

# The Dilemma and Countermeasures of Coordinated Development of County Economy under the Background of Rural Revitalization

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## Abstract:

Rural revitalization is an important development strategy in China, and county economy, as the foundation and core of rural revitalization, faces the dilemma of coordinated development. This article analyzes the difficulties of coordinated development of county economy, including differences in resource endowment, single industrial structure, and incomplete infrastructure, and proposes corresponding countermeasures, including strengthening policy guidance, optimizing industrial layout, and improving infrastructure construction, to promote coordinated development of county economy and promote the implementation of rural revitalization strategy.

## Keywords:

Rural Revitalization, County Economy, Coordinated Development, Difficulties, Countermeasure

## 1. Introduction

Rural revitalization is currently an important strategy in China, aimed at achieving coordinated urban-rural development and comprehensive rural development. As the foundation and core of rural revitalization, county economy is facing the dilemma of coordinated development. Therefore, summarizing these dilemmas and researching corresponding countermeasures is also of more practical significance. [1]

## 2. The Connotation of Coordinated Economic Development

Coordinated economic development refers to the coordination between various economies, industries, and fields in the process of regional economic development, achieving overall balanced development and coordinated progress. Specifically, coordinated economic development includes the following connotations: firstly, coordinated regional development. There are differences in the level of economic development between different regions, and it is necessary to promote coordinated

economic development among different regions by adjusting regional economic structure and optimizing resource allocation. Secondly, the coordinated development of industries. There is interdependence and mutual restraint between different industries, and it is necessary to strengthen the construction of industrial chains, industrial clusters, etc., to promote the coordinated development of various industries. Thirdly, internal and external coordinated development. Internal coordinated development refers to the coordinated development between various industries, while external coordinated development refers to the coordinated development with domestic and foreign markets. It is necessary to promote the coordinated development of the internal and external economy through activities such as international trade and technological innovation. Fourthly, coordinated socio-economic development. Economic development must be coordinated with social development, and it is necessary to promote coordinated social and economic development by strengthening the construction of education, culture, environmental protection, and other aspects.

### **3. Analysis of the Difficulties in Coordinated Development of County Economy under the Background of Rural Revitalization**

#### ***3.1. Differences in resource endowments***

In the context of rural revitalization, the coordinated development of county-level economy is facing the dilemma of resource endowment differences. This difference is mainly reflected in the following aspects: firstly, differences in natural resource endowments. There are significant differences in natural resource conditions among different counties, including land, water resources, mineral resources, etc. Some counties may have abundant farmland and water sources, which are suitable for the development of agriculture and aquaculture; However, in other counties, there is a relative lack of these resources, which limits the development of their agriculture and aquaculture industries. Secondly, there are differences in human resource endowments. There are differences in the quality and quantity of human resources among different counties, including technical workers, professional talents, etc. Some counties have high levels of education and skilled talent reserves, which are conducive to the development of high-tech industries and service industries; However, other counties are facing issues of talent loss and shortage of human resources, which restrict the upgrading and optimization of their industrial structure. In addition, differences in financial resource endowments are also an important aspect. The varying degrees of development of financial institutions and capital markets in different counties lead to differences in financing environment and funding supply capacity. Some counties may be able to rely on the support of local financial institutions and capital markets to obtain more investment and financing opportunities; However, other counties face difficulties and high financing costs, which limit the speed and scale of their economic development.

#### ***3.2. Single industrial structure***

Another dilemma in the coordinated development of county-level economy in the context of rural revitalization is the single industrial structure. Many counties overly rely on traditional agriculture or a specific industry, lacking a diversified and comprehensive industrial layout.

Firstly, a single industrial structure can easily lead to concentration of economic risks. If a county's economy mainly relies on a specific industry, such as traditional

agriculture or a single industrial sector, once the industry faces market fluctuations, technological changes, or policy adjustments, the county's economy will be greatly impacted, increasing economic risks.

Secondly, a single industrial structure limits the sustainable development of the county economy. With the development of the economy and social progress, people's diverse demands for quality of life and consumer demand are also becoming increasingly high. If the industrial structure of a county is single and cannot meet diverse needs, it will limit the sustainable development of the economy and the ability to improve residents' living standards.

In addition, a single industrial structure also affects cooperation and resource sharing between counties. If all counties rely on the same industry, it is difficult to form complementary and cooperative relationships, and it is impossible to achieve optimal resource allocation and complete development of the industrial chain.

### ***3.3. Incomplete infrastructure***

In the context of rural revitalization, inadequate infrastructure is also one of the difficulties in coordinating the development of county-level economy. The imperfect infrastructure will restrict the development of the county economy, including transportation, water conservancy facilities, power supply, information and communication, and other aspects. Firstly, the inconvenient transportation will affect the development of the county economy. Due to inconvenient transportation, high logistics costs and long logistics times between counties have limited cooperation and communication among them, hindering industrial transfer and resource sharing. Secondly, the lack of water conservancy facilities is also a factor that restricts the development of the county economy. Water resources are an important foundation for agricultural and industrial production. If water conservancy facilities are not perfect, it will affect the development of agricultural and industrial production, and thus affect the development of county economy. In addition, the imperfect power supply and information communication facilities will also constrain the development of the county economy. The insufficient power supply will limit the development of industrial production and service industries, and the imperfect information and communication facilities will affect the informationization level and competitiveness of county-level enterprises.

## **4. Countermeasures and Suggestions for the Difficulty of Coordinated Development of County Economy under the Background of Rural Revitalization**

### ***4.1. Strengthen policy guidance***

In the context of rural revitalization, it is also necessary to strengthen policy guidance to solve the dilemma of coordinated development of county-level economy. The specific suggestions are as follows: Firstly, the government should formulate relevant policies, including encouraging emerging industries, promoting the development of characteristic industries, and promoting industrial transformation and upgrading, to guide the county economy to achieve diversified and comprehensive development. Secondly, the government should increase financial support and increase investment in infrastructure, technological innovation, talent introduction, and other aspects to provide better guarantees for the development of the county

economy. Thirdly, the government should promote innovation in financial services, strengthen financial support for the county economy, provide more flexible and diversified financing services for county enterprises, and promote the development of the county economy. Fourthly, the government should guide social capital to participate in the development of the county economy, attract social capital to invest in infrastructure construction, industrial development, and other fields through PPP and other means, and provide more resources and financial support for the county economy. Fifth, the government should strengthen policy coordination, establish cross departmental and cross regional policy coordination mechanisms, and promote the effective connection between county-level economic development and rural revitalization strategies.

#### ***4.2. Optimize industrial layout***

In the context of rural revitalization, optimizing industrial layout is a key strategy to solve the dilemma of coordinated development of county economy. In order to achieve diversified and comprehensive development of the county economy, the following measures need to be taken:

Firstly, encourage the development of emerging industries. The government can attract emerging industries to enter the county and promote their vigorous development by providing policy measures such as tax exemptions, land resource incentives, and research and innovation support. For example, supporting emerging industries such as high-tech industries, green environmental protection industries, and digital economy to take root in the county, injecting new vitality into the county economy.

Secondly, cultivate characteristic industries. Each county has its own unique resource endowment and cultural tradition, and the government can promote the development of characteristic industries by formulating corresponding policies. For example, developing industries such as rural tourism, agricultural product processing, and distinctive handicrafts, fully utilizing local resources and distinctive culture, creating competitive characteristic brands, and enhancing the core competitiveness of the county economy.

In addition, promoting industrial upgrading and transformation is also an important direction for optimizing industrial layout. The government can increase its support for technological transformation and upgrading of traditional industries, and promote their development towards high-end and intelligent directions. At the same time, encourage enterprises to carry out industrial transformation, guide resources to tilt towards industries with higher added value and innovation capabilities, and enhance the competitiveness and sustainable development ability of the county economy.

#### ***4.3. Improve infrastructure construction***

In the context of rural revitalization, improving infrastructure construction is an important countermeasure to solve the dilemma of coordinated development of county economy. Here are some suggestions: Firstly, increase investment in infrastructure. The government should increase investment in county-level infrastructure construction, including roads, bridges, water supply, electricity, communication, and other aspects. By improving the level of infrastructure, the development gap between counties and cities can be narrowed, and the attractiveness and competitiveness of counties can be improved. Secondly, improve the transportation network. The

government should focus on developing transportation, including roads, railways, aviation, etc. Strengthen the transportation connection between the county and surrounding areas, improve transportation efficiency, facilitate the flow of personnel and materials, and promote the coordinated development of the county economy. Thirdly, enhance information technology support capabilities. The government should strengthen the application of information technology in the county and enhance the level of informationization in the county. By building projects such as digital villages and smart agriculture, we aim to promote the digital transformation of the county economy, improve production efficiency and management level. Fourthly, improve public service facilities. The government should strengthen the construction and improvement of public service facilities such as education, healthcare, culture, and sports. Provide high-quality educational resources and medical services, cultivate and attract talents, and enhance the comprehensive development capacity of the county. Fifth, introduce and cultivate talents. The government should increase its support for the introduction and cultivation of county-level talents, attract outstanding talents to the county through the establishment of talent introduction plans and the provision of training opportunities, and inject new vitality and momentum into the development of the county economy.

#### ***4.4. Developing characteristic majors and rural tourism***

By fully tapping into the natural, cultural, and cultural resources of the county, cultivating characteristic industries and rural tourism, new vitality and growth momentum can be injected into the county economy. The development of characteristic industries refers to the development of industries with local characteristics, advantages, and competitiveness within the county. By deeply exploring and processing local agricultural products, handicrafts, specialty snacks, etc., we aim to create products and services with brand influence. This can not only improve the income level of county farmers, but also promote the optimization and upgrading of rural industrial structure, and promote the diversified development of county economy. Rural tourism utilizes the natural scenery, historical culture, and folk customs of the county to carry out tourism activities and attract tourists to come for sightseeing, leisure, and experience. By creating unique rural tourist attractions, farmhouses, and farming experiences, employment opportunities can be provided, rural economic transformation and upgrading can be promoted, and the quality of life of farmers can be improved. Developing characteristic industries and rural tourism requires the government to increase its support for related projects, including providing financial support, policy support, and technical guidance. At the same time, it is also necessary to strengthen publicity and promotion work, improve the visibility and image of the county, and attract more tourists and investors. In addition, attention should be paid to protecting the environment and traditional culture. In the process of developing characteristic industries and rural tourism, it is necessary to plan and utilize resources reasonably to avoid damaging the ecological environment and traditional culture.

## **5. Conclusions**

In the context of rural revitalization, the coordinated development of county-level economy is facing a series of difficulties, including differences in resource endowment, single industrial structure, and incomplete infrastructure. In order to solve these problems, the government and relevant departments should strengthen

policy guidance, optimize industrial layout, improve infrastructure construction, promote coordinated development of county economy, and promote the implementation of rural revitalization strategy.

## Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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