history of most low-income rural areas in our country, the direct sale of unprocessed agricultural products is still their main economic pillar. Due to the single income source structure of the farmer group, the income amount is low, and there is a certain risk of "watching the day to eat", the disposable income of the farmer group is relatively low, and even do not want to engage in agricultural production work, many farmers will go to urban employment. As the young and middle-aged rural labor force often choose to make a living by working in cities and other areas when they are adults, a large number of land in their hometown is idle and uncultivated, and the land is idle for a long time. In the long run, it will affect the overall economic development of the whole region, and make the overall economic development of rural areas fall into a vicious circle, which is not sustainable.

3.5 Rural areas have single financing channels and limited financial support.

In principle, it is necessary to rely on the strong pull of capital to solve the problem of lack of educational resources and insufficient human resources in rural areas. The pull of capital is not only supported by the government, but also inseparable from the help of the community. Many rural areas, whether in terms of natural resources or brand building of agricultural and sideline products, actually have great potential for development, but due to the lack of farmers' awareness and inadequate publicity, many agricultural products are "afraid of wine and deep alleys", and even many can only be sold at low

prices and light. For farmers, whether it is to expand the scale of agricultural production or to buy agricultural equipment, seeds and other commonly used agricultural supplies need a lot of funds to obtain guarantees. At present, the financial services available to farmers are relatively limited, and the exclusion of traditional finance to the rural market cannot meet the needs of high-quality development of the current rural economy, let alone meet the standards of resource allocation required for implementing the rural revitalization strategy. Therefore, farmers lack collateral and it is relatively difficult to obtain traditional loans. At present, most of the ways to rely on financial support to carry out the sustainable development of rural regional economy are slightly weak.

4. Countermeasures for rural regional economic development

4.1 Build a modern industrial system and optimize the agricultural resource allocation plan.

First of all, the scientific and dynamic new agricultural development mechanism should be formulated according to the actual situation, and the decision-making and assessment system should be continuously improved. It is necessary to adapt to local conditions, fully consider the actual needs of the masses, let the opinions of the masses become the standard for the formulation of the mechanism, have a forward-looking and long-term mechanism, and continue to pay attention to the social and environmental impact of the mechanism. Secondly, we should attach importance to the development of green economy and make efficient use of existing agricultural resources. The pursuit of high-speed economic development and focus on the green effect of the "two wagons" drive together. A modern industrial system must also improve rural infrastructure, such as improving rural biogas digesters, to waste land, waste into treasure, to maximize the development of resources. Finally, in the process of coordinated development of rural regional economy, we must make the agricultural economic policy more targeted and realistic significance. For example, Yunnan has rugged terrain and many basins, and it is difficult to implement agricultural machinery automation. However, most rural areas in Yunnan have the advantages of comfortable climate and beautiful environment, suitable for living and traveling, and suitable for planting flowers, coffee and other cash crops. Therefore, for this part of the region, only the development of the primary industry is completely insufficient, but should be industry integration, vigorously develop tourism, tourism, so that farmers' income can be greatly increased [3].

4.2 Smooth the flow of production factors and expand social financing channels.

In order to realize the comprehensive development of rural regional economy, it is necessary to continuously develop green finance and rural revitalization, increase capital investment and related technical service support. With the help of the green credit platform, we can provide sufficient funds for rural green industries and livelihood projects, and launch better products such as green securities and green insurance to pool funds [4]. At the same time, although the current financial institution support and government fiscal policy support are the main channels of agricultural loans, they ignore the importance of social financing. The investment of social capital can not only open up the development potential of rural regional economy, make the surplus production factors of rural and urban complementary, but also promote the operation and management of rural regional economy to be more efficient and form a long-term mechanism, lay a solid foundation for further building a modern rural economic development model, and truly revitalize the entire rural resources and rural economy.

4.3 Establish and improve the rural human resources training system, optimize the return of talents policy.

First of all, the construction of rural human resources development system must be equipped with vocational training. Only by doing a good job of supporting training, can vocational skills be integrated into practice as much as possible in agricultural production. Second, educational resources should be the pillars of rural human resources development. Strengthening the development of rural human resources must strengthen the rural basic education system and pay attention to training a group of rural talents. The training of talents can be divided into two parts: First, increase the investment in the basic training of talents, some excellent teachers in cities and towns can improve the teaching level of rural areas by "going to the countryside to teach" and other ways; The second is to pay more attention to the channels for the return of talents, improve the welfare and basic security of the return of talents, improve their sense of self-realization and satisfaction, and then attract more and more people are willing to work in rural construction, so that talents come from the countryside and finally return to the

countryside. Cultivate a group of young people who are familiar with their village situation and have a practical spirit, and establish relevant policy subsidy mechanisms, so that more and more young people are happy to return to their hometown.

4.4 Brand management positioning of precision agriculture products, and actively expand online sales channels.

Create their own unique brand network system, and strive to build high-quality rural agricultural products brand. Create and keep their own product characteristics, strict quality of each supply and marketing link, whether it is the selection of seedlings, field work management quality, or fruit and vegetable picking quality, there should be a unified standard for operation. The government should encourage and gather large local agricultural growers, promote their products and encourage the registration of their own brands, and strengthen supervision of registered brands, and arrange and guide agricultural enterprises to learn and carry out brand publicity. At the same time, a variety of marketing means are used: first, to attract target customers with a rich product system. Not only satisfied with the product itself, but the implementation of the "product +" business model, the development of "product + tourism" and other models, to create their own product highlights, through the marketing system, improve the brand voice, to achieve multi-dimensional scene coverage. Second, relying on major marketing brands to create a new format marketing model, through the promotion on the e-commerce platform, vigorously promote the new model of e-commerce live broadcast of characteristic agricultural products brands, to spread the differentiated value of local brands to domestic consumers, deepen consumers' brand loyalty, and form a sense of conformity with the brand market.

4.5 Digital technology improves production and enables coordinated development of regional economy.

The shortage of rural labor resources makes improving agricultural production efficiency the key to inject vitality into agricultural regional economy. Improving agricultural production efficiency has to rely on digital technology. At present, there are two main means to improve agricultural production efficiency: production equipment innovation and technological innovation. At present, the latest production equipment innovation is mainly to improve the production of agricultural machinery, such as agricultural machinery in Canada and India and other countries have begun to popularize, but in some parts of China due to terrain and other reasons, the use and popularization of "smart agricultural machinery" still has certain limitations. In fact, agricultural technology innovation can use computer image sensing technology to analyze the data of crop photos, and summarize the current growth status and stage of agricultural products through image processing and analysis, and even analyze the fertility of crop soil and the possibility of insect disasters and diseases. Therefore, China's agricultural regions cannot blindly adopt innovative agricultural technology production means, but should be reasonable according to their own practical needs, as far as possible to effectively improve crop yields and prevent pest and disease disasters.

5. Conclusion

Improving the income and happiness of rural farmers is one of the criteria to measure the economic development of rural areas. To promote the development of rural regional economy in a benign direction, it is inevitable to start from multiple angles. The government should continue to act as a powerful force to promote rural infrastructure construction and guide farmers' benign production behavior, and implement strict supervision and management procedures and processes to build a relatively fair and just economic competition environment. At the same time, encourage social capital investment in rural areas, implement reasonable preferential tax policies for them, and then expand the financing channels of rural industries. In short, in the context of rural revitalization, in order to form a mutually beneficial, open and win-win regional economic development trend, it is necessary for the government, society, farmers and other aspects to actively participate in building a modern industrial system and optimizing the allocation of agricultural resources; Smooth the flow of production factors and expand social financing channels; Establish and improve the rural human resources training system, optimize the return of talents policy; Accurate brand management positioning, expand the network sales channels; Rational use of digital technology to increase production, enabling regional economic coordinated development and other means. The relevant management departments should also recognize the current problems, constantly innovate and improve agricultural science and technology,

cultivate new professional farmers, and change farmers' traditional planting consciousness. In order to make the coordinated development of rural regional economy, all social forces need to work together to guide the diversified development of agricultural economy.

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