

Research on Countermeasures for High-quality Development of Sericulture Industry in Shiquan

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Abstract: As an important birthplace of sericulture in China, Shiquan has witnessed the prosperous development of sericulture industry. This paper analyzes the development status quo of the sericulture industry in Shiquan, the main problems it faces, and the strategic opportunities under the background of "One Belt, One Road", and condenses and summarizes the countermeasures and suggestions to promote the high-quality development of Shiquan's sericulture industry from the aspects of top-level design, agriculture, culture, and tourism fusion, digital empowerment, and innovation and cultural branding.

Keywords: Shiquan; Sericulture industry; High-quality development

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"Shiquan County is the hometown of sericulture in China, the largest sericulture county in Northwest China"^[1], and the birthplace of the national treasure "Gilt Bronze Silkworm". As the starting point of the Silk Road, it has an important position in ancient trade and cultural exchanges, and also connects China and West Asia, Europe and other regions, and has an equally important role as a hub in modern silk trade and cultural exchanges. With the enhancement of cultural self-confidence, China attaches great importance to the creative transformation and innovative development of Chinese outstanding traditional culture, "gilt bronze silkworms" as an important historical testimony of the land Silk Road, become the golden business card to polish the development of industry in Shiquan County, which is famous far and wide. This paper analyzes the development status of sericulture industry in Shiquan County and the strategic opportunities brought by the "Belt and Road" initiative, and tries to put forward countermeasures for the high-quality development of Shiquan sericulture industry.

1. Analysis of the Current Situation of the Sericulture Industry in Shiquan

(1) Development status of sericulture industry in Shiquan

Since the reform and opening up, Shiquan County vigorously develop the sericulture industry, has developed to form a agriculture, industry, trade, culture, a dragon of the industrial system, in 2010 to become a real "Northwest sericulture the first big county", silk industry cluster development, Guyan Silk Industrial Park framework has taken shape. After the construction and development of the Shiquan Golden Silkworm Town as the core, to gilt bronze silkworms as a carrier, "Shiquan Silkworm Cultural Park" Chihe "Golden Silkworm Township Exhibition Hall" and "Golden Silkworm Plaza" have been completed! And open to the public gold silkworm town star, five love tourism village opened for operation, built the first southern Shaanxi

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sky mirror, Ankang's first "air rafting" and other 36 key projects, successfully listed in the Shaanxi Province, "One Belt, One Road" action plan, the provincial characteristics of the town directory, provincial The town has been successfully listed in the action plan of "Belt and Road" in Shaanxi Province, the list of provincial characteristic towns, provincial major cultural industry projects and provincial film and television shooting locations. The town also formed a "Rainbow" brand silkworm species, "Shiquan Mulberry cocoons" "Shiquan silk" "Gilt Silkworm" brand silk, "Qinba Silk" silk quilt, "Rainbow Rainbow" silk products, "Silk Road Selenium Valley" mulberry food, "Maoberry" mulberry health care products, "Ziyan Manor" mulberry wine, selenium-rich mulberry mushroom, Mulberry ecological chicken and other series of leading products, driving consumption of more than 60 million yuan to solve the employment situation of more than 800 jobs, to attract self-employment of more than 80 people, the village collective shares of the economic cooperatives, the share income growth of 6%^[2]. Small town to build the "10,000 acres of mulberry sea" sightseeing garden experience park, providing tourists with mulberry picking, tourism, leisure and vacation, science education and other agricultural sightseeing experience projects, to achieve from the "nest to attract the phoenix perch" to the "blossom butterfly From the "nest to attract phoenix" to "flowers bloom butterfly" gorgeous turn.

(2) Challenges facing the sericulture industry in Shiquan

Firstly, the local sericulture industry is not well known. "As the largest sericulture county in Northwest China, Shiquan County has a long history of sericulture, perfect breeding technology and rich experience,"^[3] But the popularity is not so good. The main reasons are the following three points: (1) the public's understanding of the sericulture industry is not enough. Sericulture industry as a traditional agricultural industry, in the tide of modern agricultural development appears relatively more backward, compared with other modern agricultural industries, sericulture industry visibility is low, the public lacks a comprehensive knowledge of the importance of sericulture industry and the potential for development, so that sericulture industry visibility can not be enhanced. (2) Insufficient market competition and brand building. In the market, the products of sericulture industry lack unique brand image and market positioning, and it is difficult to stand out in the fierce market competition. (3) Lack of synergy and cooperation between upstream and downstream links of the industry chain. Sericulture industry involves breeding, processing, sales and other links, the lack of synergistic development and cooperation, resulting in scattered resources and benefits, the formation of a fragmented industrial pattern, affecting the overall image and visibility of the sericulture industry.

Secondly, sericulture labor shortage, serious fault phenomenon. (1) The shortage of sericulture labor is mainly affected by the outflow of rural labor and the transfer of labor structure. With the acceleration of urbanization and the development of modern agriculture, many young people choose to go out to work or enter the non-agricultural industry, resulting in the reduction of rural labor force, sericulture labor supply is insufficient. In addition, the younger generation also generally has fewer choices for agricultural labor, and the age structure of sericulture labor is unbalanced, leading to the emergence of labor shortage. (2) The severity of the disconnection phenomenon is related to the inheritance and succession of the sericulture industry. With the aging of the rural population and the phenomenon of rural youth brain drain, many traditional sericulture techniques and experiences have not been effectively passed on to future generations. This has led to the aggravation of the sericulture labor force fault phenomenon, the younger generation's interest and participation in the sericulture industry is not high, and it is difficult to ensure a stable supply of sericulture labor force.

Thirdly, the cultural excavation is not deep. As the golden signboard of Shiquan, "Gilt Copper Silkworm" has not yet fully explored the cultural connotation of Gilt Copper Silkworm and the value of its additional industry, despite the fact that the local government has adopted a package of policies to promote and publicize it. (1) Insufficient in-depth study of silkworm culture. As a traditional agricultural industry, sericulture culture has a long history and rich connotation, but the in-depth research and excavation of it is not enough, especially the

lack of in-depth research on the historical origins of sericulture industry, cultural characteristics, folk traditions and other aspects of sericulture industry, which makes it impossible to fully demonstrate the unique value and connotation of sericulture culture. (2) Failure to give full play to the economic value of mulberry culture. Mulberry culture as a characteristic cultural resource of Shiquan, has an important economic value. However, in terms of development and utilization, there is a lack of systematic planning and long-term strategy, and there is a lack of organic integration between sericulture and tourism, cultural and creative industries, rural revitalization, non-heritage, etc., and a sustainable industrial chain has not yet been formed, resulting in the commercial development and market operation of sericulture culture being limited, and the economic value not being given full play.

2. Shiquan Sericulture Industry Strategic Opportunities

In recent years, Shiquan in the county party committee, under the leadership of the county government, to pool the river star village as the core, in a good “ecology + culture, three changes + three joints, policy + project” three kinds of addition at the same time, seize the “one belt and one road” brought market opportunities, resource advantages, Technological innovation advantages, culture and tourism exchange and cooperation advantages.

(1) Market opportunities

With the economic development of countries and regions along the “Belt and Road” and the improvement of people's living standards, the demand for silk and other silk fabrics has increased accordingly. As an important base of China's sericulture industry, Shiquan can take advantage of the situation to meet the diversified market demand, and further expand the export market of sericulture products by strengthening trade cooperation with countries along the route.

(2) Resource advantage

As the origin of the Silk Road, Shiquan, with the cultural card of “Gilt Bronze Silkworms, Source of the Silk Road”, explores the development of mulberry three-dimensional planting and raising development mode of “mulberry-sericulture, mulberry-leaf, mulberry-fruit, mulberry-poultry, mulberry-food, mulberry-fungus” by means of modernized technology and management mode, realizing the development mode from single leaf mulberry farming to single leaf mulberry farming. To realize the diversified development from single leaf mulberry sericulture to leaf mulberry, fruit mulberry, protein mulberry, ornamental mulberry, variety mulberry, to build high-quality and efficient mulberry garden, fruit mulberry picking garden, protein mulberry experience garden, etc., to improve the efficiency and quality of sericulture and silk production, to create a competitive sericulture industry chain, and to improve the efficiency of resource utilization.

(3) Technological innovation opportunities

Through cooperation in R&D and technology transfer, countries and regions along the “Belt and Road” have different levels of technology and industrial development, and through the combination of “bringing in and going out”, Shiquan has strengthened technical cooperation with enterprises in the countries and regions along the route, and jointly developed new technologies, new products and new products. Through the combination of “introducing and going out”, Shiquan strengthens technical cooperation with enterprises in countries and regions along the routes, and jointly researches and develops new technologies, products and processes to improve industrial technology level and market competitiveness. At the same time, it introduces advanced technology and equipment, strengthens technical cooperation and exchanges with international advanced enterprises, promotes industrial transformation and upgrading and technological innovation, and improves

product quality, production efficiency and market competitiveness.

(4) Opportunities for cultural and tourism exchange and cooperation

Shiquan has rich sericulture resources, through cultural and tourism exchange activities, on the one hand, it can show the history, culture and craft of Shiquan sericulture to the world, and improve the visibility and reputation of Shiquan sericulture brand. On the other hand, it can promote the development of silk industry chain including silk culture, silk tourism and silk products, improve the comprehensive strength and market competitiveness of silk industry in Shiquan County, strengthen the cooperation with enterprises, institutions and organizations related to silk industry, promote the development of silk industry, and promote the cooperation in tourism and humanistic exchanges.

3. Countermeasures to Promote the High-quality Development of Sericulture Industry in Shiquan

(1) Optimise and improve the institutional mechanism of sericulture industry with top-level design

First, the standard policy planning to develop long-term development planning of sericulture industry. Closely linked to the “western first sericulture industry county” development positioning, the development and introduction of “Shi Quan County sericulture silk industry chain development program” “Shi Quan County sericulture industry development master plan”, increase the sericulture industry chain of funds, taxes, land, talent and other aspects of the policy support, the development of long-term sericulture industry development planning, clear objectives, Tasks and key projects, and take into account market demand, technological innovation and resource utilization and other factors, improve the “chain leader + task force to promote + list management + policy support + supervision and examination of results” of the promotion mechanism, to build up a collection of base construction, production and processing, product research and development, brand cultivation for the integration of sericulture industry system to ensure the sustainable development of the sericulture industry. The sustainable development of the industry.

Second, the establishment of industrial alliances to promote the sharing of benefits. “Actively guide and support enterprises, cooperatives and farmers in the sericulture industry chain to establish industrial alliances, and vigorously develop the sericulture industry, ecological health industry, and gilt-copper production industry”^[4], to promote cooperation in technological innovation, product development, market expansion, etc., to jointly cope with market risks, to form a mechanism for synergistic development of the industry, to improve the competitiveness and profitability of the whole industry in the market, to realize the sharing of benefits by many parties, and to promote the sustainable development and growth of the industry.

Third, improve the sericulture industry chain leader responsibility system. According to the division of functions, set up a special working group, county, town, village three-level linkage, strengthen cooperation with industry organizations and key enterprises, in-depth promotion of sericulture industry “three-product fusion”, industry, culture and tourism “trinity”, as well as production, life, ecology, “three-life synchronization”, “three-life synchronization”. “Three life synchronization”,

synergistically promote the development of sericulture silk industry chain, focusing on solving the difficulties and problems in the development of the industry, to ensure the orderly progress of the work, and promote the high-quality development and transformation and upgrading of sericulture silk industry.

(2) Organic integration of agriculture, culture and tourism to create a three-dimensional ‘Golden Silkworm Town’ cultural landmarks

Famous cultural scholars, Silk Road cultural ambassador Xiao Yunru said: “Gilt copper silkworm is the national

tourism LOGO, is the Silk Road activities LOGO." Tapping the "golden silkworm" cultural heritage, organic use of "gilt copper silkworm" cultural card is not only an important initiative to highlight the characteristics of Shiquan industry, but also to promote the high-quality development of Shiquan silkworm industry. "The cultural business card is not only to highlight the important initiatives of the Shiquan characteristics of the industry, but also to promote the high-quality development of the Shiquan sericulture industry to break the problem of the move. First, vigorously excavate the cultural genes of Shiquan sericulture. Relying on the Gilt Copper Silkworm Cultural Research Institute and the national universities and sericulture institutions, excavation of sericulture, farming culture, Silk Road culture as the connotation of the Gilt Copper Silkworm culture, build an international Silk Road cultural exchange platform, and jointly build expert academician workstations, scientific research bases and study and practice bases, the "Golden Silkworm" culture into the field of tourism, culture and art, through the organization of the sericulture industry, and the development of the sericulture industry. In the field of sericulture, through the organization of sericulture culture festival, silk products exhibition and other activities, to show the local sericulture industry and "Golden Silkworm" brand charm and characteristics, the formation of a unique cultural brand for the Golden Silkworm town to cultivate the culture of genes and cultural undertones.

The second is to create a "fusion of agriculture, culture and tourism" tourism products. With the "Belt and Road" construction as an opportunity, continue to deepen the gilt bronze silkworm culture and the development of China's sericulture industry, cultural tourism county, rural cultural revitalization research, integration of local agricultural, cultural and tourism resources, in-depth implementation of the gilt bronze silkworm culture "six one" project, the development and utilization of sericulture theme of agricultural and mulberry culture, the development and use of silkworms and mulberry theme of agricultural and mulberry culture. Developing and utilizing sericulture-themed agro-tourism products, sericulture cultural experience tours, sericulture industry museums, attracting more tourists to come to experience and understand the local sericulture, creating a series of distinctive and attractive tourism products, enhancing the tourists' travel experience, telling the story of the Gilt Bronze Silkworms and the "One Belt, One Road", and continuously upgrading the "Gilt Bronze Silkworms" and the "One Belt, One Road". "Gilt bronze silkworms - the source of the Silk Road" cultural card influence.

Thirdly, we will build a cultural landmark of the town of gold silkworms in three dimensions. Grasp the national "Belt and Road" strategy and the opportunity to develop a characteristic town, a high starting point for the construction of sericulture, development and processing, recreation and leisure as the connotation of the integration of the three industries gold sericulture town, "gilt bronze silkworms - the source of the Silk Road" as the overall positioning, with the "sericulture characteristics of the industry" as the "source of the Silk Road". With the overall positioning of "Gilt Bronze Silkworm-Source of Silk Road" and the industrial support of "Silkworm Characteristic Industry + Recreation and Leisure Tourism", the town integrates the "Golden Silkworm Cultural Landmark" into the local buildings, landscapes and public facilities, forming unique architectural styles and landscape features. At the same time, focusing on interaction and participation with local residents, in the process of building the cultural landmark of the "Golden Silkworm" town, coordinating the local economic development, employment issues and environmental issues, promoting environmentally friendly, low-carbon, sustainable tourism products and cultural activities, and creating a three-dimensional "Golden Silkworm Town" in the way of organic combination of agriculture, culture and tourism. "Golden Silkworm Town" cultural brand, to guide tourists and local residents to form a green, environmentally friendly, healthy lifestyle, and promote local economic development and social stability.

(3) Enhance the application technology of sericulture industry with digital empowerment and innovation

Digital empowerment and intelligence is a systematic project, which requires all-round transformation and

upgrading from production, management, sales and other aspects, so

as to realize the high-quality development of sericulture industry and improve the competitiveness of the industry. First, the introduction of intelligent breeding. The use of modern advanced equipment, data as the key production elements, the use of Internet of Things, sensors, artificial intelligence and other technologies, real-time monitoring and control of the sericulture environment, feed, temperature and other factors, to deepen the sericulture industry-wide application of big data, to accelerate the transformation from scale to digitalization, to promote the wisdom of sericulture management, the intelligence of the feeding process, and the refinement of sericulture production, and to construct the Shiquan County Mulberry Silk Characteristic Big data system to digital means to assist in optimizing the allocation of agricultural resources, strengthen industrial integration, intelligent sericulture to enhance the same period of mulberry cocoon mu cash income. The second is to promote digital management. Through the application of big data, cloud computing and other technologies to analyze and mine the data in the sericulture production process, to achieve the visualization of the production process and remote monitoring, to facilitate the management staff to grasp the production situation in a timely manner, to optimize the production process, to improve the production efficiency and product quality, and to achieve the digital management of the production process. Third, the implementation of digital marketing. Around the sericulture by-products, the application of the Internet, mobile applications, big data and other technologies, analysis of consumer demand and purchasing habits, the development of mulberry leaf tea, mulberry leaf cake, dried mulberries, selenium-enriched silkworm pupae, mulberry fruit wine, silkworm sand pillows, silk clothes and quilts, the use of handmade workshops to produce ancient brewing, local bean products, countryside fried food, sesame sugar, dried sweet potatoes and other characteristics of the tourism commodities, and the combination of e-commerce platforms, self-media operations, live with goods and other innovative forms to develop more accurate marketing strategies, promote sericulture products, expand sales channels, and realize the digital management of marketing.

(4) Creative design innovation to drive the “blessing and good luck” of the cultural brand

First, the sericultural elements are organically embedded in cultural products. By combining the traditional sericultural elements with modern design concepts, the “Pray for Naxiang, sericulture” brand image and cultural connotations into the product, creatively launched Pray for Naxiang silk scarf, Pray for silk quilt, silk socks, Pray for Naxiang cultural shirt and other cultural products, the traditional silk craft and modern fashion elements Combination of traditional silk craft and modern fashion elements, to create creative products with cultural connotations, so that people through the purchase of products to understand and feel the traditional culture of sericulture. The second is to strengthen the creative experience of sericulture culture. Through the design of creative experiences, such as sericulture culture theme parks, sericulture blessing culture VR experience, etc., the traditional cocoon culture combined with modern stories, so that people can more deeply understand and feel the traditional praying for blessings and sericulture culture, but also need to focus on the quality of products and services and services. The establishment of sericulture culture themed museums, experience halls, etc., through virtual reality technology, interactive games, etc., so that tourists in the experience to better understand the history of mulberry and silkworm culture, craftsmanship and traditional cultural connotations. Third, do excellent sericulture publicity brand.

The implementation of the “gilt copper silkworm” brand strategy, to create a gilt copper silkworm brand series products, to carry out the “blessed mulberry culture week” “blessed mulberry silk festival” and other activities to sericulture industry households, Sericulture family farms, sericulture demonstration parks, leading enterprises as a carrier, the opening of sericulture characteristics of the bazaar, sericulture happy farm, sericulture leisure park, sericulture sightseeing park and other characteristics of the tourism, strengthen the mulberry leaves, silkworm pupae, silkworm moths, mulberry yellow R & D efforts, the development

of sericulture, mulberry, silk, leaf, food and medicine and other tourism commodities, online + offline combined, hard publicity and soft publicity superimposed on the way will be "Pray for blessings and good luck, sericulture" brand publicity and promotion, the traditional cultural brand to a broader market. Fourth, enhance exchanges and cooperation. In the "Belt and Road" opportunity, adhere to the "go out, please come in" combination, expand cooperation and exchange, and jointly build the International Sericulture Expo Park, the international mulberry varieties of gene bank, the world gilt bronze silkworm culture industry research and development center, the use of creative design means, the traditional "blessing Naxiang, mulberry culture" brand publicity and promotion, the traditional cultural brand to the broader market. The traditional "blessing and auspiciousness, sericulture culture" and modern science and technology integration, the introduction of "virtual Silk Road" and other new cultural forms, so that more people to participate in and inherit the traditional culture of blessing and auspiciousness, for the silk blessing and auspiciousness of the cultural brand to inject new momentum to promote the development and dissemination of traditional Silk Road culture, and enhance the brand. The development and dissemination of traditional silk road culture, enhance brand awareness and influence.

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