

Why Does Rural Industrial Integration Lag in Kaiping City? An Exploration of Barriers and Pathways Under Rural Revitalization

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Abstract

This study focuses on the development path of rural industry integration in Kaiping City within the context of rural revitalization. Through an in-depth investigation of the current state of rural industries in Kaiping City, it analyzes core issues in the process of industrial integration, such as insufficient extension of the industrial chain, imbalance in the allocation of production factors, and weak efficiency of business entities. These issues are manifested in the low level of agricultural product processing, loose linkage between secondary and tertiary industries, significant constraints on land and capital factors, insufficient driving force from leading enterprises, and a lack of specialized talent. Next, leveraging Kaiping City's unique agricultural resources and the cultural advantages of overseas Chinese, a multi-dimensional optimization path is proposed. This includes exploring the potential of distinctive agriculture, promoting deep integration of agriculture with tourism, culture, and other industries, and extending the value chain. It also involves innovating the factor supply mechanism and improving resource integration efficiency through intensive land use, financial instrument innovation, and enhancements to digital infrastructure. Furthermore, it aims to strengthen the main cultivation system, implement a chain incubation project for leading enterprises, and improve the socialized service system. By combining theory and practice, this study provides decision-making references for overcoming the bottlenecks of rural industrial integration in Kaiping and activating endogenous development momentum, helping Kaiping City to establish a rural revitalization model with a demonstration effect, providing strong support for the effective implementation of the rural revitalization strategy in Kaiping City, and offering references for the integrated development of rural industries in other regions.

Keywords: rural revitalization, industrial integration, kaiping city, path exploration

1. Current Situation of the Integrated Development of Rural Industries in Kaiping City

In the context of the rural revitalization strategy, the integrated development of rural industries has become a key driving force and an important path to promote the transformation and upgrading of rural economy and realize agricultural modernization. Kaiping City stands as a quintessential exemplar amidst this wave of development. Kaiping City has rich natural resources and profound cultural heritage, which provides unique conditions for the integration of rural industries.

In Kaiping City, Kaiping City strives to break the limitations of the single development of traditional agriculture and promote the deep integration of agriculture with industry and service industry. Relying on local agricultural products, such as Ma Gang goose, tea, eggs and rice, development of processing industry for agricultural products, agricultural products can be converted to high value-added goods, realizes the agricultural and industrial linkage. The city has jointly built the first county-level administrative district brand "Kaiping Premium" in the Guangdong-Hong Kong-Macao Greater Bay Area, and cultivated eight town-level administrative district brands including the first town-level administrative district brand "Magang Premium" in the country, forming a brand matrix of administrative district brands "1+8". At the same time, Kaiping City fully taps rural tourism resources, combines agriculture with tourism and service industries, and builds the platform of Chikan Overseas Chinese Ancient Town to realize the organic combination of the three industries, and demonstrates the integrated development of surrounding agriculture, culture and tourism.

Through industrial integration, Kaiping city has successfully stimulated the vitality of rural economy, closely focused on the development goal of rural industry, and actively explored a unique road of rural industry integration and development.

1.1 Integration of Agriculture, Culture and Tourism to Activate New Driving Forces for Industrial Development

Kaiping, as the site of the World Cultural Heritage Kaiping Diaolou and village, attracts a large number of Chinese and foreign tourists to visit every year. With its unique cultural resources, Kaiping region promotes the integrated development of agriculture, culture and tourism according to local conditions and planning in advance, and actively builds an industrial cluster of cultural tourism in the hometown of overseas Chinese.

At present, two villages in Kaiping City have vigorously developed rural tourism through industrial integration, and the number of tourists has reached 13,000, among which Tangkou Town and Dangang Town are the key areas of rural tourism development. Tangkou Town of Kaiping City actively explores the path of industrial integration, connects multiple tourism resources around the Diaolou Group and rural homestay tourism areas, repair village roads, and builds supporting road stations along the route to create rural quality routes, deeply integrates culture, tourism, transportation and other industries, not only revitalizes historical and cultural resources, promotes the development of rural tourism, but also improves villagers' income. Kaiping City becomes a vivid practice of industrial integration and development.

In Chikan Town of Kaiping, the local project of Chikan Overseas Chinese Town is used as a carrier to promote the integrated development of agriculture, culture and tourism, continuously enhance the vitality of town economic development, and fully tap its own profound historical and cultural heritage, closely combining cultural industry with tourism industry. On the one hand, Kaiping Cultural Tourism Bureau carried out protective restoration of the arcade buildings and traditional streets of the ancient town, reappearing the style of the old Lingnan water town, attracting a large number of tourists to come for sightseeing; On the other hand, Chikan Ancient Town introduces characteristic commercial formats, such as cultural and creative product stores, traditional handmade workshops, and characteristic food streets, so that tourists can not only experience history and culture, but also participate in commercial consumption experience, realizing the integration of diversified industries of culture, tourism and commerce. This integrated model not only stimulates local tourism prosperity but also generates substantial employment opportunities for residents, promotes the increase of farmers' income, and further promotes the high-quality development of rural economy, becoming another typical example of industrial integration and development in Kaiping City.

1.2 The New Model of Business Entities, And the Construction of High Efficiency of Interest Connection

In order to promote the deeper development of rural industry in Kaiping City, Kaiping City adopts a point-and-point demonstration to lead the development, and takes Dangang Town as the starting point to promote the town (street) and village (community) to establish a strong town (village) rich people company, build a carrier platform for managing rural resources, and revitalize rural resources. Efforts should be made to overcome deep-seated problems such as the weak "hematopoietic" ability of the collective economy in some villages, the lack of enthusiasm for the development of village cadres, and the limitation of development ways, and to explore a new path for high-quality development and expansion of the rural collective economy. Activating the development path of rural industry in Kaiping with point and face demonstration.

Kaiping City gathers force to build the "Kaiping Premium" industrial cluster, sets up the regional brand of "administrative region brand + industry + base + enterprise + craftsmen", and builds the "1+8" county and town two-level administrative region brand matrix such as "Kaiping Premium" and "Magang Premium", making the administrative region brand construction like a cow's nose. As the proverb goes, "a single trigger triggers the whole body." It has successfully activated the surging endogenous momentum of local high-quality development in Kaiping City, just like a shining master key, accurately unlocking every problem of high-quality development in the county, and opening up unlimited possibilities for the future of Kaiping.

1.3 School-Local Cooperation for New Education, To Open Up New Paths for Industrial Development

In recent years, in order to effectively deal with the difficulties such as blocked sales of agricultural products, depressed market value, and slow growth of farmers' income, Kaiping City has vigorously promoted the development of rural e-commerce, prompted local special cooperation with universities, and integrated characteristic agricultural products into the development trend of e-commerce, expanded sales channels, and realized the efficient circulation of agricultural products from field to market. Kaiping City actively responded to the call of "high-quality development project of hundreds of counties, thousands of towns and tens of thousands of villages" in Guangdong Province, and through the construction of a school-place cooperation platform, attracted a batch of students full of vitality and innovative spirit, and formed a professional college student e-commerce team. These college students give full play to their professional advantages and innovative thinking, use the e-commerce platform, through live delivery of goods, short video propaganda and other diversified ways, all-round and multi-angle publicity of Kaiping specialties, Kaiping characteristics of high-quality agricultural products to a

broader market, to help poor households out of poverty.

2. Problems Existing in the Integrated Development of Rural Industries in Kaiping City

2.1 The "Obstruction" Dilemma of Industrial Chain Extension

In the process of the vigorous development of rural industry in Kaiping, although the wave of industrial integration has been surging, the problem of insufficient extension of the industrial chain is like a reef, which hinders the in-depth promotion of industrial integration.

2.1.1 The Short Board of Deep Processing Restricts the Added Value of Agricultural Products

From the processing of agricultural products, it is still in the primary process. Taking Jinshan Fire garlic, a very distinctive agricultural product in Kaiping, as an example, most of them are rushed into the market after simple sorting and packaging. In this era of pursuit of refinement and diversification, such a rough processing model makes Jinshan Fire garlic miss the opportunity to transform high value-added products such as garlic powder and garlic slices, and it is difficult to dig out greater profit margins in the market, which greatly limits the improvement of industrial economic benefits, and also hinders the deep integration of agriculture and processing industry.

2.1.2 Weak Integration of The Secondary and Tertiary Industries Hinders Coordinated Development

From the perspective of industrial linkage, it can be found that Kaiping has not established a close and effective correlation mechanism between agriculture and the secondary and tertiary industries, which is more obvious in the development status of Magang Goose industry. Magang Goose whole industrial chain ecological development project as an important layout of Kaiping local characteristic industries, the total investment of its industrial chain is as high as 770 million yuan and 36% of the phased investment has been completed by the end of 2023, but in addition to a few enterprises involved in meat goose processing, in the entire industrial ecology, the integration of breeding links with catering, tourism and other industries is very low. This is an industrial integration point with great potential, but it fails to fully tap the excellent opportunity of the whole industrial chain behind Magang goose, which integrates breeding experience, food tasting, and characteristic tourism, making it difficult for various industries to form a good situation of mutual promotion and coordinated development.

2.1.3 The Short Board of The Industrial Chain Restricts the Market Expansion and The Jump in Benefits

In Kaiping, the bottleneck of rural industry extension needs to be broken through. For example, the characteristic of Kaiping area - big sand tea, most of which only complete the simple roasting and drying process to enter the market circulation, lack of further deep processing, failed to transform it into tea drinks, tea food and other diversified products, it is difficult to expand the profit margin of products, economic benefits are difficult to achieve a qualitative leap. This not only restricts the development of dasa tea industry itself, but also makes the integration of agriculture, food processing, leisure consumption and other industries difficult. These factors lead to the market coverage of Kaiping products is extremely limited, difficult in the fierce market competition, unable to expand the market territory through industrial integration.

These problems of insufficient extension of the industrial chain seriously restrict the pace of integrated development of rural industries in Kaiping, and need to be solved by innovative thinking, increasing investment and policy support, so as to promote the development of rural industries in Kaiping to a higher quality stage.

2.2 "Stuck Neck" Problem in The Supply of Production Factors

In the process of rural industrial integration and development in Kaiping City, the supply of key production factors such as land, science and technology, talents and finance does not match significantly with the demand for industrial integration and development, which brings many obstacles to the promotion of industrial integration, which are reflected in the following aspects:

2.2.1 Constraints of Land Factors Hinder the Large-Scale Development of Industrial Integration

The coexistence of land elements is decentralized and inefficient, which seriously restricts the integration of rural industries in Kaiping City. Taking Magang Town modern agricultural Park land circulation dilemma as an example, Magang Town plans to build a thousand acres of modern agricultural demonstration area to promote industrial integration, but in the actual promotion encountered land fragmentation problems, villagers scattered land contract rights. According to the data of the Bureau of Agriculture and Rural Affairs of Kaiping City, the average cultivated land in the city is only 3 mu, the land is seriously fragmented, and there is also a phenomenon of "flower arrangement land", and the plots are interspersed with each other. In response to this problem, Kaiping City has repeatedly promoted the implementation of various types of pilot renovation projects. If the local eco-agricultural enterprises are to be integrated, the scale of the park is difficult to expand the planning, and the scale benefits of industrial integration are difficult to achieve. The root causes can be traced. First, the disputes over land ownership

are left over, such as the blurred boundaries of ownership; Second, the lack of large-scale circulation platform, high transaction costs; Third, farmers lack understanding of land capitalization income, and there is a "cherish rent" psychology.

2.2.2 Capital and Technical Bottlenecks Limit the Innovation and Upgrading of Industrial Integration

Capital and technology are faced with the bottleneck of the absence of supply chain finance and digitalization lag, which greatly limits the innovation and upgrading of rural industrial integration in Kaiping City. The financing predicament of tea industry in Dasha Town is a typical case. Dasha Town has 35,000 mu of tea gardens, with the basis for industrial integration and development, but small and medium-sized tea enterprises generally face problems. The total investment budget of Dasha Town is 230 million yuan, but by 2022, only 110 million yuan has been raised, with a funding gap of 52%. Insufficient collateral, tea garden management rights can not be used as an effective mortgage, banks only according to the evaluation of 30% lending, Dasha tea companies called for cracking mortgage loans; The technology conversion rate is low, and the intelligent tea garden monitoring system introduced only covers the core area and the equipment idle rate is high due to the lack of operation and maintenance personnel and unreasonable equipment scheduling. Lack of supply chain finance, tea buying peak season, processing plants are often forced to buy fresh leaves due to a shortage of working capital. These problems make it difficult for the tea industry to achieve deep integration with other industries through technological innovation and financial support.

2.2.3 The Short Board of Infrastructure Affects the Collaborative Efficiency of Industrial Integration

There are shortcomings of cold chain logistics and digital infrastructure in infrastructure, which seriously affect the collaborative efficiency of rural industrial integration in Kaiping City. In 2022, 230 tons of potatoes planted by farmers in Chishui Town and Tangkou Town are concentrated on the market, which could expand sales channels and increase added value with the help of industrial integration, but it faces the risk of lagging sales. The cold chain is broken, the local cold storage is lacking, and the potato can not be pre-cooled resulting in loss; Due to the lack of necessary storage conditions, potatoes are transferred to urban storage, which increases the cost of agricultural products by 25%; Multiple loading and unloading increases potato loss, further highlighting the obstruction of local rural logistics system and low logistics efficiency; Information island, farmers selling through multiple e-commerce platforms face supply-demand mismatches due to the absence of a unified data center. This series of problems hinder the collaborative integration of agriculture and cold chain logistics, e-commerce and other industries. By 2022, the construction project of the local agricultural cold chain logistics park in Kaiping has completed 66% of the total investment, and there are still some gaps that need to be filled to promote the smooth completion of the project and play its key role in the circulation of agricultural products as soon as possible.

2.3 "Stumbling Block" Difficulties in the Cultivation of New Agricultural Management Subjects

As an important "rice bag" and "vegetable basket" base in the Guangdong-Hong Kong-Macao Greater Bay Area, Kaiping City, in promoting the integrated development of rural industries, takes the cultivation of new agricultural business entities as the starting point, and strives to build a modern agricultural management system. At present, it has formed an industrial pattern led by the four characteristic and advantageous agricultural industries of Magang goose, poultry egg, tea and silk seedling rice, and new business forms such as agricultural product processing, rural tourism and rural e-commerce are booming, but it still faces the challenge of improving quality and efficiency in the cultivation of new agricultural business entities.

2.3.1 Lack of Leading Enterprises Driving Force Constraint on Industrial Upgrading

Kaiping in the promotion of rural industry integration and development, the gradient cultivation system of agriculture-related enterprises needs to be improved. There are 38 leading agricultural enterprises, including 9 leading enterprises above the provincial level, and the annual output value of enterprises exceeding 100 million yuan only accounts for 15%. In addition to the leading enterprises such as "Golden Rooster King Poultry" and "Shengdi Le Village", most small and medium-sized agriculture-related enterprises have the problems of short industrial chain and low added value of products. For example, although the Magang goose industry has formed a breeding and processing industry chain, cold chain logistics, brand marketing and other links are still weak, restricting the in-depth development of industrial integration, and the fundamental reason is that the "head goose effect" of leading enterprises has not been shown.

2.3.2 The Short Board of Scale Management Restricts the Coordinated Development of Industries

At present, the demonstration effect of the main body of new agricultural management needs to be strengthened, restricted by the hilly terrain, the average operating area of the city's farmers' professional cooperatives is less than 300 mu, and only part of the standardization rate of demonstration family farms reaches the provincial standard

(more than 60%). Taking the core area of the national modern agriculture demonstration zone as an example, although there are demonstration subjects such as "Youzhiming" and "Haowangjia", the ability to radiate the surrounding 5 towns and 21 villages to form industrial complexes is insufficient. Especially in the fields of three-industry integration such as prepared vegetables and leisure agriculture, the new subjects generally have problems such as single business model and loose interest connection.

2.3.3 The Short Chain of Social Services Hinders the Improvement of Business Efficiency

The mismatch between supply and demand of the specialized service system is prominent, the coverage rate of the city's agricultural socialization service organization is only 65%, and the town-level agricultural production custody service center is still under construction. Taking "Kaiping Premium" administrative district brand building as an example, although there are 16 subjects selected, they still rely on foreign service agencies in product research and development, quality traceability, e-commerce operations and other links. According to the survey, 73% of new entities reflect the lack of customized services, especially in the application of digital agricultural technology, cold chain storage sharing and other urgent needs.

3. Optimize The Path to Promote the Integrated Development of Rural Industries in Kaiping City

3.1 Break Through the Industrial Chain Obstruction and Empower the Integrated Development of Kaiping Industry

3.1.1 Strengthen the Deep Processing of Agricultural Products

The government should establish dedicated funding programs to subsidize the deep processing of agricultural products, with special agricultural products such as Jinshan garlic in Kaiping as a pilot, encourage enterprises to introduce advanced processing equipment, build high value-added product production lines, research and development of garlic powder, garlic chips and other deep-processing products, with reference to the model of Jinxiang garlic industrial Park in Shandong, to build an industrial closed loop of "planting + processing + research and development"; In Chishui Town, with its good breeding foundation and industrial support, we will make every effort to build a processing cluster of hemp duck industry, develop high-value-added deep-processed products such as prefabricated vegetables and duck liver paste, expand from high-quality duck breeding to finished product sales, form a complete industrial chain from breeding, breeding to processing and sales, and improve the processing conversion rate.

And Kaiping can build a central kitchen industrial park to develop over 30 kinds of high value-added products such as Diaolou mooncakes and selenium-rich silk rice gift boxes. After that, through the innovative model of "production base + central kitchen + community distribution", the intermediate links are reduced, the supply chain is shortened, and the special agricultural products such as Jinshan Fire garlic, silmiao rice, and dasai tea are directly connected from the field to the table. On the one hand, the production base ensures the quality of agricultural products at the source; The central kitchen carries out primary processing or deep processing of agricultural products to enhance the added value of products; Community distribution utilizes modern logistics and e-commerce platforms to deliver products to consumers quickly and accurately.

3.1.2 Strengthen Industrial Linkage and Integration

In the process of industrial integration and development in Kaiping, the extension of the industrial chain is the key path to enhance industrial competitiveness and added value. In order to build the whole industrial chain of modern agriculture, Kaiping City needs to formulate a development plan for the integration of agriculture and secondary and tertiary industries, take Magang goose industry as a key development line, integrate the resources of Magang goose's agriculture, processing, catering, tourism and other industries, develop parent-child breeding experience and whole goose banquet gourmet tourism routes, and create an integrated industrial chain of "breeding + processing + catering + tourism". At the same time, we will build a platform for industrial integration and docking, and regularly organize exchanges and cooperation activities between enterprises in agriculture, processing and tourism.

3.1.3 Expand Market and Improve Efficiency

In order to expand the market of Kaiping rural industry and realize the value of rural resources, it is necessary to break through the single production function. As a famous hometown of overseas Chinese, it has rich cultural and ecological resources, and should fully release the pluralistic value of rural resources.

Relying on the characteristic landscape and tea culture of Dasha Town, it will highlight regional characteristics, deeply explore the multiple functions and multiple values of agriculture and rural areas, develop "agriculture +" characteristic industries such as tourism, farming experience and tea culture appreciation, and develop the tourism industry with rural characteristics. For example, the construction of tea culture-themed tourism routes in the local

area, so that tourists can experience the process of tea picking and roasting, promote the integrated development of expanding agricultural functions, build tea and tourism integration demonstration areas, and create tea garden sightseeing and tea ceremony experience complexes; Implement geographical indication product protection project to enhance brand premium ability; Introduce tea beverage production line, develop cold brew tea, tea cake and other derivative products.

3.2 Solve the Dilemma of Production Factors and Help Kaiping's Rural Industry Take Off

3.2.1 Optimizing Factor Configuration

We will vigorously promote the "resource investment + guaranteed dividend" model, integrate rural land, housing, culture and other resources, and attract social capital investment by referring to the operation model of Chikan Ancient Town. Set up the rural industry income adjustment fund, referring to the operation mechanism of "Liangshan Bank" in Zhejiang Province, 15% of the ticket income will be returned to the village collective for the construction of rural infrastructure and the improvement of public services, so as to realize the sharing of the fruits of rural industrial development. In the face of the coexistence of decentralization and inefficient utilization of land elements, a large-scale transfer platform of rural land in Kaiping City was built to reduce transaction costs, solve the problem of land fragmentation, and promote the transfer and large-scale development of land.

3.2.2 Break Through the Bottleneck of Capital and Technology

Kaiping City should increase the financial support for new agricultural business subjects such as agricultural enterprises, set up special funds for the integration and development of agricultural industries, and give key support to agricultural enterprises such as the tea industry in Dasha Town, which have obvious effects in industrial integration. Improve rural financial policies, set up a 200 million yuan industrial integration fund, give preferential land indicators to leading enterprises (such as 20% flexible land supply policy), encourage financial institutions to provide diversified financial products and services for agricultural enterprises, optimize working processes, improve working efficiency, and create a good business environment for the development of agricultural enterprises.

In the dimension of talent enablement, Kaiping City needs to speed up the construction of a talent support system, establish a training mechanism for technical operation and maintenance talents, train diversified skills for Kaiping, and promote the close integration of talent training and industrial development. Preferential policies for talent introduction will be formulated to attract highly skilled personnel and college students to return to the countryside to start businesses and find jobs. Cooperate with universities and scientific research institutions to establish personnel training bases to train professional and technical personnel and management personnel for agricultural enterprises. For instance, collaborating with local universities to establish specialized courses related to agricultural industry integration can provide a talent pipeline for the integrated development of rural industries in Kaiping City. Additionally, the creation of the Jiangmen Rural Revitalization College, which includes a specialized "Diaolou Stewardship" program, establishes a three-dimensional training mechanism encompassing "theoretical training + project incubation + resource integration."

3.2.3 Improving Infrastructure Construction

While cultivating central kitchens, it focuses on developing new forms of cold chain logistics to inject new vitality into industrial development. If the central kitchen can integrate all kinds of characteristic agricultural products, carry out standardized and large-scale processing, and meet the needs of different consumption scenarios. Cold chain logistics can ensure the quality of agricultural products in the transportation and storage process and expand the sales radius. In order to build the whole industrial chain of modern agriculture, Kaiping city should focus on the construction of large cold storage in Chikan Town and other main producing areas of agricultural products, increase investment in the construction of cold chain logistics facilities, implement the project of "cold chain connecting every village" in Kaiping, and improve the logistics and transportation conditions by widening rural roads.

3.3 Remove the Stumbling Block of Main Body Cultivation and Build a Solid Foundation for Kaiping Agricultural Development

3.3.1 Implementing the Multiplication Plan for Leading Enterprises

The primary task of the optimization path is to establish a gradient cultivation system, upgrade the implementation of the "head goose pilot" plan, set up a special development fund, and give R&D subsidies (up to 30%) to enterprises with an annual output value of more than 50 million, loan discount interest (benchmark interest rate 50%) and other policy packages, focusing on supporting 3-5 leading enterprises listed on the main board.

In the scope of Kaiping City, the development of "eagle-gazel-leader" rural enterprise growth roadmap, according to the different growth stages of agriculture-related enterprises to implement differentiated cultivation strategies. To "eagle enterprise", focus on providing business incubation support; For "gazelle enterprises", implement the "intelligent manufacturing upgrade" plan, and give 50% subsidies for intelligent transformation; For "leading enterprises", an overseas market development fund will be established to support the construction of a central kitchen base in the Guangdong-Hong Kong-Macao Greater Bay Area. By building a three-level gradient cultivation system of "start-up incubation - rapid growth - industry leadership", a pyramid-shaped main structure is formed.

3.3.2 Make Up for the Shortcomings of Scale Management

Formulate the "Standardization Construction Code for Family Farms", from the planting process, facilities to quality traceability quantitative indicators, and issue the "star farm" certification to the subject of compliance (three-star reward 50,000 yuan). Construction 1 standardized demonstration base, such as the Dasha Town tea industry base to promote the "unified seedling, unified agricultural materials, unified processing" model, play a leading and demonstration role, drive the standardization rate of surrounding family farms to improve.

3.3.3 Improve the Social Service System

Relying on data to enable the integrated development of rural industries in Kaiping City, we will make every effort to build a big data platform for industrial integration in Kaiping City, realize the integration of the city's processing data, and provide customized services. For example, through the real-time monitoring and analysis of the tourist flow data of Diaolou, combined with the pre-sale data of agricultural products, intelligent matching is carried out. When the number of tourists in Diaolou increases in the peak season, local characteristic agricultural products will be accurately pushed to meet the purchasing needs of tourists, promote the sale of agricultural products, and realize the deep integration of cultural tourism and agriculture.

At the same time, establish a platform for connecting the supply and demand of agricultural social services, encourage villagers to participate in community construction, develop 12 new occupations such as watchtower repairers, rural curators, and folk guides, promote employment through industrial development, ensure that more farmers are embedded in the cultural and tourism industry chain, and achieve stable income increase.

4. Conclusion

Amid the wave of rural revitalization, Kaiping City has taken solid strides in the integration of rural industries. Rural revitalization has injected new vitality into Kaiping's rural development and has significantly contributed to increasing the income and prosperity of local farmers. This study, grounded in the practical experience of rural industrial integration in Kaiping City, systematically reveals the structural contradictions and resource constraints encountered during its development. Faced with challenges such as insufficient industrial chain resilience, inefficient allocation of production factors, and weak support from business entities, the study proposes solutions from three dimensions: industrial value addition, resource optimization, and empowerment of business entities. By deepening the integration of multiple sectors such as "agriculture + cultural tourism + processing," the value system of the industrial chain can be reshaped. Through land intensification reforms, digital infrastructure development, and financial tool innovation, the efficiency of resource supply can be enhanced. Additionally, by fostering chain-based cultivation of leading enterprises, improving the skills of professional farmers, and refining talent recruitment and training mechanisms, a sustainable business ecosystem can be established. Kaiping City should continue to deepen the integration of rural industries, building on past achievements to ensure that rural industries shine even brighter in their integrated development. This will contribute to the comprehensive revitalization of rural areas and paint a vibrant new chapter in the prosperity of the hometown of overseas Chinese.

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