

Research on the Optimization of Rural Logistics Development in Henan Province

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Abstract

The distribution of rural logistics resources is characterized by decentralization and imbalance, which seriously restricts the development of rural economy, especially in large agricultural provinces and large population provinces such as Henan Province. The performance of rural logistics is more obvious. It is urgent to optimize the rural logistics system in Henan. Therefore, on the basis of combing the current situation of rural logistics in Henan Province, this paper analyzes its current problems and proposes relevant improvement suggestions. It is hoped that the research results can provide reference and reference for the development of rural logistics in Henan Province and even the central region.

Keywords

Rural logistics; network system; operating model; Henan Province.

1. Introduction

At present, rural logistics has a huge market demand and huge development potential. China's rural population has a large base, a great demand for materials, sufficient output of agricultural and sideline products such as fruits, vegetables, and the pressure on agricultural products sales. A large number of materials need a scientific and complete logistics system, and rural road networks have a poor foundation and a strong logistics company. The lack of logistics information platforms and other issues have severely restricted the development of rural logistics, leading to a serious decoupling of rural logistics from market demand and hindering the development of rural economy.

Improving the rural logistics system is an important means to improve the rural industrial structure, promote agricultural modernization, and rural urbanization. Especially in large agricultural provinces like Henan Province, the development of rural logistics will not only play a role in the rural economy but also the economic development of the province. Important impetus. On the one hand, it lengthens the industrial chain of agricultural production, is conducive to the formation of a new social division of labour in the countryside, and is conducive to opening new employment paths, forming new employment growth points such as distribution, maintenance, and market research. The labour problem will play a vital role in helping to maintain a stable situation in the countryside. On the other hand, a sound rural logistics system will also promote the exchange of urban and rural products, further promote the prosperity of the rural market economy, improve the environment, and improve technology Utilization, the improvement of the level of informatization, the increase in income, the prosperity of life, and the increase in the level of civilization will further promote agricultural modernization and rural urbanization. Therefore, it is necessary for Henan Province to seize the opportunity of building a new socialist countryside, improve the rural logistics system, and better serve the construction of the Central Plains Economic Zone [1-4].

2. Status of Rural Logistics Development in Henan Province

2.1. The Main Body of Logistics Is Diversified

According to statistics, logistics enterprises in Henan Province, in terms of ownership, account for 15.60% of state-owned logistics enterprises, 40.37% of private logistics enterprises, and 23.42% of joint-stock logistics enterprises[5]. However, the logistics active in the rural logistics market is mainly state-owned and private, and state-owned enterprises dominate the rural logistics market.

2.2. The Development Trend of Rural Logistics Towards Specialization and Socialization Is Obvious

Due to the rural self-sufficient economic model, the rural self-owned logistics in Henan Province still has a foundation. The self-sufficient business model cannot form the effect of scale aggregation, sacrificing logistics efficiency and reducing the level of logistics services. The new type of urbanization and large rural construction introduced in recent years has broken the original rural logistics system to a certain extent and promoted the continuous gathering and development of specialized logistics enterprises and logistics organizations, especially the emergence of large agricultural parks. The specialization and socialization of rural logistics [6].

2.3. Continuous Improvement of Rural Logistics Facilities and Equipment

In recent years, the government has increased its support for "agriculture, rural areas and farmers", and rural roads, water conservancy, and infrastructure projects have improved significantly. All these help to guide the development of rural logistics in the direction of professionalization and modernization. In particular, the construction of low-level rural freight stations has been improved, the scale of construction of general warehouses in rural logistics has continued to increase, and the use of modern storage facilities has continued to increase. In terms of rural logistics equipment, both storage and transportation equipment have been improved. To a certain extent, it has eased the past weak rural infrastructure.

2.4. Progress Has Been Made in Rural Logistics Informatization

At present, most agricultural logistics enterprises in Henan Province are gradually implementing information systems and equipped with logistics information equipment to improve logistics services, reduce logistics costs, improve logistics efficiency, and seize the rural logistics market. Specialized logistics information technologies such as POS, WMS, TMS, and RFID are widely used in rural logistics enterprises.

3. Problems in Rural Logistics in Henan Province

3.1. Rural Logistics Facilities and Equipment Are Difficult to Meet the Actual Needs

As a major agricultural province, Henan's rural logistics facilities and equipment have made great progress, but the foundation is weak, and it is difficult to meet the actual needs. According to the survey, the construction area of rural freight stations is small, the investment intensity is low, the cold chain construction of agricultural products starts late, the amount, scale and key equipment of cold storage are seriously insufficient, and high-end agricultural product logistics are difficult to meet, which restricts the value-added of agricultural products and affects rural areas. economic development. There are insufficient facilities nodes in the existing rural logistics system. A logistics system based on depots, with smooth information, timely dispatch, and transportation capacity guarantees have not yet been formed. Large-scale operation platforms such as vehicle dispatching and supply integration need to be developed. In reality, due to the high investment in station construction, difficult land acquisition, and the

government's unwillingness to invest, the lack of station construction has severely restricted the development of rural logistics.

3.2. Incomplete Rural Logistics Information System

The rural logistics information system in Henan Province is not complete, and information collection, transmission, and sharing are difficult, which affects the integrated management of rural industries and restricts the development of the rural economy. Henan Province's rural logistics information system is still based on ordinary telephones and mobile phones. Networking, visualization, and integration are relatively lagging. With limited knowledge and acceptance of farmers, it is difficult to share information resources. Information asymmetry is serious.

3.3. Management of Rural Logistics Enterprises Is Chaotic

Due to the scattered, small, and poor rural logistics, rural logistics consciousness is weak, and rural logistics enterprises develop randomly, blindly, and disorderly. Coupled with the low level of attention of the competent government departments and the overlap of departmental functions, multiple management, separate management, and chaotic management have affected the development of rural logistics enterprises. Poor management standards, abduction, profiteering, and serious disruption to the rural logistics market environment.

3.4. Lack of Rural Logistics Professionals

China's logistics industry started late. In recent years, with the development needs and national attention, some colleges and universities in Henan Province have also opened logistics-related majors. At present, the existing rural logistics enterprises do not pay enough attention to the staff's professional skills training and equipment use. The employees' educational level is generally low, and professional talents are lacking. Therefore, we must strengthen the construction of rural logistics professionals.

4. Suggestions on Rural Logistics Development in Henan Province

4.1. Lack of Rural Logistics Professionals

Rural logistics infrastructure mainly includes village-level highways, bridges, rural logistics transfer points, and storage equipment. The logistics infrastructure is the key to the development of logistics. For rural logistics, the degree of infrastructure improvement determines the efficiency of rural logistics. Subsidizing rural logistics infrastructure and supporting rural economic development is also an important means of expanding domestic demand in Henan Province. At present, highways, bridges, and junctions have taken shape, and specialized storage facilities are relatively lacking. There is a shortage of cold storage, fresh storage, and initial processing storage required for low-temperature logistics of agricultural products. Also, modern logistics tools such as refrigerated trucks and vans are also scarce. Therefore, it is necessary to increase investment, improve rural logistics infrastructure, and build a comprehensive rural logistics network system as a carrier to realize the mechanization and automation of rural logistics, reduce costs, improve efficiency, and promote the development of rural logistics.

While improving the infrastructure, Henan Province should choose to encourage the transformation and upgrading of important rural logistics operation carriers such as supermarkets, wholesale markets, industrial parks, postal services, and supermarkets in Wancunqianxiang, replacing modern traditional logistics equipment with modern concepts. The form of rural logistics operation continues to increase investment, improve storage equipment, transportation equipment, and information equipment, improve the technological content of rural logistics, provide more value-added services to rural residents, and increase

the added value of rural logistics. Establish a rural logistics technology and equipment standard system promptly, guide logistics enterprises to develop in a standardized and standardized direction, increase the degree of unified and informalized rural logistics operations, establish an information-sharing platform, promote full-process monitoring technology, and establish an identity authentication system of rural logistics to ensure Security of rural logistics.

4.2. Promote the Construction of Rural Logistics Information Exchange Platforms and Develop Information Technology as the Core Market Transaction Method

Information flow runs through all links of the rural logistics and is the driving force for the rapid development of rural logistics. Henan Province should attach importance to the construction of rural logistics information platforms, increase investment in information networks, improve rural communication systems, integrate rural information receiving terminal systems, and establish a comprehensive rural logistics information collection, sorting, and transmission system. To attract more enterprises to establish a comprehensive logistics information platform. At this stage, focus on the development of rural logistics information platforms with wholesale markets and industrial parks as the core, use big data to mine information in agricultural production and rural life, guide enterprises to operate rural production, avoid blind follow the trend, and promote the rationalization of rural logistics.

Through the establishment of the rural logistics information platform, rural residents are gradually guided to change the original transaction mode and consumption habits, to achieve the unified coordination of production, circulation, and consumption of rural logistics, promote the formation of a diversified rural transaction market, and further liberate rural logistics enterprises Business philosophy, providing various forms of logistics services for rural areas. For example, through the agricultural information service platform to establish a rural material procurement and logistics platform, guide rural production, realize the sharing of rural market resources, provide farmers with agricultural resources distribution services and agricultural product procurement services to the ground, reduce intermediate links, and improve rural logistics efficiency. Through the construction of a rural voice database and information database, linkage with some agricultural park websites and wholesale markets will solve the problems in rural production logistics and meet the daily needs of rural areas. It is also possible to establish a national big data information platform, establish a market early warning system, and strengthen guidance for agricultural production.

4.3. Innovative Supervision Mechanism

Supervision departments should continuously innovate the supervision method of the rural logistics market, and promote the rational and legal operation of rural logistics. Establish a complaint hotline, regularly disclose regulatory information and public government contact information, and build a credibility file and credibility inquiry system to regulate the rural logistics system. In terms of rural logistics market supervision, the rural market supervision department should build a multi-modal co-existing logistics supervision mechanism with the government's special supervision department and comprehensive supervision department as the core and supplement by rural industry associations and social organizations. In the future, the role of trade associations should be valued, and the expertise of trade associations should be used to guide the development of rural logistics.

4.4. Establish A Long-Term Mechanism and Strengthen the Construction Oof Rural Logistics Talents

At present, there are very few people specializing in rural logistics research, and education and training in this area are also lacking. Drawing on the successful experience of foreign education, we will continuously adjust the curriculum system, establish and improve the logistics

personnel qualification certification system, and continue to train more and higher-quality rural logistics talents, to better promote the development of rural logistics.

In order to let more professional students return to the rural grassroots to participate in the development of rural logistics, a long-term incentive mechanism for rural logistics talents should be established. Provide support policies for returnees to start businesses and employment, give them certain qualifications and rewards, or provide more policy preferences, in order to mobilize the enthusiasm and initiative of returning employment, and inject new vitality into rural logistics. Coordinate various departments create convenient conditions for rural logistics talents work, strengthen dynamic management, provide all-round services, and actively do a good job of talent docking work. Not only can employment, entrepreneurship, but also have a future and hope.

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