

Problems and countermeasures in the development of rural industries -- Discussion based on a border mountainous rural area

Yongcheng Wang

College of Mathematics and Physics, West Yunnan University, Lincang, 677000, China

Abstract: *Owning a certain industry is an important way to develop rural areas. Compared with other regions, there are many different problems in industrial development because the border mountainous rural area are affected by a variety of factors. This study elaborates the problems existing in the industrial development of a border mountainous rural area, and discusses the countermeasures for optimizing the industrial development of border rural areas from the perspective of the government.*

Keywords: *border mountainous rural area, rural industries, development countermeasures*

1. Introduction

Industry is the source and foundation of rural economic development^[1]. Rural areas are committed to developing certain industries, which can greatly enhance the enthusiasm of farmers to get rich. However, border villages have their own special limitations, such as the remote geographical location of border rural areas and the long distance from the main Economically developed cities, resulting in urban and rural information asymmetry and knowledge barriers. As a result, the development of advantageous industries in rural areas has encountered difficulties^[2]

In fact, at present, the industrial development of border rural areas is mainly dominated by local governments. Under the direct promotion of the government, many regions have achieved obvious achievements. But there are also some practical problems. For example, the low overall level of agricultural industrialization, the low brand influence, and the industrial integration system is Defective^[3], lack of characteristic agriculture, lack of agricultural professional scientific researchers, and the structural shortage of labor^[4], etc. These problems hinder the sustainable development of the industrial economy in rural areas .

Border ethnic areas have unique geographical locations, natural conditions, social culture, and ethnic customs. These factors also play a certain role in industrial development. However, in the government-led rural industrial development model, local governments tend to hand over industrial funds to leading enterprises to operate, which is unsustainable in the long time^[5]. In the application stage of industrial projects, due to the pursuit of profits, it is easy to form the loss of subsequent maintenance of the industry and the destruction of the farmers' livelihood system^[6]. Therefore, it is of great significance to analyze the problems and Deficiencies in the development of rural industries in combination with the actual local situation, and to study specific solutions from the perspective of the government.

2. The case

The case is located at the junction of China and another country, which is an ethnic minority autonomous county and a key county of the national poverty alleviation work. The region is currently dominated by the cultivation of food crops such as rice and corn, as well as cash crops such as sugar cane and tobacco.

Due to the location in border area, the natural resources of the region have been effectively protected, the variety of organisms and quantities, and the comfortable natural environment, are the advantages of the region's. The natural resources and healthy industry, the ecological food and agricultural and sideline products processing industry can support evolve the plateau characteristic agriculture. The culture of minorities and the history and culture of the frontier cultural can support the

culture tourism development. They are important resources for the industrial development of the region.

3. The Problems

3.1 The infrastructure is insufficient

It is mainly manifested in the low traffic capacity connected to the outside world. The area is located in a remote border with large undulating terrain and weak accessibility. There is only one secondary road in the traffic to the outside world. In addition, the narrow road, the large curvature, the low traffic flow and some part of the road pass through mountain rocks and river areas, there are safety risks such as rock rolling down and landslides. In general, the economic exchanges between the region and the outside world are restricted to a certain extent by the road traffic.

3.2 Problems of the participants (Government, Enterprise)

3.2.1 An effective oversight system Lack

Most of rural industrial projects depends on the top-down political tasks of local governments for economic development, there are given requirements as short time and fast speed of realization. In addition, the preliminary investigation and demonstration of a large number of industrial projects in the early stage are not enough, resulting in unreasonable industrial project planning. Coupled with the lack of long-term stable operation supervision and benefit evaluation system, some enterprises do not Committed to fulfilling their social responsibilities in the Industrial operation process. The excessive pursuit of self-interest maximization has not brought a positive change in farmers' income increases.

3.2.2 Enterprises' problem

Industrial development in rural areas is inseparable from the market. The enterprise connects the industrial products and markets, plays the role of an intermediate link, and essentially connects farmers with income, which plays an irreplaceable role in maintaining the stable development of the industry and improve farmers' income.

However, affected by multiple factors such as geographical location and transportation, enterprises participating in industries in border rural areas are generally weak in economic strength and small in scale, mainly based on professional cooperatives cultivated in the village and small enterprises introduced from outside, such as tea professional cooperatives in various villages. Their market competitiveness is not enough, it is difficult to establish a large management system in the development of regional industries to achieve large-scale operation. The effect in promoting employment and regional economic growth are not obvious.

On the other hand, some enterprises lack a sense of social responsibility. In the process of industrial project operation, in order to protect their own interests, enterprises often reduce or even abandon social responsibility in industrial development that makes industrial projects becoming unilateral resource acquisitions

3.3 Regional advantages has not given full play in Industrial planning

Border rural areas have relatively little communication with the outside world because of its remoteness. However, the natural environment of these areas has been protected, including dense primary forests, water scenery, geological resources and a wide variety of wild animals and plant resources. Coupled with the fact that a variety of ethnic minorities have lived for generations, a unique folk culture resource has been formed. These unique natural and cultural resources will be the rising stars in the tertiary industry wave. However, the rural areas in the case are still dominated by agriculture as of now. And with the low output value, accounting for only 29% of the county's annual GDP. The degree of development of regional advantageous resources is low too, and the rural industry it is not combined with the actual situation of the region.

3.4 Less talent support

First of all, farmers in the border rural areas have a shorter time to participate in knowledge learning. Regional industrial development lacks bottom-up enthusiasm, and most of them currently rely on the

government's top-down policy promotion and the direct intervention of enterprises in external regions. However, the willingness of farmers to participate rural industrial is not strong that both government promotion and the intervention of external enterprises face problems such as default, high transaction costs in dealing with farmers, difficulty in obtaining embedding, and low competitiveness of farmers in the market^[7].

Secondly, there are fewer talents in the border rural villages. A large number of young people in the border rural who choose to work in the city. University students choose to stay in the city for employment after graduation Nicholas. Theodorakopoulos proposed that the transfer of technology to rural industries through universities can promote the sustainable development of rural industrial economies^[8]. But there is no clear effect in this border rural village.

3.5 Low level industrial integration and development

So many decentralized and smaller professional cooperatives have been formed, due to industrial projects and divisions of labor in the region are mostly village-based. Intra-regional overlap and high product similarity of industrial nature lead to competing with each other in the Small market ranges.. Coupled with the differences in processing technology, technical content and product quality control of different enterprises and cooperatives, the low business correlation between them leads to a low degree of industrial integration and development, and a low level of integration and development, which is not conducive to unified marketing and the shaping of regional product reputation.

4. Countermeasures to promote the development of rural industries

As far as the current development status is concerned, the industrial development in border rural areas still needs to be led by the government, and the government needs to do something from many aspects to promote the continuous upgrading of the industry.

4.1 Formulate long-term rural industrial development plans

First of all, in the early stage of industrial development, it is necessary to rely on government organizations to conduct research and clarify the ideas of development. For example, we should make full use of the advantages of natural and cultural resources in the region and actively develop tourism. W Ling, J F Dong once pointed out in the Rural vitalization-oriented suitability evaluation index for green technologies of rural housing in Northeast China that the living environment of Chinese farmers has been initially improved, but there are still problems such as unbalanced development and environmental pollution in some areas^[9]. Giving full play to the advantages of regional tourism resources and committing to the development of tourism can not only promote industrial development, but also protect the natural environment.

4.2 Establish and complete supervision system

The government needs to look to the future and commit to continuous basic investment in the later stages of industrial projects, especially the construction of road systems, road capacity increases, and other service agencies and service facilities. Ensure that the construction of supporting facilities can meet the needs of different stages of industrial development.

4.3 Establish a relaxed talent introduction environment and incentive system

Improve the welfare guarantee system for the talents, and attract talents from the mainland to enter the border rural areas for employment and entrepreneurship. Attract external capital and promote the marketization of border rural. At the same time, encourage people from city return to their hometowns to start their own businesses.

Improve the training system for pioneers in border villages to get rich, pay attention to cultivating a group of capable, motivated, and confident vanguard leaders from outstanding peasant households, devote themselves to the participation of farmers, and establish an industrial pattern in which the government guides, enterprises lead, and farmers play a pioneering role.

It is committed to strengthening cooperation and exchanges with nearby colleges and universities, promoting the introduction of advanced scientific knowledge in colleges and universities, and realizing

the transformation of achievements in border rural areas.

4.4 Establish an effective supervision system

The government should establish a long-term and stable investment assistance plan, dynamically adjust at different periods and stages, and take the actual effects of enterprise operating efficiency and regional economic radiation as the verification criteria for sustainable industrial resource investment.

4.5 Extend the industrial chain, build industrial clusters, and improve the level of industrial integration and development

Integrate the superior resources in the region, focus on cultivating two excellent pillar enterprises with great development potential, promote the expansion of business scope and the extension of the industrial chain. For example, enterprises that mainly produce and process agricultural and sideline products such as ecological animal husbandry and ecological tea, support public service systems such as animal quarantine, food monitoring and transportation, establish an industrial cluster integrating raw material production, acquisition, product processing, material packaging, product transportation and online and offline multi-channel marketing, forming a pattern of strengthening the main body of the industry and integrating the development of multiple industries.

References

- [1] Haifeng Liao, Fengzhong Wang, Lei Gao. *Technical Economics and Management Research*, 2021(11):112-115.
- [2] Zhaohua Hou, Heyi Song. "Stubborn disease" or "misdiagnosis"? *Journal of northwest a&f university (social science edition)*, 2020,20(02):44-51.
- [3] Guo Hui. *Research on the Integration and Development of Rural Industry*[J].*Agricultural Economics*,2021(11):12-14.
- [4] Zhang Sha, Wang Bin. *A New Perspective on Rural Industrial Problems and Development under the Background of Rural Revitalization* [J]. *Shanxi Agricultural Economics*, 2022(03):58-60. DOI:10.16675/j.cnki.cn14-1065/f.2022.03.020.
- [5] Xu Hanze, Li Xiaoyun. *The practical dilemma of rural industrial poverty alleviation under the background of targeted poverty alleviation -- Investigation on the industrial poverty alleviation project of Li Village in North China* [J]. *Journal of northwest a&f university (social science edition)*, 2017,17(01):9-16.
- [6] Ma Caihong, Yuan Qianying, Wen Qi, et al. *A Study on the Impact of Rural Industrial Development on Farmers' Livelihood: A Case Study of Hongsibao District, Ningxia*[J].*Progress in Geography*, 2021,40(05):784-797.
- [7] Zhou J. *Research on the function mechanism of rural collective economic organizations in rural industry revitalization -- A case study of the mode of "enterprise + rural collective economic organizations + peasant households"*. *Issues in Agricultural Economy*, 2020(11):16-24.
- [8] Nicholas Theodorakopoulos; Deycy Janeth Sánchez Preciado; David Bennett. *Transferring technology from university to rural industry within a developing economy context: The case for nurturing communities of practice*[J].*Technovation*, 2012,550(2)
- [9] W Ling, J F Dong. *Rural vitalization-oriented suitability evaluation index for green technologies of rural housing in Northeast China*. 2018, 188(1):25-29.