“Production Village Integration” to Lead the Construction of Beautiful Countryside—Experience and Inspiration Based on Fenghuang Gou in Nanchang, Jiangxi Province

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Abstract. “Production Village Integration” to lead the construction of beautiful countryside is a new strategy proposed by China. This is of great significance to further promote the construction of the new socialist countryside in China. In view of this, this article starts with the analysis of the current situation of Fenghuang Gou “Production Village Integration” in Nanchang, Jiangxi Province. Then, the paper points out the main problems and proposes the corresponding countermeasures. Finally, throughout the practices of other provinces, the authors have summarized several valuable experiences for reference: set up farmer cooperative organizations, adhere to the integration development of the primary industry, the secondary industry and the tertiary industry, focus on protecting the environment, and strengthen the construction of infrastructure.

1. Introduction

In 2015, the No.1 Document of the Party Central Committee put forward an inspiring slogan that rural beauty is the prerequisite of Chinese beauty. Since then, the country began to promote the construction of a new socialist countryside. The construction of beautiful countryside is a systematic and overall strategic project of rural work in the new era. It is not only refers to the construction of ecological environment, but also means the quality improvement of rural residents live. At present, “Production Village Integration” to lead the construction of beautiful countryside is still in an exploratory stage. Therefore, it is particularly important to make a summary of the successful experience of the “Production Village Integration” pattern, which can be used for reference in similar areas.

2. The Current Situation, Problems and Countermeasures of the Beautiful Countryside Construction in Fenghuang Gou

2.1 The current situation in constructing the beautiful countryside

In recent years, Fenghuang Gou achieve production village integration that focuses on the development of the industry to promote the development of local villages when build a beautiful rural area.

2.1.1 Actively promote the industrialization of scientific and technological achievements

Fenghuang Gou is located in Sericulture and Tea Research Institute in Huang Ma Xiang, Nanchang County, Jiangxi Province. The Institute takes science and technology productions industrialization as the development guidelines. There are four advantages. The first is its own agricultural scientific research achievements; the second is the industrial base of Huang Ma; the third is the ecological environment and geographical advantages in Fenghuang Gou; and the fourth is the national policy call on the adjustment of agricultural industrial structure. Using the above advantages, as a demonstration, the institution itself successfully realizes the industrialization of science and technology productions industrialization and creates a provincial ecological agriculture.
demonstration garden. Also, it had a positive impact that promotes the surrounding farmers to get rich under the support of government policies.

2.1.2 Focusing on the development of ecological tourism driven by agriculture

Huang Ma Government grasps the local economy from two aspects. On the one hand, develop local ecological agriculture with silk, tea, and flowers. On the other hand, the government deeply taps the local cultural resources under the main line of development that combines agriculture with tourism. There are ornamental plants, ecological pig, ecological tea and fruit and other characteristics of a cultural theme in this town. Based on this, Huang Ma Township Government creates the largest agricultural tourism scenic spots in Jiangxi province. Thus, in the double development of agriculture and tourism, Fenghuang Gou has become a unique scenic spot.

2.2 The main problems in constructing the beautiful countryside

Although the pattern of “Production Village Integration” Fenghuang Gou has achieved a big success, there are still some problems in the process of constructing the beautiful countryside.

2.2.1 The phenomenon of traffic jams often occurs

Fenghuang Gou is a tourist attraction, so the phenomenon of traffic jams often occurs in the travel season. Summed up, the main reasons are as follows: firstly, the flow of visitors will increase in the travel season, most visitors will drive their own car to the area, it will result in poor traffic and the road capacity is increasing virtually. Secondly, the road construction is not spacious due to being located in the suburbs, some visitors often free to park the vehicle on the roadside when they enjoy the scenery. This behavior will lead to the road becomes more narrow and aggravate the phenomenon of traffic jams.

2.2.2 Garbage disposal is a major problem in Fenghuang Gou

The bad garbage disposal system is another serious problem. There will always be garbage everywhere in the travel season, which seriously affected the image of Fenghuang Gou. Summed up, the main reasons are as follow: firstly, the quality of the service is not satisfied in the scenic spot. That means the cleaners are not enough in the travel season, so they can’t dispose garbage timely; in addition, there are too little garbage bin in the scenic spot, sometimes tourists throw wastes on the ground just for they can’t find the garbage bin. Third one is, some tourists don’t have the awareness of environmental protection for low quality, and they can’t realize the adverse consequences of littering.

2.3 Corresponding countermeasures to the problems

2.3.1 Strengthen the construction of the road

For the problem of traffic jams in the travel season nearby scenic spot, there are two ways to alleviate this phenomenon: for one thing, the local government can increase the capital investment in road construction to widen the original road, and distinguish the lanes for motor vehicle and non-motor vehicle, non-motor vehicles are prohibited from driving on motor vehicle lanes. All of those can effectively alleviate the pressure on the road. For another, the management committee should arrange some specialized management personnel in the main road near the scenic spot to check the behavior of roadside parking. One should timely handle with to avoid the occurrence of road congestion if they finding problems [1].

2.3.2 Strengthen the educational function of tourism law on the basis of improving the quality of service

For the problem of garbage disposal in the scenic spot, we can take measures from two aspects: On the one hand, the management committee should develop effective management mechanisms in order to improve the quality of service. The problem of garbage disposal is largely caused by the substandard service and the management committee has the obligation to maintain a good environment. Therefore, more cleaner should be arranged in the travel season to deal with the garbage left by tourists in time, in this way the scenic spot can create a comfortable environment for other tourists. In addition, more garbage bins can be equipped in the park and the committee should
try its best to avoid the phenomenon that the tourists can’t find the garbage bins. On the other hand, the current tourism law mainly takes fines for illegal behavior and don’t pay attention to the guidance of tourists, but the mean of a fine is a palliative approach. Therefore, the scenic spot should pay greater attention to the educational function of tourism law. It can reach the purpose of environmental protection fundamentally without destroying the mood of visitors [2].

3. The Experiences of “Production Village Integration” to Lead the Construction of Beautiful Countryside

Fenghuang Gou is located in Nanchang, Jiangxi province. It’s considered to be one of the best areas to implement the pattern of “Production Village Integration”. The scenic spot not only has reached a high integration of the production and the village, but also has achieved the purpose of constructing the beautiful countryside. Throughout the practices of other provinces, we have summarized several valuable experiences for reference.

3.1 Set up farmer cooperative organizations

The establishment of cooperative organizations is conductive to the implementation of “Production Village Integration” patterns. Such as: the risk of farmers to bear the loss can be reduced, because the significant loss can be shared to reduce the loss of individual farmers; the unified purchase of the organization can reduce the cost of agricultural products effectively; the unified management of the organization can improve the quality of agricultural products; furthermore, there are a series of tax incentives for farmers in cooperative organizations to sale their agricultural products. To some extent, the establishment of farmer cooperative organizations can change farmers from passive to active and increase the bargaining power of farmers in the negotiations.

3.2 Adhere to the integration development of the primary industry, the secondary industry and the tertiary industry

The integration development of the primary industry, the secondary industry and the tertiary industry in rural areas can be based on agriculture, and then promote the development of agriculture products processing industry and rural service industry. For example, the local government can set up factories in the origin or develop eco-agricultural tourism. The integration development of the industry can not only extend the industrial chain, but also can promote the upgrading of industrial functions. This will enable the resources, elements, technology, market demand in rural areas to be better integrated, and promote the process of beautiful countryside construction.

3.3 Focus on protecting the environment

In order to pursue the temporary economic benefits, some people have explored the rare natural resources in rural areas endlessly due to the lack of environmental protection concept. The behavior will cause the natural environment suffered from irreversible damage. In addition, many villagers lack of sewage facilities so that all kinds of pollution are directly discharged, this will not only increase the difficulty of rural environmental pollution control, but also hinder the process of beautiful countryside construction. All villages are focused on protecting the environment which has achieved some success in the pattern of “Production Village Integration”, so this approach is worth of reference for other areas [3].

3.4 Strengthen the construction of infrastructure

It is important to establish the corresponding facilities, such as the indispensable infrastructure constructions in life. It can not only meet the needs of daily life, but also meet the needs of spiritual civilization and enrich the villager’s amateur life. The experiences show that the development of rural areas is inseparable from the construction of infrastructure. Taking the rural infrastructure construction as the entry point can promote the development of the local economy and improve the living standards of farmers at the same time.
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