



Research on promoting county employment by characteristic and advantageous industries

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Abstract

The high-quality development of county economy plays an important role in regional economic development in our country and is the core body of the implementation of the policy. It affects the process of urban-rural integration development, promotes the construction of new urban-rural relations, and plays a vital role in promoting the overall urbanization construction in China. This paper from the development of characteristic advantage industries can help improve the rural employment environment, provide farmers with conditions for self-employment, and broaden rural employment channels. The relationship between developing characteristic industries and promoting county employment is discussed in terms of expanding county employment base. It is expected to provide intellectual support for promoting the high-quality development of county economy and promoting the construction of common prosperity.

Keywords: Characteristic advantage, industry county employment, economic development

Introduction

The characteristic advantage industry refers to the industry that is sustainable and has strong influence on the economic development of the region, and has strong advantages in market competitiveness, additional ability and capital accumulation ability. In academia, the study of characteristic advantage industry mainly relies on the theory of comparative advantage and competitive advantage. Based on the theory of comparative advantage, Haas *et al.* studied the characteristics of regional dominant industries. The research of Wu Shiyuan shows that the high-quality development of advantageous industries has a significant driving effect. Based on the theory of competitive advantage, Wang Jici studies "natural resource endowment" and "increasing economies of scale" of local competitive advantage. County as an important bottom economic body, it affects the process of urban and rural integration development, promotes the construction of new urban and rural relations, and plays a vital role in promoting the overall urbanization construction in our country. According to the "Opinions on promoting urbanization construction with County Seat as an important carrier" issued by The State Council, our country should carry out urbanization construction with county seat as the main body by 2025. It can be seen from the guideline that China's long-term development goal is to build modern county towns with local characteristics and suitable for living and working throughout the country, gradually narrow the economic gap with big cities, and accelerate the promotion of urban integration. Under the current background of common prosperity, it is of great theoretical and practical significance to explore how to develop characteristic and advantageous industries to promote county employment and enable county economy to develop in high quality.

The background of the question

The report of the 19th National Congress of the Communist Party of China proposed the implementation of rural revitalization for the first time, and emphasized the establishment and improvement of the institutional mechanisms and policy systems for the integrated

development of urban and rural areas, which pointed out the direction for the construction of a new type of relationship between industry and agriculture between urban and rural areas and industrial development and agglomeration. In particular, the scale driving force of factors in China is gradually weakening, and the traditional high-input, high-consumption, extensive development mode is difficult to sustain, and it is necessary to shift from factor-driven and investment-driven to innovation-driven, in order to cultivate and foster new drivers of high-quality economic development. Since the outbreak in 2019, the breadth and depth of employment in large cities have had varying degrees of impact. In this context, governments at all levels have recognized the importance of developing characteristic and advantageous industries and promoting county-wide employment. Although in recent years, the development level of characteristic advantageous industries and the level of cities and towns have been continuously improved, there is no good interaction between characteristic advantageous industries and urbanization employment. In view of this, this paper will discuss the internal relationship between the development of characteristic advantageous industries and county employment, and how to use characteristic industries to promote county employment, so as to promote the high-quality development of county economy.

The relationship between characteristic and advantageous industries and county employment

1. Develop characteristic and advantageous industries and promote the development of county economy

The evolution path of county economy development shows significant asymmetry and imbalance, which makes county economy become a relatively independent and personalized economic system. Therefore, in the analysis of county economy, we should not adopt a general unified framework, but should fully consider its inherent differences and uniqueness. Each county has different historical and cultural background, industrial development status and natural resource endowment. These unique factors jointly shape the diversity and heterogeneity of county economic development. In recent years, China's poverty-stricken

counties have actively responded to the Party Central Committee's targeted poverty alleviation policy, and vigorously cultivated and developed advantageous industries with local characteristics through the implementation of a series of innovative industrial poverty alleviation strategies. This practice has not only effectively promoted the economic growth of poor counties, but also achieved a rapid increase in their income by stimulating the endogenous power of poor groups. With the joint efforts of the county governments, all localities have combined their actual conditions and walked out a road of industrial development that conforms to the spirit of the central government and has local characteristics. This successful practice fully proves that according to the specific needs of county development, the development of industries with local characteristics is the key to enhancing the self-development ability of poverty-stricken counties, and it is also a long-term plan to promote people's employment and entrepreneurship. However, in the process of developing characteristic and advantageous industries, we must also keep a clear mind and avoid blindly following the trend. Each county has its unique resource endowment and development potential, therefore, in the formulation of industrial development strategies, we must conduct in-depth research and analysis to ensure that the selected industries can not only play the local advantages, but also adapt to market demand. At the same time, we should also pay attention to the coordination and integration of industries to form a positive interaction between the upstream and downstream of the industrial chain, so as to promote the county economy to achieve comprehensive, coordinated and sustainable development.

2. Develop industries with distinctive advantages and improve the employment environment in rural areas

The development of characteristic advantage industries not only helps to enhance the market visibility of rural characteristic products, but also provides fundamental driving force for the improvement of rural employment environment. At present, China's rural employment environment is facing many challenges, economic growth is lagging behind, and employment opportunities are limited. Especially in some regions, the level of modernization of agricultural production is low, resulting in a large amount of labor waste. In the process of expanding the county employment base, optimizing the rural employment environment is very important. Therefore, we must increase the support for township enterprises, the development of these enterprises can directly promote the growth of local characteristics and advantages of the industry. This not only provides more job opportunities for rural labor, but also effectively solves the problem of waste of labor resources. With the state's emphasis on the construction of professional functional counties, rural areas should seize this opportunity to fully develop characteristic and advantageous industries in order to achieve fundamental improvement of the employment environment. The core of rural employment problem lies in how to transfer rural surplus labor force effectively and where to transfer it. The solution of this problem is related to the overall improvement of rural employment environment. In order to realize the development of characteristic and advantageous industries, rural areas must first realize the modernization transformation. The state has paid great attention to this and

introduced a series of supporting policies aimed at promoting the development of rural economy and narrowing the economic gap between urban and rural areas. Therefore, rural areas should grasp this historical opportunity, focus on the development of characteristic economy and pillar industries, enhance their own economic strength, provide more employment opportunities for farmers, and finally realize the comprehensive revitalization of rural economy.

3. Develop characteristic and advantageous industries, and create more jobs in the county

The development of the county depends on two strategic paths. First of all, we must deeply explore and give full play to local advantages, accurately locate and vigorously develop industries with local characteristics. Secondly, the county seat needs to complement the functions of the neighboring large and medium-sized cities, and realize its own development and improvement by sharing the functional pressure of the big cities. However, due to geographical location and other factors, it is difficult for most of our country's counties to form a satellite city pattern with convenient transportation and complementary industries with surrounding big cities. Therefore, the development of industries with local characteristics has become the core task of county development. In recent years, with the state's attention to the development of counties and policy support, counties around the country have strengthened industrial construction and actively sought new development momentum. Many counties are gradually shifting the focus of development to industries with obvious advantages that can promote agricultural modernization and increase employment. In view of the fact that most counties in China are located in areas with beautiful scenery and superior natural environment, the development of the characteristic industry of "tourism + agriculture" has great potential. Each county should adhere to its own resource conditions and development characteristics, adhere to the distinctive and differentiated development path, transform resource advantages into industrial advantages, and stimulate the enthusiasm and participation of local residents. By vigorously promoting characteristic industries, it can not only effectively enhance the economic strength of the county, but also help farmers improve their skills and achieve sustainable development. In this process, the county should focus on building a sound industrial system, optimizing the industrial structure, strengthening industry-university-research cooperation, and improving industrial innovation ability and market competitiveness. At the same time, through the development of characteristic industries, more foreign tourists and investment can be attracted, and the county's opening up and comprehensive economic and social development can be promoted. In short, the development of characteristic and advantageous industries is the key to promote the sustainable and healthy development of the county.

4. Develop industries with distinctive advantages and expand rural employment channels

In the process of promoting the development of characteristic industries, scientific and reasonable planning is the cornerstone to ensure the success of industrial development. In order to ensure that the planning is both reasonable and feasible, it is necessary to conduct in-depth research and formulate realistic development blueprints

based on local resources, environment and socio-economic conditions. On this basis, it is necessary to carefully organize industrial construction work, not only to protect the ecological environment of local characteristic industries, but also to ensure the continuity and stability of industrial development. The development of characteristic industries is not only an important way to enhance the rural economy, but also the basic guarantee to broaden the rural employment channels. In the selection of priority industries, we should focus on those industries with broad market prospects and high growth potential. By improving the added value and technical content of products, we can enhance the market competitiveness of characteristic industries, so as to attract more capital and talents, and promote the rapid expansion of the industrial scale. It is worth mentioning that the development of characteristic and advantageous industries has not only promoted the self-employment of farmers and the revitalization of rural economy, but also provided a broad space for the development of enterprises. The expansion of enterprises has further provided more employment opportunities for farmers and ensured the stable employment of farmers. At the same time, with the extension of the industrial chain, the characteristic industries will touch more economic fields, form a closer industrial network, and create more opportunities for rural employment. In recent years, the national poverty alleviation work has achieved remarkable results, but more efforts are needed. Government policy support and farmers' own entrepreneurial spirit are the keys to escape poverty. The development of characteristic advantage industry is an effective way to achieve this goal. Through scientific planning and effective implementation, characteristic industries are expected to become a powerful engine to promote the sustainable development of rural economy.

5. Develop industries with distinctive advantages and help farmers start their own businesses

Many areas of our country have unique natural advantages, but some areas have not taken advantage of their own advantages to develop, the people are still living a poor life. If rural areas should actively respond to the country's call for poverty alleviation and develop characteristic and advantageous industries according to their own local characteristics, they can rapidly improve the regional economy and help farmers start their own businesses. On the one hand, in the process of developing characteristic and advantageous industries, rural areas should fully combine local development characteristics, use characteristic resources to build their own industrial advantages, and convey the importance of entrepreneurship to farmers, so as to stimulate their entrepreneurial consciousness and encourage them to start their own businesses to change their fate. Only when farmers are fully aware of the importance of entrepreneurship can they actively participate in entrepreneurship. On the other hand, the development of characteristic advantage industries can effectively stimulate farmers' enthusiasm for self-employment, and farmers participate in the development of characteristic advantage industries through self-employment, which is a very important opportunity for farmers. The development of characteristic advantageous industries can not be completed overnight, characteristic advantageous industries need time accumulation, and "characteristic" is the top priority of

development, so farmers must choose regional advantageous industries in the process of entrepreneurship, broaden the industrial chain, and then enhance their own service ability, and import competitive products to the market.

The advantageous characteristic industry to promote the county employment suggestion.

1. Develop industries with distinctive characteristics and extend the industrial employment chain

From the perspective of county economy, the problem of surplus labor force in the primary industry has become increasingly prominent. In order to transfer these surplus labor force effectively, the development of characteristic advantage industry becomes a feasible strategy. Under the background of the current construction of digital China, the rapid development of information technology provides technical support for extending the industrial employment chain. As a key medium, Internet technology promotes the integration and innovation among industries with different advantages and characteristics. For example, by integrating the primary industry and the rural logistics industry, the upstream and downstream chain of the industry can be expanded, and then the employment channels and employment space of rural labor force can be expanded. While promoting the development of characteristic and advantageous industries, all rural areas should be committed to building a complete industrial chain and forming characteristic industrial clusters to promote the sustainable development of regional economy. In order to ensure the scientific and rational development of the industry, it is very important to make reasonable planning. Such a plan should be based not only on an in-depth analysis of current economic and social conditions, but also on ensuring the feasibility of its implementation. In the process of industrial construction, the leading role of science and technology should be given full play, especially in encouraging farmers to start their own businesses, and necessary policy support and resource guarantee should be provided. In the development of characteristic and advantageous industries, the choice of industries with broad market prospects is given priority. At the same time, farmers are encouraged to enhance the product value of characteristic industries and enhance their competitiveness in the market through technological innovation and brand building, so as to achieve scientific entrepreneurship and sustainable development. This process will not only help solve the problem of surplus rural labor, but also promote the overall prosperity of the rural economy.

2. Strengthen interaction between industries with distinctive characteristics and create more jobs

In China's current county economic system, the technical level of pillar industries is still in a relatively low stage of development, and the degree of industrial agglomeration has not yet formed a significant advantage. There is a certain degree of imbalance between the characteristic advantage industry and the employment structure, and the interaction between the two is relatively weak. This situation poses a challenge to the overall competitiveness and sustainable development of county economy. In order to improve this situation, we must further strengthen the coordination of industrial structure and employment structure, and promote the positive interaction between them. In this context, we can adopt the development model of "science and

technology + industry", introduce high-tech into all links of advantageous industries, and act as the "lubricant" of the industrial chain. This can not only promote technological innovation in the industry, accelerate the pace of development of characteristic industries, but also help promote the development of advantageous characteristic industries to a higher quality direction. In this way, we can build industrial clusters with international competitiveness, and then enhance the overall strength and influence of the county economy. The development of characteristic industries is not only a process from scratch, but also the key to leading the high-quality transformation and upgrading of county economy. With the continuous growth of characteristic industries, it will create a broader employment space for the county economy, thus strengthening the employment absorption capacity and promoting the sustainable and healthy development of the county economy. In this process, we must attach importance to the leading role of scientific and technological innovation and industrial upgrading to ensure that characteristic industries can truly play their due economic and social benefits.

3. Strengthen the division of labor among industries with distinctive characteristics and expand new opportunities for employment

At present, China's county economy largely relies on resource - and labor-intensive industries. However, with the arrival of the "14th Five-Year Plan" period, the linkage development of county economy has been given a new connotation. In this context, the industrial structure within the county area will face a major adjustment. Cooperation between capital-intensive industries and technology-oriented industries will become the main direction of future development, aiming to enhance the overall competitiveness of the county economy. It is worth noting that some counties have successfully built advantageous industrial clusters with regional characteristics, and their overall development momentum is good, which has injected new vitality into the high-quality development of county economy. This development trend indicates that the county economy will pay more attention to industrial innovation and collaboration in the future. In order to realize the sustainable development of county economy, it is necessary to strengthen the division of labor and cooperation among industries. This not only involves the upstream and downstream relationship of the industrial chain, but also includes the optimal allocation of production factors such as labor resources in the whole county. By deepening the industrial division of labor, it can promote the efficient use of resources and improve production efficiency, so as to promote the development of county economy towards a more balanced and efficient direction. In this process, the government, enterprises and research institutions should form a close cooperative relationship to jointly promote the transformation and upgrading of the county economy. Through the formulation of scientific industrial development planning, strengthening technology research and development and personnel training, optimizing the business environment and other measures, we can lay a solid foundation for the future development of county economy.

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