

Research on the transformation and upgrading path of traditional industries in Anyang

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Abstract: Anyang is a traditional old industrial base in Henan Province, China. The unreasonable industrial layout, insufficient innovation ability, serious pollutant emission and environmental degradation caused by production also seriously affect the development of traditional industries in Anyang City. By excavating Anyang's characteristic tourism resources and advantageous emerging industries, this paper gives countermeasures and suggestions suitable for the transformation and upgrading of traditional industries, in order to promote the economic transformation and development of Anyang.

Keywords: Anyang city; traditional industries; upgrade path

Anyang is a traditional old industrial base. Its long-term extensive development has led to unreasonable industrial layout, insufficient innovation ability, underdeveloped high-tech industries and serious pollutant emission caused by production. At the same time, problems such as lack of resources, environmental deterioration and heavy burden of high-quality development also seriously affect the development of traditional industries in Anyang City. In view of China's plan for the 14th Five Year Plan period, Anyang municipal Party committee studied and formulated the proposal of Anyang municipal Party committee of the Communist Party of China on formulating the 14th five year plan and 2035 long-term objectives for Anyang's national economic and social development to meet the new development requirements. In order to achieve the new development objectives, traditional production The lifestyle can no longer meet the requirements of further economic development in Anyang City, and the transformation and upgrading of traditional industries is imminent.

In order to realize the transformation and upgrading, Li Gongle, former Secretary of the municipal Party committee, proposed that the mode transformation and development must be taken as an important means to promote the upgrading of industrial structure, reduce industrial pollution emissions and improve urban competitiveness, and constantly promote the transformation and upgrading of traditional industries and the cultivation of emerging industries. It can be seen that the government attaches importance to transformation and development. The research on the transformation and upgrading path of traditional industries is not only conducive to further improve the economic status of Anyang City in the province, but also provides a guarantee for the development of traditional industries in Anyang City

By reading and analyzing the relevant academic literature, mastering the research direction, collecting and analyzing the relevant data in combination with the development status of Anyang City, this paper analyzes the problems faced by the transformation and upgrading of traditional industries. Conduct field research on government agencies and other relevant units, and summarize the problems faced by traditional

industries in Anyang City. Finally, combined with the regional characteristics and advantages of Anyang City, find out the path to promote the upgrading of traditional industries and the transformation to emerging industries, and put forward countermeasures and suggestions for relevant industries.

1. Characteristic industries of Anyang City

Anyang has 91 cultural relics protection units above the provincial level, including 23 national key cultural relics protection units and 68 provincial cultural relics protection units, including some representative traditional tourism industries. In addition, Anyang has some characteristic tourism industries, which are more attractive than traditional tourism.

1.1.1 Characteristic industrial scenic spot

Since Anyang City wants to develop characteristic tourism, it should start to develop the rare dominant types, such as building characteristic industrial scenic spots and developing advantageous industrial scenic spots. Anyang is a traditional heavy industrial city. Therefore, it is necessary to develop industry and use industry to develop characteristic tourism, so as to realize the transformation and upgrading of the tourism industry. At the same time, in order to meet the requirements of urban environmental protection, Anyang City can explore some tourism places with industrial characteristics.

For example, Anyang currently has an iron and Steel Industrial scenic spot, which is the seventh enterprise in the national iron and steel industry and the second batch of 3A industrial scenic spot enterprises in Henan Province. Many people go to punch in. For the whole Henan Province, this is also a unique tourist attraction, which is bound to attract more tourists.

This rare scenic spot with industrial characteristics will be very attractive to people, and more people are willing to visit. Even so, the region still needs to continuously expand the popularity of the scenic spot, strengthen development, and learn from other higher-level scenic spots in Anyang City, so as to promote faster and better promotion. At the same time, cooperate with other tourist attractions in Anyang to build a complete tourist route, cooperate with travel agencies, strengthen the promotion of scenic spots and improve the number of tourists. In addition, it is also necessary to integrate Angang culture and Anyang culture into it to have greater attraction.

1.1.2 advantageous sports scenic spot

Anyang Aviation Sports School of the State General Administration of sports undertakes and organizes the training, competition and performance of domestic and foreign light aircraft and helicopters, skydiving, paragliding, hot-air balloon, power umbrella, aviation model and other sports, carries out the training of flight and professional and technical talents, and cultivates sports talents. It is a favorable place for Anyang to develop sports tourism [6].

In addition, there is also a natural hillside gliding field - linrao Mountain International gliding base, which is located on linrao mountain with an altitude of more than 1300 meters. The mountain path spirals up and stands upright at the top of the mountain, which can have a panoramic view of the whole Taihang Mountain Grand Canyon and Linzhou Basin [7]. As a gliding base of "Asia's first and world-class", it has a beautiful environment and is different from other types of tourist attractions. It has convenient transportation and is a unique scenic spot [7]. To build a natural gliding base into an excellent tourist place must be able to attract people from all over the country and all over the world. Vigorously developing tourism here is a good way to kill two birds with one stone. On the one hand, it can increase tourists' understanding and interest in gliding. On the other hand, it can increase tourism revenue and develop the tourism industry.

1.1.3 historical and cultural blocks

Cangxiang street, located in Wenfeng District, Anyang City, Henan Province, is the first batch of historical and cultural blocks in Henan Province. Kwai Hung Street, which suddenly burned tiktok in 2019, has attracted many people every day. People know this place through different channels. People who came here put the scenery on various video platforms such as jitter, fast hands, and so on, and received unanimous praise, attracting more tourists.

Cangxiang street is open to the public free of charge. If you go during the day, you can see blue walls, red tiles and antique buildings. There are shops interspersed on both sides of the street, selling postcards with cangxiang street scenery or other souvenirs with local characteristics, which makes the street look more prosperous and more distinctive without affecting everyone's appreciation of the street, which not only increases the popularity of cangxiang street, but also increases the economic benefits of the local people and government.

At night, cangxiang street is full of lights, which sets off the feeling of a millennium old street and brings it into the traditional cultural background of Anyang City. For example, Suqi lantern painting, a traditional Han folk handicraft in Suqi village, Anyang City, is added; More scenes representing local customs are added. Some craftsmen make these handicrafts on the street to attract everyone's interest in traditional customs and learn something meaningful while playing. In addition, in addition to the existing characteristics, traditional performances and some unique folk performances can be added, which is easier for tourists to remember; Huaxian woodblock prints can be pasted on the wall of the street. This is a new variety of woodblock prints with bright colors; Add the special impression performance of Anyang, and add the traditional customs of Anyang, such as running curtain, Ivcun war drum, big string opera and falling cavity, so as to increase the interest of cangxiang street and attract people to visit again and again. If the existing resources are effectively utilized, Anyang's tourism industry will be further improved, and the cultural communication of cangxiang Street will also publicize other tourist places in Anyang City, promoting the development of Anyang's tourism industry.

2. The rise of emerging industries in Anyang

According to the above statistical data analysis, emerging industries generally show an upward trend, but their development is still relatively weak, mainly in the development of new materials and new energy. Due to the great development space of emerging industries, it can promote the industrial transformation and upgrading of Anyang City to a certain extent, so the transformation of traditional industries can be planned from the cultivation of emerging industries.

2.1 construction of logistics hub

In recent years, gathering resources and elements with a large hub and using a large platform as an engine to drive resources and elements to promote Anyang's industry and urban construction have become an important means for Anyang to give full play to its geographical advantages, grasp historical opportunities and promote urban economic transformation and upgrading. Among them, Anyang Wanzhuang logistics park, as the carrier of Anyang's development hub economy, has started to improve in terms of hardware facilities and industrial layout, hoping to promote high-speed economic development and high-quality development at the same time. At the same time, it has also put the "hub economy" to a new height, become another major force supporting economic development, and become a transcendent emerging industry.

In order to further improve Anyang's hub industry and play a greater role, Anyang Wanzhuang logistics park, Zhengzhou branch of China Railway Container Transportation Co., Ltd., Henan Sinotrans

International Logistics Co., Ltd. and Shandong port land and sea International Logistics Group Co., Ltd. signed a quartet strategic cooperation agreement on September 18, 2020. We hope to integrate our respective advantages and jointly build a logistics line of "Shandong Port Anyang Wanzhuang inland port". While giving full play to the unique advantages of Anyang City, we should carry out cooperation to obtain greater benefits. Mutual cooperation among the four parties will help Anyang build an "international transportation corridor" and do a good job in global commodity freight logistics.

In recent years, with the continuous improvement of Anyang Wanzhuang logistics park, it has gradually played a role in communicating domestic and international, followed the general direction of China, placed itself in the whole Asia Pacific region, looked at the world, and worked hard to build itself into a world-class hub platform and an important economic portal in the Central Plains.

Therefore, for the logistics industry, while promoting multi-party cooperation and giving full play to its own advantages, making effective use of the convenience brought by other partners can faster promote the construction of logistics hubs in emerging countries.

2.2 emerging medical industry

Anyang has also made good achievements in the upgrading and development of emerging medical industries. Henan Xiangyu Medical Equipment Co., Ltd., a well-known medical device company in Anyang City, has made a lot of achievements. On March 31, 2021, Xiangyu medical issued shares for the first time and was listed on the science and innovation board, becoming the first company listed on the science and innovation board in Anyang City, providing impetus for the development of other enterprises and enhancing confidence, It is an excellent science and technology enterprise in Anyang City.

Since 2017, the sales revenue of Xiangyu medical has been increasing, which has made outstanding contributions to the local economic development. In terms of R & D, Xiangyu medical has successively invested more than 12 million yuan in R & D and developed many new products, filling the gap in this regard in China. More than 200 patents have been applied for, effectively improving intellectual property protection and market competitiveness.

In 2018, Xiangyu medical will continue to innovate the marketing model, promote the rapid development of enterprise scale, accelerate talent training, technology research and development, increase investment attraction of rehabilitation equipment Industrial Park, introduce high-tech and cutting-edge medical device enterprises, integrate upstream processing supporting enterprises, scientific research institutions, production enterprises, medical institutions and relevant supporting service units, and jointly build an innovation alliance for rehabilitation industry, Build a whole ecological industrial chain of rehabilitation and health.

The rise of medical device industry has injected new vitality into the economic development of Anyang City. The research on devices has also brought more convenience to the hospital and improved the medical environment. Only by constantly innovating and increasing innovation ability can enterprises better adapt to the society and not be eliminated.

2.3 new field of general aviation

Anyang is a national famous historical and cultural city and one of the central cities at the junction of Shanxi, Hebei, Shandong and Henan provinces. It is the north gate of Henan Province, an important national regional transportation hub city and the core city of the Central Plains Economic Zone. In recent years, with the continuous enhancement of Anyang's economic strength, various undertakings have made rapid

development. In order to improve the comprehensive transportation system between Henan and its surrounding areas, promote the development of economy, society and tourism, improve the layout of airports in Henan Province, fill the gap of civil airports in Northeast Henan, and speed up the building of Anyang into an aviation sports capital, the construction of civil airports is very necessary.

In recent years, Anyang has begun to build its own airport, Henan northeast airport, also known as Anyang Wagang airport, which is expected to open in October 2022. At present, the site of the airport has been determined as Wagang Township, Tangyin County, about 28 kilometers away from the urban area [9]. As a branch airport, Anyang airport, after its completion, will mainly serve the business, business activities, tourism development and other air transportation needs of Anyang, Puyang, Hebi and surrounding areas, taking into account the functions of air logistics, general aviation and air sports [9]. The construction of Anyang airport enriches the regional transportation of Anyang, increases the probability of large enterprises investing in Anyang, and is conducive to the economic development of Anyang to a higher level.

The construction in the aviation field is another great convenience in the transportation of Anyang City, which will accelerate the development of Anyang City, which is undoubtedly another advantage of Anyang industry and an emerging industry of Anyang City.

3. Countermeasures and suggestions for the transformation and upgrading of traditional industries in Anyang City

3.1 accelerate transformation and upgrading and provide policy guidance

3.1.1 adjust industrial structure and improve enterprise benefits

It can be seen from the above that Anyang's industrial structure is uncoordinated, the proportion of industry is too heavy, energy consumption is more and income is less. In addition, there is the pressure brought by environmental protection policies, and its survival is facing a crisis. Tourism is an industry with basically no energy consumption. It can exchange a little investment for rich income, and it does not consume the scenic spot itself. It is a new way for the transformation of Anyang industry.

At present, Angang, a representative characteristic industrial scenic spot, has set a good example for other industrial industries and provided a transformation direction. Other enterprises can also carry out transformation accordingly and bring additional benefits.

3.1.2 eliminate backward production capacity and introduce advanced equipment

Anyang, as a large industrial city, accounts for 31% of the total industrial output, with extremely high energy consumption and pollutant emissions. At present, Anyang is facing problems such as backward technology, declining production capacity and serious environmental pollution. In order to solve these problems, the method of de production capacity can be adopted. According to relevant laws and regulations, the production lines and enterprises that fail to meet the standards and unqualified products such as production energy consumption, environmental protection, safety and technology shall be closed and withdrawn, so as to promote the improvement of quality and efficiency and the upgrading of the industry to high-end.

The elimination of backward production lines helps to optimize the environment and reduce air pollution. At the same time, the most advanced technology and equipment can be used to treat pollutants such as sulfur dioxide and nitrogen oxides and reduce pollution indicators. Build environmental protection and resource conservation projects.

3.1.3 increase government subsidies and provide policy guidance

In the context of economic globalization and China's current situation, the government has a great responsibility in economic development and transformation and upgrading of traditional industries, which determines the speed of transformation and upgrading of traditional industries and whether the transformation can be carried out smoothly. Only with the support of relevant government policies, the success of transformation and upgrading of traditional industries and rapid economic development in Anyang can be expected. In order to encourage the transformation and upgrading of traditional polluting industries, the government can issue documents to subsidize the transformation and upgrading enterprises, reduce the cost of production enterprises and promote enterprises to actively carry out transformation. The government can promote sustainable development only by issuing policy guidance, strengthening financial support and giving sufficient capital investment in traditional industries.

3.2 increase technological innovation and develop high-end products

Innovation ability plays a very important role at any time. A country's economic development needs the assistance of innovation ability. It can also be said that innovation ability determines a country's development level and its important aspect. The stronger the innovation ability, the more products that can meet the needs of social development and global competition can be created, And survive stably in it.

In addition, low value-added production enterprises will be more and more unable to adapt to the market competition. Traditional industrial production equipment and products will develop in the direction of more precision, complexity and shorter manufacturing cycle, and equipment manufacturing technology is required to better realize informatization, digitization, refinement, high-speed and automation. Therefore, all industries should attach great importance to scientific and technological innovation, increase investment in innovation and R & D, pay attention to innovation and breakthroughs in core key technologies, pay attention to equipment reform, and strive to achieve a number of national leading scientific and technological innovation achievements.

To creatively develop high-end products, the achievements of enterprises in product R & D are of great significance for improving profits, transformation, upgrading and development.

3.3 increase capital investment and improve innovation ability

For polluting enterprises such as coal coking, transformation and upgrading can improve innovation ability, use new methods for deep processing and produce high value-added products. Carry out deep processing of traditional industries to improve the utilization of production raw materials.

To improve the production process, we should learn from other deep-processing enterprises, innovate, find out methods that can effectively improve the utilization rate, and cultivate and expand the product deep-processing industry. We will strengthen technological innovation in enterprises and promote quality, efficiency and upgrading. However, it is not enough for technological innovation to only rely on scientific researchers in enterprises. More high-tech talents are needed to participate in and learn from successful transformation enterprises. Only in this way can the quality of coking enterprises be improved.

3.4 strengthen integration and build industrial clusters

As an essential but polluting energy industry for production and life, coking enterprises need to speed up their improvement. The transformation and upgrading of coal coking enterprises is the road of energy-saving and environment-friendly green development. Optimize and integrate polluting and energy

consuming industries to reduce waste and environmental pollution. This can greatly control the total coking capacity, reduce energy consumption, improve energy efficiency, reduce pollutant emissions, and effectively promote the upgrading of coal coking industry.

In addition to optimization and integration, the transformation and upgrading of the coke industry can also implement high starting point, high positioning and high standard organization projects to form a high-end coking industry cluster, which can alleviate the pressure of the urban environment and realize the mode transformation of the whole industry.

3.5 develop existing advantages in combination with emerging industries

From the above statistical analysis, we can see that the traditional natural scenery of Anyang still accounts for a large proportion. In addition to upgrading the scenic spots in the rising period, we also need to think about how to redevelop the existing scenic spots. To improve the competitive advantage of traditional scenic spots, it is necessary to increase characteristic content and attract tourists. The survey found that since 2006, Taihang Grand Canyon Scenic Spot has been highly famous in South Korea. In order to meet the expectations of tourists and the needs of market development, Seoul National Tourism Administration released a series of tourism products of "beautiful China Henan mountain tour", which provides an opportunity for Anyang to attract South Korean tourists. However, the transportation from South Korea to Anyang is difficult to guarantee. There are no international flights in Anyang. The soon to be built Anyang airport is also used to serve the surrounding cities, which is inconvenient for foreign tourists. Therefore, to a certain extent, the traffic problems restrict the development of tourism in Anyang. However, it is worth noting that there are good opportunities for the development of general aviation in China, and the importance of general airport is obvious. Therefore, the business demand can be increased through the operation of the airport, so as to drive the commercial development of the region. For foreign tourists, this paper suggests that international tourism flights from South Korea to Anyang can be opened, which can not only promote the further development of tourism in Anyang City, but also contribute to the throughput of Anyang airport.

In order to promote the transformation and upgrading of Anyang's tourism industry and achieve greater development, we should strive to promote the in-depth combination of culture and tourism, build a famous cultural tourism city, connect the excellent tourism places in Anyang City into a complete tourism route with the help of tourism companies, and enrich the traditional ways of cultural tourism. Through the vigorous development of creative industries such as red tourism, new ideas are added to traditional tourism, cultural tourism festivals are held, and residents' cultural tourism consumption is improved. Of course, the most important thing is the construction of the scenic spot itself. We should develop new tourism products, strengthen the construction of public service infrastructure and provide good services for tourists. At the same time, relevant departments should strengthen market supervision and continuously optimize scenic spot services. Only in this way can Anyang's cultural tourism industry be developed, become an advantageous industry of Anyang, continuously promote the transformation and upgrading of tourism, and build Anyang into a first-class tourist destination.

4. Conclusion and Prospect

This study summarizes the current situation and problems of some traditional industries through statistical data, collecting news reports, reading relevant policy documents and referring to relevant documents, combined with the development status of Anyang City in recent years, and puts forward some feasible schemes for transformation and upgrading, which can be used as a reference for traditional industries,

Promote the comprehensive upgrading of traditional industries and better economic development in Anyang City. Focus on clarifying the problems of traditional steel, coal coking, tourism industry and emerging industries according to examples or data, so as to provide new ideas for the transformation and upgrading of traditional industries in Anyang City, continue to promote industrial transformation and upgrading, and promote the transformation and upgrading of traditional industries.

The results of the research on the path of transformation and upgrading of traditional industries in Anyang City will help to improve the attention of enterprises to the transformation and upgrading of traditional industries. This paper analyzes the economic development data of Anyang City, obtains the path of transformation and upgrading, and then adds national patent data to analyze from the aspect of patents, so as to help the transformation and upgrading of traditional industries in Anyang City. In the future, we need to make progress while maintaining stability, adhere to the new development concept, adhere to high-quality development, highlight the important position of transformation and upgrading, do a good job in the "six stabilities" and "six guarantees", make major achievements for the development of Anyang City, strengthen the government's policy support and economic support for the transformation and upgrading of traditional industries, and promote the substantive development of the transformation and upgrading of traditional industries.

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