

Analysis of the Construction of Hainan Agricultural Industry Cluster and Its Impact on Regional Economy

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Keywords: Hainan; Agricultural Industry Cluster; Regional Economy; Impact Analysis

Abstract: With the development of economic globalization and regional economic integration, agricultural industrial clusters have become an effective means to enhance local economic competitiveness. This article takes Hainan Province as an example to explore the construction of Hainan's agricultural industry cluster and its impact on regional economy. Hainan Province has unique natural conditions and resource advantages in the agricultural industry. At the same time, the construction of Hainan's agricultural industrial cluster helps to improve the production efficiency and market competitiveness of Hainan's agriculture, promote the deep integration of agriculture and other industries, and have a positive promoting effect on the regional economic development of Hainan Province.

1. Introduction

Agriculture is one of the traditional pillar industries in China and also an important industry in Hainan Province. However, with the rapid development of the national economy and the acceleration of urbanization, agriculture is facing many problems, such as excessive development of land resources, low agricultural production efficiency, and low income levels of farmers. In order to solve these problems, Hainan Province actively explores the construction of agricultural industrial clusters, hoping to improve agricultural production efficiency, promote agricultural upgrading, and promote rural economic development through cluster development. Therefore, this article aims to explore the construction of Hainan's agricultural industry cluster and its impact on the regional economy, and propose corresponding policy recommendations to promote the healthy development of Hainan's agricultural industry cluster.

2. The Background and Significance of Constructing Hainan Agricultural Industrial Cluster

Hainan Province is one of the tropical island provinces in China, with unique natural resources and climatic conditions, as well as abundant agricultural resources. In recent years, the Hainan Provincial Government has been committed to promoting the upgrading and transformation of the agricultural industry structure.[1] By optimizing the layout of the agricultural industry, promoting agricultural supply side reform, and improving the level of agricultural technology, it has gradually achieved the transformation of the agricultural industry towards efficiency, green, and intelligence.

At the same time, Hainan Province is also accelerating the construction of agricultural industrial clusters. Industrial cluster refers to an industrial group formed by several interrelated enterprises and

organizations within a certain geographical range, with a certain scale and degree of specialization. Through internal collaboration and external synergies, it forms a more competitive industrial form than a single enterprise. Building an agricultural industry cluster is conducive to promoting cooperation and coordination among agricultural enterprises, improving production efficiency and product quality, reducing production costs, and promoting the upgrading and transformation of the agricultural industry.[2]

3. The Construction Method and Development Model of Hainan Agricultural Industrial Cluster

3.1. Construction method

3.1.1. Strengthen policy support and create a favorable development environment

Policy support is an important guarantee for promoting the development of agricultural industry clusters. The Hainan Provincial Government has introduced a series of policies to support agricultural development, such as the "Agricultural Special Fund Support Policy", the "Hainan Rural Reform and Innovation Policy", and the "Rural Land Contract Management Rights Transfer Policy", to encourage and support the development of agricultural enterprises. At the same time, the Hainan Provincial Government also provides policy support for agricultural enterprises in areas such as land, taxation, and finance, providing a good policy environment for the construction of agricultural industrial clusters.[3]

3.1.2. Strengthen brand digital construction and enhance the added value of agricultural products

Brand is the embodiment of a company's core competitiveness and an important means of building an agricultural industrial cluster. In the process of promoting the development of agricultural industry clusters, the Hainan Provincial Government has focused on brand building and created a number of influential brands based on Hainan's characteristic agricultural products. For example, "Hainan Qiaotou Sweet Potatoes", "Fushan Coffee", "Shishan Milk Sheep", "Qiongzong Green Orange", "Baisha Green Tea", etc. At the same time, we will accelerate the digitization of Hainan's agricultural brands and launch the country's first public digital management system, known as the "brand code" of agriculture.[4] With "11153" as the first framework, it has melted a regional brand brain, a data center, a set of brand policy promotion mechanisms, and five major intelligent application systems, Plus three major support systems. The construction and digital promotion of these regional brands have effectively increased the added value of Hainan's agricultural products and enhanced their market competitiveness.

3.1.3. Introduce external capital to promote industrial upgrading

Introducing external capital is one of the important means to promote the development of agricultural industry clusters. The Hainan Provincial Government has taken various measures, such as encouraging agricultural enterprises to cooperate with external investment institutions, encouraging external investment institutions to invest in Hainan Province, and encouraging agricultural enterprises to go out of Hainan, expand the market, and promote industrial upgrading. These measures have effectively attracted a large amount of external capital and promoted the development of Hainan's agricultural industry.

3.1.4. Promote the integration of agricultural industries and promote resource sharing

The integration of agricultural industries is one of the important ways for the development of agricultural industry clusters. The Hainan Provincial Government has actively promoted the integration of agricultural industries, promoted the sharing of agricultural resources, and improved the efficiency of the agricultural industry. Specifically, the Hainan Provincial Government has incorporated enterprises from different agricultural industries into agricultural industry clusters through the establishment of agricultural industry alliances and the promotion of agricultural enterprise cooperation, achieving linkage between the upstream and downstream of the industrial chain and forming a comprehensive synergistic effect.

3.1.5. Promote technological innovation and improve agricultural production efficiency

Technological innovation is an important support for the development of agricultural industry clusters. The Hainan Provincial Government attaches great importance to technological innovation and has taken various measures in the construction of agricultural industrial clusters, such as increasing investment in science and technology, carrying out technological innovation activities, etc., to promote agricultural technological innovation and achievement transformation. Through technological innovation, agricultural production efficiency has been improved, production costs have been reduced, the quality and added value of agricultural products have been improved, and the market competitiveness of the agricultural industry has been enhanced.

3.2. Development model

3.2.1. Based on regional characteristics, create characteristic agricultural industry clusters

The first step in the development of Hainan's agricultural industry cluster is to focus on regional characteristics and improve the added value and competitiveness of agricultural products by creating characteristic agricultural industry clusters. By selecting agricultural products with regional characteristics, such as mangoes, coffee, Wenchang chicken, Hainan Nongken rice, etc., the Hainan Provincial Government has built a number of influential characteristic agricultural industrial clusters. These clusters are centered around characteristic agricultural products, combined with processes such as processing, circulation, and services, forming a complete industrial chain, improving the added value and market competitiveness of agricultural products.

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3.2.3. Promote the integration of agricultural industries and promote resource sharing

The integration of agricultural industries is one of the important means for the development of agricultural industry clusters. The Hainan Provincial Government promotes the integration of different agricultural industries, achieves resource sharing, and improves resource utilization efficiency. For example, in the Hainan Red Coconut Industry Cluster, not only the cultivation of red coconut, but also the processing, circulation, tourism and other aspects of red coconut products are

involved. Each link cooperates with each other, jointly promoting the development of the red coconut industry.

3.2.4. Strengthen policy support and create a favorable development environment

Policy support is an important guarantee for promoting agricultural development clustering. The Hainan Provincial Government has provided a favorable policy environment for the development of agricultural industry clusters by formulating policies and regulations related to agricultural industry cluster development, including financial support, tax incentives, land transfer, and other policies. In addition, the government actively guides enterprise innovation, encourages technological innovation, enhances the technological content and added value of cluster development, and promotes high-quality development of the agricultural industry.

4. Analysis of the Construction of Hainan Agricultural Industry Cluster and Its Impact on Regional Economy

4.1. Promoting employment and income growth

The construction of Hainan's agricultural industrial cluster can drive a certain scale of employment and income growth. For the traditional agricultural production, the personnel in the cluster also need to have certain technical and management capabilities, which enables the cluster to attract more high-quality talents and improve the local labor level. The construction of clusters has also driven the development of related industries, such as logistics and distribution, processing and value-added, providing more opportunities for local employment and income growth. In addition, the development of clusters has also driven economic development and poverty alleviation in rural areas. The enterprises in the cluster require a large amount of raw materials and productivity, which drives the development of local agriculture and animal husbandry, and increases the source of income for farmers. At the same time, the construction of clusters has also attracted more investment and talent, promoted local economic development and improvement, and improved the quality of life of farmers.

4.2. Promote industrial upgrading and transformation

With the intensification of globalization and increasingly fierce market competition, improving the comprehensive competitiveness of agriculture has become a current development trend. The construction of Hainan's agricultural industrial cluster is not only a new form of industrial organization, but also a new model of agricultural development. By introducing advanced technology and management methods, clusters can quickly improve agricultural production efficiency and product quality, thereby achieving industrial upgrading and transformation. At the same time, the construction of clusters can also strengthen cooperation and coordination among industries, improve the intensification and scale of agricultural industries, and further enhance the comprehensive competitiveness and international influence of the entire regional agricultural industry. In short, the construction of Hainan's agricultural industrial cluster is not only necessary for agricultural modernization, but also an important measure to promote local economic development and increase farmers' income.

4.3. Drive the development of other related industries

The construction of Hainan's agricultural industrial cluster can drive the development of related industrial chains, such as packaging, logistics, sales, etc., thereby promoting the development of other local related industries. For example, enterprises in a cluster require a large amount of packaging and

logistics delivery services, which brings development opportunities for the local packaging and logistics industry. At the same time, enterprises in the cluster also need sales channels and market support, which brings development opportunities for the local business service industry. The development of these industries has further promoted the development of local economy, forming a virtuous cycle.

4.4. Enhance local brands and awareness

Through the construction of agricultural industrial clusters, it is possible to form brands and awareness with local characteristics, attract more consumers and investors, and promote the development of local economy. For example, the citrus, coffee and other products in Hainan Longhua Agricultural Industry Cluster have formed a high brand awareness and are favored by consumers and investors. The promotion and recognition of these brands have brought a wide range of influence and influence to the local economy of Hainan, which is conducive to attracting more investment and resources, and promoting the rapid development of the local economy.

4.5. Promoting the development of local culture and tourism

Some agricultural products and production methods in the cluster have strong local characteristics and cultural heritage, and these cultural resources can bring more opportunities and resources for the development of local cultural industries and tourism. For example, products such as Longhua coffee and Hainan citrus in the cluster are not only high-quality agricultural products, but also unique local characteristics of the Hainan region. Their planting history and cultural background are also important factors in attracting tourists. Tourists can visit local agricultural production bases and processing factories to understand the planting and processing processes of products, and experience the unique agricultural culture and lifestyle of Hainan. In addition, the agricultural culture and historical culture in the cluster are also important resources and sources of inspiration for the local cultural industry. For example, traditional agricultural tools and handicrafts in clusters are not only important tools for agricultural production, but also an important component of local traditional culture, which can provide more inspiration and resources for local cultural and creative industries.

4.6. Promoting the development of rural economy

The construction of Hainan's agricultural industry cluster not only promotes the sustainable development of local agricultural industries, but also makes positive contributions to the economic development of rural areas. The enterprises in the cluster require a large amount of raw materials and productivity, which not only promotes the development of planting and animal husbandry in rural areas, but also promotes local economic growth. In addition, the construction of agricultural industrial clusters has attracted more investment and talent, injecting new impetus and resources into the development of rural areas. This not only improves the income level and quality of life of farmers, but also promotes the improvement and development of rural areas. With the continuous development of agricultural industrial clusters, the economy of rural areas will continue to improve, bringing more opportunities and benefits to local farmers.

4.7. Promoting international cooperation and exchange

With the continuous development of Hainan's agricultural industry cluster, more and more domestic and foreign enterprises and institutions have joined, bringing more development opportunities to it. These enterprises and institutions work closely with the enterprises and institutions

within the cluster through technological cooperation, investment, and trade, jointly promoting the development of the cluster. In terms of technological innovation, enterprises in the cluster collaborate with foreign agricultural technology companies to jointly develop advanced planting technologies and equipment, continuously improving the technological level and product quality of the cluster. At the same time, agricultural products in the cluster have gradually entered the international market, gaining more recognition and market share, bringing more opportunities and resources for local foreign trade and economic cooperation.

5. Conclusion

In summary, the construction of Hainan's agricultural industry cluster has had a positive impact on the development of the local regional economy, environmental protection, technological innovation, and foreign trade. At the same time, we should also realize that there are still some problems and challenges in the construction of Hainan's agricultural industry cluster. How to complete the comprehensive upgrading of Hainan's agricultural industry, promote the development of tropical and efficient agriculture as a whole industry, and cultivate new forms of rural economic development in Hainan still requires continuous exploration and improvement, in order to better play its role in promoting the development of Hainan Free Trade Port.

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