

THE HIGH-QUALITY DEVELOPMENT MECHANISM OF CHAOSHAN REGIONAL CHARACTERISTIC INDUSTRIES



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Abstract

In the context of rural revitalization, promoting the high-quality development of regional specialty industries is the top priority in realizing the rural revitalization strategy. It is of great significance to realizing the modernization of rural agriculture and promoting the revitalization of rural industries. The intertwining of the logic of institutional change, the drive for industrial agglomeration and integration, and the drive for innovation is an important path for regional characteristic industries to achieve high-quality development. Institutional mechanisms are the guarantee, industrial agglomeration is the key, and innovation is the fundamental force. In the process of promoting the high-quality development of regional characteristic industries, these three types of critical paths can well organically integrate human factors, technical elements, product elements, policy elements, market factors, etc., to achieve high-quality development of regional characteristic industries.

This article uses a multiple case comparative research method to more comprehensively abstract the influencing factors and mechanisms of high-quality development of the Choashan regional characteristic industries, and expands the connotation of high-quality development of the Chaoshan regional industries. It provides important practical and theoretical guidance for the government to formulate high-quality development policies for regional industries and optimal allocation of resources, as well as for enterprise innovation and upgrading, structural transformation, and market expansion.

Keywords: Rural revitalization, Regional characteristic industry, High-quality development mechanism, Chaoshan area

Introduction

In the process of promoting regional economic development, many countries and regions have explored and practiced industrial development and gradually formed unique development management models.

The basic connotation of China's rural revitalization strategy includes "prosperous industries, livable ecology, civilized rural customs, effective governance, and prosperous life" (Bao J., 2022). During his inspection in Chengde, Hebei Province, China, General Secretary Xi J.P. pointed out that industrial revitalization is the top priority for rural revitalization. It is necessary to base on unique resources, pay attention to market demand, develop advantageous

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industries, promote the integrated development of primary, secondary, and tertiary industries, and benefit more and better Rural farmers. Industrial development is the basis for solving all rural problems. Without industrial development, rural revitalization will be impossible. The "Rural Revitalization Strategic Plan (2018-2022)" proposed by the Chinese government in 2018 clarified the need to promote the in-depth integration of the three rural industries, accelerate the development of industrial systems that highlight local characteristics, and promote industrial revitalization (Liu J.S. et al., 2022). From 2019 to 2023, China's Central Committee's "No. 1 Document" proposed a series of rural industry development guidance plans such as developing advantageous rural industries that highlight regional characteristics, cultivating advantageous regional characteristic industry clusters, and making the revitalization of regional characteristic industries the focus of the rural revitalization strategy. To advance the work, the rural industry is the focus of the regional industry, and regional industry development feeds back the rural industry.

Research Problem

This article will focus on the above issues and explore the mechanism of high-quality development of regional characteristic industries in the context of rural revitalization through the study of high-quality development cases of regional characteristic industries in Chaoshan, China, and promote the management level of high-quality development of regional characteristic industries.

Research Purposes

By studying the high-quality development mechanism of regional characteristic industries, we will determine the existing problems in the high-quality development of regional characteristic industries, clarify the goals of high-quality development, and provide guidance for formulating more scientific and effective development strategies and policies based on the background of China's rural revitalization. , by summarizing and condensing the mechanism for the high-quality development of regional characteristic industries, providing targeted solutions for the high-quality development of regional characteristic industries, and ultimately assisting the implementation of the rural revitalization strategy.

Research Methods

Interview method

The primary data for this article were collected through survey interviews, using a semi-structured interview method based on the nature of the exploratory case study. Semi-structured interviews refer to preparing a topic guide or list of questions in advance and conducting informal interviews. There are only relatively rough basic requirements for the conditions of interviewees, interview questions, etc., and they do not necessarily have to be strictly followed. Questions are asked sequentially, and the interviewer can also make necessary adjustments based on the interviewee's answers to conduct appropriate questioning and in-depth exploration. However, there are no specific requirements for the interviewee's answering method, record of interview content, specific time and location of the interview, etc. It can be flexibly handled by the interviewer according to the actual situation.

Concept

Regional characteristic industries

The key to regional characteristic industries lies in their “characteristics”. Regional industrial characteristics are the style and form of an industry that is significantly different from other industries. They are determined by the specific environmental factors on which the industry is generated and developed and are unique to the industry to which it belongs (Ma X.R., 2013). Regional characteristic industries reflect the characteristics of the regional characteristic industry's resource endowment and are its basic stipulations and development attributes. The regional characteristic industries mentioned in this article can be understood from the following four aspects: First, from the perspective of regional characteristic industry resources. Regional characteristic industries are industries developed based on regional characteristic resources. The attributes, characteristics, location, and types of resources determine regional industrial characteristics (Li N., 2022). These characteristic industrial resources are generally formed by unique nature, culture, and industrial multifunctionality; secondly, from the morphological characteristics of regional industries. The industrial characteristics of regional industries are determined by integration methods, means, industry, and other factors. The natural environment, resource endowment, population structure, and other factors in different regions will affect the morphological characteristics of regional industries (Liu J. et al., 2022); thirdly, the product characteristics of regional characteristic industries. Regional characteristic industries are characteristic industries that realize industrial value, form diversified characteristic products, meet people's material needs and spiritual and cultural needs, and are the carriers to achieve the combination of material consumption and spiritual experience consumption. Product characteristics are the most direct and core expression of industrial characteristics (Zhao Y., 2020); fourth, the target market of regional characteristic industries is relatively clear, with specific consumption markets that can meet the needs of specific groups or market users. There are good market prospects and scale advantages in the region (Ren K., 2020).

High-quality industrial development

High-quality development is a new statement first put forward by the 19th National Congress of the Communist Party of China. Socialism with Chinese characteristics has entered a new era, and the Chinese economy has also entered a new stage of development. Its basic feature is that economic development has shifted from a stage of high-speed growth to a stage of high-speed growth. Quality development stage (Xu F., 2018). With the transformation and development of the social economy and the continuous deepening of related research, the connotation of "high-quality development" has been continuously enriched. The current research of Chinese scholars mainly focuses on economic theory, the main contradictions of society, the five major development concepts, supply and demand, etc. Conduct research on high-quality development from three perspectives (Ren B.P., 2022):

Resource Based Theory

The resource endowment of regional characteristic industries not only includes industrial production processes, technical capabilities, and other product elements, but also includes industry brand elements and cultural elements, and the integration of culture further enhances the level of brand construction. In the pre-digital era, digital-related capabilities have been defined as the unique advantages and capabilities of organizations (Paiola & Gebauer, 2020). The real-time integration and application of digital resources through digital technology can enable organizations to take the first-mover advantage in uncertain environments (Gupta et al., 2019). Digital capabilities promote industrial model innovation in the following ways: (1) Improving industrial digital productivity through effective integration of digital data resources; (2) Promoting innovation in key industry businesses and production processes through the application of digital resources (Xie W.H. et al., 2018), gradually forming a standardized production model.

To sum up, the resource-based theory emphasizes the competitive advantages brought

to the organization by heterogeneous resource endowments that are valuable, scarce, difficult to imitate, and difficult to replace, and the product elements and brands of regional characteristic industries. Elements are often reflected in these heterogeneous resource endowments. Through the development logic of innovation-driven productivity mechanisms and resource endowment mechanisms, the competitive advantages of regional characteristic industries can be improved, thereby achieving rural revitalization in the process of high-quality development.

Literature review

Domestic research on regional characteristic industries mainly focuses on empirical research on the connotation, characteristics, integration of resource elements, and solutions to existing problems of regional characteristic industries. There is relatively little theoretical construction of industrial development. The existing literature on high-quality industrial development includes some key issues existing in the process of high-quality industrial development. Although related strategies for industrial integration, resource optimization allocation, and innovative development models are proposed, factors such as the external market and system of the industry are analyzed. However, there is a lack of systematic and holistic research, and there is even a lack of in-depth research on the mechanisms hidden behind the development path.

To make up for the shortcomings of existing research, this paper will start from the external factors and internal factors of the high-quality development of regional characteristic industries, and deeply explore the external and internal mechanisms that affect the high-quality development of regional characteristic industries. With the help of existing research, From the aspects of government factors and environmental factors outside the industry; product factors, industry factors, and brand factors inside the industry, we will explore the mechanisms through which these factors enable regional characteristic industries to achieve high-quality development.

Research result

Data Collection

This article collected data through various methods such as semi-structured interviews and informal interviews to ensure the reliability and authenticity of the data. This article adopts the data triangulation method proposed by Miles & Huberman (1994) to cross-compare sample data collected from different channels and eliminate data that does not meet the requirements of triangulation. During the data collection process, the researcher repeatedly reviewed the collected case sample information to ensure that the case analysis had a consistent structure and quality. The case data are processed in the above way to provide substantial data support for the case study.

Interview Subjects

This article selects the development of regional characteristic industries in the Chaoshan area to be divided into internal and external influencing factors to determine relevant interview objects. For each industry, 10 interview objects are selected, including relevant persons in charge of government management departments, township managers, enterprise managers or industrial operators, Practitioners, etc.

Through interviews, communicate and exchange with relevant persons in charge of government management departments, regional managers, business managers or industrial operators, and farmers, and explore the actual situation and high-quality development of regional characteristic industries in the form of question guidance and verbal answers. Potential problems and using them as an objective research basis will help enrich research materials and consolidate the theoretical foundation. The interview questions were designed based on the existing problems in the development of regional characteristic industries. After

obtaining the consent of the other party, the conversation was recorded during the interview, and the relevant recording content was organized and edited as research material.

Interview Question

1. Please introduce what aspect of the industry you are involved in (ceramics, Fenghuang Dancong tea, Chaozhou cuisine, Chaozhou embroidery).
2. What are the resource characteristics (features) of the current industry (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery)?
3. What is the current market prospect of the (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery) industry?
4. What resource competitive advantages do the (ceramics, Phoenix Dancong tea, Chaozhou cuisine, and Chaozhou embroidery) industry have (such as market, skills, brand, culture, talents, etc.)? In what ways and methods are these advantages used?
5. Do you know whether the government has introduced or revised relevant policies to support industrial development for the high-quality development of the industry? In what aspects are these policies mainly supported? What effect was achieved?
6. Please introduce some major events in the development process of the (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery) industry.
7. What are the main external factors (such as political environment, market factors, technical environment...) that affect the development of the industry (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery)? How do these factors affect the development of the industry?
8. What are the main internal influencing factors (such as development model, culture, technology, talents...) that affect the development of the industry (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery)? How do these factors affect the development of the industry?
9. What effect does the development of industries (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery) have on regional economic and social development?
10. If there is any other supplementary content on the high-quality development of the industry (ceramics, Phoenix Dancong tea, Chaozhou cuisine, Chaozhou embroidery), please explain.

Research design

This article explores the high-quality development mechanism of regional characteristic industries in the Chaoshan region. It needs to expand the theory of high-quality development of regional characteristic industries. The driving mechanism of high-quality development is hidden behind complex phenomena. Through case studies, we deeply analyze the high-quality development of regional characteristic industries. Quality development can reveal the implicit mechanism behind the phenomenon (Huang J.M. et al., 2011). Through case studies, we can sort out the main influencing factors in the high-quality process of regional characteristic industries and summarize the external and internal mechanisms of high-quality development. This article uses qualitative research methods and multiple case comparative research methods to exploratorily obtain how the regional characteristic industries in the Chaoshan region have entered the new era of modernization and high-quality development through external market mechanisms, institutional changes, and internal resource integration, talent cultivation, technological innovation, and other factors to achieve high quality.

Based on the existing resources and development directions of regional characteristic industries in Chaoshan area, analysis and comparison were made based on the coding results of the four case areas (see Table 1)

Table 1 Case coding results comparison table

Factors/mechanisms/cases		Ceramic industry	Phoenix Dancong Tea Industry	Chaozhou vegetable industry	Chaozhou Embroidery Industry
Government factors	Policy Support	Institutional mechanism	Institutional mechanism	Institutional mechanism	Institutional mechanism
	infrastructure	Support mechanism	Support mechanism	Support mechanism	Support mechanism
	public platform				
	team of genius				
	Testing and supervision	—	control mechanism	control mechanism	control mechanism
Environment al factor	Market environment	market mechanism	market mechanism	market mechanism	market mechanism
	marketing environment				
	technical environment	mechanical machine	mechanical machine	mechanical machine	—
	cultural environment	endowment mechanism	—	endowment mechanism	endowment mechanism
Product elements	Production Engineering/ Technology	productivity mechanism Innovation driven	productivity mechanism Innovation driven	productivity mechanism Innovation driven	productivity mechanism Innovation driven
	feature of product				—
	additional value		—	—	—
	Product System				productivity mechanism
Industrial factors	industrial environment	growth mechanism	growth mechanism	growth mechanism Innovation driven	growth mechanism
	Multiple business formats				—
	Industrial structure	Innovation driven	—		—
	Industrial linkage/alliance	—	growth mechanism Innovation driven		growth mechanism Innovation driven
	Industry/Standards/Digit alization	—			
Brand elements	Brand Building	endowment mechanism development logic	endowment mechanism development logic	endowment mechanism development logic	endowment mechanism development logic
	Brand image			—	—
	Notability/Internationaliz ation				
	public brand				

Through the mechanism framework of high-quality development, we derived an overall theoretical model diagram of high-quality development of regional characteristic industries, as shown in Figure 2.

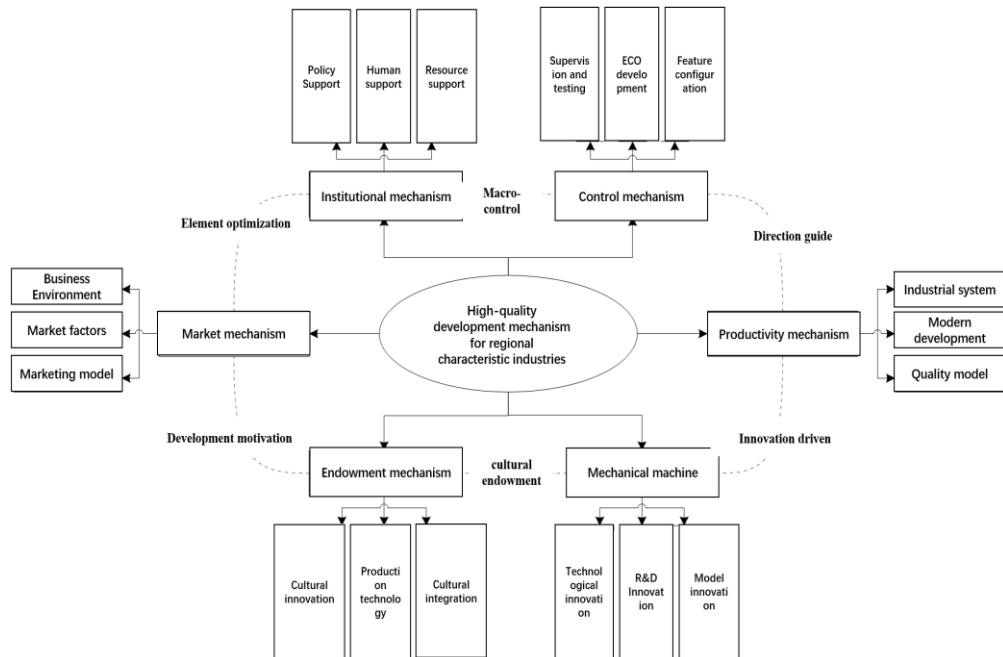


Figure 1 Theoretical model diagram of high-quality development of regional characteristic industries

The high-quality development of regional characteristic industries will mainly be affected by government factors, environmental factors, product factors, industrial factors, and brand factors. The five types of factors influence, interrelate, and interact with each other. Figure2 shows how each factor affects regional characteristics. The logical mechanism relationship in the high-quality development of industries presents the institutional framework for the high-quality development of regional characteristic industries, that is, "external mechanism + internal mechanism-development goals."

The external mechanism of high-quality development of regional characteristic industries

1. Government factors provide a basic guarantee for the high-quality development of regional characteristic industries.

Government institutional guarantees are the basic conditions for the high-quality development of regional characteristic industries. In the stage of high-quality industrial development, especially for fragile industries such as regional industries, the government needs to intervene in appropriate ways and guide the industrial development process and direction, establish a legalized business environment, and play the role of a visible hand. Taking the coordinated development concept as the leading direction, we must ensure that the high-quality development of regional characteristic industries is in line with national strategic guidance, meets the needs of social and rural development, and achieves the goal of green and sustainable development of regional characteristic industries. For regional characteristic industries, the government can cultivate the development model of "farmers + cooperatives" to bring into play rural collective economic benefits, transform the existing rural self-employed business model, intervene in the regional industrial development model, promote the integration of primary, secondary and tertiary industries, and solve rural problems. Solve the problem of insufficient development, increase farmers' economic income, and promote regional revitalization strategies.

2. Environmental factors provide external development conditions for regional high-quality development

The market environment is a necessary condition to promote the development of the industrial economy. Optimizing the technical environment is an important way and driving force for regional characteristic industries to achieve high-quality development. The cultural environment is an important resource endowment for the high-quality development of regional characteristic industries. Cultural innovation is an important driving force for the high-quality development of Chaoshan regional specialty industries. Cultural inheritance is not about following historical skills unchangingly, but needs to innovate the form of cultural display under the influence of modern concepts and technology to reflect the aesthetics and values of modern people. Only in this way can we better promote local cultural characteristics, and enhance cultural soft power, launch Chaoshan brand culture, and build cultural confidence.

The intrinsic mechanism of high-quality development of regional characteristic industries

1. Product elements are key conditions for the high-quality development of regional characteristic industries.

Resource-based theory points out that heterogeneous resources that are valuable, scarce, difficult to imitate, and difficult to replace are the sustainable competitive advantages of organizational development in the industry. Taking advantage of these heterogeneous resources is the key to the high-quality development of the industry.

The growth of the industrial economy is inseparable from the development of product supply. The boundaries of product production can be expanded by increasing added value, so that product supply can meet the needs of consumption upgrades, solve the problem of imbalance between supply and demand, and promote the high-quality development of the industrial economy. Increasing the added value of products is also conducive to existing product innovation and enhancing industrial competitiveness, combined with the power of digital technology, policy power, market power, etc., to improve the quality of life of regional villagers, solving employment problems, increase agricultural income and other social benefits. Realize the industrialization development path of regional characteristic industries and promote high-quality development.

2. Industrial factors are the key force in promoting the high-quality development of regional characteristic industries.

Reliability and validity of research results

First, this article invited two professional students to conduct initial coding of some documents and discuss the coding results of each interview, news report, and policy document.

Secondly, this article used "high-quality development of regional industries" as the keyword, searched CSSCI papers on China National Knowledge Infrastructure, and retrieved a total of 49 documents. Research on this topic began to appear in 2020, and the number of publications reached its highest value in 2022. Among them, the vast majority of articles use logical induction to explain the influencing factors, paths, or mechanisms of high-quality development of regional industries. Only a few studies are based on characteristic cases and use grounded theory to analyze the mechanisms of high-quality development of regional industries. At the same time, it also maintains a certain similarity with previous literature research in revealing internal and external influencing factors, such as government, brand, technology, and other internal and external influencing factors. It can be seen that this study is credible in terms of reliability, and the research conclusions have high external reliability.

Third, this article selects four high-quality development cases of regional characteristic industries in the Chaoshan region (Ceramic industry, Feng Huang Dancong tea industry, Chaozhou Cuisine industry, and Chaozhou Embroidery industry) to summarize and analyze the high-quality development path of regional characteristic industries in Chaoshan region. These four Each industry comes from different fields. There are both commonalities and differences between industries, and the industrial development levels and models are diverse. The differences and commonalities between the cases are helpful for comparative

analysis and integration of the cases and are conducive to the construction of a complete mechanism path framework for the high-quality development of regional characteristic industries in the Chaoshan region, which improves the validity of this article.

Research theoretical model diagram analysis

This article conducted coding analysis on typical cases of four regional characteristic industries in Chaoshan and constructed a mechanism framework to obtain a theoretical model diagram for the high-quality development of regional characteristic industries (see Figure 2). The high-quality development mechanism of regional characteristic industries includes six core mechanisms, namely institutional mechanism, control mechanism, market mechanism, endowment mechanism, power mechanism, and productivity mechanism. This section will analyze the connotation of the theoretical model diagram derived from this article based on the theoretical model diagram obtained from existing research on high-quality industrial development.

This article elaborates on the six major mechanisms that influence the high-quality development of regional characteristic industries and conducts an in-depth analysis of the basic elements and logical relationships behind the six major mechanisms. Compared with existing research, the theoretical model of this study more comprehensively and deeply analyzes the mechanism of high-quality development of regional characteristic industries. From the perspective of "characteristics", it enriches the existing research on the high-quality development of regional industries.

Conclusion and Discussion

This article is based on the Chaoshan region, uses grounded theory to condense the influencing factors of the high-quality development of regional characteristic industries, and constructs a mechanism framework and theoretical model diagram for the high-quality development of regional characteristic industries. From the perspective of external mechanism + internal mechanism-high starting from the logic of quality development goals, six major mechanisms for the high-quality development of regional characteristic industries are revealed, to provide a reference for high-quality development strategies of regional characteristic industries.

(1) Institutional mechanisms are the basic guarantee for the high-quality development of regional characteristic industries. The key to high-quality development is to form effective institutional supply and reasonable institutional arrangements, focusing on policy incentive mechanisms, supplementing restraint mechanisms, and improving the basic institutional framework. The theory of institutional change points out that institutions are not static, but are constantly updated iteratively with changes in market, environment, industry, and other needs.

(2) Driven by industrial agglomeration and integration is the key path to the high-quality development of regional characteristic industries. The key to the high-quality development of regional characteristic industries is industrial agglomeration and integration, relying on the optimal allocation of factors to establish a modern industrial system.

First, the high-quality development of regional industries is inseparable from the optimal allocation of factors, and the optimal allocation of factors is related to factors such as the market environment, technical environment, and product factors, and relies on technological innovation.

Second, building a modern industrial system is the main mechanism for the high-quality development of regional characteristic industries.

Third, regional characteristic industries need to develop in a quality-based growth model.

(3) Innovation drive is the fundamental force for the high-quality development of regional characteristic industries

The resource dependence theory points out that high-quality industrial development cannot rely solely on its single resources, but also requires innovative development to reduce

dependence on external resources and improve the overall efficiency of the industry.

Technological innovation in regional characteristic industries needs to be based on existing industrial resources, match the existing system and industrial structure, aim at increasing factor productivity, achieve optimal allocation of factors, and efficient utilization of resources, thereby driving economic growth and feeding back regional revitalization.

Characteristic culture is the key for regional industries to implement differentiated development strategies, and cultural innovation is an effective way for regional industries to expand markets and improve competitiveness. Cultural innovation can cultivate regional characteristic industries and help industries achieve economic growth goals, while the high-quality development of industries will feed back regional culture, help the inheritance and promotion of regional culture, and improved cultural confidence.

Management inspiration

(1) Formulate relevant institutional rules to support industrial development; (2) Build an official platform to guide industrial development; (3) Strengthen macro-control and optimize the market's resource allocation.

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