

Research on Cooperative Development of Rural Bus+ Agricultural Express+ Postal Companies under Common Prosperity

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Abstract: With the successful realization of the comprehensive poverty eradication strategy, the circulation of agricultural products has been strengthened, and the volume of express delivery in rural areas has gradually increased. At the same time, as most young people are employed in big cities, the rural population is mainly middle-aged and elderly groups, so the problems of the bus's passenger load reduction, the emergence of express delivery volume problems, and the slow transportation efficiency of postal express delivery are imminent. This paper addresses this part of the problem to find a solution to help rural buses+ agricultural products express+ postal companies to cooperate in the emergence, development and improvement, to realize the development of cooperation and help rural common wealth.

Keywords: Common Wealth; Rural; Public Transportation; Express Delivery

1. Introduction

In order to accelerate the construction of China's rural logistics system, smooth "industrial products" into the village, "agricultural products" out of the village "last kilometer", rural buses + agricultural products courier + postal The company's cooperation and development of the pilot was launched. It is an important strategy to solve the problem of high losses in public transportation and insufficient passenger capacity leading to waste of resources, slow courier delivery efficiency, courier mail is difficult to realize the problem of village village reach. In recent years, China will realize common prosperity as an important goal of development, and rural buses + agricultural products express + postal company cooperative development, that is, to achieve the "double cycle", reducing carbon

emissions, while also promoting the gradual realization of people's low-carbon life, the practice of the concept of green development. Rural bus + agricultural products express + postal company cooperation development model is now in Shandong Leling City, Shandong Jining City and other pilot, has achieved objective results, there is hope that from point to point, gradually realize the promotion, for the future of rural areas, passenger, courier, letter and bus transportation cooperation development provides the experience of reference.

2. Analysis of the Current Development Status of Cooperation between Rural Buses + Agricultural Products Express + Postal Companies

2.1 Analysis of Current Demand

2.1.1. Analysis of the needs of rural villagers

Rural logistics outlets appeared in the townships piled up, the countryside is difficult to see the phenomenon, has not yet realized the full coverage of the logistics station, the villagers do not go out of the village can not receive express delivery, can not send out agricultural products, the villagers to send and receive express delivery as well as selling agricultural products is very inconvenient, rural freight and express delivery and receipt of the problem has become a problem^[1].

2.1.2. Demand analysis of passenger transportation, freight transportation and express delivery enterprises

For express operating enterprises and passenger, cargo and mail transportation service stations at all levels, it is necessary to effectively dispatch public transport capacity, online integration and management of trucks and buses information, comprehensive online supervision of the entire process of public transport^[1], comprehensive online integration

of sources of goods, capacity resources, so as to achieve the optimal allocation of transport routes and the integration of decentralized transport resources, accurate configuration; at the same time, it is necessary to contact the courier. At the same time, it is necessary to contact the courier enterprises to share the courier distribution and distribution information, so as to speed up the realization of the courier enterprises to share a unified information system for the courier distribution to the countryside processing^[1].

2.1.3. Analysis of rural economic development needs

Agricultural products are products of nature, which are seasonal and prone to decay and deterioration. This attribute makes higher requirements for its storage, transportation, packaging, loading and unloading, handling, circulation and processing. Part of China's rural areas have not yet opened the railroad, bad highway capacity, traffic congestion, coupled with many rural areas are still no highway and advanced highway, resulting in a single mode of transportation, unable to form a multimodal transport, so that agricultural products are not transported well, improving the logistics cost and operation of the level of difference, and the infrastructure of the rural logistics is not comprehensive, and the logistics facilities are also relatively barren^[2].

2.2 Analysis of the Current Status of Rural Passenger and Cargo Mail Development

2023 Central Document No. 1 proposed to "accelerate the improvement of county and village e-commerce and express logistics distribution system, the construction of county collection and distribution centers, promote the development of rural logistics, and vigorously develop new modes of co-distribution, instant retailing, etc.". Emphasis on promoting the development of rural logistics is for the rural masses to solve problems^[3], do practical things for the people's livelihood projects, is an important hand to smooth the flow of urban and rural elements, is an important support for the development of rural industry, to accelerate the construction of a strong transportation and agricultural power, services to promote the revitalization of the countryside in a comprehensive manner, and to enhance the people's sense of achievement, happiness and security is of great significance.

Due to the development of urbanization and seasonal population movements, some areas of rural buses in the New Year and festivals when more passengers, but on weekdays there may be excess capacity. At the same time, with the logistics into the end of the distribution link, the number of parcels less and less, in the rural areas will also appear logistics "not enough" phenomenon, resulting in the emergence of passenger, freight and postal business is small, the utilization rate of the facilities of the field and station resources are not high and so on. After the integration of passenger transport, freight transport and postal services, it is possible to realize the common distribution of warehouses, the use of town and village bus routes or other shuttle bus routes, to enhance the efficiency and economy of delivery of express parcels.

In order to open the rural logistics "last kilometer^[4]" and "the first kilometer", some areas in the passenger, cargo and postal operation centers set up e-commerce logistics nodes, live platforms. Visitors to the village for sightseeing and fun can send local agricultural goods through village-level logistics service points. Seasonal characteristics of agricultural products on the market, planting and raising retail households can be through public transportation, special lines to let the local specialties out of the village into the city. From the government's point of view, there is also a need to optimize routes for the seasonal characteristics of agricultural products, and there is also a need for better supervision and guidance in terms of safe production and vehicle equipment.

Rural logistics development can not only fully tap the potential of passenger, freight and postal resources, reduce the difference between urban and rural express logistics, improve the shopping experience of rural consumers, at the same time, it also helps to build the logistics system and promote economic development. However, logistics cooperation in the development of high operating and maintenance costs, express network only covers the townships, the utilization rate of field facilities and facilities is not high, as well as passenger, cargo and postal business volume is relatively small and other issues, these issues are still waiting for us to solve. All in all, the development of passenger and cargo mail will certainly get the

villagers, the majority of enterprises and the government's strong support, to solve these problems, passenger and cargo mail development prospects are very bright.

3. Benefits of Rural Bus + Produce Express + Postal Company Partnership Development

3.1 Enhancing Villagers' Sense of Well-Being and Facilitating Their Lives

Rural buses + agricultural express + postal companies to cooperate in the development of rural residents to solve the problem of difficult to receive and send the courier for rural production and life and consumption upgrading to provide support and protection. Access to rural "passenger and cargo post" to open up the express from the township to the village of the "last kilometer", the establishment of the county, township, village three levels of express delivery logistics channel, accelerating the flow of rural express efficiency, release the consumption potential of the rural masses, enriches their shopping cart.

Rural buses + agricultural products express + postal company cooperation development^[5], so that rural residents travel more convenient. Previously, due to run the rural passenger transportation can only carry passengers, passenger source and small and scattered, passenger transport enterprises can not earn money, so only in part of the road to carry out passenger transportation. After the opening of the logistics bus routes, more passengers, more passenger routes, the residents of the travel is no longer a problem.

3.2 Promoting the Construction of a Logistics System and the Integration of Resources

In order to meet the needs of rural logistics, the corresponding infrastructure has also been upgraded and improved. The construction of a series of supporting facilities, including roads, logistics centers, storage facilities, etc., provides a more advanced service platform for rural areas. At the same time, the use of rural passenger transport along the small supermarkets, village committees and other places to set up sites, through the creation of "passenger courier + e-commerce + special agricultural products + information" integrated

service chain, to realize the integration of rural logistics terminal outlets and the majority of rural residents docking^[6]. This not only facilitates logistics transportation, but also drives the overall upgrading of the rural transportation network and logistics system^[7].

3.3 Promoting Economic Development and Contributing to Rural Revitalization

The rise of the cooperative development of rural buses + agricultural products express + postal companies has enabled agricultural products to enter the urban market quickly, providing farmers with more sales opportunities. Through the extension of the logistics network, agricultural products can be quickly delivered to individual consumers, breaking the limitations of the traditional sales model and effectively solving the problem of stagnant sales of agricultural products. At the same time it also creates employment opportunities and promotes the growth of farmers' income. The development of rural passenger and cargo mail not only creates employment opportunities for farmers, but also leads to the enhancement of rural industries. From couriers to warehouse managers, the increased demand for all kinds of positions provides farmers with a broad employment space and promotes the growth of farmers' income. At the same time, farmers can also sell their own agricultural products directly to the city through the rural passenger and cargo mail, to obtain higher profits.

4. Analysis of Methods to Promote the Development of Cooperation between Rural Buses + Agricultural Couriers + Postal Companies

4.1 Reducing Operation and Maintenance Costs.

Rural areas are characterized by rugged terrain and complex roads, making operation and maintenance difficult and time-consuming. With regard to such problems, the Government can support the development of logistics in rural areas, increase investment in rural areas, strengthen the construction of infrastructure, improve transportation conditions and the level of logistics services; at the same time, it can actively advocate the assistance of enterprises, and make joint efforts to help the construction of roads in rural areas, so as to

make passengers, goods and postal mail become circulated, and to reduce the cost of operation and maintenance of logistics in rural areas.

4.2 Expanding Rural Logistics Coverage Into Villages.

At present, due to the different levels of development and infrastructure conditions in rural areas, resulting in the express delivery network in rural areas only covers the township. In view of such problems, we can establish express agency points, the express delivery business extended to the village or community, to improve the express delivery coverage; can be built in cooperation, with the local supply and marketing societies, e-commerce enterprises, etc., to jointly build the express delivery network, share resources and improve the coverage and efficiency of the express delivery; secondly, you can resume the common distribution system, through the integration of resources of the various express delivery companies, and the common construction of the distribution system, to improve the coverage of the courier Network coverage. Through a series of measures to promote the export of rural agricultural products, agricultural products to achieve the "last mile" transportation, and enjoy the advantages of the courier network, and strive to achieve common prosperity.

4.3 Improvement of the Utilization of the Resources of the Station Facilities.

As far as the development of rural passenger and freight mail is concerned today, the problem of underutilization of resources in yard and station facilities is prominent. To address this problem, we can build an information platform to realize the information sharing between passenger transport and freight transport, and improve the utilization rate of resources; we can start from the government to formulate relevant policies. Encourage the cooperation between bus companies and postal companies, and provide corresponding policy support and incentives; at the same time, we can explore new operation modes such as "Internet + logistics", "passenger transport + logistics" and other modes, to achieve the sharing and optimal use of resources.

4.4 Expansion of Business in Rural Areas.

The key to progress in the development of rural passenger, cargo and mail is to enhance the volume of passenger, cargo and mail business in rural areas. Firstly, the transportation network can be optimized to improve the transportation efficiency, which can be done by increasing the frequency, extending the routes, optimizing the station layout, etc., to meet the travel and logistics needs of the residents in the rural areas; secondly, the service mode can be innovated to provide more convenient and flexible services, and to improve the quality of the services and the satisfaction of the customers; and thirdly, the publicity and education can be reduced to strengthen the publicity and education of the rural residents, and to improve their understanding and acceptance of the passenger and cargo mail service awareness and acceptance, can be carried out through publicity activities, provide preferential policies and other ways to attract more rural residents to use passenger and cargo mail services. Only by strengthening farmers' acceptance can passenger and cargo mail be promoted into the countryside and facilitate rural development.

5. Case Study--Leling Rural Bus+Agricultural Products Express+Postal Company Cooperation Development Analysis

Rural logistics development is most needed in rural areas, looking at our province, Dezhou City, Leling County is a typical demonstration base. Leling existing first-class passenger transport station 1, township passenger transport station 11; public transport enterprises 2, new energy bus 180, the opening of urban and rural integration of 38 bus lines; courier enterprises 11, the average daily volume of more than 120,000 pieces of receiving and dispatching; logistics and express enterprises 46, the annual volume of LTL cargo transportation 56,400 tons. In summary, it has geographical advantages and business advantages. In addition, Leling County has best-selling agricultural products such as golden jujube, and the development of passenger and cargo mail also plays a vital role in boosting the marketing of agricultural products. The implementation of the passenger and cargo mail, help the industrial consumer

goods into the village, at the same time boosted the agricultural products into the city. With the development of rural buses + agricultural express + postal company cooperation, saving the time of agricultural products in transit, to maintain the freshness of the product, not only to help revitalize the countryside to contribute to the strength of the "express + live" this model is highly recognized^[8]. In the government's strong support, and continue to contribute to the pilot development of Leling County^[9], help the national passenger and cargo postal development, improve the happiness index of farmers^[10], and promote the realization of rural revitalization.

6. Future Outlook

The cooperative development of rural buses + agricultural express + postal companies is a new idea to drive rural economic development and rural revitalization in the new era. Environmental issues is the primary problem affecting development, starting from the rural areas, using public transportation as a carrier, the integration of passenger transport and logistics, focus on solving the problem of carbon emissions exceeding the standard, and gradually promote, and jointly help China to achieve by 2030, carbon dioxide emissions no longer grow, and gradually reduce after reaching the peak. The development of rural passenger and cargo mail is a good solution to this problem: bus travel, the use of public transportation, energy saving and emission reduction, green travel.

For the time being, the rural bus + agricultural products express + postal company cooperation and development issues still exist: high operating costs, express network coverage is not comprehensive enough, small business volume and other issues. The government should actively take responsibility for: allocating funds to help, strengthen the publicity efforts, call for rural enterprises to help the development of multi-pronged approach to achieve development. From the development situation, rural logistics development prospects are bright, and there is more space for development: the integration of rural logistics with agriculture, forestry, animal husbandry and other industries should be strengthened. In addition can also be the primary industry and e-commerce integration

and development, optimize the rural industrial environment, strengthen the cooperation between industries, to achieve the development of industrial linkage: urban industry to drive the development of rural small and micro-enterprises, strong and powerful, and jointly help to achieve the goal of common prosperity.

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Results of "Research on the Construction of County and Rural Logistics System in Shandong Province", Shandong Institute of Management's Sailing Plan

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