

Research on coordinated promotion of Rural Revitalization Strategy and high quality development of county economy in Heilongjiang Province

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ABSTRACT. *The smooth implementation and steady promotion of Rural Revitalization Strategy is related to the solution of the three rural issues, and the quality of county economic development has become the key to the implementation effect of Rural Revitalization Strategy. Due to the different resource endowments in Heilongjiang Province, the development of county economy is unbalanced obviously. Rural Revitalization needs to be driven by cities and towns, and urban development can promote rural revitalization. Therefore, all counties in Heilongjiang Province should scientifically choose the county economic development mode, combine the advantages of resources and historical basis, explore the new path of coordinated promotion of Rural Revitalization and high-quality development of county economy, so as to realize high-quality, balanced and sustainable development of rural economy. As far as the current situation of our province is concerned, accelerating the high-quality development of county economy is the solid foundation and important support for comprehensively deepening the structural reform of agricultural supply side, vigorously implementing the strategy of rural revitalization, and firmly winning the key station of poverty alleviation; it is also a decisive victory in building a moderately prosperous society in an all-round way, improving the overall economic strength and comprehensive competitiveness of the whole province, and promoting the overall revitalization of the whole province It is an important measure and effective path of rejuvenation.*

KEYWORDS: *Rural Revitalization; county economy; industrial integration*

1. Analysis on the present situation of county economy development in Heilongjiang Province

1.1 The present situation of county GDP

In the 63 counties and county-level cities, the difference of resource endowment results in the obvious difference of industrial development level and proportion in

regional national economy. The key of Rural Revitalization Strategy is the development of county economy, and the development of industry in county economy plays a decisive role. From the perspective of the county GNP of Heilongjiang Province in 2018, it can be found that there are 9 counties with a GDP of more than 10 billion yuan, of which Binxian County, Yilan County and Bayan County have a primary industry output value of less than 20%, and the remaining six counties are all above 40%. Among the counties, Raohe County, Suibin County, Xunke County, huma county and Jiayin County account for a large proportion of the primary industry. Among them, Baoqing county has a GDP of more than 10 billion yuan, and its primary industry output value reaches 9675.31 million yuan, accounting for 56.15% of the GDP. Among the counties, Kedong County, Mingshui County, Linkou County, Wangkui County, tangyuan county and Binxian County account for a large proportion of the secondary industry. The output value of the secondary industry in Binxian County reaches 9709520000 yuan, accounting for more than 30%. Among the counties, Mulan County, Bin County, Bayan County and Yilan County account for a large proportion of the tertiary industry. The total output value of the tertiary industry in Binxian county is 17074.1 million yuan, and that in Bayan County is 11882.64 million yuan, accounting for 55% and 65% respectively. The county with the highest per capita GDP is Bin County, and the lowest county is Yi'an county. The difference between the two is huge. The highest Binxian county is 4.2 times of the lowest Yi'an County, and the difference is 40788 yuan. Through the above data, it can be found that there are many problems in the development of county economy in Heilongjiang Province, such as the great difference of industrial development and the imbalance of county economic development.

1.2 Steady growth of county GDP in Heilongjiang Province

From the GDP or per capita GDP of each county in Heilongjiang Province, it can be found that the overall trend of county economic development in Heilongjiang Province is in a stable growth trend. Considering the economic development level of each county in recent years, the growth rate is stable, but the growth rate is slow and the growth rate is small. In 2018, Kedong County and Xunke county with the fastest growth rate reached 14.5% and 13.1%, Most of the other counties are below 7%, while Baiquan County, Yanshou county and Yilan County show negative growth. Therefore, the growth of county economy in Heilongjiang Province has no obvious effect on the economic growth of the whole province. Relying on the driving force of strong counties can not solve the main problems in economic growth. It is necessary to stimulate the fundamental driving force of county economy, combine it with Rural Revitalization Strategy, and promote high-quality and sustainable development of regional economy through coordinated development.

1.3 The county industrial structure of Heilongjiang Province is gradually optimized

From the perspective of county industrial structure of Heilongjiang Province, in

recent years, the development process of county economy in Heilongjiang Province has been accompanied by the gradual optimization of industrial structure, while agriculture still plays an important role in the county economy. As the support of agricultural development, the county plays an important role in the county economy. In terms of the structure of tertiary industry, the added value of the primary industry grows slowly, while the average value-added of the secondary industry increases somewhat. The growth rate of the tertiary industry varies greatly among regions, especially in the GDP. Taking Daqing city as an example, in 2018, the ratio of added value of three industries of four counties under the jurisdiction of Daqing city was 42:19:39. Agriculture plays a pillar role in the county economy and is the basis for the economic development of each county. At the same time, it also shows that the imbalance state of industrial development in the county economic development of Daqing city is obvious. Therefore, it is necessary to take into account the adjustment of the county industrial structure and promote the synchronous development of Rural Revitalization to find the balance between the two.

2. The main problems of county economy in Heilongjiang Province

2.1 The endogenous power of county economic development is insufficient

In recent years, the development of county economy in Heilongjiang Province has made steady progress, but compared with the southeast county economic development level, the contribution rate to the speed and quality of economic development of Heilongjiang Province is not high, and the imbalance and contradiction of county development are prominent, which challenges the realization of the overall revitalization and all-round revitalization of the whole province. From the GDP growth rate and composition of Heilongjiang Province in 2019, it can be found that the economic development of Heilongjiang Province mainly depends on the first and second industries, and the contribution rate of the third industry as the most active growth point in the regional economic development of Heilongjiang Province is obviously insufficient. In addition, the speed of population loss in Heilongjiang Province is speeding up, and the consumption of various counties has not been able to pull the regional economic growth, resulting in the lack of endogenous power, which in turn leads to the decline in the attraction of foreign investment, which is more unfavorable to the sustained economic growth. Therefore, due to the resource endowment and other reasons, the counties in Heilongjiang Province have formed their own industrial development pattern. However, due to various reasons, such as the obvious resource advantages and low utilization efficiency, the development level of advantageous industries in each county is not high, and the overall economic growth is weak.

2.2 The level of industrial development in county economy is low

Industrial prosperity is the foundation of Rural Revitalization. The county economy in Heilongjiang Province is small in scale and weak in innovation ability

because of its late development. On the one hand, as the largest grain production province in China, Heilongjiang Province has formed its own agricultural development pattern with its own characteristics. However, there are many grain processing enterprises in each county, and the repeated construction is serious, while the food processing enterprises are few and the processing level is not high. As a result, there are very few enterprises in Heilongjiang province that have entered the list of 100 national food enterprises, and their brand influence is low. The model benefit is not obvious. On the other hand, there are few pillar industries in Heilongjiang Province, which results in less leading enterprises and limited pulling effect on regional economy. In addition, most of the existing enterprises in the county are small and medium-sized enterprises with low technology content and weak innovation ability. They are less involved in the fields of new energy and new technology, and their own development ability and motivation are insufficient. Finally, due to the difference of financial revenue level and resource endowment, the infrastructure construction level of each county is uneven, which leads to the different attraction ability of county to foreign investment, the different development speed and level of enterprises, and the huge difference in the ability of enterprises to drive regional economy. The implementation of Rural Revitalization Strategy requires the development of characteristic industries on the basis of counties, while the secondary industry is the inevitable requirement of the value extension of the primary industry. At present, the gap of economic development among counties and regions in Heilongjiang Province is widening, and the economic development among regions is seriously unbalanced, which leads to the overall low competitiveness of the economy of all counties and cities in Heilongjiang Province, which is not conducive to the formation of various industries. The development of scale. In a word, the current economic development among counties in Heilongjiang Province is obviously unbalanced, which can not form a strong driving force to promote the strong and sustainable economic development of Heilongjiang Province.

2.3 The distribution of industrial structure in county is unreasonable

As a big agricultural province and heavy industry province, Heilongjiang Province has not reflected its industrial and technological foundation advantages in the county economic development, resulting in the unreasonable industrial structure in the county economy of Heilongjiang Province, seriously restricting the growth and development of county economy. In the composition of regional economic output value of Heilongjiang Province in 2018, the added value of the primary industry was 300.1 billion yuan, an increase of 3.7%; the added value of the secondary industry was 403.09 billion yuan, an increase of 2.1%; the added value of the tertiary industry was 932.97 billion yuan, an increase of 6.4%. It can be found that the growth rate of the secondary industry in Heilongjiang Province is slow, which is of course a realistic dilemma caused by historical reasons, but it is an indisputable fact that the development is slow and innovation is weak. However, the development level of traditional industries such as coal, oil and equipment manufacturing industry is still not high and fast under the new situation, and the

advantages are no longer obvious. How to adjust the industrial layout and optimize the industrial structure by taking advantage of the opportunity in the implementation of Rural Revitalization Strategy has become an urgent task.

3. Development Countermeasures of county economy in Heilongjiang Province from the perspective of Economics

3.1 Strengthen government policy support

The implementation of Rural Revitalization Strategy is a long-term process. For our province, how to seize this favorable opportunity to promote the development of county economy is of great significance to promote the overall economic development of Heilongjiang Province and solve the three rural issues. The strategy of Rural Revitalization requires the integrated development of primary, secondary and tertiary industries in rural areas. The economic development of each county should closely focus on the powerful national policies in the development of private enterprises, talent introduction, business environment protection, enrollment and capital introduction, and combined with the characteristics and short board of County Economic development in our province, formulate strong policies suitable for the economic development of various counties, so as to obtain policy support. At the same time, it is also a very important aspect, that is, the administrative bodies of each county should combine the regional characteristics, increase the financial support for the county economy, especially in the areas with backward infrastructure construction, more efforts should be made to create a good investment environment.

3.2 Improve the level of industrial development in Heilongjiang Province

On the basis of adapting to the market, in the process of Promoting Rural Revitalization Strategy, the integrated development of primary, secondary and tertiary industries has been proved to be a feasible way to promote the rapid and healthy development of rural economy. The adjustment and optimization of industrial structure in the process of county economic development is the key to solve the imbalance of regional development in Heilongjiang Province and to excavate the powerful role of county economy in promoting regional economic development. Therefore, all counties need to adjust and optimize the county industrial structure, consolidate the basic position of the primary industry, and improve the proportion of the secondary and tertiary industries in the national economy. First of all, the counties in Heilongjiang Province should combine the advantages of local resources, excavate the industrial support of planting, animal husbandry and aquaculture, improve the quality of products with the help of science and technology, and create local brands. Secondly, on the basis of expanding the industry and improving the quality of products, we should do a good job in logistics, sales, publicity and other work, so as to enable the suppliers of agricultural products to achieve smooth production and marketing, and ensure the smooth realization of their economic interests. Finally, Heilongjiang Province should make an overall

adjustment to the development of county economy in Heilongjiang Province, that is to make reasonable planning for counties with obvious advantages in agricultural resources, excavate resource advantages, and make them become the basis of development advantages and promotion, especially the source control of agricultural products. Therefore, the adjustment and support of planting structure and processing enterprises are of great significance. We should give industrial support to counties with advantages in tourism resources, explore the multi-function of agriculture, combine the natural environment and natural resources with folk culture and tourism, and combine catering picking with resource utilization and environmental protection.

3.3 Optimizing the industrial structure and improving the core competitiveness of county economy

Over the years, the development of county economy in Heilongjiang Province is mainly based on extensive development mode. The output of agricultural products is large and the commodity rate is high. However, it has always been at the bottom of the value chain, industrial chain and supply chain of agricultural products. The output has not brought about the increase of benefits, and the quality has not brought about the substantial improvement of income. Among them, the low-end of the secondary industry and the tertiary industry can not provide sufficient power for the development of county economy. Therefore, it is particularly important to change the development mode of county economy, enhance the content of science and technology, optimize the industrial structure, and thoroughly change the extensive county economic development mode from low-end to high-end. Therefore, first of all, we should further promote industrial integration on the basis of the existing county economic development, realize grain production and processing, animal husbandry production and marketing, deep processing of characteristic agricultural products, and give full play to the advantages of the government in coordination and overall planning, so as to realize the development of agricultural leading enterprises and the formation of county characteristic industrial clusters. Secondly, we should pay attention to the exploration and cultivation of farmers' entrepreneurs, give them the opportunity and platform of centralized training for entrepreneurs with pioneering and innovative spirit, and constantly improve the comprehensive quality and management ability of county entrepreneurs, so that they can really play a leading role in the development of county economy. Third, in the promotion of Rural Revitalization Strategy, we should attach importance to the construction of intelligence and informatization in the development of modern agriculture, lead county enterprises to accelerate the realization of informatization, and encourage them to explore the development path of smart agriculture. Finally, we should encourage the development of small and micro enterprises in Heilongjiang Province, and promote the local employment of farmers by entrepreneurship. For example, the construction of e-commerce industrial parks in each county should be inclined to small and micro enterprises, give play to the flexible characteristics of small and micro enterprises, create conditions for the employment of rural surplus labor force in each county, and improve the resilience and sustainable development ability of

county economy.

Acknowledgement

This article is the Heilongjiang Bayi Agricultural University's 2019 Heilongjiang Provincial College Student Innovation and Entrepreneurship Training Program "Research on the Synergistic Promotion of Heilongjiang Rural Revitalization Strategy and the High-quality Development of County Economy" (No.: 201910223071).

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