Study on the Integration of Rattan Iron Technology Industry and Tourism from the Perspective of Integration of Three Industries—Taking Anxi County as an Example

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Abstract. the rattan iron craft industry with cultural, handmade, innovative and international characteristics has passed on for thousands of years. It pays attention to protection, inheritance and innovation. Along the maritime Silk Road to the world, it is also exploring an industrial development mode combining cultural creativity, leisure tourism, traditional technology and business model. Leisure tourism has a broad market prospect. Taking Anxi, the "capital of rattan iron technology in the world", as an example, this paper expounds the current situation and difficulties of the integration development of rattan iron technology industry and tourism, in order to explore the new development.

Introduction

"Implementing the strategy of Rural Revitalization" is an important strategic adjustment of China's response to the change of agricultural resource endowment and optimization of industrial structure. The integration of rural primary, secondary and tertiary industries must be an important direction of agricultural and rural development in the future. The No.1 document of the Central Committee of the people's Republic of China for four consecutive years from 2016 to 2019 points out that it is an important direction for the development of agricultural and rural industries to promote industrial prosperity through industrial integration. The integration of three industries is increasingly favored by the development of agricultural and rural industries due to its effects of reducing transaction costs, internalization of industrial division and value sharing.

Integration of Characteristic Industries and Tourism

With the increasing material and cultural needs of the people, people's spiritual and cultural needs for rural leisure tourism are gradually increasing. They pay attention to the freshness, experience and high quality of the tourism process. In order to develop rural tourism, we need to make full use of the resources of agricultural products, traditional diet, handmade products and local characteristic industries, vigorously develop high-efficiency ecological agriculture, agricultural products processing industry, outdoor leisure products industry, etc., manufacture pollution-free agricultural products, green organic food, craft products, extend the agricultural industry chain, improve the added value of products, and make rural leisure tourism truly a food specialty Color, living with conditions, entertainment with connotation, travel with content, purchase with souvenir tourism form. Rattan iron craft industry is a kind of characteristic industry with both economic value and appreciation value. How to better embed rattan iron craft industry into leisure tourism, drive the development of service industry, catering industry, homestay industry and cultural and creative industry, the development of tourism industry can feed back the agriculture, cultural and creative industry and
rattan iron craft industry, and promote the establishment of agricultural products and rattan iron craft public brand, so as to realize the organic unity of tourism ecological benefits, economic benefits and social benefits.

**Advantages of the Integration of Rattan Iron Technology Industry and Tourism in Anxi County**

County governance, the world is invincible; strong county, the country is invincible. This case is located in Anxi County, Quanzhou City, Fujian Province, China.

**Development Level of Primary, Secondary and Tertiary Industries**

Anxi, Fujian, is not only the birthplace of Tieguanyin, a famous tea in the world, the hometown of Oolong tea in China, but also the capital of rattan iron technology in the world. In July 2019, it was recognized by the world Crafts Council as "the crafts city of the world Crafts Council - the capital of rattan iron crafts". The most beautiful county in China, one of the top 100 counties with comprehensive strength in China, Anxi has excellent natural resources and rich human resources. See Table 1 for the total GDP of the county from 2012 to 2018. Anxi is located in a superior geographical position, adjacent to Xiamen. With a large number of urban residents going to the countryside, there is a huge demand for the tertiary industry. Anxi County has natural advantages in the integration of primary, secondary and tertiary industries, especially in the integration of regional characteristic resources, such as rattan iron technology industry, tea industry and other advantageous industries with rural tourism.

| year | GDP (Billion yuan) | GDP growth rate(%) | Primary industry Added value (Billion yuan) | Primary industry growth rate(%) | Secondary industry Added value (Billion yuan) | Secondary industry growth rate(%) | Tertiary industry Added value (Billion yuan) | Tertiary industry growth rate(%) | Contribution rate of three industries |
|------|--------------------|--------------------|-------------------------------------------|-------------------------------|-------------------------------------------|-------------------------------|-------------------------------------------|-------------------------------|----------------------------------|
| 2018 | 574.38             | 8.9                | 44.41                                     | 2.2                           | 286.29                                    | 9.1                           | 243.68                                    | 10.1                          | 7.73:49.84:42.42                 |
| 2017 | 515.33             | 8.9                | 41.75                                     | 4.3                           | 268.2                                     | 7.9                           | 205.38                                    | 11.4                          | 8.1:52.0:39.9                    |
| 2016 | 466.37             | 8                  | 41.28                                     | 3.2                           | 245.68                                    | 7.9                           | 179.41                                    | 9.1                           | 8.8:52.7:38.5                    |
| 2015 | 424.03             | 8                  | 36.73                                     | 1.6                           | 226                                       | 8.4                           | 161.3                                     | 8.3                           | 8.7:53.3:38.8                    |
| 2014 | 410.19             | 10.6               | 35.41                                     | 3.7                           | 226.55                                    | 12.9                          | 148.23                                    | 7.5                           | 8.6:55.2:36.1                    |
| 2013 | 381.22             | 12.1               | 33.81                                     | 5.3                           | 212.05                                    | 15.1                          | 135.37                                    | 8.1                           | 8.9:55.6:35.5                    |
| 2012 | 351.98             | 12.7               | 30.97                                     | 3.9                           | 197.1                                     | 16.3                          | 123.91                                    | 8.4                           | 8.8:56.0:35.2                    |

Data source: Anxi statistical yearbook

**Rattan Iron Technology Industry**

China has always been a country with craftsmanship spirit. Rattan iron crafts show the creative ability of the Chinese nation with its ingenious technology and unique wisdom. As the cradle of rattan iron technology, Anxi bamboo and rattan weaving has a history of one thousand years. It has gone through four stages of "bamboo weaving rattan weaving rattan iron technology household technology". It is known as "magic art on fingertips". It is said that "China's bamboo and rattan weaving looks at Fujian, Fujian's bamboo and rattan weaving looks at Anxi". The unique cultural characteristics and exquisite craftsmanship have gradually evolved into a series of home crafts made by combining iron and wood. They are practical, decorative and artistic, with economic value and
appreciation value. The perfect combination of handicraft industry and nature caters to the aesthetic taste of modern people. The combination of warm wood and cold iron art contains the cultural connotation of "free and unrestrained" and "natural harmony". The craftsmanship spirit of rattan iron crafts reflected by the combination of hardness and softness and ingenious rattan iron crafts and the arduous struggle spirit of Minnan people "love to fight to win" are also awe inspiring. Anxi County has more than 400 rattan iron home furnishing technology enterprises, more than 3000 processing points, 120000 employees, and industries exported to more than 60 countries and regions in Europe, the United States, Asia and Germany. In 2018, the output value of the whole industrial chain of Anxi rattan iron technology was 15 billion yuan, and increased year by year from 2012 to 2018 (see Figure 1). The annual e-commerce transaction value was 4.573 billion yuan, ranking first in Quanzhou's traditional manufacturing industry.

Figure 1. Change Trend of Output Value of Rattan Iron Handicraft Processing Industry.

### Strong Tourism Market

Rattan iron craft products are very suitable for embedding in tourism industry because of its artistry, durability and practicability. See Table 2 for the data of partial output value of tourism in 2010-2017. From the perspective of China, in 2017, the number of domestic tourists in China exceeded 5 billion, the total cost of tourism in China was 456.6 billion yuan, and the investment in tourism in all regions increased year by year. For example, in 2010, the number of accommodation rooms in China was 2.249 million, which increased to 3.93 million in 2017. With the personalization and fashion of tourism consumption, China's homestay industry is facing important development opportunities, with rapid development of the industry as a whole, with a transaction scale of nearly 20 billion yuan in 2018. Rattan iron crafts embedded in tourism has a broad market prospect.

| Table 2. 2010-2017 Total Output Value of Tourism. |
|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Indicators of Tourism          | 2010     | 2011     | 2012     | 2013     | 2014     | 2015     | 2016     | 2017     |
| Domestic tourists (ten thousand person) | 210300   | 264100   | 295700   | 326200   | 361100   | 400000   | 444000   | 500100   |
| Total national tourism expenditure (100 million yuan) | 12579.7 | 19305.39 | 22706.26 | 26276.3 | 30311.8 | 34195.0 | 39390.0 | 45660.0 |
| National rural residents domestic tourists (million person) | 77   | 39   | .2   | 12   | 86   | 05 | 00 | 1240 | 1324 |
| National urban residents domestic tourists (million person) | 1038 | 954 | 1024 | 1076 | 1128 | 1188 | 1240 | 1324 |
| Turnover of national           | 2797.8   | 3261.8   | 3534.2   | 3527.9   | 3535.2   | 3648.2   | 3811.1   | 3963.9   |
Suggestions on the Integration of Rattan Iron Technology and Tourism

In order to fully release the integration and resource penetration of rattan iron technology industry, agricultural industry and leisure tourism industry, promote the cluster development, and form a number of industrial integration brands with characteristics, high added value and great potential. The following three suggestions are put forward to promote the integration of rattan iron technology characteristic industry and tourism.

"Tourism" of Rattan Iron, Building Rattan Iron Home Furnishing Technology and Culture Industrial Park

Make full use of the existing tourism resources to develop characteristic tourism projects focusing on rattan iron technology industry, build a key cultural industry park integrating R & D and design, raw and auxiliary materials, production and processing, logistics and trade, e-commerce, exhibition and publicity (see Figure 2), improve the cultural attributes of rattan iron, and solve the long-term development needs of enterprises. The existing traditional houses with good quality are transformed into houses. The furniture (bed, tea table, table, etc.) and decorations in the houses are made of rattan iron technology, which fully demonstrates the charm of rattan iron crafts, provides tourists with the characteristic residential experience of "traditional Minnan houses + rattan iron technology", creates employment opportunities for local villagers, creates rattan iron characteristics, and enters the scenic spot, houses and wine Shops and other streets are like exhibition halls and museums of rattan iron technology. Tourists can buy their favorite rattan iron technology products by themselves.

![Integration Concept of Rattan Iron Technology and Tourism](image)

Figure 2. Integration Concept of Rattan Iron Technology and Tourism.

| accommodation industry (100 million yuan) | 4 | 9 | 44 | 9 | 2 | 2 | 3 |
|------------------------------------------|---|---|----|---|---|---|---|
| Number of accommodation rooms in China (ten thousand) | 224.9 | 254.32 | 336 | 265.51 | 319.9 | 337.20 | 378.32 | 393.17 |
| Number of domestic and foreign tourists received in Anxi county (ten thousand) | 329.13 | 376.2 | 461 | 541.9 | 621.6 | 706.15 | 681.83 |
| Total tourism revenue of Anxi county (100 million yuan) | 26.79 | 31 | 37 | 47.33 | 55.5 | 64.44 | 76.79 |
| Output value of rattan iron handicraft processing industry in Anxi county (ten thousand) | 534211 | 69020 | 1762520 | 859415 | 876568 | 942713 | 103786 | 1 |

Data source: China National Bureau of statistics, Anxi statistical yearbook
Committed to Technological Innovation of Rattan Iron Crafts

Creativity is the soul of process industry, and innovation is the vitality of industrial development. In the later construction and development process, we should first devote ourselves to the technical innovation of rattan iron craft products, focus on building rattan iron craft elements in rural leisure tourism, design more rattan iron craft products with new ideas, stories, culture, economic value and extreme appreciation function, so that tourists can remember the characteristics of Anxi rattan iron. The rattan iron craft products and culture are embedded in agricultural products, especially in tourism service industry, and the "double iron characteristics" are combined to meet the diversified, differentiated and characteristic tourism consumption needs of tourists. Using the publicity function of regional leisure tourism can also promote the sales and development of rattan iron crafts, improve brand awareness, further promote the development of regional rattan iron crafts, feedback resources, promote rattan iron craft brand strategy, strengthen brand publicity, innovate brand management, enhance brand value, and finally achieve the goal of building a strong rattan iron brand image and enhancing overall competitiveness of the region of tourism destination.

Cultivate Diversified Integration Subjects and Clear Division of Labor

The industrial integration and development is characterized by active innovation, fuzzy industrial boundary, more diversified business entities, diversified functions and rich connotations. Without clear division of labor and cooperation and implementation of human resources, the industrial integration will become an empty talk with "high enthusiasm, less experience and low efficiency". Division of labor and cooperation includes government, village collective, enterprise, cooperative, family farm and farmers, including villages and villages. Accelerate the cultivation of talents from all sides, hold regular seminars to strengthen the communication and interaction between diversified integration subjects, strengthen the tracking of integration process, establish a differentiated integration evaluation mechanism, and refine the responsibility of integration tasks to people. To train the new business subject, focusing on the major professional households, family farms and family forest farm owners, and the backbone of farmers' cooperatives, to increase the cultivation of rural practical talents and new professional farmers, and to enhance the radiation driving ability of the new business subject of "strong agriculture, rural beauty, and rich farmers".

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