

Study on High Quality Development Strategy of the Yellow River Basin—Take Rural Development in Zhengzhou, China as an Example

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High-quality development of the Yellow River Basin is a development strategy that China has been vigorously promoting in recent years, and it is also an important point to realize the goal of balanced regional development and the Chinese dream in the long term. In the context of the implementation of the strategy, Zhengzhou, as a major city in the central region where the Yellow River flows through, has a strong driving effect on the surrounding counties and cities. At the same time, Zhengzhou's rural modernization process is gradually accelerated, and the poverty alleviation has achieved remarkable results. Therefore, this paper introduces the development background of the Yellow River Basin region, explores the significance of this strategy for the basin region, and takes the rural construction of Zhengzhou as an example to look into the future development path.

Keywords: Yellow River Basin, high quality development strategy, rural development in Zhengzhou

Basic Situation of the Yellow River Basin

The Yellow River Basin is the birthplace of Chinese civilization, which mainly benefits from the good natural ecological environment in the middle and lower reaches of the Yellow River in ancient times. In the five thousand years of Chinese civilization, at least in all historical periods before the Southern Song Dynasty, the Yellow River Basin was basically the political, economic, and cultural center of China (Miao, Ai, & Yu, 2019). Such historical status makes the development of the Yellow River Basin more important in the process of policy making in the new era.

The upper reaches of the Yellow River pass through the Qinghai-Tibet Plateau, the Inner Mongolia Plateau, and the Hetao Plain, the middle reaches pass through the Fenhe and Weihe Basin, and the lower reaches pass through the Huang-Huai-Hai Plain. It mainly passes through the central and western regions. In the basin, there are important agricultural production bases in China, among which Henan, Shandong, and Inner Mongolia are the main grain producing areas in China.

Over the past 40 years of reform and opening up, China has become the world's second largest economy and achieved rapid development. However, the problem of uncoordinated and unbalanced development among different regions has always existed. In particular, there is a clear generational gap between the central and western regions and the eastern coastal regions, which is also one of China's basic national conditions. From 1979 to 2018, the GDP of the eastern region grew at an average annual rate of 11.3 percent, while that of the

central and western regions was only 10.3 percent. While since the last century began to implement the western development, rise of central China, such as policy, regional economic development gap is gradually narrowing, but overall development gap between different parts of China still is big. The western area per capita GDP is equivalent to about 75.4% of China's average east of the highest per capita GDP and the relative difference between the lowest in the west of about 1.8 times, while in the countryside, the gap will only widen.

In recent years, on the basis of the traditional "east-west differentiation", China's regional economic pattern has taken on a new trend of "north-south differentiation" (Xi, 2019). As an important support for the economy in Northern China, the Yellow River Basin has gradually shown a trend of slowing economic growth and low development efficiency (Li, Wen, Li, & Yang, 2020). The proportion of the total GDP in China has dropped from 23.24% in 2008 to 21.98% in 2018. In 2018, the economic growth rate of the Yellow River Basin lagged behind that of the Yangtze River Basin by 1.21 percentage points. Facts have proved that only the rise of the Yellow River Basin can truly change the unbalanced development pattern of China's regions.

The Significance of Strategy

Investment and export have been the main factors driving China's rapid economic growth since the reform and opening up. China has now grown into the world's second largest economy and has the most perfect industrial system among the world's large economies. Facing the wave of reindustrialization and the return of manufacturing industry that began to rise in developed countries after the international financial crisis in 2008, in particular, under the impact and influence of the global spread of COVID-19, uncertainties about economic globalization are on the rise. China's future development must rely more on domestic development and tap the growth potential by promoting coordinated and balanced regional development. Just because of such practical conditions, the proposal and implementation of the high-quality development strategy of the Yellow River Basin is without extra effort.

The main characteristics and rich connotation of high-quality development in the Yellow River Basin determine the difficulty and complexity of the construction task. Pushing forward the rural construction of Zhengzhou is not only an important measure to realize the high-quality development of the Yellow River Basin, but also an important starting point for the comprehensive poverty alleviation and prosperity of the counties and towns of Zhengzhou in the new era. Zhengzhou has been the most brilliant and active area in the Yellow River culture since ancient times, and has a pivotal position in the history and culture of the Yellow River. At the same time, Zhengzhou is located at the junction of the middle and lower reaches of the Yellow River, with abundant natural resources in the basin and continuous improvement of basic conditions. It is one of the best choices to study rural revitalization in the Yellow River Basin.

The integrity, systematicness and synergism of the Yellow River Basin determine that high-quality development of the Yellow River Basin needs to be coordinated. In particular, in ecological protection and environmental governance, we need to make coordinated plans on both upstream and downstream, trunk and tributary streams, and both banks to jointly protect and improve the environment (Lu & Sun, 2019). Therefore, the study of rural development in Zhengzhou will not only form new ideas and new measures in ecological protection, intensive and economical utilization of water resources, industrial revitalization, and other important tasks, but also explore and form a more effective new mechanism for regional coordinated development. Therefore, to take the lead in implementing the development strategy in the rural areas of Zhengzhou is not

only conducive to exploring the path to achieve the high-quality development of the Yellow River Basin, but also will play a leading role in the high-quality development of the whole basin.

Rural Development Measures of Zhengzhou

The planning and development of rural areas in Zhengzhou is not only supported by the government, but also supported by the high-quality development strategy of the Yellow River Basin. It can be said that the development opportunities are good, the development potential is huge, and the development prospect is broad. Therefore, this part aims at the rural construction of Zhengzhou from which policy aspects can be discussed.

Strengthening Environmental Protection

Since the beginning of the new century, the concept of “maintaining the health and life of the Yellow River” has been put forward to control the Yellow River. Water pollution control and soil erosion control of the Yellow River Basin have been included in the relevant planning of the central government and Zhengzhou local government. Regional ecological construction, pollution control, and soil erosion control efforts have been significantly strengthened, and good results have been achieved in the ecological environment. However, a large part of the rural area of Zhengzhou belongs to the Yellow River tidal area. In history, this area was periodically disturbed by floods and droughts, and its ecological system was fragile (Lian, 2020). In view of these circumstances, the government must continue to strengthen the protection of the ecological environment.

First of all, the ecological environment of the national geopark, wetland nature reserve and national aquatic germplasm resources reserve should be well protected, so as to ensure that the geological relics, wetland and germplasm resources remain intact and give full play to their ecological functions. Secondly, it is necessary to create an ecological and livable environment in rural areas, and coordinate the systematic management of mountains, rivers, forests, farmland, lakes, and grass, especially the protection of beach areas and the development of ecological agriculture, so as to promote the rural ecological revitalization (Wang, 2020). We need to promote green production, make production cleaner, recycle waste and make production models more ecological. Local governments should strengthen the control of pollution sources, establish a preventive mechanism to prevent industrial and urban pollution from being transferred to rural areas, and fundamentally solve the problem of agricultural pollution.

Strengthening the Conservation and Use of Water Resources

The serious shortage of water resources in Zhengzhou has become the main bottleneck restricting rural development. Government departments should continue to regard water resources as the biggest rigid constraint, assess the carrying capacity of water resources in a scientific way, plan the development of population, villages and industries in a rational way, force the adjustment of industrial structure, optimize the mode of resource development and utilization, and improve the efficiency of resource utilization. We should resolutely curb unreasonable demand for water and provide water resources guarantee for rural revitalization by strengthening the economical use of water resources. At the same time, the rural areas should vigorously develop water-saving industries and dry-farming agriculture. Where conditions permit, the rural areas can actively develop water-saving facilities such as drip irrigation and sprinkler irrigation, strengthen the recycling of water resources, and promote the transformation of water resources from extensive type to energy-saving type. In addition, the industrial structure can also be optimized to solve the contradiction between industrial development and water shortage.

Developing Ecological Agriculture

Zhengzhou Yellow River beach area is vast, warm climate, four distinct seasons, suitable for crop production. The beach area has superior natural conditions, large area and sparsely populated area, less man-made environmental damage and pollution, and good natural ecological environment, so it has the suitable conditions for promoting ecological agriculture.

At present, Zhengzhou is vigorously developing ecological agriculture, creating Xingyang vegetables, Zhongmu strawberries, Xinzheng red dates, Heyin pomegranate, and other characteristic products. At the same time, it is developing leisure tourism, agricultural experience, science education, and other industrial models, and building a number of modern agriculture demonstration zones. Zhengzhou Zhongmu Modern Agriculture Demonstration Zone is a good example. Combining the advantages of geographical location, agricultural resource endowment, and the living demands of residents in Zhengzhou metropolitan area, this modern agriculture demonstration zone strives to build high-end agriculture integrating production, living, and ecology. Agricultural park according to the high-end efficient agriculture, science and technology of intelligent agriculture and cultural experience and other new type of agriculture, agricultural scientific and reasonable is divided into fine fruits, agricultural culture creativity, high-grade flowers zone, etc., such as six functional partition, attracted a large number of enterprises, solving the employment problem of the tens of thousands of villages and towns, and the development problem of villages and towns have improved significantly (Zhongmou Public, 2016).

Optimizing Industrial Selection

Industrial prosperity is the premise to solve all rural problems, and the rise of rural industry is the key to rural development.

First of all, the government should aim to increase farmers' income, increase industrial efficiency and improve ecological quality, pay attention to market guidance and policy support, and focus on developing characteristic and efficient industries. We will focus on the supply-side structural reform of agriculture, optimize the product production structure, build a modern agricultural industrial system, and promote the development of rural industries.

Secondly, the government should support superior enterprises and industry associations to build regional characteristic brands, improve the processing level of characteristic agricultural products, and accelerate the construction of the whole industrial chain (Xu, 2020). We need to foster new industries and new forms of business, formulate plans for developing areas with distinctive agricultural products as advantages, establish evaluation standards and technical support systems, and encourage towns and townships to strive to create areas with distinctive agricultural products as advantages so as to enhance the competitiveness of their products.

Again, the government should vigorously support the development of rural information industry, the introduction of modern elements, further advances the strategy of "Internet +", such as the use of modern logistics, e-commerce platforms and other technologies to upgrade traditional excellent brand. While doing a solid job in offline marketing, we should actively promote online marketing, so that industries in remote villages can easily enter people's homes in urban and rural areas. In addition, it is also possible to connect the industrial base with the terminal market, to create an organic integration of production and sales, and to promote new drivers for rural development.

Cultivating Rural Culture

The government and villagers should uphold cultural inheritance, accelerate the promotion of cultural inheritance and innovation of the Yellow River, tell the story of the Yellow River well, and build a demonstration area for cultural inheritance and innovation of the Yellow River. We should systematically protect the culture of the Yellow River, and build a national culture park for the Yellow River by using cultural elements such as the relic site of Shuangpagoda Tree, the site of Dahe Village, and the area of the ancient Ying Grand Canal. The landmark revitalization project of “Yellow River—Mother River” should be fully launched and promoted in the form of literature and art to make it become the core cultural name card of Zhengzhou countryside.

Townships should strengthen cooperation, integrate rural cultural tourism resources along the Yellow River, jointly plan and launch a batch of major rural cultural tourism projects with demonstration and driving effect, and cultivate tourism clusters with the characteristics of central plains villages and great influence (Yu & Fan, 2019). Developing tourism by using the ecology of rural beach area and the historical and cultural resources along the banks of the river not only protects the local ecological environment, but also has far-reaching significance for carrying forward the culture of the Yellow River.

Promoting Coordinated Development Among Regions

The government should vigorously promote coordinated development between urban and rural areas and between regions. By accelerating regional infrastructure connectivity, promoting the free flow of regional factors, promoting the equalization of public services, strengthening industrial division of labor and cooperation, etc., the integrated development of rural areas along the Yellow River will be accelerated. In rural development, top-level design should achieve unified planning, and in the process of implementation, ecological co-protection, transportation co-connection, industrial co-construction, cultural co-prosperity, and service sharing should be achieved, so as to form a new pattern of complementary advantages and high-quality development. Through regional coordination, we will jointly create high-quality rural development with economic prosperity, people’s happiness, and a beautiful environment.

Conclusion

Rural construction in Zhengzhou is in full swing, and in a broader spatial scale, the countryside in the whole Yellow River basin has also embarked on a fast track of development. The contiguous poverty-stricken areas along the Yellow River Basin have a large area and cover a large number of rural populations. To improve the quality and efficiency of regional development, it is necessary to promote rural development, so that more rural areas can enjoy the dividends of comprehensively deepening reform. In the development of high quality in the Yellow River, adjust measures to local conditions, give full play to the advantages of rural rich ecological resources, actively explore the industrialization of ecological construction, ecological industrial development new way of getting rich attract elements such as capital, technology, talent flow to the countryside, drive the income of the poor, and realize the organic unity of poverty alleviation and rural revitalization.

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