SWOT and PESTEL Analysis on the Coordinated Development of New Urbanization and Agricultural Modernization in Heilongjiang Reclamation Area

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Abstract. Heilongjiang reclamation area is the earliest and largest state-owned reclamation area in China. It is also an important commodity grain production base in China. Taking Heilongjiang reclamation area as the research object, this paper focuses on the coordinated development of new urbanization and agricultural modernization in the reclamation area, and analyzes the new urbanization of other reclamation areas The Role of Agricultural Modernization in Coordinated Development. In this paper, SWOT analysis and PESTEL model are used to make a comprehensive and multifaceted summary of the new urbanization and agricultural modernization, and provide a clear solution to the coordinated development of the two.

Introduction

The economic development of Heilongjiang reclamation area is rapid, but there are many problems in the coordinated development of new urbanization and agricultural modernization. Therefore, it is urgent to speed up the development of new urbanization and agricultural modern development.

The new urbanization and agricultural modernization of the connotation of the definition of coordinated development

Coordinated development is the population, society, economy, science and technology, environment, resources and other six systems to promote the formation of social development of the virtuous cycle\textsuperscript{1}. The coordinated development of new urbanization and agricultural modernization mainly emphasizes the coordinated development of urban and rural areas, the interaction between the two. see Figure 1.

![Figure 1. Relationship between New Urbanization and Agricultural Modernization.](image)

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In this paper, SWOT analysis is used to analyze the advantages, disadvantages, opportunities and threats of the new urbanization and agricultural modernization\textsuperscript{2}.
PESTEL model mainly from the six factors: political, economic, social, science and technology, environment, law on the reclamation of new urbanization and agricultural modernization of the coordinated development of [3], sees Figure 2.

![PESTEL Model](image)

Figure 2. PESTEL model of coordinated development of "two changes" in Heilongjiang reclamation area.

**The advantages of analysis**

1) The strength of science and technology
   Heilongjiang reclamation area after years of continuous efforts and development, has now become one of the strongest scientific and technological reclamation area, Heilongjiang reclamation area scientific research and technology development projects more results.

2) Higher education level
   According to the "Heilongjiang Reclamation Area Statistical Yearbook" in 2015, the Heilongjiang reclamation area has three general colleges and universities, 136 technical schools, one adult higher school and 61 adult secondary schools. The number of teachers in general colleges and universities is 1629, the number of secondary school teachers (secondary specialized schools and secondary technical schools) is 8577, the number of compulsory education teachers in the nine years is 8,198, and the number of teachers in various types of adult schools is 288, Teacher system

**Disadvantage analysis**

1) The industrial structure is irrational
   Heilongjiang Province reclamation area of the secondary industry and the lack of tertiary industry will affect the development of new urbanization in Heilongjiang reclamation area.

2) The hinder of household registration system
   The rural surplus labor force flowing to the city cannot enjoy all the social welfare brought by the urban household registration under the obstruction of the urban and rural dual household registration system, which seriously affects the coordinated development of the new urbanization and agricultural modernization

**Opportunity analysis**

1) Heilongjiang Reclamation is a coordinated development of new urbanization and agricultural modernization under the guidance of national and local government policies.

2) "Internet +" era background
   The 21st century is the era of information technology development of the Internet, the use of "Internet +" to enhance agricultural science and technology, learn from advanced science and technology at home and abroad, the same is conducive to the Heilongjiang reclamation area of new urbanization and agricultural modernization of the coordinated development
Threat analysis

1) The law of land transfer is missing

August 2002 introduced the "rural land contract law" and "rural land contract management rights management approach," the two laws [4], but the implementation of the regulations more difficult, not actually play a legal basis and legal protection

2) The basic rights and interests of migrant workers to protect the lack of law

Can not accurately protect the basic rights and interests of migrant workers, resulting in large quantities of migrant workers cannot take root in the city, is not conducive to the new urbanization and the development of agricultural modernization.

Strategic Countermeasure of Coordinated Development of New Urbanization and Agricultural Modernization in Heilongjiang Reclamation Area

Based on the above analysis of the influencing factors of the coordinated development of new urbanization and agricultural modernization in Heilongjiang reclamation area, the SWOT matrix is produced, see Table 4-1. Take S-O strategy, S-T strategy, W-O strategy and W-T strategy to promote the coordinated development of new urbanization and agricultural modernization in reclamation area.

S-O strategy (to take advantage of opportunities)

1) Continue to increase the development of reclamation area of science and technology investment, enhance scientific and technological innovation

First of all, reclamation area should continue to maintain and improve agricultural science and technology innovation research and development capabilities. Second, the general education and vocational education, but also actively carry out the technical skills of farmers training and education. Finally, learn from Western advanced technology to promote the development of new urbanization and the development of agricultural modernization, such as satellite technology for reclamation agriculture.

Table 1. SWOT matrix of coordinated development of new urbanization and agricultural modernization in Heilongjiang reclamation area.

<table>
<thead>
<tr>
<th>External environment</th>
<th>Advantages - S</th>
<th>Disadvantages - W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal environment</td>
<td>S1, the strength of science and technology</td>
<td>W1, irrational industrial structure</td>
</tr>
<tr>
<td></td>
<td>S2, a higher level of education</td>
<td>W2, the hinder of household registration system</td>
</tr>
<tr>
<td>Opportunity - O</td>
<td>S-O strategy (to take advantage of opportunities)</td>
<td>W-O strategy (taking advantage of opportunities, customer service difficulties) rules</td>
</tr>
<tr>
<td>O1, national policy support</td>
<td>1, continue to increase the development of reclamation of science and technology investment efforts to enhance scientific and technological innovation</td>
<td>1, to strengthen the adjustment of reclamation area industrial structure</td>
</tr>
<tr>
<td>O2, “Internet +” era background</td>
<td>2, cultivate reclamation area development needs of professional and technical personnel and scientific and technological personnel</td>
<td>2, the reform of urban and rural dual household registration system</td>
</tr>
<tr>
<td>Threat - T</td>
<td>S-T strategy (taking advantage of the threat to avoid the threat)</td>
<td>W-T strategy (to reduce weaknesses and avoid threats)</td>
</tr>
<tr>
<td>T1, the law of land transfer is missing</td>
<td>1, to speed up the reform and innovation of the land system</td>
<td>1, improve the Heilongjiang reclamation area social security mechanism</td>
</tr>
<tr>
<td></td>
<td>2, the development of reclamation rural land contract management rights transfer laws and regulations</td>
<td>2, and effectively solve the problem of farmers' employment</td>
</tr>
</tbody>
</table>
2) Cultivate reclamation area development needs of professional and technical personnel and scientific and technological personnel

First, increase the reclamation area education, training efforts. For example, in 2013, Qiqihar Authority Chaoyang farm held agricultural training personnel training courses; second, learning Western developed countries such as the United States, Britain and other human resources development experience and lessons. Finally, the national policy to guide a culture, understand the talents of science and technology came to the reclamation area to achieve its own value, such as the state promulgated the "college student village" policy is conducive to professional and technical personnel flow to the reclamation area.

**W-O strategy (taking advantage of opportunities to overcome difficulties)**

1) Strengthen the adjustment of reclamation area industrial structure

First, focus on the development of agricultural by-products, providing reclamation area of agricultural products added value. Second, accelerate the development of reclamation areas of the second and tertiary industries. Finally, on the basis of ensuring that the state economy of the reclamation area is dominated, the private economy of the reclamation area is vigorously developed.

2) Reform of urban and rural dual household registration system

First of all, the state should clearly enact the laws and regulations of the household registration system reform. Second, we must increase the rural social security investment, urban residents and farmers to enjoy the same social welfare and public services. Finally, the government wants to increase financial investment and provide adequate cheap housing.

**S-T strategy (taking advantage of the threat to avoid the threat)**

1) Speed up the reform and innovation of land system

First of all, to achieve the transfer of rural land management rights without hindrance. Second, allow reclamation farmers to land directly into the market. Finally, to eliminate the government's monopoly on the land, the establishment of a real land transfer market.

2) The relevant laws and regulations on the circulation of rural land contract management right in reclamation area

The legislature should be targeted to develop the "Heilongjiang reclamation land management right transfer law", and reclamation land transfer subject, connotation and circulation process and other aspects of a detailed definition.

**W-T strategy (to reduce weaknesses and avoid threats)**

1) Improve the social security mechanism of Heilongjiang reclamation area

First of all, continue to expand the scope and number of insured, and strive to achieve universal insured. Second, for the reclamation of state-owned enterprise workers, you can voluntarily choose to participate in corporate social insurance, or participate in reclamation area of agricultural social security. Finally, the reclamation area should increase the financial investment in social security efforts.

2) Effectively solve the problem of farmers' employment

First of all, we must strengthen the rural farmers targeted training, learning agricultural science and technology knowledge and the use of agricultural mechanization. Second, farmers living in the town, but also universal technical training to improve the viability of farmers living in the city, as soon as possible in the town.

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