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# SWOT Analysis of New-type Industrialization in Traditional Agricultural Areas

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**Abstract** SWOT analysis method is used to discuss the new-type industrialization in traditional agricultural areas. Among them, advantages of new-type industrialization in traditional agricultural areas are analyzed from four aspects of labor advantage, land advantage, product advantage and environmental advantage. Disadvantages of new-type industrialization in traditional agricultural areas are also analyzed from four aspects of geographical disadvantage, inferior labor quality, informal system disadvantage, and backward non-agricultural industry. At the same time, opportunities for new-type industrialization in traditional agricultural areas are analyzed from three aspects of land system innovation, rural social security system, and financial policy supporting "Three Agriculture" development. Threats for the new-type industrialization in traditional agricultural areas are also analyzed from the impact of the international market on agricultural products, threat of urban industry and threat of other agricultural areas. SPSS16.0 software and K-Means cluster analysis method are used to classify the traditional agricultural areas into four categories according to the advantage differences and overall characteristics in traditional agricultural areas. Strategic modes of new-type industrialization are provided, such as SO strategy (traditional agricultural area with strong competitiveness), ST strategy (traditional agricultural areas with relatively strong competitiveness), WO strategy (traditional agricultural areas with normal competitiveness) and WT strategy (traditional agricultural areas with weak competitiveness), in order to make strategic mode suitable for different traditional agricultural areas and to offer references for the decision making of government.

**Key words** Traditional agricultural area; New-type industrialization road; SWOT analysis; China

Traditional agricultural area refers to the area with farmer as the main population, agriculture as the main economy, and plain as the main topography, such as Hebei, Liaoning, Jilin, Heilongjiang, Jiangsu, Jiangxi, Inner Mongolia, Anhui, Shandong, Henan, Hubei, Hunan and Sichuan provinces. For many years, traditional agricultural area has made tremendous contribution to produce adequate food and clothing for people in China. In the year 2006, total grain output of the 13 provinces accounts for 74.02% of the grain output in China, which becomes an important pillar of food security in China. However, income of farmers in traditional agricultural area is low. In the year 2006, national per capita net income of rural households is 3 587 yuan. Among the 13 traditional agricultural provinces, income levels of 8 provinces are lower than the national average, which are Inner Mongolia, Heilongjiang, Anhui, Jiangxi, Henan, Hubei, Hunan and Sichuan. Besides, income level of Jilin Province is only about 100 yuan higher than the average level. And Liaoning, Shandong and Jiangsu are only provinces having higher income level than the national average.

Food security can be ensured only by increasing the income. Therefore, new ideas are needed for the development of traditional agricultural area. According to the general laws of economic development, development of traditional agricultural area can not be achieved without industrialization. Traditional agricultural area at backward state can learn from the experi-

ence of industrialization in advanced area, in order to select a new road of industrialization with high technological content, good economic benefit, low resource consumption, less environmental pollution and full play of human resources that promotes industrialization by informatization and enhances informatization by industrialization. The new type of industrialization strategy has pointed out the development direction of traditional agricultural area. In the premise of a clear strategic direction, in-depth and detailed understanding of traditional agricultural area is needed in order to provide practical recommendations to the overall competitiveness improvement of traditional agricultural area in the new road to industrialization.

## 1 Advantage analysis

### 1.1 Advantage of labor force

**1.1.1** Labor resource in traditional agricultural area is abundant. At the end of 2007, a total of 13 provinces and autonomous regions have 772 190 thousand people, accounting for 58.44% of the total population in China. Among them, rural population is 434 170 thousand, accounting for 59.68%. At the same time, working population at the age from 15 to 64 reaches at total of 577 200 thousand in the 13 provinces, accounting for 60.05% of the total population in China. And as it is known to all, Henan, Hunan, Hubei, Anhui and Sichuan are large export provinces in China.

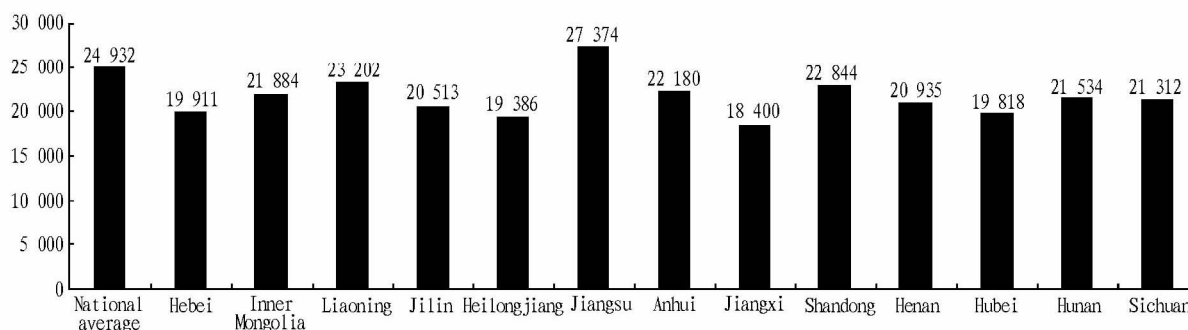
**1.1.2** Wage of labor forces in traditional agricultural area is relatively low. Fig. 1 illustrates that average wages of all the provinces are lower than the national average (24 392 yuan) in the year 2007, except Jiangsu Province, the average wage of which reaches 24 392 yuan. Cost of labor force in traditional

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agricultural area is relatively cheap. Abundant and low-cost labor resources have provided human resources support for the

development of industries in traditional agricultural areas.



Note: Data are from the 2008 *China Statistical Yearbook*.

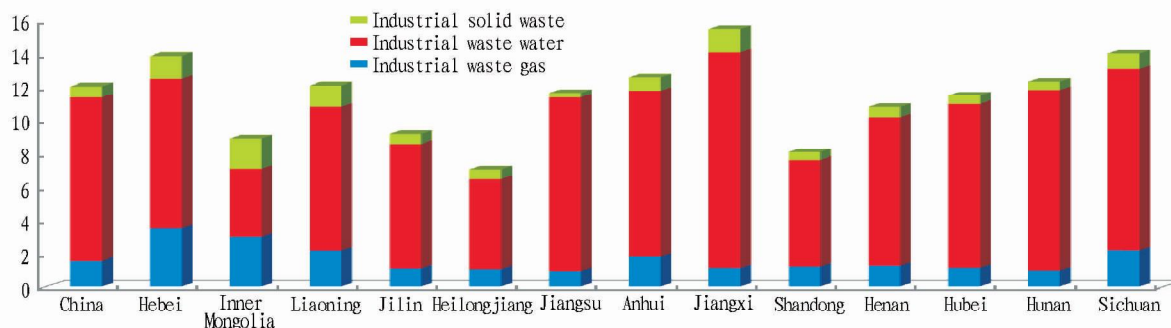
**Fig.1 Average wage of employees in traditional agricultural area in the year 2007**

**1.2 Advantage of land** Traditional agricultural area has relatively abundant land resources, especially the cultivated land resources. The 13 provinces and autonomous regions have a total of 78 074.2 thousand hectares of cultivated land, accounting for 64.13% of total cultivated land in China. Moreover, traditional agricultural area is the essential agricultural region of China, having large plain area, good combination of light, heat, water and soil. This offers excellent natural conditions for the development agriculture, as well as land support for the development of other industries.

**1.3 Advantage of product** Agricultural products in traditional agricultural area are large in both variety and quantity. In the year 2007, total grain output in traditional agricultural area is 376 402 thousand tons, accounting for 75.04% of the national grain output. Among them, rice, wheat and corn yields account for 71.72%, 85.23% and 77.24% of the total output in China, respectively. At the same time, provinces and autonomous regions have their unique advantages of agricultural products, such as rapeseed, wheat, rice, bean, peanut and cotton in

Anhui Province, vegetable and aquatic product in Shandong Province, rice, corn and soybean in Heilongjiang, corn and rice in Jilin, and wheat and corn in Henan. Abundant agricultural products not only meet the basic needs of food, but also offer raw materials for the development of deep-processing of agricultural products and other industries.

**1.4 Advantage of environment** Traditional agricultural area has relatively low industrialization degree, underdevelopment industry and significant environment advantages. Fig. 2 shows that Inner Mongolia, Liaoning, Jilin, Heilongjiang, Jiangsu, Anhui, Shandong, Henan, Hubei and Hunan have lower total emissions per 100 million yuan GDP. It is particularly worth mentioning that all the average emissions in Jilin, Heilongjiang, Jiangsu, Shandong, Henan, Hubei and Hunan Provinces are lower than the national level. Low degree of pollution has become a great advantage of traditional agricultural area when taking the road of new-type industrialization, which avoids the problem of resource pollution and expands its range of industrial selection, such as ecological agriculture and tourism industry.



Note: Data are from the 2008 *China Statistical Yearbook*.

**Fig.2 Pollutant quantity of traditional agricultural area per 100 million yuan GDP in the year 2007**

## 2 Weakness analysis

**2.1 Geopolitical weakness** Traditional agricultural area is usually relatively poor in comparative location. Some provinces, such as Henan and Hebei Provinces, in traditional agricultural areas are located in the hinterland of central plains. Because they are in the inland area, it is neither convenient for

them to participate in international division of labor nor to accept foreign capital, technology and information. Geographical weakness is more apparent in the remote traditional agricultural areas far from developed regions, such as Jilin, Heilongjiang, Sichuan and Inner Mongolia.

Therefore, geographical weakness has resulted in the

widespread problems of "difficult entrepreneurship" and "difficult cohesion of product and market" in traditional agricultural areas.

**2.2 Quality disadvantages of labor force** Low economic income, comprehensive quality and organization level are the characteristics of labor force in traditional agricultural area. Agriculture has relatively low comparative benefit, bearing the dual risk of market and nature. And the opportunity cost of agricultural labor force is relatively high, so many young people choose to work outside. These young adults having high education degree, good labor force quality and open ideology have transferred from traditional agricultural areas into cities. But the young college students grasping agricultural knowledge are unwilling to work in agricultural areas. Thus, quality of labor force in traditional agricultural area is reduced.

According to the investigation data of 895 peasant households in Jilin, Henan, Anhui and Sichuan Provinces by Li Peng, result shows that education degree (5.89 years) of labor forces in four traditional agricultural areas is far lower than that of labor forces in nonagricultural industry (8.13 years). Besides, labor forces engaged in agricultural production are mostly older (45.50 years old)<sup>[1]</sup>.

**Table 1 Allocation of labor force of peasant households in traditional agricultural area**

Item	Proportion in total household labor force//%	Average years of education	Average age
Non-agricultural labor force	47.67	8.13	31.63
Agricultural labor force	52.33	5.89	45.50

Note: Data are from reference [1].

**2.3 Disadvantages of the informal system** Most peasant households with conservative thought in traditional agricultural area lack the necessary mental preparation of new-type industrialization. Firstly, market consciousness is lacked and the market degree is relatively low. Secondly, risk consciousness is lacked and people are unwilling to take risks. Thirdly, scientific consciousness is lacked and new varieties and technologies associated with new-type industrialization are difficult to be accepted. For example, sampling by rural survey team in Henan Province shows that rural labor force is unwilling to invest in industry. When farmers have their own savings, nearly half of them (49.0%) choose to improve their own living conditions. 26.4% farmers choose to improve their production conditions and they want to enhance their income through investment. Only 16.3% farmers will invest in other industries; and 4.4% farmers will carry out human capital investment and participate in learning and training<sup>[2]</sup>.

**2.4 Backward nonagricultural industry** Other industries are relatively weak in traditional agricultural area except agriculture. Firstly, industrial pillar is lacked. Industrialization degree is generally at a low level in traditional agricultural area; processing scale of local agricultural products is small, which can not promote the effective development of local economy. Secondly, leading enterprise is lacked. Local leading enterprise is relatively weak in both scale and economic strength and is still

in the stage of primitive accumulation of capital. Thirdly, township and village enterprises are small in number with the characteristics of scattered industry structure, small scale and decentralized layout. All these have restricted its development, leading to the difficult development of new-type industry based on existing industry.

### 3 Opportunity analysis

The Fifth Plenary Session of the Sixteenth Central Committee of the Party has made a major decision to accelerate the construction of socialist new countryside in the year 2006. It has also put forward the development strategy of "manufacture development, wealthy life, rural civilization, rural cleanness, and democratic governing", which provides opportunities for the development of traditional agricultural areas.

**3.1 Financial policy supporting "Three Agriculture" development** After putting forward the "socialist new countryside construction", government has boosted the financial guarantee mechanism construction of rural roads, drinking water, power network, rural medical treatment, rural compulsory education and public health. And several results are achieved in recent ten years.

**3.1.1 Agricultural tax is abolished.** In the year 2004, in order to mobilize the enthusiasm of farmers in major grain production areas, Jilin and Heilongjiang Provinces have initiated the pilot project of exemption agricultural tax reform. A total of 11 major grain provinces (Hebei, Inner Mongolia, Liaoning, Jiangsu, Anhui, Jiangxi, Shandong, Henan, Hubei, Hunan, Sichuan) have reduced agricultural tax rate by 3 percentage points. And other provinces, autonomous regions and municipalities have reduced the overall agricultural tax rate by 1 percentage point. Until the year 2006, agricultural tax is abolished throughout the country, which reduces the burden on peasants. Reform of agricultural tax has created a basic condition for the progressive development of traditional agricultural area.

**3.1.2 China has offered direct subsidies for grain farmers and has strengthened the financial support in traditional agricultural area.** Supporting grain production and ensuring food security policies mainly include direct subsidy for farmers and seed variety subsidy for soybean, adzuki bean, corn and rice. Besides, seed subsidy funds are allocated for rice, wheat, corn and soybean in traditional agricultural areas.

**3.1.3 There is price subsidy policy for agricultural production means.** Government finance has increased the subsidies for improved seeds, chemical fertilizers, pesticides, film and diesel. For example, in order to stabilize the prices of agricultural means of production, value-added tax of urea production enterprises has returned taxpayers 50% of the tax collected. Export urea product has suspended the export drawback of value-added tax and has implemented the value-added tax of diammonium phosphate. Besides, some purchase subsidy for large-scale agricultural machine type is announced.

**3.2 Construction of rural social security system** In order to promote the stable healthy development of rural economic society, China has carried out the construction and investment in rural social security system in recent years. Construction of these social security systems often starts from the traditional ru-

ral areas. For instance, new rural cooperative medical system started in the year 2003 is now extended into the whole China; the minimum living security system of rural residents has been implemented from the year 2006; and the new rural endowment insurance system will be extended within a few years. The improved rural social security system has provided a "safety net" for farmers' employment or self-employment in traditional agricultural areas.

**3.3 Innovation of land system** Innovation of land system has never stopped. On the one hand, government has seized the opportunity to improve the rural land system, such as implementing the *Land Management Law* in 1998 and the *Law of Rural Land Contract* in 2003, and extending the farmer's right of land use to ensure their property right. On the other hand, local government of peasant household also spontaneously tests the rural land circulation, such as reform of land-stock mode in Chongqing, the test of Hongze County in Jiangsu Province, and the exploration of Chengdu.

At present, China is further implementing the innovation of rural land system. The Ministry of Land and Resources is making efforts to promote the reform of land expropriation system and to transfer the use right of collective construction land. Land property right will play the main line and fundamental role in the two reforms<sup>[3]</sup>. Relevant departments have officially launched the special research on reform and construction of rural land property system. Since February 19th, 2009, four research groups have carried out field researches in five provinces and three provincial capital cities. Land system innovation has offered opportunities for the problem solving of funds collection and peasants' benefit protection in traditional agricultural areas.

## 4 Threat analysis

**4.1 Impact of the international market on agricultural products** Essential option for new-type industrialization of traditional agricultural area is to develop industries related with agriculture, including modern agriculture and agricultural product processing industry. Under the open market economy, price of agricultural products in international market must be taken into account.

**4.1.1 Price of agricultural products in national market** is generally low, which poses a challenge to agricultural development in traditional agricultural areas. Table 2 reports that price of major agricultural product in China is far higher than the world market price, which has a negative impact on food production of traditional agricultural areas.

**4.1.2 Price fluctuation of agricultural products in international market** has posed a challenge to traditional agricultural area. Taking CBOT prices of wheat, corn, rice and soybean in 2008 as an example, CBOT wheat index is opened at the point of 842.5 and rises to the maximum point of 1 293.7 on 13th March. Then, it falls to the minimum point of 481.8 with the decreasing rate of 63%. At the beginning of the year, CBOT corn index is opened at the point of 469.0 and rises to the maximum point of 791.7 on 27th June, increasing by 69% within more than half a year. Then, it falls sharply to 311.6, decreasing by 60%. CBOT soybean index is opened at the point of 1 223.7

and rises to 1 549.2 on 29th February, increasing by 27%. Then it falls to 1091.1 on 1st April, decreasing by 30% and again rises to 1 641.1 on 3th July, increasing by 50%. Later, it decreases sharply to 782.8 on 5th December, reduced by 62%<sup>[6]</sup>. As for the traditional agricultural areas with relatively poor risk coping ability in China, acute fluctuation of major grain crop varieties is always uncertainty needed to be considered.

**Table 2 Comparison of major agricultural product prices in Chinese and international markets**

Agricultural product	International market price // U. S. Dollars/t	Chinese market price // U. S. Dollars/t
Rice	311.2	403.733 3
Wheat	199.7	189.226 7
Corn	122.1	170.226 7
Soybean	234.8	438.106 7

Note: Data are from references [4] and [5].

**4.2 Threat of urban industry** Localization of the development of traditional agricultural area is to undertake urban industrial transfer and coastal industrial transfer, which has certain rationality. Main advantage of traditional agricultural area is cost advantage. With the increase of urban and coastal land and labor force cost, traditional agricultural area may become the first choice of industrial transfer in these areas. But the "disadvantage of backwardness" in economics indicates that if positioned at inheritance and supplement functions, traditional agricultural area is difficult to break this "path dependency" and will always be restricted by the urban industry. Agricultural production is restricted by cities, and more agricultural subsidies will lead to the rapid price raise of agricultural means of production, which is a typical example. Once trapped in "path dependence", development of traditional agricultural areas can not be realized by only relying on the national "granary" policy. How to get rid of urban industry is a challenge for traditional agricultural area. If this "path dependence" can not be broken, traditional agricultural area will only be in a subordinate status during the new-type industrialization and can hardly enjoy the benefits of new-type industrialization.

**4.3 Threat of other agricultural areas** As for industrialization and new-type industrialization in agricultural area, some areas already have some successful experiences. Due to the factors of location and resources, many agricultural areas have made full use of advantages to develop industry, including Beijing, Shanghai and Guangdong with geographical advantage, as well as Zhejiang with cultural advantages. When Beijing, Shanghai, Zhejiang and Guangdong are actively seeking the development, traditional agricultural areas haven't carried out reformation, because they have already solved the basic food and clothing. Therefore, traditional agricultural areas are reduced to raw materials suppliers of industrial development in other areas, making minimal profit and lagging behind the development of other regions. At present, traditional agricultural area should take the road of new-type industrialization, which lags far behind other agricultural areas having some experiences at the start point. Besides, positioning of the traditional agricultural areas by China is to ensure the grain production. Due to the lack of grain advantages in other agricultural areas,

the state encourages to explore the path of development from many aspects, which will surely put the traditional agricultural areas in a difficult position.

## 5 Strategic choice of new-type industrialization in traditional agricultural area

Geographical environment, natural condition, concept of ideology and culture, and economic development foundation vary from different areas. Traditional agricultural areas taking

the road of new-type industrialization should rethink about the past development strategies, rationally grasp the characteristics of their environment, use external opportunities and exert internal strengths, avoid external threats and improve internal disadvantages.

**5.1 Cluster analysis of traditional agricultural area** This paper collects relevant information of traditional agricultural area (Table 3), uses SPSS16.0 software and K-Means cluster analysis method to classify the traditional agricultural areas.

**Table 3 Summary of traditional agricultural area in the year 2007**

Area	Total grain output × 10 <sup>4</sup> t	Number of labor forces people	Quality of labor forces <sup>[7]</sup>	Cultivated land × 10 <sup>4</sup> hm <sup>2</sup>	Wage Yuan	Total industrial output value × 10 <sup>8</sup> Yuan	Emission of waste gas × 10 <sup>8</sup> m <sup>3</sup>	Emission of waste water × 10 <sup>4</sup> t	Emission of solid waste × 10 <sup>4</sup> t	Marketization index <sup>[8]</sup>
Hebei	2 841.6	47 235	18.73	6 315.1	19 911	6 555.24	3.503 874	9.011 07	1.363 16	6.41
Inner Mongolia	1 810.7	16 802	14.40	7 146.3	21 884	2 742.67	2.987 898	4.107 76	1.801 44	5.52
Liaoning	1 835.0	30 152	14.02	4 085.2	23 202	5 199.89	2.172 263	8.635 81	1.301 02	7.84
Jilin	2 453.8	19 573	10.48	5 535.0	20 513	2 170.74	1.084 334	7.505 90	0.588 98	5.89
Heilongjiang	3 462.9	27 417	10.23	11 838.4	19 386	3 326.9	1.030 810	5.433 59	0.584 59	5.26
Jiangsu	3 132.2	51 841	18.05	4 763.8	27 374	13 016.84	0.916 252	10.441 00	0.285 70	9.07
Anhui	2 901.4	38 600	10.67	5 728.2	22 180	2 752.08	1.799 789	9.988 29	0.809 37	6.56
Jiangxi	1 904.0	27 323	13.05	2 826.7	18 400	2 277.69	1.109 671	12.983 10	1.413 99	6.22
Shandong	4 148.8	64 140	20.64	7 507.1	22 844	13 412.72	1.207 020	6.415 09	0.459 63	8.21
Henan	5 245.2	62 300	14.57	7 926.0	20 935	7 508.33	1.258 314	8.948 85	0.589 55	6.20
Hubei	2 185.4	38 998	14.08	4 663.4	19 818	3 451.62	1.123 781	9.858 55	0.507 29	6.65
Hunan	2 692.2	42 556	15.93	3 789.0	21 534	3 375.87	0.952 413	10.881 80	0.495 62	6.55
Sichuan	3 027.0	52 547	9.38	5 950.1	21 312	3 913.92	2.186 521	10.917 10	0.918 95	6.86

Note: Data are from the 2008 *China Statistical Yearbook*.

Result of K-Means cluster analysis method indicates that traditional agricultural areas can be classified into four categories. The first category includes the Hebei, Anhui, Hunan and Hubei Provinces; the second category is Inner Mongolia, Liaoning, Jilin, Heilongjiang and Jiangxi; the third category is Jiangsu Province; and the fourth category includes Shandong, Henan and Sichuan.

**Table 4 Group core of final cluster analysis**

Item	Category				Superior category
	1	2	3	4	
Grain	2 655.15	2 293.28	3 132.20	4 140.33	4
Labor force	4.18E4	2.43E4	5.18E4	5.97E4	4
Cultivated land	5 123.92	6 286.32	4 763.80	7 127.73	4
Wage	2.09E4	2.07E4	2.74E4	2.17E4	2
Industry	4 033.70	3 143.58	1.30E48	278.32	3
Waste gas	1.84	1.68	0.92	1.55	3
Waste water	9.93	7.73	10.44	8.76	2
Waste solid	0.79	1.14	0.29	0.66	3
Marketization	6.54	6.15	9.07	7.09	3
Quality of labor forces	14.85	12.44	18.05	14.86	3

Table 4 reports the group core in different categories of areas. Group core indices show the advantages and disadvantages in different traditional areas. Table 4 also shows that the fourth category has comparative advantages in grain production, labor force scale and cultivated land scale. The third cate-

gory is more prominent in industrialization degree, marketization degree, environment and labor quality. The second category has comparative advantages in labor cost and environment. And the first category does not have outstanding advantages or disadvantages compared with other traditional agricultural areas.

**5.2 Selection of strategic mode in traditional agricultural area** According to the advantage differences in traditional agricultural areas, four different strategic modes are provided by making best use of the advantages and by bypassing the disadvantages.

**5.2.1 SO strategy** (traditional agricultural area with strong competitiveness). Internal advantage of traditional agricultural area should be made use of and the external opportunities should be grasped. For instance, Jiangsu Province, having good industrial foundation, high labor quality and marketization degree, should be led by the new-type industrialization strategy, continue to exert its advantages, and try to obtain unique competitive or monopolistic advantage.

**5.2.2 ST strategy** (traditional agricultural areas with relatively strong competitiveness). Internal advantage is used to avoid or reduce the impact of external threats. For instance, Shandong, Henan and Sichuan Provinces in the fourth category have abundant land resources, labor resources and product types. During the process of new-type industrialization, various strategies should be adopted, including the development of new-type industry and other industries. Advantages should be made full use of in order to deal with challenges, so as to turn province with large population into province with large labor resources

and to turn big agricultural-producing province into food deep processing province.

**5.2.3 WO strategy** (traditional agricultural areas with normal competitiveness). External opportunities are used to improve the strategy of internal weaknesses. Inner Mongolia, Liaoning, Jilin, Heilongjiang and Jiangxi in the second category can make use of the various supports in new countryside construction to develop scale agriculture, ecological agriculture and agri-tourism and to change the remote geographical disadvantages of these provinces.

**5.2.4 WT strategy** (traditional agricultural areas with weak competitiveness). Overcome the internal weaknesses and avoid the impact of external threats. For instance, Hebei, Anhui, Hunan and Hubei in the first category have neither prominent advantages nor disadvantages. Therefore, industrial chain related with grain should be deepened and lengthened and disadvantages should be turned into advantages by using various opportunities.

## 6 Conclusion

Realizing new-type industrialization is the development direction of traditional agricultural area, which avoids retaking the road of "pollution first, treatment later" in traditional agricultural areas. SWOT analysis on traditional agricultural areas shows that the strategic direction of traditional agricultural areas is the new-type industrialization. But due to the characteristics of traditional agricultural areas and the differences of development stages, competitiveness has significant differences during the process of new-type industrialization. Under this situation, development strategy imposing uniformity in all cases should be avoided and the diversified development ideas should be adopted. Under the pressure of competitive advantages of urban industry and industries in other agricultural areas, traditional agricultural areas should make industrialization strategies with differences based on their own strengths and external environmental factors, adopt the development ideas in phases or stages, and make use of manpower, land, environment, product and other advantages according to the external policy opportunities during the process of new-type industrialization. Therefore, traditional agricultural area may gradually get rid of "path dependence", realize its own great development, and finally

achieve the new-type industrialization.

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## 中国传统农区走新型工业化道路的 SWOT 分析

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**摘要** 运用 SWOT 分析方法对我国传统农区走新型工业化道路进行了探讨。其中,从劳动力优势、土地优势、产品优势、环境优势 4 个方面分析了传统农区走新型工业化道路的优势,从地缘劣势、劳动力素质劣势、非正式制度劣势、非农产业发展滞后 4 个方面分析了传统农区走新型工业化道路的劣势,从支持三农发展的财政政策、农村社会保障制度建设、土地制度创新 3 个方面分析了传统农区走新型工业化道路的机会,从国际市场农产品的冲击、城市工业的威胁、其他农区的威胁 3 个方面分析了传统农区走新型工业化道路面临的威胁。利用 SPSS16.0 软件,采用 K-Means 聚类分析方法,根据传统农区的优势差别,通过扬长避短的方式,按照传统农区的综合特性将其分成了 4 类,并提供了每类传统农区可参考的新型工业化战略模式,即 SO 战略(竞争能力强的传统农区)、ST 战略(竞争能力较强的传统农区)、WO 战略(竞争能力一般的传统农区)、WT 战略(竞争能力弱的传统农区),以期制定适应不同传统农区特点的新型工业化道路战略措施,为政府决策提供参考。

**关键词** 传统农区;新型工业化道路;SWOT 分析