

Research on the Coordinated Development of Rural Revitalization and the Agriculture and Forestry Industry

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Abstract: This paper discusses the relationship between the development of new forms of rural economy and the coordinated development of agriculture and forestry industries. This paper puts forward some countermeasures and suggestions, such as strengthening policy support and system construction, promoting scientific and technological innovation and talent introduction, promoting market-oriented development and industrial transformation and upgrading, and guiding social capital and enterprises to participate in the development of agricultural and forestry industries and new forms of rural economy. The aim is to promote the transformation and upgrading of rural economy and rural revitalization. Combined with the case study, it is found that the coordinated development of new forms of rural economy and the agriculture and forestry industry can inject new impetus and new ideas into rural economic development, and promote the upgrading and transformation of the agriculture and forestry industry.

Keywords: Rural Economy; New Format; Agriculture and Forestry Industry; Coordinated Development

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1. Introduction

The coordinated development of new forms of rural economy and the agriculture and forestry industry is one [1] of the important issues in the transformation and upgrading of rural economy and rural revitalization. At present, China's rural areas are facing multiple problems such as a single industrial structure, low income levels of farmers, and the destruction of resources and the environment. Rural economic transformation and upgrading, along with rural revitalization, have become important tasks to promote rural development. As a combination of new industries and traditional industries, the new form of rural economy and the coordinated development of agriculture and forestry industries can inject new impetus and new ideas into rural economic development.

New forms of rural economy include leisure agriculture, cultural and creative industries, characteristic towns, rural tourism, etc. Relying on the unique natural resources and human environment in rural areas, as well as the increasing consumption level and demand, these new forms have broad prospects and space [2,3] for development. As an important part of the rural economy, the traditional development model of the agriculture and forestry industry has been unable to meet the development requirements of today's era and needs to be transformed and upgraded. The development of new forms of rural economy provides new ideas and new ways for the upgrading of the agriculture and forestry industry.

It is helpful to promote the transformation and upgrading of the rural economy and to put forward corresponding countermeasures and suggestions by studying the new format development of rural economy and the coordinated development of agriculture and forestry industry, and exploring the interaction and coordinated development mechanism between them. These suggestions include strengthening policy support and system construction, promoting scientific and technological innovation and talent introduction, promoting market-oriented development and industrial transformation and upgrading, and guiding social capital and enterprises to participate in the development of agricultural and forestry industries and new forms of rural economy.

It is of great theoretical and practical significance to study the coordinated development of new forms of rural economy and agriculture and forestry industries. This study is crucial to promoting the transformation and upgrading of the rural economy and realizing rural revitalization.

2. Analysis of the Coordinated Development of Agriculture and Forestry Industry and New Forms of Rural Economy

2.1 Definition and Characteristics of New Forms of Agriculture and Forestry Industry and Rural Economy

Agriculture and forestry industry refers to the traditional industries in rural economy such as agriculture, forestry, fishery, and animal husbandry. It is an important part of the rural economy, with a wide range of resources and a strong market base [4]. In China, the development of the agriculture and forestry industry has a long history and has played a vital role in the healthy and stable development of the rural economy and the increase of farmers' income. The characteristics of the agriculture and forestry industry are mainly manifested in the following two aspects.

First of all, the agriculture and forestry industry has the characteristics of being strongly regional and having a long industrial chain. Because the production, processing, and marketing of agricultural and forestry products need a specific geographical environment and industrial links, the development of the agriculture and forestry industry often has obvious regional characteristics. Its industrial chain is more complex, including planting, breeding, fishing, processing, marketing, and other links, forming a certain scale and industrial basis. Secondly, the agriculture and forestry industry is strongly periodic and greatly influenced by the natural environment. Because the agriculture and forestry industry mainly relies on natural resources and the environment, it is often affected by natural environmental factors such as climate and disasters, leading to the obvious periodicity of industrial development. Additionally, because the production of agricultural and forestry products often requires more time and resources, their market prices are frequently influenced by market supply and demand and

periodicity.

The new form of rural economy refers to the emerging industrial forms in rural areas, mainly including leisure agriculture, cultural and creative industries, characteristic towns, rural tourism, and other emerging industries. With the improvement of people's living standards and the change in consumption concepts, the new form of rural economy has broad prospects for development and market demand. The characteristics of the new form of rural economy are mainly manifested in the following three aspects.

First of all, the industrial form of the new form of rural economy is diversified and differentiated. With the transformation and upgrading of the rural economy, many new industrial forms have emerged in rural areas, including deep processing of agricultural products, rural e-commerce, residential accommodation, ecological agriculture, and other new formats. Secondly, the industrial chain of new formats of rural economy is shorter, and the production and sales methods are more flexible. Compared with the traditional agriculture and forestry industry, the industrial chain of the new format of the rural economy is usually shorter, the products are often directly oriented to consumers or markets, and the production and sales methods are more flexible to meet the individual needs of consumers. Lastly, the new format of the rural economy has the characteristics of adapting to the geographical environment and cultural background. The new form of rural economy mainly relies on the unique natural environment, human environment, and social culture of the countryside, so its industrial development is often adapted to the regional environment and cultural background, with certain local characteristics and cultural connotations.

Agricultural and forestry industries and new forms of rural economy have different characteristics in terms of industrial chain, periodicity, market demand, and regional culture. Therefore, in the coordinated development of the agriculture and forestry industry and new forms of rural economy, these characteristics need to be fully considered. Corresponding development strategies and measures should be adopted to promote the coordinated development between the two, providing support for the transformation and upgrading of the rural economy and rural revitalization.

2.2 Definition and Characteristics of New Forms of Agriculture and Forestry Industry and Rural Economy

Agriculture and forestry industry and new forms of rural economy are important components of rural economic development, and their coordinated development is of great significance [5-7] for promoting the transformation and upgrading of the rural economy and realizing rural revitalization. The collaborative development modes of agriculture and forestry industry and rural economy mainly include embedded collaborative development, synergistic collaborative development, cluster collaborative development, and innovative collaborative development.

(1) Embedded Collaborative Development Model

This model means that the new form of rural economy and agriculture and forestry industry are embedded in each other in production and business activities, forming a mutually beneficial and synergistic relationship. Specifically, agricultural and forestry industries and new forms of rural economy can achieve interaction and cooperation through rural tourism, agricultural product processing, and other activities, thereby jointly improving the added value of products and market competitiveness. Under this model, the new format of rural economy can utilize the production base and resource advantages of the agriculture and forestry industry to carry out diversified economic activities. Conversely, the agriculture and forestry industry can expand sales channels and market demand through cooperation with the new format of rural economy to achieve product upgrading and transformation.

(2) Synergistic Development Model

This model means that the new form of rural economy and agriculture and forestry industry cooperate with each other in different links of the industrial chain to form a complete industrial chain and industrial ecosystem. Specifically, agricultural and forestry industries and new forms of rural economy can achieve resource sharing, technology exchange, and brand promotion through industrial chain cooperation, thus forming a synergistic effect. Under this model, the agriculture and forestry industry can

achieve transformation and upgrading by improving industrial added value and brand influence through synergy with the new format of rural economy. Similarly, the new format of rural economy can expand the market and sales channels through synergy with the agriculture and forestry industry, thus improving market competitiveness and economic benefits.

(3) Cluster Collaborative Development Model

This model refers to the existence of a certain scale of new forms of rural economy and agricultural and forestry enterprises in a region, forming industrial clusters, common development, and collaborative innovation. Specifically, agricultural and forestry industries and new forms of rural economy can achieve resource sharing, technological innovation, and market synergy through the formation of industrial clusters. Under this model, the agriculture and forestry industry can improve the scale and intensiveness of the industry through cluster collaboration with new forms of rural economy to achieve technological upgrading and brand promotion. Similarly, new forms of rural economy can achieve market synergy and common development through cluster collaboration with the agriculture and forestry industry, forming a complete industrial ecosystem.

(4) Innovative Collaborative Development Model

This model refers to promoting the coordinated development of agricultural and forestry industries and new forms of rural economy through innovative ways, thereby forming a competitive and sustainable industrial ecosystem. Specifically, agricultural and forestry industries and new forms of rural economy can promote industrial transformation, upgrading, and coordinated development through scientific and technological innovation, management innovation, and market innovation. Under this model, the agriculture and forestry industry can achieve product upgrading and transformation, improve market competitiveness, and add value through innovative cooperation with new forms of rural economy. Similarly, new forms of rural economy can achieve product innovation and brand promotion, expand market and sales channels through innovative cooperation with the agriculture and forestry industry.

The four collaborative development modes of the agriculture and forestry industry and new forms of rural economy have their specific applicable conditions and advantages, which should be selected and combined according to the local actual situation and industrial characteristics in order to achieve the strategic objectives of sustainable development of the rural economy and rural revitalization.

2.3 Significance of Coordinated Development of Agricultural and Forestry Industries and New Forms of Rural Economy

Agricultural and forestry industry and new forms of rural economy are important components of rural economic development, and their coordinated development is of great significance [8] for promoting the transformation and upgrading of the rural economy and realizing rural revitalization.

First of all, we should promote the optimal allocation of resources and market expansion. The coordinated development of agricultural and forestry industries and new forms of rural economy can make full use of resources and markets in rural areas to achieve optimal allocation of resources and market expansion. The agriculture and forestry industry can expand sales channels and market demand through cooperation with new forms of rural economy and realize product upgrading and transformation. The new form of rural economy can also make full use of the resource advantages of rural areas, carry out diversified economic activities, and improve industrial added value and market competitiveness through cooperation with agriculture and forestry industries.

Secondly, we should promote industrial transformation, upgrading, and innovative development. The coordinated development of agricultural and forestry industries and new forms of rural economy can promote the industrial transformation, upgrading, and innovative development of the rural economy. Through coordinated development, agricultural and forestry industries and new forms of rural economy can jointly achieve the goals of technological innovation, brand building, and market development, thereby improving industrial added value and competitiveness. In this process, the cooperation

and innovation between the two will help promote the transformation, upgrading, and innovative development of the rural economy, further improving the level and quality of rural economic development.

Finally, we should promote the sustainable development of the rural economy. The coordinated development of agricultural and forestry industries and new forms of rural economy can promote the sustainable development of the rural economy. With the continuous development of social economy and people's constant pursuit of quality of life, the demand for new industries in rural areas is growing. Through cooperation with the agriculture and forestry industry, the new form of rural economy can make full use of the resource advantages of rural areas, carry out diversified economic activities, and promote the sustainable development of the rural economy. The agriculture and forestry industry can also achieve transformation, upgrading, and brand promotion through cooperation with new forms of rural economy, thereby promoting the sustainable development of the rural economy.

The coordinated development of agricultural and forestry industries and new forms of rural economy is of great significance in promoting the optimal allocation of resources and market expansion, promoting industrial transformation and upgrading and innovative development, and promoting the sustainable development of the rural economy. With the further development of China's rural economy, the coordinated development of agricultural and forestry industries and new forms of rural economy will become an important means and way for the transformation and upgrading of the rural economy and rural revitalization. In practice, we should actively promote the coordinated development of agricultural and forestry industries and new forms of rural economy, explore suitable local coordinated development models and paths, and make positive contributions to the development of the rural economy and rural revitalization.

3. Practical Case Analysis of the New Form of Rural Economy and the Coordinated Development of Agriculture and Forestry Industry

The coordinated development of new forms of rural economy and the agriculture and

forestry industry is an important way to promote the transformation and upgrading of the rural economy and rural revitalization. This study takes the new format of rural economy and the practice of coordinated development of the agriculture and forestry industry in Xiamen City, Fujian Province as an example to analyze the situation and practical effect of coordinated development.

(1) Case Background

Xiamen, Fujian Province, is a famous tourist city in China, with unique natural scenery and profound cultural heritage. Among them, Xikeng Village is an agricultural village mainly planting tea, but because of its remote geographical location and inconvenient transportation, the agricultural economic development of the village has been relatively backward. In recent years, with the rise of rural tourism and the support of the government, the village began to explore a new mode of coordinated development of agriculture, forestry, and rural tourism to promote the transformation and upgrading of the local agricultural economy.

(2) Case Practice

In order to promote the coordinated development of agriculture, forestry, and rural tourism, the village has established a "tea picking garden" and a "tea sightseeing car" based on the tea industry, attracting a large number of tourists to taste tea and enjoy the beautiful scenery. At the same time, the village also cooperates with tourism enterprises to promote and develop tourism products, such as "Tea Experience Camp," "Rural Residence," "Waterfall Canyon Tour," and so on, to provide tourists with a richer rural tourism experience.

In the process of practice, the village also made full use of the local resource advantages to carry out a variety of agricultural and forestry activities, such as tea planting, tea processing, and aquaculture. At the same time, the village has also opened a tea processing plant and a supermarket for agricultural products to provide more convenient shopping and living services for local residents. Through these measures, the village has improved the added value and market competitiveness of the agriculture

and forestry industry, and promoted the transformation of agriculture to leisure agriculture and ecological agriculture.

(3) Practical Effect

Through the coordinated development of agriculture, forestry, and rural tourism, the village has achieved remarkable practical results. On the one hand, the development of tourism has led to the upgrading and transformation of local agricultural and forestry industries and promoted the transformation of agriculture to leisure agriculture and ecological agriculture. On the other hand, the development of the agriculture and forestry industry also provides a rich material basis and support for tourism, improving the attractiveness and competitiveness of tourism. At present, the village receives more than 500,000 tourists annually, and its tourism income exceeds 100 million yuan, which brings remarkable economic and social benefits to the local residents.

The practice of coordinated development of agriculture, forestry, and rural tourism in Xikeng Village, Xiamen, Fujian Province, provides a successful case for the transformation and upgrading of the rural economy and rural revitalization. Through the coordinated development of agriculture, forestry, and rural tourism, the village has achieved remarkable practical results, promoted the transformation of agriculture to leisure agriculture and ecological agriculture, improved the attractiveness and competitiveness of tourism, and brought significant economic and social benefits to local residents. The practice case shows that by exploring the new mode of coordinated development of the agriculture and forestry industry and rural tourism, it can effectively promote the transformation and upgrading of the local agricultural economy and promote the sustainable development of the rural economy.

4. Countermeasures and Suggestions to Promote the Coordinated Development of Agricultural and Forestry Industries and New Forms of Rural Economy

In order to promote the coordinated development of the agriculture and forestry industry and new forms of rural economy, this paper puts forward specific countermeasures and suggestions from the aspects of strengthening policy support and

building platforms, deepening industrial docking and integration development, improving service level, strengthening personnel training and promoting innovative development, strengthening publicity and marketing, and promoting brand image.

Firstly, we should strengthen policy support and build platforms. This includes formulating relevant policies, encouraging the coordinated development of agriculture and forestry industries with rural tourism and cultural and creative industries, and establishing exchange and cooperation platforms to promote resource sharing, information exchange, and cooperative development. Secondly, we should strengthen industrial docking and deepen the development of integration by tapping the added value of agricultural and forestry resources, strengthening the processing and brand building of agricultural and forestry products, promoting the transformation of the agriculture and forestry industry to modernization and high efficiency, and organically integrating rural tourism and cultural and creative industries with the agriculture and forestry industry to promote deep integration of new formats and traditional industries. Thirdly, we should improve the service level, enhance the quality image, and strengthen the construction of rural tourism infrastructure. This includes improving the quality of tourism services and experiences, building rural tourism brands, establishing a rural tourism evaluation system, and formulating corresponding evaluation criteria and indicators to promote the standardization and branding of rural tourism. Then, we should strengthen the training of talents and promote innovative development. This involves strengthening the training and introduction of talents in new forms of rural economy, training diversified and professional talents, enhancing the innovative ability and competitiveness of rural industrial development, and promoting scientific and technological innovation and transformation of achievements. Finally, we should strengthen publicity and marketing to promote the brand image. This includes carrying out a series of publicity activities, promoting the coordinated development model of the agriculture and forestry industry and new forms of rural economy, improving public awareness and understanding of the rural economy, and strengthening network publicity and social media marketing to enhance brand awareness and influence. These measures

will attract more tourists and investors' attention and participation.

Through the implementation of the above countermeasures and suggestions, we can effectively promote the coordinated development of agricultural and forestry industries and new forms of rural economy, promote the transformation and upgrading of the rural economy and rural revitalization, and contribute to the realization of sustainable development goals.

5. Conclusion and Prospect

By analyzing the significance of the coordinated development of agricultural and forestry industries and new forms of rural economy for the transformation and upgrading of the rural economy and rural revitalization, this paper takes the practice of the coordinated development of new forms of rural economy and agricultural and forestry industries in Xikeng Village, Xiamen, Fujian Province as an example. It analyzes the situation and practical effect of its coordinated development and puts forward some countermeasures and suggestions to promote the coordinated development of agricultural and forestry industries and new forms of rural economy. It is found that the coordinated development of agricultural and forestry industries and new forms of rural economy can promote the optimal allocation of resources and market expansion, promote industrial transformation, upgrading, and innovative development, and promote the sustainable development of the rural economy. Practical cases show that the coordinated development of the agriculture and forestry industry and rural tourism can effectively promote the transformation and upgrading of the local agricultural economy and promote the sustainable development of the rural economy.

In view of the current problems and challenges in the coordinated development of agricultural and forestry industries and new forms of rural economy, this paper puts forward some countermeasures and suggestions, such as strengthening policy support and building platforms, deepening industrial docking and integration development, improving service level, strengthening personnel training and promoting innovative development, strengthening publicity and marketing, and promoting brand image.

These countermeasures and suggestions will help to promote the coordinated development of agricultural and forestry industries and new forms of rural economy, promote the transformation and upgrading of the rural economy and rural revitalization, and contribute to the realization of sustainable development goals.

With the further development of China's rural economy, the coordinated development of agricultural and forestry industries and new forms of rural economy will become an important means and way for the transformation and upgrading of the rural economy and rural revitalization. Therefore, we need to deepen theoretical research, strengthen practical exploration, explore more suitable local coordinated development models and paths, and promote rural economic transformation and upgrading and rural revitalization to achieve more remarkable results. At the same time, we need to pay attention to protecting and exploring local natural and human resources, give full play to their potential and advantages, promote the coordinated development of agricultural and forestry industries and new forms of rural economy, and achieve the goal of sustainable development of the rural economy.

6. References

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