

Industrial Optimization and Upgrading of Ecological Characteristic Towns Guided by "Internet Plus Three Dimensional Rural"

--Taking Sangua Commune of Chaohu City as an Example

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Abstract

In the September 16, 2020 national consumption poverty alleviation forum, "village enterprise cooperation" fostering Internet plus new rural formats - "integration of urban and rural areas, and going out of poverty alleviation and revitalization" in Sangua commune was awarded "2020 outstanding examples of consumer poverty alleviation". With the theme of "investigation on national and social conditions", we looked back on the achievements of Sangua commune in the period of poverty alleviation, exchanged and summarized its typical experience and practices of "consumption poverty alleviation and Rural Revitalization" under the new business model, and discussed the challenges of ecological characteristic town transportation, sustainable development and further expansion of rural e-commerce from the perspective of industrial integration, Build a new development model of rural characteristic towns with new urbanization and ecological greening, so as to better promote the industrial development of characteristic towns.

Keywords

"Internet Plus Three Dimensional Rural"; Rural Vitalization; Industrial Integration.

1. Introduction

The implementation of the Rural Revitalization Strategy provides a policy basis for rural towns to build a modern agricultural industrial system, promotes the integrated development of primary, secondary and tertiary industries, and becomes an important path to broaden the income increase channels of rural towns. "The "integration of three industries" takes farmers as the main body, agricultural development as the basis, and fully integrates the secondary and tertiary industries as the path. By constantly coordinating the development of the three major industries, extending the industrial chain of agricultural products and improving the added value of products, we can drive the development of local economy, increase the income of local villagers and realize shared development. In the era of Internet plus, the development mode of "three production and integration" has put forward higher standards and requirements for rural development. Sangua commune of Chaohu City, Anhui Province applied the "three dimensional rural" integrated development model to the tourism industry, trained local residents and made them become practitioners of local tourism development; Vigorously transform the new countryside and make the existing rural resources become tourist attractions; Vigorously develop the primary industry and make agriculture a tourism industry. As the only national "cooperative + peasant household" tourism poverty alleviation demonstration project in Anhui Province and a typical experience town popularized to the whole country, Sangua commune has made some useful exploration around Poverty Alleviation

under the guidance of industrial integration theory, and achieved remarkable results in poverty alleviation.

At present, the Internet, big data, cloud computing and artificial intelligence based on information technology have penetrated into all aspects of life, and the integrated development of industrial chain is no exception. The development model of "Internet + industry integration" makes smart agriculture, agricultural Internet of things, visualization of the whole agricultural industry chain, agricultural e-commerce and agricultural global tourism a reality. By introducing a number of powerful e-commerce enterprises such as Taobao, jd.com and fool.com, and with the help of its developed e-commerce platform, Sangua commune connects the characteristic products and services such as folk culture, characteristic agricultural products, characteristic food, hot spring and tulip highland tourism with the broad remote market, realizing the integration of the whole industrial chain based on information technology. At the same time, through its own enterprise portal and strategic cooperation with Anhui rural network, Anhui characteristic town network and other websites, Sangua commune publishes dynamic information of shareable resources, strives to revitalize shareable resources in the domain, continuously improves the sharing level of resource use rights in the domain, and makes full use of resources outside the town.

The academic theoretical research on industrial integration began with Negreouponte's idea in 1974, that is, the overlapping of cross-border technology boundaries brings more opportunities for innovation and growth. Technological progress and deregulation have reduced barriers among industries, and the competition and cooperation relationship between industrial enterprises has changed [1, 2], resulting in the fuzziness of industrial boundaries or the reduction of industrial barriers. Industrial development can be realized while enterprises gain competitive advantage through technology or product integration [3], which in turn promotes the contraction or disappearance of industrial boundaries. Industrial integration originates from the innovation of knowledge and embodies the concept of "integration leading design". Rural industrial integration emphasizes relying on primary industry, cross integration of rural primary, secondary and tertiary industries, extension of agricultural industrial chain, and finally achieves the goal of integrating urban and rural areas and increasing farmers' income [4-6]. In order to cope with the change of China's rural economic resource endowment [7] and accelerate the integration of rural primary, secondary and tertiary industries, it is necessary to develop new business forms according to local conditions, actively promote the reform of rural property right system [8], improve the relevant policies for industrial and commercial capital to enter agriculture [9], improve the awareness of farmers' integration policies [10], establish a multi-form interest connection mechanism [11], and rely on scientific and technological innovation [12], create new value in industrial integration [13].

2. Basic Profile of Sangua Commune

Sangua commune is located in the south of central Anhui Province and in Chaohu Economic Development Zone, Anhui Province. Tangshan administrative village where Sangua commune is located relies on Bantang hot spring resort, one of the four ancient hot springs in China. It is also the first national tourist resort in Anhui Province. At present, Sangua commune has mainly developed and built three villages, Dongzhu, Dakui and Nihuang, covering an area of 80hm², with 228 farmers and more than 660 people. The three villages are in the shape of "goods". The naming of Sangua commune is mainly based on the comprehensive consideration of regional characteristics, industrial form, favorable publicity and other factors, and takes the most characteristic agricultural products of Dongwa village, Dakui village and Nihuang village - winter melon, pumpkin and watermelon as the development basis to build an agricultural tourism, business and trade characteristic cultural and tourism town, reshaping Chaohu village

with agricultural folk culture 3000 years ago, It has become a model of one village and one product "according to the resource endowment and characteristics of the region, market-oriented, changing resource advantages into industry and brand advantages, so as to gradually become an industrial chain or industrial cluster with regional characteristics" [14]. At present, Sangua commune has built many theme projects, such as characteristic farmhouse, tulip highland, fishing base, handicraft workshop, exhibition hall of agricultural products, folk houses and accommodation.

2.1. Construction objective - to build a beautiful rural base with demonstration industrial integration and combination of agriculture and tourism

In the process of beautiful rural construction, Sangua commune reconstructed the rural industrial system by "changing the current state of rural development of traditional small-scale peasant economy and taking guiding the development of industrial modernization as the core" [15]. In the process, three melon communes have focused on creating special agricultural products, and expanded the sales scope of agricultural products through the Internet plus agricultural products e-commerce mode to improve farmers' enthusiasm for agricultural production. In order to change the traditional mode of agricultural development, Sangua commune promotes the construction of industrial market through primary and fine processing of products. In order to better improve the processing level of local agricultural products and create local characteristic agricultural product brands, Sangua commune integrates agriculture with processing and manufacturing industry, providing market space for the development of primary and secondary industries. At the same time, relying on the rich natural resources and profound cultural accumulation of Bantang Town, Sangua commune combines rural tourism with agricultural development, business activities and cultural promotion to realize a new growth point of rural economy.

2.2. Development orientation -- "Internet plus three dimensional rural" featured town of electricity supplier

In order to build "the first e-commerce town in Anhui", Sangua commune has introduced a number of e-commerce enterprises, including 5 well-known enterprises in the industry, 6 growing enterprises and more than 40 small and micro enterprises with initial entrepreneurship. In order to strengthen the driving force of e-commerce, Sangua commune integrates characteristic high-quality resources, establishes a unified sub packaging center and logistics distribution center, and establishes an e-commerce headquarters. Three, the melon commune, with respect for the rural law and the following rural characteristics, is the design concept, taking agriculture as the foundation, the electricity supplier as the soul, tourism as the supplement, e-commerce as the driving force, and the integration of agriculture and tourism as the breakthrough point, so as to achieve the integration and development of the 123 industries under the background of "Internet plus rural", so that villagers can sell their products to all parts of the country without foot. At present, the town's business start-ups include 28 online shops, including three melon communes, 1 flagship stores, 2 Taobao stores, 1 Jingdong franchise stores, etc., 1 self built platforms, 1 APP, 11 electronic business teams, and the demonstration of the "Internet plus three dimensional rural" business model has been demonstrated in.

3. Opportunities for the Development of Characteristic Agricultural Tourism town of Sangua Commune

3.1. Policy dividend

(1) Support the integration of tourism and the Internet. On July 28, 2015, Premier Li Keqiang chaired the executive meeting of the State Council, deliberated and adopted several opinions

on further promoting tourism investment and consumption, and proposed to actively develop "Internet + tourism" and promote the integration of "Internet + tourism" industry. In September 2015, the National Tourism Administration issued "the notice on the implementation of the" tourism + new era "and the introduction and implementation of the" tourism + Internet "action plan". Under the impact of COVID-19, China's economy has been improving for a long time, but it still faces enormous challenges in the short term, especially for the service industry represented by the tourism industry. But COVID-19 has also promoted the rise of new consumption modes, such as "cloud tourism", online consumption and subscription consumption. In February 2021, the Research Report on tourism economic operation analysis in 2020 and development forecast in 2021 released by China Tourism Research Institute (data center of the Ministry of culture and Tourism) pointed out that in 2021, the tourism economy will move from full resumption of work to full recovery of consumption and investment, and the new demand for mass tourism and the new business form of smart tourism will promote industrial iteration and service upgrading, The annual development expectation is relatively optimistic.

(2) Support rural cultural tourism. On November 30, 2015, the general office of the Ministry of Agriculture issued the notice on further improving the publicity and promotion of leisure agriculture and rural tourism, which made it clear that the routes of high-quality scenic spots of leisure agriculture and rural tourism should be launched step by step, with key points and in different periods, with multimedia, multi-form and multi-channel publicity, so as to expand the popularity and attraction, and create a platform to promote farmers' employment and income Stimulate the leisure consumption atmosphere of urban and rural residents. In October 2017, the report of the 19th National Congress of the Communist Party of China pointed out that China's economy has shifted from the stage of high-speed growth to the stage of high-quality development, and put forward the strategy of Rural Revitalization. In line with the development trend of the times, the state attaches great importance to rural development and intensively issued a series of supporting policies and implementation plans to ensure rural development and promote rural revitalization, which provides sufficient institutional supply for the transformation and upgrading of rural tourism formats and effectively promotes the high-quality development of rural tourism. In April 2021, the Rural Revitalization Promotion Law of the people's Republic of China was officially promulgated, which provides a legal guarantee for the full implementation of the Rural Revitalization Strategy in the form of legislation, and can effectively promote the development of rural tourism.

(3) Mass entrepreneurship and innovation, and support tourism entrepreneurship. The opinions on further promoting tourism investment and consumption issued by the general office of the State Council proposed to carry out the action of millions of rural tourism makers, guide and support millions of returning migrant workers, college graduates and professional technicians to start their own businesses through rural tourism within three years. On July 15, 2020, Premier Li Keqiang chaired an executive meeting of the State Council, which deployed to further promote mass entrepreneurship and innovation, focusing on supporting the employment and Entrepreneurship of college graduates and other groups. With the support of national policies, rural areas provide rich opportunities for college students to return home and start a business. At present, in the process of rural revitalization, rural college students returning home to start businesses mainly use three ways to develop the rural economy: accurately positioning the agricultural industry with the characteristics of the village, actively developing rural tourism and using Internet technology to build local e-commerce. The development of tourism is to transform rural resources into tourist attractions and promote rural economic development with tourism income. Rural tourism solves the problem of farmers' employment, optimizes the upgrading of industrial structure and improves farmers' living standards, which has a far-reaching impact on Rural Revitalization.

3.2. Advantages of location resources

(1) Location traffic. Sangua commune is located in the center of Hefei Economic Circle and Wanjiang demonstration zone. It is located in the hinterland of the "Golden Triangle" of Hefei, Wuhu and Nanjing. Hechao Wuhu expressway, Changhe expressway, Huainan railway double track and Beijing Fuzhou high-speed railway pass through the territory (Sangua commune scenic spot is only 10 minutes away from Chaohu East Station). The commercial Hefei Hangzhou high-speed railway is about to start. Hefei Xinqiao airport, Nanjing International Airport and Wuhu Nanjing foreign trade wharf is only an hour's drive, forming a fast channel across the river and into the sea, which is very convenient.

(2) Cultural resources. Bantang ancient hot spring. According to the geographical records of the Sui Dynasty, Xiangnan county (Xiangnan Town, Wuwei County, divided by ancient Juchao) has Banyang mountain and Tangdi mountain. Two hot springs with large flow are less than kilometers apart. One is a cold spring, the other is a hot spring, and the two springs meet, half cold and half hot. Bantang hot spring, people marvel at the wonder of this spring, so it is called "Bantang". The birthplace of Youchao family, called "Youchao or Chao" for short, is one of the leaders of the tribal alliance in ancient China. It ranks first among the five families and is respected as the cultural ancestor of the Chinese nation. *Guoyu* pointed out: "Nanchao, the land of Yangzhou, the country of Chaobo, is Juchao County in Lujiang River." The Qin Dynasty established Juchao County in 223 BC. Academic circles have no great objection to the "nest" in the inscription of ban Zhen, which refers to the area around Chaohu City today. Lingjiatan site is the center of Chaoshi tribe with political, military and divine powers. 6000 year history of folk culture. Youchao has been active in Bantang area since ancient times, mainly farming related folk culture, the farming civilization and men's farming and women's weaving in the Jianghuai River Basin originated from Bantang. Tea roasting technology. Relying on rich tea planting resources, we have deeply developed half soup black tea, half soup green tea and half soup roast tea. Especially according to the records of ancient books, this tea roasting process with more than 2000 years has been deeply restored, and the roasted tea has developed into one of the four characteristic product series of Sangua commune.

(3) Ecological resources. Sangua commune is adjacent to Bantang hot spring, one of the four ancient hot springs in China. It is surrounded by mountains on three sides and water on one side. This area has been known as "dragon and Phoenix treasure land" and "land of nine blessings" since ancient times. Attached to tulip highland scenic spot, the natural scenery is unique. On January 9, 2018, Anhui Chaohu Bantang hot spring health resort was identified as a "national tourist resort". Chaohu Dudu mountain is rich in good tea and has become a little famous. Dudu tea has become a local brand. Dudu mountain is located on the South Bank of Chaohu Lake and in Ba Town, Juchao District. It is known for its deep forests and gullies. It is famous for its rich Dudu Cuiming tea. It is said that Zhou Yu, the governor of the state of Wu, once worked hard here to prepare horses, taste tea and talk about soldiers, so he got the name of mountain and tea.

Table 1. Derivatives of four series of tourism in Sangua commune

Product series	Specific name
Tea	Black tea, Green tea, Tea
Spring	Hot spring, Cold spring, Mountain spring (local famous hot spring egg, cold spring fish, mountain spring chicken, etc.)
Characteristic agriculture	Agricultural products - Original flavor products, Original mountain products (sausage, bacon and other salted goods)
	Special products - Handicraft and processed food group (locally grown peanuts, pumpkin seeds and other dry fried goods, handmade chili sauce, etc.)
Tourism cultural products	Volcanic rock, Hot spring tourism supplies, Bantang and Youchao cultural supplies

(4) There are abundant exploitable tourism resources. At present, the product series developed by Sangua commune mainly include tea, spring, special agricultural products and culture.

3.3. Brand building

The four series of tourism products developed by pumpkin e-commerce village around local resources have been integrated into and adopted the sales mode of online and offline combination, that is, online sales, offline display + retail. White gourd folk village is a key village in Sangua commune that pays attention to the protection and transformation of the original ecology. It is engaged in cultural creativity, cultural exploration, brand packaging, activity planning, development and sales of characteristic folk products and tourist souvenirs in Bantang hot spring resort. This tea roasting process with a history of more than 2000 years has been deeply restored Here, creating a 6000 year old folk museum and ancient nest country impression site, restoring the ancient Chaoshi civilization, reproducing the traditional manual workshops such as old oil workshop, cloth workshop, wine workshop, Pottery Workshop and pickle workshop, and experiencing the real life scene and rural life interest in the rural areas of Jianghuai area, You can also hear the local opera that people like - Lu opera. Relying on the picturesque natural geographical environment, watermelon food village has established 40 farmhouse restaurants and residential Inns with different styles to fully meet the catering needs of tourists in Bantang hot spring resort. Here, you can not only taste the authentic Chaohu flavor food and farmhouse local dishes, but also feel the pastoral life of chicken and dog and returning to nature in the ancient people's residence.

3.4. Background

(1) "Internet +". For rural areas, "Internet +" is mainly reflected in the combination of the Internet and rural traditional industries, and a new ecological industry that further integrates modern science and technology with traditional agriculture with the help of the Internet platform. Before the construction of Sangua commune, every family in this small village in Tangshan basically lived a traditional farming life, which was very primitive. If it was sold to the market in the season of good harvest, it was economically self-sufficient and not large-scale, resulting in some villagers having to go out to work, and the land in this area was gradually idle. By reasonably optimizing the allocation of agricultural resources, Sangua commune has established a complete set of systematic new rural e-commerce model with the goal of becoming "the first e-commerce village in Anhui" within three years - closely combining online sales, offline experience, enterprise brand, planting base and scenic spot construction, in which the heads of households of the village participate. According to preliminary estimates, "tourism + Internet" will create a demand dividend of 1 trillion yuan, a market dividend of 1 trillion yuan and a value-added dividend of 1 trillion yuan in the next five years.

(2) Return to nature, spiritual comfort. The anti thinking orientation of Sangua commune is not to make the rural construction more developed, but to make the rural construction more like the countryside and build the countryside into a "returnable hometown". At the same time, it firmly believes that "the countryside will become a luxury of future life" in the future, which caters to the concept of urban people who want to go out of high-rise buildings, stay away from noise and haze and pursue "ecological life".

4. Challenges Faced by the Industrial Integration model of Sangua Commune

Through the continuous construction and development in recent years, Sangua commune has achieved good results in infrastructure construction, scenic spot construction and industrial extension. However, there are many challenges in the process of construction and development.

4.1. Transportation challenges

The planned land area of Sangua commune town is 380hm², including 380hm² for construction; The built area is 153hm², including 13hm² for construction. The small town of Sangua commune has a large area and a large playing radius. The choice of transportation in the town has become a problem. Although sharing bicycles and battery cars can solve some problems, the excessive number of vehicles has brought the problem of parking and charging. At the same time, it is also very tired for tourists, which has caused some trouble for many tourists who come to experience for the first time.

4.2. Challenges to sustainable development

Sangua commune takes "offline experience, online sales, enterprise guidance, farmers' participation, base planting and scenic spot demonstration" as the marketing model. This model has brought huge economic, social and ecological benefits to Sangua commune. However, with the continuous development of this model, it also brings challenges to sustainable development. At present, the internal development of Sangua commune tends to be complete. How to innovate the sales mode and play mode, improve the play facilities, attract more tourists, better build a characteristic brand, attract more customers, and bring more economic income to farmers and rural areas are the challenges Sangua commune is facing.

4.3. Challenges in further expansion of rural e-commerce

At present, the e-commerce of Sangua commune is mainly concentrated in pumpkin e-commerce village, focusing on the sales of fried goods, hemp, chili sauce and other agricultural products. E-commerce mainly brings additional economic benefits through agricultural product processing and production, brand packaging, online and offline sales, etc. However, compared with similar products, the brand awareness of Sangua commune is still low. Although three melon communes adopted a series of measures such as WeChat tiktok, micro-blog and jitter, they also increased the popularity of the brand, but it was still strange to new customers.

5. Suggestions on Promoting Industrial Optimization and Upgrading of Ecological Characteristic Towns

5.1. Continuously improve the infrastructure construction of the town

Infrastructure construction is the material basis of rural industrial integration and Rural Revitalization. Taking Sangua commune as an example, it is relatively perfect in infrastructure construction, but in the face of increasing passenger flow and customers in the future, it should further improve the internal transportation system of the town, meet the diversified transportation needs of tourists, connect various scenic spots, inns and other light viewing scenes, build a more perfect transportation network, and further improve the service level of the town, Meet the diversified needs of customers.

5.2. Further promote agricultural products into cities and help agricultural transformation and upgrading

In the rural industrial integration model, there are generally development bottlenecks in brand awareness and influence. Therefore, it is necessary to further drive agricultural products into cities, further strengthen publicity, and add new publicity channels on the basis of the original publicity channels. In addition, we should improve the way of brand publicity, carry out more comprehensive brand bundling sales, and launch more characteristic agricultural products. Strengthen the training of farmers and employees, cultivate employees' and farmers' awareness of e-commerce and agricultural product processing, production and sales, promote the linkage between the primary industry and the secondary and tertiary industries, promote industrial transformation and upgrading, and help farmers increase their income and output.

5.3. Drive citizens to go to the countryside with rural tourism to help rural areas increase income and become rich

Rural industrial integration should continue to focus on "agricultural tourism" and vigorously develop leisure and sightseeing agriculture. To transform farmers from traditional farmers to tourism practitioners, create "agricultural tourism" experience points, strengthen the experience of agriculture and attract tourists, we should further improve the development and planning in the scenic spot. Adhering to the principle of focusing on local characteristics, build multi-directional places suitable for local tourism development, meet the diversified needs of tourists, increase tourists' sense of experience and satisfaction, promote the integrated development of primary, secondary and tertiary industries, promote agricultural development, increase rural income and enrich farmers.

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