

SWOT Analysis and Development Strategy for Building a Livable, Business-Friendly and Harmonious Countryside in Xinkou Town, Xiqing District, Tianjin

Binling Yin, Linghui Liu, Xutong Liu, Siyao Hao, Yichi Zhang, Hongxu Jiang, Xiaoyan Wu*

College of Humanities, Tianjin Agricultural University, Tianjin, China

**Corresponding Author*

Abstract: Currently, optimizing the construction of a livable, business-friendly and harmonious countryside has become a key factor influencing rural revitalization. To explore the optimization path for the construction of such countryside, this paper takes Xinkou Town in Xiqing District of Tianjin as the research object, adopts the field research method and combines it with the SWOT analysis method to investigate the current development status and existing problems of its livable, business-friendly and harmonious countryside construction, and puts forward corresponding development countermeasures. The research not only provides support for the construction of a livable, business-friendly and harmonious countryside in Xinkou Town, but also offers ideas for rural construction in other regions.

Key words: Livable, Business-friendly and Harmonious Countryside; Rural Construction; SWOT Analysis; Development Countermeasures

1. Introduction

National Major Conference proposed to "build a liveable and workable and beautiful countryside", which is not a simple upgrade of rural development, but directly refers to the core of rural construction. The countryside is the root of Chinese civilization and an important cornerstone of the national governance system, and its development status is directly related to the happiness of hundreds of millions of farmers and the quality of modernization drive. The report to National Major Conference clearly put forward the goal of "building a livable, business-friendly and harmonious countryside", elevating rural construction from the ecological dimension of a "beautiful countryside" and the functional dimension of "livable and business-friendly" to the in-depth value

dimensions of humanistic harmony, orderly governance and cultural prosperity implied by "harmonious and beautiful". This marks a new stage for China's rural revitalization strategy, which pursues the coordinated development of material and spiritual civilization.

As a municipality directly under the Central Government and an economic hub in northern China, Tianjin has integrated the construction of a livable, business-friendly and harmonious countryside into the overall layout of agricultural and rural modernization during the 14th Five-Year Plan period. Guided by learning and applying the experience of the "Ten-Thousand Village Demonstration and One-Thousand-Village Renovation" Project, Tianjin comprehensively advances the rural revitalization initiative through the development approach of "Three Types of Beauty and Four Rural Vitalizations". In terms of policy system construction, the Opinions on Deepening Rural Reform issued in 2025 focuses on core tasks such as improving grain production capacity, expanding rural industries and perfecting the governance system, and proposes specific measures including agricultural scientific and technological research, the upgrading of rural tourism, and the cultivation of the "Tianjin Premium Agricultural Products" brand.

As a key agricultural-related area in Tianjin, Xiqing District has formed a practical path with distinctive features and remarkable effects under the municipal policy framework. The 2024 government work report of Xiqing District clearly identified the construction of a livable, business-friendly and harmonious countryside as an important goal. On the one hand, it consolidated the foundation of agricultural production through measures such as deepening the reform of the rural property rights system, integrating idle assets and building high-standard farmland. On the other hand, it focused on the creation of demonstration

villages and the cultivation of characteristic industries, promoted the demonstration construction of rural revitalization, improved the integrated development model of agriculture, education, culture and tourism, and drove the simultaneous improvement of the rural living environment and industrial vitality through the demonstration effect of key areas.

2. Current Development Status

Supported by both Tianjin's positioning of urban-type agriculture and the coordinated development strategy of the Beijing-Tianjin-Hebei (BTH) region, Xinkou Town in Xiqing District takes the construction of a livable, business-friendly and harmonious countryside as its core goal, explores differentiated development paths based on its resource endowments, and initially builds a development pattern of "characteristic industries as the foundation, policy and location as the empowerment". However, there are still shortcomings in key areas such as industrial sustainability, talent support and supporting guarantees, and the town is generally in a critical stage of building a harmonious and beautiful countryside with "prominent advantages and to-be-improved shortcomings"[1].

With the goal of building a livable, business-friendly and harmonious countryside, Xinkou Town bases itself on regional resource endowments, comprehensively advances key work such as industrial development, rural civilization and governance improvement, and forms a diversified development pattern through the differentiated practice and coordinated linkage of villages under its jurisdiction, laying a solid foundation for the prosperity of villagers' lives.

In terms of industrial development, relying on resource advantages such as the core producing area of Shawo Radish and the "Hometown of Vegetables", Xinkou Town promotes the quality upgrading of characteristic agriculture and the in-depth integration of agriculture, culture and tourism. On the one hand, it deepens industrial cooperation on Shawo Radish with leading enterprises, expands cold chain logistics and cross-border e-commerce channels, and extends the industrial value chain. On the other hand, it consolidates the vegetable planting industry to ensure people's livelihood supply, and at the same time builds sightseeing tourism routes and

parent-child experience projects relying on the water sports center and flower resources to realize the complementary formats of agriculture, culture and tourism. Meanwhile, focusing on industrial supporting services, it has built a standardized warehousing center to provide primary processing services, launched customized packaging business, undertaken agricultural product packaging orders from surrounding villages, and strengthened the coordination of regional rural industries.

In the aspect of rural civilization and governance improvement, Xinkou Town digs deep into local cultural resources to promote the two-way empowerment of cultural communication and industrial development. It inherits farming culture and enriches cultural and tourism formats by holding characteristic activities such as the Radish Culture and Tourism Festival, disseminates farming civilization through interactive cultural and tourism activities, and boosts the construction of rural civilization. It builds cultural check-in spots relying on resources such as the century-old pagoda tree and the old farm tool exhibition hall to explore and inherit rural historical culture. At the same time, it perfects the industrial supporting service system with the orientation of "effective governance" to provide support for the coordinated development of regional industries.

3. SWOT Analysis

Taking Xinkou Town, Xiqing District, Tianjin as the research sample, we conducted field investigations and constructed a SWOT analysis framework for the construction of a livable, business-friendly and harmonious countryside in combination with the macro background such as Tianjin's positioning of urban-type agriculture and the coordinated development strategy of the BTH region, so as to realize the research value of Tianjin's planning for building such countryside, as shown in Table 1: SWOT Analysis Table.

3.1 Strengths

3.1.1 Ecological livability

In 2021, Xinkou Town was named a national Practice Innovation Base for the concept of "Lucid waters and lush mountains are invaluable assets" by the Ministry of Ecology and Environment. In the practice process, Xinkou Town has strengthened local ecological

environmental protection, carried out the governance of sewage discharge enterprises along the East Railway Drainage Ditch, launched dredging projects for 12 rivers in the town, and actively implemented the rural domestic sewage treatment project [2]. To guarantee the characteristic planting industry, State Grid Tianjin Chengxi Power Supply Company conducts regular special inspections

of rural power distribution lines and electrical facilities to ensure the stable power supply for agricultural production and villagers' daily life. The main roads in Xinkou Town are paved with concrete and all equipped with iron pole street lamps, basically achieving full compliance in road hardening and lighting coverage, which creates convenient and safe conditions for villagers' travel.

Table 1. SWOT Analysis Table

Internal Capabilities External Factors	Strength	Weakness
	<ul style="list-style-type: none"> ● Improved living and ecological environment ● Characteristic agricultural product planting ● New trend of rural civilization 	<ul style="list-style-type: none"> ● Low industrial development level ● Unbalanced urban-rural development ● Difficult utilization of ecological resources
Opportunities	SO	WO
<ul style="list-style-type: none"> ● Sustained policy empowerment ● Prominent geographical advantages ● Formed layout for the integration of agriculture, culture and tourism 	<ol style="list-style-type: none"> 1. How to further improve villagers' sense of happiness 2. How to expand the market of Shawo Radish brand by virtue of policy support and geographical advantages 3. How to realize the integration of agriculture and tourism by leveraging the advantages of "red base agricultural cultural tourism" 	<ol style="list-style-type: none"> 1. How to improve the coverage of digital agriculture and promote the quality and efficiency of characteristic industries 2. How to solve the problem of "unbalanced urban-rural development" 3. How to realize the high-quality conversion of economy and ecology
Threats	ST	WT
<ul style="list-style-type: none"> ● Obvious shortcomings in economic development ● Incomplete infrastructure construction ● Multiple potential risks facing the tourism industry 	<ol style="list-style-type: none"> 1. How to cope with the threats of weak risk resistance of single industry and homogenized competition of agricultural tourism projects by relying on the brand advantages of Shawo Radish and the foundation of agricultural, cultural and tourism activities 2. How to alleviate the restriction of incomplete infrastructure on tourist experience by using the advantages of ecological livability and red education base 3. How to reduce the impact of tourist resource diversion in surrounding areas and agricultural product market fluctuations on rural economy by virtue of the geographical and circulation circle advantages of the BTH region 	<ol style="list-style-type: none"> 1. How to cope with the dual pressure of economic development shortcomings and insufficient tourism supporting facilities under the background of low industrial level 2. How to solve the disadvantage of unbalanced urban-rural development and alleviate the superimposed threat of incomplete infrastructure and poor tourist experience

3.1.2 Advantages in cultivating characteristic industries

Xinkou Town is the core producing area of Shawo Radish, a product of the "Tianjin Premium Agricultural Products" brand. In 2024, Shawo Radish was selected into the Premium Brand Cultivation Program of the Ministry of Agriculture and Rural Affairs, becoming Tianjin's second national-level agricultural brand. Xinkou Town not only enjoys the support of special funds from Xiqing District's Shawo Radish Premium Brand Cultivation Program, but also leverages its location dividend. Through

the network layout of the BTH region's Beijing-centered 1-hour fresh agricultural product circulation circle featuring "one core, two layers, five channels and multiple centers", it has shortened the time for agricultural products to reach the consumer market from the producing area and further improved the circulation efficiency of agricultural products in the region [3].

3.1.3 Deepening the construction of spiritual civilization

As a key town for the construction of a livable, business-friendly and harmonious countryside in

Xiqing District, Xinkou Town implements the requirements of spiritual civilization construction in the process of building such countryside by relying on Xiqing District's systematic policy layout of "comprehensively promoting the construction of New Era Civilization Practice positions, deepening the creation of civilized villages and towns, and inheriting the red cultural genes" [4]. Up to now, Xinkou Town has built a system of "1 town-level New Era Civilization Practice Institute + 21 village-level New Era Civilization Practice Stations + N practice bases", covering 21 villages. Since 2019, the village collective has built the "Three Rivers Scenic Spot Red Education Base" relying on the original ecological natural landscapes of the East Swamp and the thousand-mu crab-rice co-cultivation paddy fields. Up to now, more than 2,000 social groups have received red education here [5].

3.2 Weakness Analysis

3.2.1 Inadequate industrial development level

Xinkou Town has a single planting industrial structure, and its agricultural product economic income is highly dependent on Shawo Radish. Moreover, the industrial chain is concentrated in the basic links of "planting - primary processing - sales". This not only leads to weak market risk resistance of agriculture, but also compresses the product profit margin because the profits of the industrial chain are concentrated in the sales end, with village-level entities only able to obtain meager profits from planting and primary processing. Secondly, the concept of the integration of the primary, secondary and tertiary industries in Xinkou Town is still in the initial stage, with a lack of in-depth and systematic theoretical research, resulting in the failure to form a complete and clear development route, and a shortage of demonstration projects with strong driving force and obvious integration effects [6].

3.2.2 Unbalanced urban-rural development

In terms of elderly care services, the number of elderly care facilities in the central urban area of Xiqing District, Tianjin is much higher than that in the outer urban or rural areas. In addition, elderly care institutions in the central urban area have a large number of employees with high comprehensive quality and service level, while Xinkou Town is short of elderly care service employees with low comprehensive quality and limited service level. There is a significant

income gap between Xinkou Town and the urban area of Xiqing District, Tianjin. In 2024, the per capita disposable income of urban and rural residents in Tianjin was 57,705 yuan and 32,715 yuan respectively, with a gap of 25,000 yuan and a ratio of 1.76:1. Furthermore, the residents of Xinkou Town are mainly engaged in agricultural operation, with periodic and highly uncertain income [7].

3.2.3 Inadequate development and transformation of ecological resources

The development of ecological resources in Xinkou Town is still at a relatively basic level: cultivated land has long been mainly used for planting traditional food crops and cash crops, and no exploration and application of ecological agriculture models have been carried out. Most areas between villages and the canal are farmland or idle wasteland, lacking user-friendly design and scenario-based construction, thus failing to give play to the composite value of the canal. Despite its unique advantages of canal cultural resources and under-forest ecological space, Xinkou Town has not effectively promoted the eco-economic value conversion, ultimately leading to insufficient driving force for the development of the ecological economy.

3.3 Opportunity Analysis

3.3.1 Policy dividends

For the first time, the core guiding documents of national development in the new era put forward the requirement to "coordinate the layout of rural infrastructure and public services and build a livable, business-friendly and harmonious countryside" [8]. Taking urban modern agriculture as the development direction, Xiqing District provides industrial support and financial guarantee for Xinkou Town through the central special public welfare fund and the application for the "Five Good and Two Livable" pilot project. Xiqing District's application for the central special public welfare fund to implement the rural revitalization pilot construction of Xinkou Town has won one-time construction support funds and reward subsidies, which is conducive to improving public service facilities such as elderly care.

3.3.2 Superior geographical location

Located in Xiqing District, Tianjin, Xinkou Town is the core area of Shawo Radish Town. Adjacent to rivers, urban areas, the Economic and Technological Development Zone and the Microelectronics Industrial Park, it boasts a

superior geographical location and convenient transportation, and has the foundation of a Class AA Scenic Area. In addition, it can develop agriculture and tourism by virtue of the smart demonstration zone and the functional advantages of the Grand Canal, further deepening the development of rural tourism.

3.3.3 Layout for the integration of agriculture, culture and tourism

The Culture and Tourism Festival held in Xinkou Town not only includes picking activities, but also adds various competitions. Combined with the water sports center, it has launched urban modern agricultural sightseeing and one-day tour routes, and linked with many farmers in the village to build "boutique homestays" to meet tourists' accommodation needs. In addition, it plans to combine historical and cultural resources with the industries of neighboring villages to design a unique linked tour route to attract more tourists.

3.4 Threat Analysis

3.4.1 Shortcomings in economic development

Xinkou Town mainly increases its income through Shawo Radish and plastic greenhouse vegetable planting, but the industry is overly single and dependent on these crops, making it vulnerable to various shocks. In addition, it faces fierce competition from surrounding tourism resources, and agricultural facilities are restricted by insufficient funds and slow technological renewal. Some areas are in the stage of demolition; if a sustainable new industry cannot be found in a timely manner to realize industrial transformation, short-term income will be difficult to support the long-term stable economic development, which will affect the construction of a livable, business-friendly and harmonious countryside.

3.4.2 Incomplete infrastructure construction

Some areas in Xinkou Town still have shortcomings in sewage and waste management, and the popularization of domestic waste classification has not been fully realized, so the ecological environment needs further governance and rectification. The popularization rate of solar street lamps is low, and they are generally only scattered in the main public spaces of villages [9]. The coastal areas are not fully developed, with many wastelands and under demolition, leading to unstable infrastructure guarantee and frequent shortages of water and power supply that fail to meet the

development needs. This not only affects the quality of life of villagers, but also restricts the construction of a livable, business-friendly and harmonious countryside.

3.4.3 Potential threats to the tourism industry

As a farming research and study tourism base, Xinkou Town has insufficient reception capacity of supporting parking lots and rest spots. In addition, agricultural tourism projects are prone to homogenization and fierce competition, with a lack of clear planning and characteristic resources and high risk of blind imitation. Moreover, some road sections are damaged, making it impossible for tourist buses to reach directly and forcing tourists to walk in. The aging rural power grid leads to frequent tripping of air conditioners in some homestays during the peak power consumption period in summer, which seriously affects the tourist experience.

4. Development Countermeasures

Under the background of comprehensively advancing the rural revitalization strategy, Tianjin takes the construction of a livable, business-friendly and harmonious countryside as the core, and strives to build a new rural development pattern featuring ecological livability, industrial coordination, effective governance and prosperous life.

4.1 Adhere to the Overall Planning of Urban and Rural Resources and Promote the Equalization of Public Services

Focusing on the problems of unbalanced urban-rural development and uneven supply of infrastructure and public services, Tianjin will promote the extension of education, medical care, transportation and other resources to villages and towns, improve the accessibility and quality of services, perfect rural infrastructure such as water, electricity and roads, continuously promote the improvement of rural living environment, and consolidate the hardware foundation for the construction of a livable, business-friendly and harmonious countryside.

4.2 Drive Industrial Upgrading with Digital Technology and Enhance Endogenous Driving Force

Aiming at the shortcomings such as low industrial level and weak risk resistance, Tianjin will seize the opportunity of policy empowerment and accelerate the layout of

digital agriculture. It will promote the full-chain application of technologies such as the Internet of Things (IoT) and big data in characteristic industries such as Xiaozhan Rice and Shawo Radish to improve the standardization and branding level, and build an integrated online and offline production and marketing system by virtue of the geographical advantages of the BTH region.

4.3 Adhere to the Eco-First Principle and Promote Green Transformation

Based on the achievements of rural living environment improvement, Tianjin will continue to promote waste management, sewage control and rural landscape beautification, and improve the long-term management and protection mechanism. It will popularize ecological models such as crab-rice co-cultivation and circular agriculture to realize the coordinated development of production and ecology, and create a model of a beautiful countryside that is livable and business-friendly.

4.4 Strengthen Governance and Talent Support

Tianjin will improve the rural governance system led by grassroots governance organizations and integrating self-governance, rule of law and virtue governance. It will implement a strategy of equal emphasis on local talent cultivation and external talent introduction, cultivate high-quality farmers and governance backbones, and provide sustainable support for the construction of a livable, business-friendly and harmonious countryside. Standing at the new starting point of the 15th Five-Year Plan, we must always keep in mind the earnest instruction of "building a livable, business-friendly and harmonious countryside", advance the work in a systematic way, realize the transformation of the countryside from "superficial beauty" to "inherent beauty" and from "partial beauty" to "holistic beauty", and make the prosperous countryside and thriving city complement each other [10].

References

- [1] Wang Y H. Theoretical Logic and Practical Path of Empowering Digital Rural Construction with New Quality Productive Forces in Agriculture. *Journal of Smart Agriculture*, 2025,5(22):21-24.
- [2] Pan L Y. The Development Path of Urban Agriculture and Leisure Tourism in Xinkou Town, Xiqing District (Selected as the National Practice Innovation Base for "Lucid waters and lush mountains are invaluable assets" in 2021). *Seeking Talents*, 2022(12):24.
- [3] Wu Y F. Research on the Impact of Digital Economy on the Circulation Efficiency of Agricultural Products in the Beijing-Tianjin-Hebei Region and Its Promotion Path. *Modern Business Research*, 2025(06):28-30.
- [4] Xiqing District People's Committee of Tianjin. Xiqing District Holds the 2022 Work Conference on the Creation of Spiritual Civilization and the Promotion Conference on the Regular Creation of a National Civilized City. https://www.tjxq.gov.cn/xwzx/xqyw/202208/t20220803_5949979.html, 2022-08-03.
- [5] Lin D D. The "Red + Green" Code in the Shareholding Cooperative of Liuliubu Village, Xinkou Town, Xiqing District Tianjin. *Farmers' Daily*, 2023-05-06(007).
- [6] Yang R D. Countermeasures for Accelerating the Integration of the Primary, Secondary and Tertiary Industries in Xinkou Town, Xiqing District Tianjin. *Tianjin Agricultural and Forestry Science and Technology*, 2019(01):32-34.
- [7] Tianjin Survey Team of the National Bureau of Statistics. Interpretation of the Income and Expenditure Data of Tianjin Residents in 2024. <http://tjzd.stats.gov.cn/system/2025/01/17/030124864.shtml>, 2025-01-17.
- [8] Zhang X. Accelerating the Development of New Quality Productive Forces and Solidly Promoting the High-Quality Economic Development. *Studies on Marxism*, 2024(8):27-33.
- [9] Sun S N. Research on the Influencing Factors of Planning Suitability of Ecological Villages in Tianjin. Tianjin: Hebei University of Technology, 2016.
- [10] All-media Commentator of Farmers' Daily. Solidly Promote the Construction of a Livable, Business-Friendly and Harmonious Countryside. *Farmers' Daily*, 2025-11-04(001).