

With the Booming of Xi'an, the Opportunities and Challenges Facing the Economic Development of Northwest China

Boyue Feng

School of Economics and Management, Ningxia University, Yinchuan, Ningxia, 750021, China
xiyue9328@gmail.com

ABSTRACT

In recent years, Xi'an, a city with a long history, has been successfully promoted to the only new first-tier city in Northwest China. Its explosive fire has made other regions in Northwest China see the hope of a substantial rise in economic development. With the popularity of Xi'an undoubtedly plays a leading role in the economic development of Northwest China. Therefore, in order to make the economic development of other provinces in Northwest China also have a qualitative leap, we must first find out the reasons for the booming of Xi'an and the inspiration behind the reasons as samples, and then analyze the development potential and local characteristics of the other four provinces in Northwest China. Consider whether the development of these provinces can completely follow the economic development route of Xi'an, and finally consider the problems and challenges that each province may face.

KEYWORDS

Northwest region; Characteristic industry; The booming of Xi'an city; Regional economy

1. INTRODUCTION

In recent years, Xi'an has been developing continuously and successfully promoted as the only new first-tier city in Northwest China. Its boom has brought great hope to the economic development of other regions in Northwest China, hoping to realize a qualitative leap in accordance with the boom mode of Xi'an and its own regional development characteristics. The research goal of this topic is how to take the success of Xi'an's development as the guide to speed up the economic development of the other four provinces in Northwest China. The main content is to analyze the economic development of Xi'an and the reasons and the inspirations behind the reasons; Analyze the overall industrial structure of the five provinces in Northwest China and the similarities and differences between them; Analyze the characteristics of the remaining four provinces one by one, take Xi'an as an example, and how to follow suit and combine their own advantages to formulate appropriate development strategies. At the same time, it raises some questions: Is Xi'an's economic development rising all the way accidental or inevitable? Whether the other four provinces can completely follow the path of Xi'an's economic development; And whether the northwest region can be driven upward development together.

2. A BRIEF ANALYSIS OF THE CAUSE OF THE BOOMING IN XI'AN

Firstly, Xi'an is in a superior geographical position. It is located at the junction of east and west. It is the only way for the eastern coastal areas to connect the northwest inland areas. Second, Xi'an has a profound cultural heritage. It is the starting point of China's Silk Road. After the rise and fall of 13

dynasties, Xi'an has the Terracotta warriors, one of the eight wonders, the ancient city wall, and the Big Wild Goose Pagoda with the Indian Scriptures, which attract tourists from all over the country. Thirdly, Xi'an has successfully seized the limelight of the Internet by taking the train of short videos, which are widely known as the city that never Sleeps in Tang Dynasty, the Twelve Hours of Chang'an, "Bowl Wine", "Brush Cake", etc., helping Xi'an to go further and further in the development of the road of Internet celebrity city. It has also developed and established high-tech zone, economic development zone, Qujiang New Area and other industrial parks. Compared with 2019, the added value of the primary industry reached 32.358 billion yuan, an increase of 3.7%; That of the secondary industry was 407.156 billion yuan, up by 10.7 percent; And that of the tertiary industry was 709.137 billion yuan, up by 1.3 percent.

The strong growth of Xi'an's secondary industry is mainly concentrated in the three multi-trillion industrial clusters of electronic information, automobile and aerospace.

3. ANALYZE THE CHARACTERISTICS OF THE OTHER FOUR PROVINCES IN NORTHWEST CHINA

The remaining four provinces are Gansu, Ningxia, Xinjiang and Qinghai. Compared with Shaanxi, they are more remote, with a wide area of drought and water shortage, widespread deserts, more wind and sand, fragile ecology and sparse population. However, these factors do not limit their economic development.

3.1. Ningxia Hui Autonomous Region

First, I will discuss the Ningxia Hui Autonomous Region, which is closest to Shaanxi and which I think has the most potential for development. Ningxia is rich in natural resources, which play an important role in its economic development and can drive the development of other related industries.

3.1.1. Tourism Industry

The history of Ningxia can be traced back to the Western Xia Dynasty, the separatist regime established by Dangxiang Li Yuanhao in the middle of the Northern Song Dynasty. With profound historical and cultural heritage and mystery, Ningxia attracts many history lovers to visit. Moreover, Ningxia is known as the desert scenery of "desert lonely smoke straight, long river falling yen", and also has the title of "Jiangnan". The same area has both the spectacular northwest desert and the beauty of Jiangnan water towns, so as to attract many tourists.

3.1.2. Agricultural products processing industry

According to data records, there are 17.1775 million mu of cultivated land in the region, and 6.26 million mu of irrigated land. In 2004, the grain output was 2.7 billion kg, the per unit yield 223.67 kg, and the per capita yield 469.2 kg. 360,000 beef cattle and 4.41 million sheep were sold for sale. The output of beef and mutton was 106,000 tons, or 18.27 kg per capita. 120,000 dairy cows were stored, with a milk output of 385,850 tons and a per capita fresh milk output of 66.53 kilograms. The total agricultural output value was 10.05 billion yuan, accounting for 14.4 percent of the GDP; In the total output value of agriculture, cropping industry was 5.413 billion yuan, accounting for 53.8%.

3.1.3. Ideas for the development of characteristic and advantageous industries in Ningxia

In the process of promoting the development of the western region, Ningxia should firmly grasp the historical opportunities, highlight the development of advantageous industries, and drive the development of other related industries by advantageous industries.

(1) It is necessary to correctly seek for the increase of capital investment in the form of transfer payment and direct investment from the central government for the construction of necessary roads, railways and ecological environment projects, to increase the construction of transport channels in

the west, to provide convenient transportation, and to create a good environment for the development of characteristic and advantageous industries.

(2) To change the concept, make bold use of external forces, achieve sustainable development, establish the concept of market economy, completely overcome the idea of waiting, relying on and wanting, reduce dependence on the outside world, especially on national policies, adopt the "invite in, go out" approach to make up for the defects in the development of the west. It can be seen in detail that the Fujian Province's counterpart help to Ningxia has brought great economic benefits to it.

(3) Improving the investment environment. The key to improving the investment environment is to improve the soft environment, the core of which is to establish a level playing field in the market, strengthen the government's self-improvement, build a lean, efficient and clean government, raise the efficiency of government work, and reduce the inefficiency caused by the repeated establishment of government departments [1].

3.2. Gansu Province

3.2.1. On the advantages and characteristics of Gansu

Gansu has a relatively broad space, and the development of large-scale agriculture and the layout of various construction undertakings have greater room for maneuver. In the western region of China, including nine provinces and regions, Gansu has ranked third in industrial strength, ranking second in northwest, with a total output value equal to the sum of Ningqing and new provinces.

3.2.2. The development weakness of Gansu

First, the local economy cannot organically cooperate with the central enterprises to provide the necessary soil for the central enterprises to take root, blossom and bear fruit. Gansu's main industrial products have strong far radiation force and high proportion of transfer, but the near radiation force and diffusion effect on the local economy in the province are very weak. In this way, the advantages of the central enterprises are difficult to play, and the disadvantages of the local economy are difficult to make up.

Second, the ability of local governments to accumulate and develop themselves is weak. For many years, the local fiscal revenue in Gansu has largely depended on the upward and downward allocation of central enterprises. When the central enterprises are devolved to lower levels, the local fiscal revenue can increase significantly in a short period of time. In the case of decentralization, local revenue may fall sharply in the short term. This kind of fluctuation and passivity is an important manifestation of the low self-accumulating ability of local economy. Related to this, the central financial subsidies increased year by year, that is to say, with the central financial subsidies, it can maintain the balance of total revenue and expenditure.

Third, the ability to digest the raw materials left by the central enterprises on the spot is poor. The central enterprises in Gansu are mainly in the raw material industry, and the vast majority of their products are transferred to other countries. As a result, there is a contradictory phenomenon: on the one hand, there are few raw materials left in Gansu, restricting the development of local processing industry; On the other hand, a considerable part of the remaining raw materials is exported out of the province in the form of raw materials, and what the local can get is only the difference between the adjustment price and the negotiated price, of course, the benefits are not much [2].

3.2.3. Potential of reform, innovation and development in Gansu

Facing such a situation, Gansu should grasp its own advantages and make use of the current Internet to carry out reform, innovation and development. First of all, it is an industrial model that can combine digital and agriculture to realize the digital enhancement of the whole process of agricultural production [3]. Digital agricultural technology can carry out all-round, all-round and whole-chain digital transformation of all fields and links of traditional agriculture, thereby improving the total

factor productivity and releasing the amplification, superposition and multiplication of digital technology on rural economic and social development. Add new momentum to the high-quality economic and social development of agriculture and rural areas. On January 18, 2020, the People's Government of Gansu Province issued the Implementation Opinions on Promoting the revitalization of Rural Industries, which clearly stated that it is necessary to "promote the integration of agriculture and information industry, and develop digital agriculture and smart agriculture" [4].

3.3. Qinghai Province

It is very necessary for Qinghai to develop ecological and cultural industries. Qinghai Province is known as the "water Tower of China" and a link between the Tibet Autonomous Region and Xinjiang Uygur Autonomous Region and the mainland. Its special geographical advantages make it an important source of Chinese civilization.

3.3.1. Reasons for the backward development of Qinghai

Qinghai's development is still at the bottom of the national rankings. The reasons can be attributed to as follows: First of all, although Qinghai has a vast area and rich resources, more than 90% of its high altitude is restricted from development, and its resources cannot be fully developed. Secondly, Qinghai has a small population, a small labor force, and a weak educational foundation, which makes it difficult to develop rapidly.

3.3.2. Development path of Qinghai

Taking advantage of its ecological advantages, Qinghai vigorously develops and innovates its ecological culture industry. First of all, it fully excavates and sorts out the subject matter resources in Qinghai's national folk culture. By using myths and legends, folk stories, historical figures and allusions, historical events, cultural traditions, etc. By means of culture and art festivals, celebrations, exhibitions and economic and trade fairs in various regions of Qinghai, we will vigorously expand the flavor and content of Qinghai ethnic culture, focusing on professional performing arts performances and displays of ethnic and folk clothing, customs, food and etiquette, and focusing on promoting and recommending Qinghai ethnic and folk cultural treasures to attract people at home and abroad to jointly develop them. Vigorously develop Tibetan and native folk handicrafts in Qinghai based on "Regong art", and expand and strengthen the arts and crafts industry. Relying on the characteristic arts and crafts resources and focusing on the research and development and production of tourist souvenirs, vigorously develop handicrafts, tourist souvenirs and gifts with Qinghai characteristics such as handmade Tibetan carpets, hot tribute artworks, peasant paintings, folk paper-cuts, ethnic embroidery, ethnic costumes, Langyuan lamps, etc., to form a large-scale production base for various ethnic and folk artworks [5].

3.4. Xinjiang Uygur Autonomous Region

With a vast area, Xinjiang is the largest provincial-level region in China, accounting for about one-sixth of China's total land area. It has a culture with exotic characteristics in the Western regions and can vigorously develop tourism. At the sametime, it has rich mineral industry and basic agricultural production to support its development. But Xinjiang still needs the help of external forces to develop faster. Cross-border e-commerce is expected to jumpstart Xinjiang's economic growth.

3.4.1. Analysis of opportunities for cross-border e-commerce

development in Xinjiang

First of all, the national policy support is strong.

Since Hangzhou was approved as China's first cross-border e-commerce comprehensive pilot zone in 2015, China's cross-border trade e-commerce industry has gradually accumulated a lot of successful experience in institutional innovation, management innovation and business innovation. In September

2021, the "14th Five-Year Plan" for E-commerce Development clearly proposed to advocate open and win-win cooperation, and support the construction and development of cross-border e-commerce and overseas warehouses. The "14th Five-Year Plan" of Xinjiang Uygur Autonomous Region also clearly encourages the development of cross-border e-commerce industry, and a series of policies and guidance documents have been issued to provide strong policy support for the development of cross-border e-commerce industry in Xinjiang.

Secondly, the location advantage of cross-border e-commerce is prominent.

Xinjiang is located in an important core area of China's "Belt and Road" Silk Road economic development belt. With 29 ports of various types approved by The State Council and the people's government of the autonomous region, Xinjiang has become the region with the most ports open in China.

In addition, the cross-border e-commerce market environment has improved significantly.

With the gradual deepening of the world economic integration, the trade between different developed countries has become closer. China's national strategy of "One Belt, One Road" has also promoted the economic exchanges and interactions among countries in the world. Through the independent flow of product elements and free trade, the breadth and depth of international trade have been enhanced. The market environment of cross-border e-commerce has been further optimized, which is reflected in the following aspects.

3.4.2. Challenges facing cross-border e-commerce in Xinjiang

First of all, there is a large demand gap for cross-border e-commerce professionals.

According to the analysis of the demand for cross-border e-commerce from recruitment websites such as Zhaopin.com and 51Job.com, at present, the demand for human resources of cross-border e-commerce enterprises is gradually increasing, mainly for college graduates majoring in international trade who are familiar with the rules of international trade transactions, e-commerce majors with network marketing experience, and English majors.

Secondly, the logistics infrastructure of cross-border e-commerce needs to be improved.

In the development of cross-border e-commerce, logistics, capital flow and information flow are the key development factors, but the neighboring countries in Xinjiang lag behind in the construction of cross-border e-commerce support systems. At present, the domestic express delivery enterprises are actively exploring the layout of the international market and improving the distribution efficiency. However, compared with the international large logistics enterprises, there are still problems such as long distribution cycle, low distribution efficiency and relatively high distribution cost to be solved.

Finally, the structure of Xinjiang's export commodities needs to be optimized.

According to the data of Urumqi General Administration of Customs, in the first 11 months of 2021, the total import and export volume of Xinjiang's foreign trade was 137.66 billion yuan, of which 110.29 billion yuan of export commodities were analyzed from the composition of export commodities.

4. SUMMARY

There is a long way to go in the economic development of Northwest China. Each province has its own corresponding functions. It should rationally allocate resources and optimize structural attributes to build and develop Northwest China with maximum benefits.

REFERENCES

- [1] Lu, A. (2014) Research on development status and countermeasures of cold chain logistics industry of agricultural products in Ningxia. *Chinese Business Theory*, 06Z:146-148.
- [2] Wang, X., Xu, L. (2019) Problems and countermeasures in the development of pig insurance in Gansu Province. *Gansu Animal Husbandry and Veterinary Science*, 53(5):7-11.
- [3] Lei, W. (2019) Exploration on the path of digitalization to promote agricultural economic development in the context of rural revitalization. *Southern Agricultural Machinery*, 55(5):123-126.
- [4] Wei, R. (2009) Exploring the path of developing eco-cultural industry in Qinghai. *Qinghai Social Sciences*, 6:66-69.
- [5] Sun, Z. (2022) Analysis of opportunities and challenges in the development of cross-border e-commerce in Xinjiang. *Business Review*, 44:0035-0037.