The Countermeasures for the Industry-oriented Planning of Villages and Towns under the Background of Labor Outflow——Case study of Guanyinqiao Town, Linshui County, Sichuan Province, China

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Abstract: This paper takes Guanyinqiao Town, Linshui County, Sichuan Province as a typical area, and studies the rural industrial development planning countermeasures which stands in the background of labor outflow. Mainly combine the natural resource and development status of typical area, and use the principle of "industry-oriented villages and towns"[1] to carry out the planning countermeasures in order to promote local economic development and create employment and entrepreneurial opportunities, guide a reasonable reflux of the labours, and provide references to other villages which would like to use the development of the industry to drive the return of the workers.

Keywords: Villages and towns, the outflow of the labour, industry orientation, planning countermeasures

1. Introduction

The report of the 19th National Congress of the Communist Party of China proposed to upgrade rural revitalization to a level of national strategic, indicating that rural development is of great significance to the farther development of the national economy. However, in a long term, a large number of laborers from villages and towns have flowed out, and the vast rural areas are facing a lack of high-quality construction entities, which affects the development of the countryside. These problems, called as "hollowing villages" are very common in rural place in China, shows the decline of rural development which always foucus on traditional farming [2-3] Therefore, the key issue to promote the further development of rural areas is guide the return of the workers.

This paper takes Guanyinqiao Town, Linshui County, Sichuan Province[4] as the research object. Based on its specific characteristics and development status, formulate industry-oriented planning strategies for villages and towns, innovate rural development models in order to achieve the goal of guiding labor to return to their hometowns for employment and driving the development of villages and towns

Industry-oriented villages and towns are based on the premise of fully recognizes of the resource endowment and development status of the research area, starting from the perspective of modern industrial development and village and town construction[1], combining the development trend of modern industry and village construction, and selecting an appropriate leading industries for the research area which could help the Guanyinqiao Town form a more reasonable development system to integrate various of resources and drive the overall development of itself.

2. Overview of the research area

2.1. Introduction to Guanyingiao Town

Guanyinqiao Town is located in the northwest of Linshui County (Fig.1). It is one of the new rural construction demonstration villages in Linshui County, with a total area of 9,5078.5 mu, of which

21,180 mu is arable land, accounting for about 22.3% of the total area [4]. Its terrain is mainly hilly and mountainous, with provincial traffic highways (218 provincial highways) passing through. As of 2017, the population there is 16,979 people. The village is dominated by agricultural planting and breeding industries: food crops include rice, corn, wheat, sweet potatoes, etc.; economic crops include navel oranges, watermelons, strawberries, etc.; breeding industry includes pigs, cattle, and some poultry. However, these traditional industries have failed to retain the mainstay of rural construction, and this is the most prominent contradiction in the development of villages and towns simultaneously.

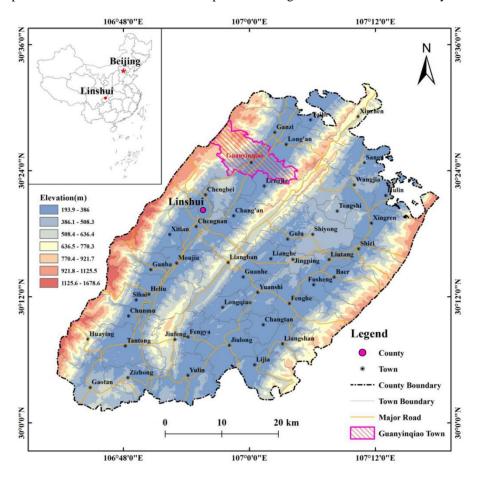


Figure 1 location map of Guanyingiao Town

Source: the author's self-painted

According to relevant data[4], in 2011, the outflow of laborers in Guanyinqiao Town accounted for 49.8% of the total labor force in that village. The outflow of labor in villages and towns was serious, and the outflow population had a younger age structure, more men than women, and higher education. And after the exodus, more people were engaged in the secondary and tertiary industries. The outflow of labor can promote local labor employment and increase farmers' incomes to a certain extent, and can effectively alleviate the contradiction between more people and less land, but at the same time it will also cause some phenomenon like the lack of construction entities and the frequent occurrence of various social problems, which are not conducive to the continued development.

Through the development of various industries in Linshui County in recent years and the national targeted poverty alleviation, rural revitalization and other development policies, it can be seen that the current development trend of villages will focus on the secondary and tertiary industries in order to boost regional economic income. And in Guanyinqiao Town, most of the migrant have work experience in the secondary and tertiary industries, are younger and have higher educational backgrounds[4], that always have strong abilities to accept and learn new things. If using the scientific strategies to speed up the pace of the construction and promote regional economic development of the village, it can create a good employment and entrepreneurial environment, guide migrant laborers to return to their hometowns, and strongly promote the subsequent development of villages and towns.

2.2. The advantages and disadvantages of the industrial development of Guanyingiao Town

Properly analyze the strengths and weaknesses of the regional development and adapt measures to local conditions to maximises the display of the characteristics of the region, while at the same time and formulating planning measures which are suitable for the research area.

Table 1 The advantages and disadvantages of the industrial development of Guanyingiao Town

	advantages	disadvantages
factors	Unique cultural background Beautiful natural scenery Foundation for agricultural development Provincial highways passing	Low visibility Low agricultural technology Insufficient labor resources in rural areas Poor road conditions

Regarding the advantages of the development of Guanyinqiao Town (Table.1): The local area has unique cultural landscapes, including Tangbaqiu ancient buildings, Qianqiudian revolutionary Team Martyrs Memorial monument, Xianglu Temple, etc.; the scenery there is beautiful and there is a wide forest coverage, which is very suitable for people to live in. The environment is pleasant; on the other hand, the modern agriculture in Guanyinqiao Town is developing rapidly, which mainly develop some projects include navel oranges and citruses, etc., and dicided to attract more owners to plant diversified crops; and there are provincial highways (provincial highways 218) passing by the Guanyinqiao Town, which strengthen the relationship between Guanyinqiao Town and other villages and towns and laid a good foundation for subsequent coordinated development in the region.



Figure 2 Advantageous resource endowment of Guanyinqiao Town
Image source: Guang'an Daily, Linshui Township Liaison Station, Baidu Pictures

On the other hand, Guanyinqiao Town still has some disadvantages that may influence its further development. For example,its agricultural planting is mainly in the form of cooperatives, and the degree of technology is low, which is not conducive to the further large-scale mass production of products. And a large number of high-quality labor have transferred from the village has caused the lack of construction subjects, a large number of elderly and female labors left behind, and a lack of advanced technical talents in the village. The internal road system of villages and towns still restricts

the development of various industries in villages and towns and needs to be improved. However, the disadvantages of its industrial development are not absolute, and existing resources can be rationally allocated and utilized through appropriate planning countermeasures, and even the "disadvantages" of various industries can be merged to create a new development focus.

3. Industry Orientation of Guanyinqiao Town

Making full use of the development advantages of Guanyinqiao Town, and other unique human resources like "Living Fossils of Eastern Sichuan Folk Houses", "Revolutionary Martyrs Monument" and so on, combining with the natural scenery of continuous mountains, large planting areas such as navel oranges and strawberries. And make them as unique highlights of resource endowment and target of the local development. It is suggested that "humanistic tourism"[5-7], "ecological leisure"[8] and "characteristic agriculture" should be taken as the three leading industries of Guanyinqiao Town's industrial planning and construction [9], and form a development model of interaction between agriculture and tourism and integration of agriculture and tourism within villages and towns, and fully explore the resource potential of villages and towns, in order to realize the coordinated development of culture, economy, society, ecology and so on, constructing the industrial development system of Guanyinqiao Town, and promote the optimization of the industrial structure of villages and towns (Fig.3).

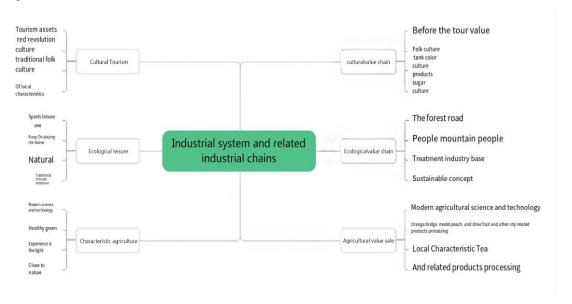


Figure 3 Department of Leading Industry Development System and Related Industrial Chain Planning of Guanyinqiao Town

Source: the author's self-painted

Theses days, many villages face serious problems because of the urbanization and the outflow of the local labourers. And many studies shows that moderate development of rural tourism is a effective way for some tradition villages[10-11]. Tourism can lead some benefits such as employment creation, provision of additional sources of income and some other benefits that could attract the labourers come back and development the villages[12-14].

3.1. Humanistic Tourism

Guanyinqiao Town has many scenic spots and historical sites. There is an ancient architectural complex that combines local customs and Hakka culture and retains the characteristics of early ethnic minorities named as Tangbaqiu ancient architectural complex. It is a precious cultural and historical resource in China, and it also be used to study the history of Sichuan and Chinese immigration and experience the folk customs. Other scenic spots such as the Qianqiudian revolutionary Team Martyrs Memorial monument and Xianglu Temple also have unique local characteristics and are very valuable cultural tourism resources. At the same time, the historical origin of the name of Guanyinqiao Town also adds a unique cultural charm to the cultural tourist attractions of the place.

On the basis of the original cultural tourism resources, repair historical and cultural monuments and increase the promotion of local cultural tourism resources through measures such as opening special tourism festivals, shape the new image of town's development, and enhance the overall reputation of the villages and towns. Using the folklore characteristics of Guanyinqiao Town's name origin and Xianglu Temple, as well as the importance of Tangbaqiu ancient buildings in the study of Chinese immigration history. And elevates them to the level of showing the development of Chinese multi-ethnic integration and cultural diversity; The historical stories of the Yingshan guerrillas and the heroic deeds passed down by the people, with the revolutionary history and revolutionary deeds they carry as the connotation, carry forward its great revolutionary spirit, carry out the theme red tourism in the local area, and further increase the unique cultural tourism resources of Guanyingiao Town Sexuality and irreplaceability. Take Fengdu County, Chongqing City, as an example, which is located in the hinterland of the Three Gorges Reservoir Area of the Yangtze River, is famous for its "the capital of Ghost Country" and "Hell". Relying on its background about unique cultural, it protects precious thousand-year-old historical sites and puts ghost culture on the level of Chinese nation. The height of folk culture and the use of the advantages about its natural resource to develop tourism and drive local economic income vigorously. During the National Day's holiday in 2018, Fengdu County received about 68,000 tourists and realized tourism income of 3.3364 million yuan. In the development of humanities scenic spots, we should pay more attention on protecting the historical sites, and the business atmosphere or the awareness of Feudal superstition should not be too heavy.

3.2. Ecological leisure

The topography of the research area is dominated by hills and mountains. The forest covers a wide area and is mainly composed of natural secondary forests. The scenery there is different in the four seasons. The Xianglu Mountain and Tangbaqiu Natural Scenic Tourist Area in the research area are surrounded by continuous mountains, the environment there is fresh and elegant, away from the hustle and bustle of the city.

Nowadays, with the rapid improvement of living standards and the development of economy in most areas in China, people would like to enjoy their spare times and pay more attention on some chronic disease and sub-health problems. A new industry called "the forest health industry" are become more and more popular in some villages in China[15-16]. Guanyinqiao Town can rely on its advantages of natural resources to create ecological enjoyment, leisure and relaxation tourist attractions, and provide holiday relaxation and leisure venues to tourists. On the basic of the high-quality of natural landscape resources of Xianglu Mountain, Tangbaqiu Custom Scenic, Natural Tourism Area and other scenic spots, we could actively develop eco-tourism and related leisure and vacation, health care, and conditioning production industries. It is also suggest that the purpose of attracting tourists can be achieved through the construction of forest museums, forest greenways and other facilities and we need improve the surrounding rural mountain hospices, reception centers, high-end accommodation and other infrastructures to promote the development of the surrounding hospices industry continuously. Make full use of the unused houses of local villagers, and combine local characteristics to provide tourists with accommodation, catering and other service places to experience local culture, so that leisure and health tourism can be integrated with villages and towns to absorb local surplus labor and increase local villagers' economy income. At the same time, increase the importance of environmental protection when developing, and emphasize the concept of sustainable development of villages and towns. Some results shows that developing green tourism is very dominant on villages' economic improvement, and creating some employment opportunities for the village which could improve the economy[17].

3.3. Characteristic Agriculture

In recent years, Guanyinqiao Town has vigorously developed the navel orange, citrus and other kinds of industries. According to the data from Pioneer Network in Guanyinqiao Town, Linshui County, 5 navel orange planting cooperatives have been established in there, and the orange industrial park is about 6,500 mu, with an annual output of nearly 1,000 tons of oranges. These days, the industrial structure is optimized because the owners are introduced to grow high-quality watermelons in greenhouses and they also develop other characteristic industries such as grapes and strawberries. The good results of the development of modern agriculture have laid an important foundation for the rapid development of agriculture in the town and the development of rural leisure industry and tourism.

On the basis of the current agricultural development, the traditional agricultural business model is

transformed and upgraded to promote the transformation to sightseeing agriculture and experience agriculture, increase the activities which tourists could participate in, and strive to provide new development focus for the tourism industry in villages and towns. While continuing to develop the existing large-scale planting of navel oranges, grapes, strawberries and other specialty products in the villages and towns, further improve the infrastructure and public service facilities in the plantation park, and develop themed tourism, leisure and vacation, fruit picking, wine tasting, etc. These functions can improve the tourist reception capacity of surrounding leisure villas. On the one hand, it meets the needs of tourists to experience modern agricultural production and purchase local specialties; on the other hand, it creates good development opportunities for local villages and towns, and greatly promotes employment and entrepreneurship. For example, Shibadong Village in Hunan Province has increased the income of villagers through the construction of rural inns, farmhouses or encouraging villagers to start their own businesses, and the poverty-stricken counties can reach the goal of alleviating poverty in a short period of time. At the same time, the local special agricultural products can be promoted through e-commerce live broadcasts and online celebrity products, so as to create new development hot spots for villages and towns in terms of "characteristic agriculture", and further stimulate development vitality. For example, Amu Guleng, the "net celebrity" in Inner Mongolia, used an online live broadcast platform to promote hometown's characteristic customs and beautiful delicacies across the country, and made local common foods such as beef jerky and dairy products into a resounding "sales signboard" in the grassland. The considerable economic benefits have greatly promoted the local development.

At the same time, Guanyinqiao Town can further develop the agricultural product processing industry on the basis of the local mature citrus, navel orange and other fruits planting, and live broadcast the fruit picking and subsequent production of related products and other processes through e-commerce live broadcast platform sales., Which not only increases the credibility of local agricultural product brands, but also provides new ways for saling agricultural products.

4. Industrial planning countermeasures

In addition to highlighting this feature, industry-oriented villages and towns also need various industries to be integrated and coordinated with each other to further build a relatively complete industrial cluster, form its own unique industrial characteristics, and improve the unique core competitiveness of the development of villages. It is very common that some rural space has some spatial problems during the process of the development in China, such as wide-coverage, difficult to manage and control and mixed different kinds of issues[18-20].So, it is important to consider how to locate different kinds of industries when make countermeasures for villages, in order to make full use of the resources and advantages of villages.

Guanyinqiao Town takes the three leading industries of "humanities tourism", "ecological leisure" and "characteristic agriculture" as the core of regional planning and construction. Starting from the multidimensional perspectives of tourism and agricultural basic industry development and village planning and construction, according to regional resource endowments and Characteristics, market-oriented development, differentiated development while regional linkage, and proposed "dislocation" in the region and "coordination" in development, striving to form an industrial planning system, and transfer its resource advantage into the advantage of industrial development of villages and towns to achieve the goal about combing the industrial development and the planning and construction of villages and towns, and make them rely on each other.

4.1. "Dislocation" in the area

That is to say, the development of regional industries should be combined with the actual conditions of the region and develop in accordance with local conditions. According to the natural endowment and development status of different areas in Guanyinqiao Town, different functions such as cultural tourism, ecological landscape, and leisure agriculture will be placed in different areas of the village and town for development. In the development process, attention should be paid to some problems such as the balance of regional land use and development balance, etc.

By investigating the geographical relationship of various natural endowments in Guanyinqiao Town, we found that Tangbaqiu Village, which has both historical and cultural scenic spots and natural landscapes, is located in the southeast of Guanyinqiao Town; Xianglu Mountain Scenic Spot and Qianqiu Mountain which has excellent cultural backgrounds are located in the northwest of the village and town, and most of the agricultural production cooperatives and picking gardens are located in the

southwest of the Town. As a result, the prototype of the industrial layout of Guanyingiao Town can be basically determined (Fig.4)-develop tourism which focuses on leisure, health, and learning and experiencing traditional culture in the southeastern part of the town, and develop rural areas on this basis B&B economy, scenic service industry, make full use of idle farm houses there, create a large number of jobs, promote local labor employment, and stimulate regional economic development. Develop tourism and embodied agriculture in the southwest of the town, develop agricultural product picking, and wine tasting or some activities like this. Integrate basic agricultural production with leisure tourism, and develop subsequent agricultural product processing industries to provide a new way for rural agricultural development. In the north of the villages and towns, develop tourism that focuses on experiencing folk customs and feeling the red spirit, and make full use of existing villages and towns. Tourism resources increase revenue for local villagers and promote the overall development of villages and towns. Through a resource endowment survey and a rough geographical division of the leading industries in Guanyingiao Town-a large area in the west and south of the town is used to develop characteristic tourism industries in villages and towns to achieve the general purpose of increasing income and stimulating economic growth in villages and towns; the north and the resource endowments are relatively more resourceful. The lack of central areas can be used to build new rural residential areas to provide villagers with daily life space, strengthen the transformation of old villages, improve living conditions, improve the appearance of the village, and can arrange agricultural product processing plants to provide support for the development of rural industries.

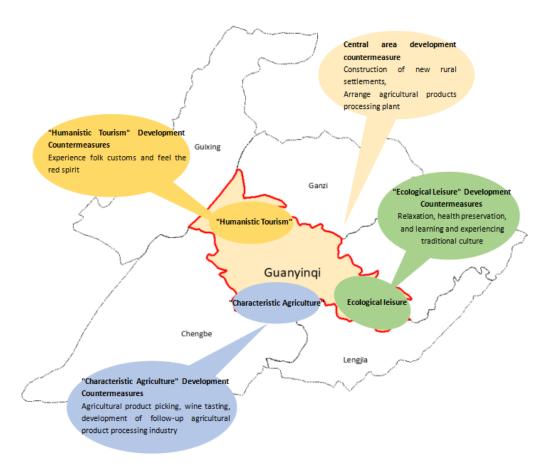


Figure 4 Countermeasures for the distribution of characteristic industries in Guanyinqiao Town

Image source: the author's self-painted

4.2. "Synergy" in development

It mainly includes two aspects: the collaboration within the village and town and the collaboration between the village and town and other surrounding areas (Fig.5). The coordinated development within the town is take the town as a whole part, in which the development of various industries is integrated with each other. From the general orientation of the industrial layout of Guanyinqiao Town, we can

continue to promote the integration of various industries on this basis-combing "ecological leisure" with "humanistic tourism" to create regional tourism routes and provide tourism services for villages and towns; combining "ecological leisure" with "characteristic agriculture"[21], using idle farm houses in villages and towns to develop the homestay economy, and providing tourists with a good place to relax and get close to nature; combing "humanistic tourism" with "characteristic agriculture" to integrate local Historical background and customs, vigorously promote local folk customs and local specialties, and open up new sales channels for agricultural products.

The coordinated development of villages and towns and surrounding areas refers to the complementary cooperation relationship between the villages and towns based on their geographic location and the industries or related products of surrounding villages and towns. The surrounding villages and towns of Guanyinqiao Town include Ganzi Town, Lengjia Town, Chengbei Town, Guixing Town and others, and they have roughly the same development background and resource endowment as each other. Therefore, relying on similar resource endowments, we can cooperate with surrounding villages and towns to develop certain oriented industries. For example, Lengjia Town relies on the surrounding Tangbaqiu natural scenic spot to develop industries related to the themes of "humanistic tourism" and "ecological leisure", and It is possible to reasonably divide the key industries for the development of specific villages and towns, so that the industries can be divided into different parts and the infrastructure can be shared, which greatly accelerates the overall development speed of the surrounding areas, avoids repeated development and repeated construction, and greatly reduces project investment waste. On the other hand, when an industry is develops the same industry as the surrounding area, it is conducive to the formation of healthy competition, thereby further promoting technological innovation. For example, Guanyingiao Town and Ganzi Town develop related industries dominated by "special agriculture" at the same time. Carrying out the integration and interaction of embodied and sightseeing agriculture and tourism will inevitably create a competitive relationship between the two villages and towns at the industrial level. At the same time, such healthy competition will also continue to stimulate the potential of the villages and towns to continue to develop and increase innovate to create a new development situation, thereby driving the overall development of the region.

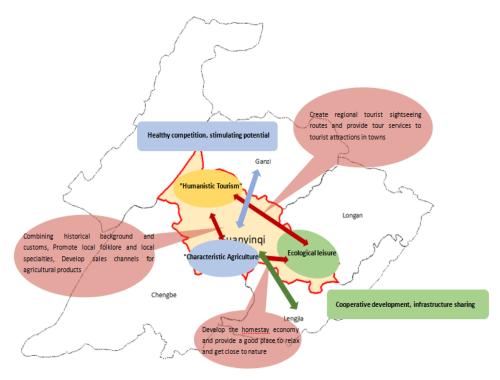


Figure 5 Countermeasures for the coordinated development of industries in Guanyinqiao Town

Image source: the author's self-painted

5. Conclusion

The three development themes of "humanistic tourism", "ecological leisure" and "characteristic agriculture" are regarded as the regional leading industries of Guanyinqiao Town, which are planned and laid out on the basis of the original natural endowment distribution and designated regional characteristic development strategies. On the basis of the integrated development of various industries, extend the development of possible industries such as catering, entertainment, accommodation, retail, transportation, etc., strengthen the correlation between leading industries and related industries, and stabilize the foundation for regional development; form a healthy competition with other surrounding areas Cooperation, realize regional resource integration, industrial division of labor, and infrastructure sharing, constantly stimulate the potential of villages and towns, and jointly promote the prosperity and development of rural industries.

According to the characteristics of different regions in the villages and towns, appropriate planning strategies are formulated to build a new generation of "industry-oriented villages and towns", based on a high-quality ecological environment, attract consumer groups through the integrated development of cultural and tourism, drive the development of the local economy, and create a good development prospect. And it also provides a large number of labor employment opportunities, attracts migrant labor to return to there hometown for construction, lays the foundation for the follow-up new rural construction work, and effectively promotes the further development of villages and towns. And through the industries involved in absorbing a large amount of human resources and the characteristics of sustainable development, it will continue to provide a large number of stable employment opportunities for the local area, and retain the local labor force. At the same time, due to the development of various emerging industries, the potential of "old" villages is developed and a good entrepreneurial environment is created. And some appropriate preferential policies are used to guide young laborers in the village to return to their hometowns for construction and introduce innovative talents.

In the process of rural revitalization, talent revitalization is an important aspect that cannot be ignored. The phenomenon of large numbers of high-quality laborers going out for employment due to the accelerating process of urbanization is widespread in rural areas in China. Therefore, problems about how to retain labor and attract labor to return to there hometown are important. Issues that should be considered in the follow-up development of villages and towns. This article takes Guanyinqiao Town, Linshui County, Sichuan Province as an example to provide planning and development ideas for other villages and towns which hope to use industrial development to drive the return of labor. However, due to differences in regional resource endowments, cultural backgrounds, and development levels, different regions have different natural, economic, and social conditions. Therefore, when planning strategies for different villages and towns, full investigation should be conducted to clarify local policies and development priorities to ensure that the villages and towns are sustainable, coordinated, and steady development.

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