

Research on the Difference and Countermeasure of Rural Regional Economic Development under the View of Demand-Orientation

Huan Xu

Target Performance Management Office of East District Committee of Panzhihua City, Panzhihua, 617000, China

Abstract: The purpose of social production is to meet social demand. In China such a large agricultural country with a large rural population, the quality of rural economic development is related to the overall level of development of the country. Due to the influence of terrain, climate, soil and other factors, there are many differences in the development of rural regional economy. This paper analyzes the rural regional economic development influenced by living customs, consumption habits and other measures. It also provides measures on promoting development in diversified ways, how to improve the quality of agricultural products and how to change the mode of development.

Keywords: Rural areas; Difference; Agricultural products; Quality

1. Introduction

Modern society is a key period for our country to build a well-off society in an all-round way. The so-called comprehensive well-off is that all the people should be commonly rich. And all along, China is a big agricultural country. Since ancient times there have been small-scale agricultural economic system that has not only restricted the development of rural economy, but also affected the overall level of development of the country. The purpose of production is to meet the growing demand of the people for all kinds of goods. Therefore, all the development is also to meet the needs of the people. This paper focuses on the many differences caused by various factors in the development of rural regional economy, and then explores the countermeasures to solve these problems.

2. Factors that Influence Rural Economic Development

There is an old saying: "living from what the land and sea can give." It can be seen that the land and sea have an important impact on people's economic development. China has been a landlocked country since ancient times, and although there are coastal areas, it is mainly inland. And the terrain is complex and diverse, with three steps distributed. There are great differences in the development mode in different regions. Different customs in different regions lead to different demand orientation, and the development of rural areas is also not the same.

2.1. Take rice as an example

In Shandong, Liaodong Peninsula and other regions, the development of rural areas mainly relies on water-like crop. The three northeastern provinces and other areas are mainly black soil. Fertile soil is conducive to the growth of crops. The higher latitude of the Northeast is suitable for growing soybeans and rice, and is China's main grain production base. In addition, rice is the main daily food. So, the current demand for rice is increasing. The middle of the Yangtze River in Shanghai, Jiangnan and other areas is the "land of fish and rice". These areas are also suitable for crop growth due to high temperatures. Crops can reach two or three cropping a year, and rice is also grown in this area. The growth advantage of rice in this area is rain and heat at the same time, and there are many differences between the advantages of rice in Northeast China.

2.2. Take corn cultivation as an example

With large market demand, corn can be used as a staple food for daily use and can also be deeply processed to cook corn porridge, corn flowers and so on. It is a common crop grown in the north and is the most common in northern China. However, in the interior area, constraint by the terrain corn production is not high. And with the low level of mechanization of inland, people basically live at the mercy of the elements. Agricultural development in these areas is relatively slow, and some areas with higher levels of economic development are quite different. Therefore, even the same crop in different regions of the development have large differences. Since ancient times, agriculture is the first industry of our coun-

try, and corn is also an important industry in our country. The difference is obvious.

2.3. Take vegetables as an example

Most areas in China is located in temperate areas, with less parts of the subtropical region, and a few parts in the cold zone. Affected by the temperature difference, the main vegetables in the north are potatoes, cabbage and so on. While in the southern region it is mainly rape, chili and so on. These differences cause many differences in the daily life of people in the south and north. In the economically developed southern region, Shanghai, Guangzhou and other regions have large population. Therefore, the sales of vegetables in the south region are large, driving the rapid development of rural regional economy. In the north, especially in Xinjiang and Tibet, the rural economy develops slowly.

2.4. Take fruit as an example

China are mainly producing temperate fruit. The north produce mainly apples, pears and so on. The south is mainly bananas, oranges and so on. Hami melon in Xinjiang region has a different flavor. Different regions are affected by the geographical environment, and there are also great differences in the development of farmers and rural areas. And fruit is also the indispensable necessity in daily life. These will also affect the development of rural economy, and in today's era, with the concept changing, young people pay more attention to health. So, the demand for fresh vegetables, fruits and other increased significantly.

In a word, from the perspective of demand-oriented there are many factors that affect the economic development of rural areas.

3. Reasons that Causes the Differences in Rural economic Development

It is obvious that the differences in rural economic development are enormous. Behind many differences, we should reflect on what causes this phenomenon. I believe that the main factor contributing to this difference is the market.

3.1. Market

Agricultural products are for sale. Due to market restrictions it is difficult to sell Hami melon and other fruits in Xinjiang, Tibet and other regions. Relatively speaking, it results in the slow economic development level. Beijing, Shanghai, Guangzhou and other regions are close to the market. Farmers living in this area grow crops, vegetables, fruits and other that sell well with higher sales prices. In sparsely populated areas, even with affordable products, the market demand is small that result in the slow agricultural development.

The impact of the market on the economic development of rural areas is enormous. With the development of science and technology, greenhouse vegetables, fruits and so on have emerged, with less limiting factors. Traffic develop continuously, and vegetables from some remote areas are gradually being able to deliver to all parts of the country in a timely manner. The limits of market factors are diminishing, but even so it is still difficult to avoid market influence. For example, because of the emergence of coronavirus in 2020, traffic is hindered, and the sales will inevitably be affected by market factors.

3.2. Policy factors

Policy is also an important factor affecting rural economic development. The country has launched many policies, such as the strategy of western development, the strategy of the rise of the central region, and many other strategies. These policies have an important impact on the development of rural economic areas. In recent years, to take targeted measures in poverty alleviation and other policies implement the one-to-one help in rural economy. Rural economic development of the geographical differences is gradually reduced.

4. Countermeasures that Promote Rural Economic Development

For different regions, the strategy to promote its development is also different. The following is taking Shanxi as an example for a specific analysis.

4.1. Policy support

Shanxi belongs to the central and northern regions of China, with temperate monsoon climate and a small number of temperate continental climate. In the southern part of Shanxi, crop can basically reach two or three cropping a year. The general temperature in the year is above 0°C. The southwestern of Shanxi is Linfen city, Yuncheng city in which crops are mainly wheat-based, but also have corn. In there, apples are the common fruit and Ji County apples are the most famous. The main vegetable in Shanxi is potatoes. The main problems in the process of agricultural development in this area are the low arable land per capita and low level of mechanization of agricultural development. In the face of these problems, I think the way of agricultural development should be changed. The development of crops in this area is at a disadvantage. We can focus on growing fruit and so on. In addition, these areas are generally suitable for the cultivation of pomegranates, persimmons and so on. But for now, except for apples, other fruits are rarely sold. In recent years, these areas have often hosted events such as apple festivals. So, it can hold some fruit festivals, not just apple festivals. It can also use radio and other channels to promote local fruit. I found that the fruit development in this area is still in the more primitive fami-

ly-oriented, and it did not form a factory-style concentration. Further, the support of policies should be strengthened. On the one hand, professional talents can be brought in to improve the quality and yield of fruit; on the other hand, supported by the policy, farmers can find a variety of ways to sell fruit. It is also possible to combine areas with broader markets to promote the sale of fruit.

4.2. Multi-angle development of agriculture

There are many ways to develop agriculture. Take the northern Shanxi as an example: The temperature in the northern Shanxi is relatively low. Short cold period is not conducive to the growth of crops, in addition, there are many mountainous areas. There is not much cultivated land under the influence of the ground. But the natural landscape in the northern Shanxi is outstanding. Yungang Grottoes, Wutaishan and other nationally famous landscapes are located in there. So, by developing tourism can drive the development of local agriculture. Special agriculture can be developed to raise the price of agricultural products. Tourism agriculture can be developed. It can also extend the industrial chain and process the local specialty crops, such as buckwheat, sorghum and so on deeply so as to improve the added value of products. All these approaches are suitable for solving the problem of agricultural regional economic development in this region. Thus, it can promote the overall development of rural areas.

In the central Shanxi, for example, the terrain is relatively flat. And close to the provincial capital city of Taiyuan, the market is relatively broad. So, in the process of agricultural development it should take the local people's food preferences into account, combined with local geographical characteristics. In the development of agriculture, high-demand crops and vegetables, fruits should be cropped as far as possible. At the same time, the quality of agricultural products in this area should also be improved and the output of agricultural products should also be increased.

The multi-angle development of Agriculture in Shanxi is also reflected in the transformation and upgrading of agriculture. Located in inland, Shanxi is temperate monsoon climate as a whole. Precipitation is relatively rare, and it is far from the market. Facing such situation, the relevant departments should introduce corresponding policies. On the one hand, we should support the development of agriculture and solve the problem of insufficient water quantity by improving technology and other means. On the other hand, we should also work with the transportation department to transport Shanxi's agricultural products out of the province. Characteristic agriculture can be created. It is not only reflected in the local impact. Shanxi is close to Beijing, especially in Datong city. After the construction of high-speed rail, the overall

development of Shanxi is a favorable factor. We should seize the opportunity to make Shanxi's characteristic agriculture into a renowned agriculture, driving the complementary advantages of agricultural products.

4.3. Strengthening regional communication and cooperation

Agricultural development should not be a split development in a certain region, but a whole development process. In the process of agricultural production, it is also beneficial to make up for each other. As mentioned earlier, the cultivation of corn in Jiangnan and the northern are different. This does not mean the two methods are contradictory. We should have technical communication, and make up for each other in the process of exchange.

Today, the development between regions is even closer. In the face of the current situation, strengthening communication and cooperation is a shortcut to solve the problem. Regional economic development is no exception. Only from multiple angles of agricultural production can promote the development of regional economy. Only by complementing each other's advantages will we be clearer about own shortcomings and problems and absorb the advantages of other regions, and promote the development of the region better.

The needs of today's market are diverse. Not only the demand for food crops and but also for vegetables, fruits and so on, these are important components of agricultural development. In the face of many factors, on one hand the development of agriculture in a region should be based on local needs. On the other hand, we should also consider local climate and other factors to promote agricultural development.

5. Conclusion

Every production is to meet the social demand. As the most important daily demand of the public, agriculture has profound impact on the development of a region. Different needs will bring about many differences in the development of rural areas. The demand for vegetables, fruits, flour, rice and so on is becoming large. In the flat region that have suitable heat, we should try to grow rice, wheat and so on. However, due to other factors, areas that are not suitable for crop cultivation should promote the geographical development of agricultural economy in a variety of ways. Through various ways, the industrial chain of agricultural products and the processing of agricultural products can be extended. The development of tourism agriculture can promote the regional development of agriculture. In short, there are many regional differences in the development of agriculture. As long as the needs of the public can be met, marketable agricultural products can be produced certainly, so as to promote the development of the region.

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